

Welcome!

The webinar will begin shortly.



GlobalVetLink
Your Animal Health Compliance Assistant

How to Use Pet Travel to Drive Clinic Revenue

Thursday, July 14th 12:00 p.m. CT



Welcome

Becca Haugland

Senior Marketing Manager

GlobalVetLink



Webinar Recording Availability



A link to a recorded video of today's presentation will be sent to the email address that you registered with.



The recorded webinar will also be made available on GlobalVetLink's website.

Questions

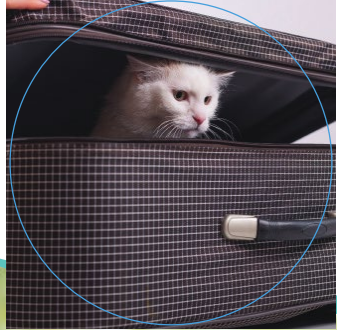
- Submit your questions via the Questions button in the lower right corner.
- We will address your questions in a follow up blog post which will be shared with you via email.

Agenda



- Trends in Pet Travel
- Top 10 Domestic Travel Destinations
 - GlobalVetLink CVI Demo
- How IHCs Drive Revenue
- 10 Revenue Growth Tips
- ROI of International Health Certificates
- Top 10 International Travel Destinations
 - GlobalVetLink IHC Demo
- GlobalVetLink Info

Trends in Pet Travel



2 million

Pets Travel on commercial flights every year.¹



53%

Of pet owners bring their pets along on trips.¹



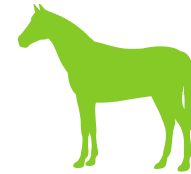
Owners Age 55-64

Are the most likely to travel with their pets.¹



250%+

Increase in International Health Certificate production from 2020 to 2021



23%+

Increase in CVI production from 2020 to 2021

In the summer of 2021, the CDC placed a travel ban on countries with high risk for dog rabies. In December, these regulations eased, causing normal canine travel to resume.²

In-Demand Amenities

Traveling with pets presents unique challenges. Check out the top 5 amenities that are trending with pet owners.⁵



#1 A Pet Welcome Gift



#2 Pet Bed



#3 Designated Pet Walking/Potty Area



#4 Concierge Services




#5 On-Site Pet Services



The highest-demanded amenity according to a recent survey was pet concierge services to provide resources to guide a pet-friendly visit.⁶

Top 10 Domestic Pet Travel Destinations



GlobalVetLink is the leader in automated travel health certificates. Check out the top trends from 2021 based on our customer certificate production.

Top 10 Certificate of Veterinary Inspection (CVI) Destinations:

- #1 Florida
- #2 Texas
- #3 Iowa
- #4 Oklahoma
- #5 California
- #6 Kentucky
- #7 Illinois
- #8 Colorado
- #9 Minnesota
- #10 Ohio



GlobalVetLink CVI Demo

Andrea Gisch

Product Manager



Thank you, **Andrea!**

Questions?

Use the Questions box in the lower right corner.

What are IHCs?

IHCs, or International Health Certificates, allow pets to travel to international destinations. They have a reputation among small animal veterinarians for being challenging, stressful, and time-consuming to create—until now.

GlobalVetLink's software automates the creation of 100% accurate IHCs in less than 5 minutes. Adding IHCs to your suite of services can improve internal workflow and add a new revenue stream to your practice.



The Workflow Impact of GlobalVetLink

Many veterinarians don't offer domestic or international travel services because of the time-intensive nature of doing state-by-state or country-by-country compliance research. Paper-based processes are cumbersome, time-consuming, and prone to human error.

GlobalVetLink streamlines compliance documentation:

- Fast digital form submission
- Easy data entry
- Software automates compliance research
- Documentation is digitally shared with clients
- Mobile-friendly solutions enable certificate creation on the move

Revenue Impact

- New revenue stream
- Add an in-demand service
- Spend less staff time on IHCs



10 Revenue Growth Tips

#1 Use Value-Based Pricing

Cost-based pricing models risk under-valuing your services. Value-based pricing focuses on charging for services based on unique differentiating factors.

#2 Add New Services

Adding new services can drive new lines of revenue.

#3 Offer Pet Travel Services

Offer domestic and international pet travel services to drive revenue from visits, certificate creation, and related services.

#4 Leverage Technology to Streamline Workflows

Use software to streamline challenging workflows from health certificate creation to client communication and inventory management.

#5 Marketing to New Clients

Increase your pet owner marketing to drive new pet visits.



10 Revenue Growth Tips

#6 Raise Prices

The easiest way to increase revenue is to raise prices. Evaluate your current costs and increase prices accordingly.

#7 Proactive Screenings

Proactive wellness screenings can drive diagnostic and treatment revenue.

#8 Train and Educate Staff

Teach your staff how to perform new procedures to broaden your service offerings.

#9 Automate Redundant Processes

Use your team's time wisely. Leverage technology to automate complex or redundant processes.

#10 Increase Pet Owner Communication

Provide clients with valuable information to nurture them between visits. Use digital channels such as email, text messaging, and social media to engage them.



The ROI of IHCs

Offering International Health Certificates provides revenue from a new service, and from any necessary vaccinations or treatments needed to travel internationally.

Revenue from Certificates

How many International Health Certificates do you anticipate making per month?

What fee will you charge per certificate? (Suggested \$150-\$400)

Annual revenue for certificates

Revenue from Added Services

What additional lab fees will each certificate generate? (Suggested \$60-\$200)

What vaccinations and services will each certificate generate? (Suggested \$150-\$400)

Annual revenue for added services

Total Annual Revenue



Top 10 International Pet Travel Destinations

GlobalVetLink is the leader in automated travel health certificates. Check out the top trends from 2021 based on our customer certificate production.

Top 10 International Pet Travel Destinations:

- #1 Mexico
- #2 Germany
- #3 Canada
- #4 France
- #5 Italy
- #6 Spain
- #7 Sweden
- #8 Portugal
- #9 Netherlands
- #10 Switzerland



GlobalVetLink Demo

Stacey Noe

Director of Product



Thank you, **Stacey!**

Questions?

Use the Questions box in the lower right corner.

Q & A

Submit your questions through the Questions box.

Bonus Resources



International Pet Travel
Quick Start Tool Kit



Find Your Perfect
Pricing Strategy



Interactive IHC
Algorithm



Get Started with GVL for Animal Movement Documents
Learn More or Sign Up at www.globalvetlink.com

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Additional questions? Email info@globalvetlink.com