



**Created Specifically to
Support the Growth of
CSRs in General Practice**

Veterinary Receptionist Certificate of Excellence General Practice

- Deliver a Consistent and Exceptional Client Experience
- Understand a CSRs Revenue Generating Potential
- Manage Client Wait Times
- Navigate Conflict Conversations
- Elevated Communication and Terminology



The Solution for Veterinary Reception Excellence

The **Veterinary Receptionist Certificate of Excellence (VRCE)** is a **comprehensive front desk training program**.

Your front desk team will learn skills to deliver a positive client experience and represent your hospital professionally, all while adding revenue to your bottom line. Having a front desk staff of trained VRCE graduates will allow you the peace-of-mind to focus on other instrumental areas of your practice.

- 32 interactive self paced e-learning courses with in-clinic activities
- Checklists, resource documents, and job aides to translate the learning from concepts to front desk behavior
- Comprehensive workbook with activities customized to your practice
- Scripts to guide client interactions
- Instructors and a study group to reinforce the learning and share ideas
- Sign off sheets for the student to demonstrate their new skills at the hospital level to their supervisor
- Students complete the program at their own pace
- Access to our learning podcast library
- Quizzes and video submissions
- Proctored final exam



Typical Front Desk Struggles

New clients not captured



Booking an appointment



Missed charges



Poor practice impression



Micromanagement



VRCE Program



We know that revenue and reputation hits to the practice are significant, but are rarely measured and therefore, they are often unknown.

New clients not captured, advising clients to “wait and see” vs booking an appointment, missed charges, poor practice impressions, and so much more impact your practice revenue, but short of listening in to every call or moving your desk to the front lobby, how do you know? There is also the issue and expense of front desk turnover. It seems impossible some times to achieve a well trained front desk staff.

VRCE trains and tests each of these areas of financial gain:

- Appointment Capture
- Inbound Call Conversion
- Reminders
- Confirmation Calls
- Rechecks
- No Shows

- MIA Clients
- Client Experience
- Charge Capture
- Conflict Resolution
- Pharmacy Accuracy
- Prevention of Employee Bites and Scratches

did
you
know



According to AAHA’s 2020 Compensation & Benefits survey, the average turnover rate for veterinary receptionists was 32.5%.*

*AAHA’s 2020 Compensation & Benefits survey, January 15, 2020.

VRCE Curriculum



Course Outline Semester 1

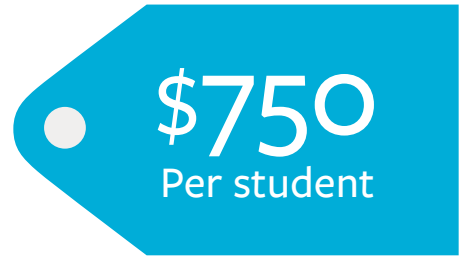
- 1 - Qualities of a Top Front Desk Team Member
- 2 - The Important Role of a CSR in the Practice
- 3 - Breed Identification
- 4 - Veterinary Terminology for CSRs
- 5 - Foundations of the Client Experience
- 6 - Communicating Information to Clients
- 7 - Reading Body Language
- 8 - Empathy and Helping Clients
- 9 - Harness the Power of Your Practice's Phone - Inbound Calls
- 10 - Introduction to Appointment Capture
- 11 - Admitting Patients to your Hospital
- 12 - Discharging Patients From Your Hospital
- 13 - The Basics of Cash Handling
- 14 - Creative Financing, Wellness Packages & Pet Insurance
- 15 - Confidentiality and Accuracy: Records, Files, Computer Maintenance
- 16 - Occupational Safety Procedures
- 17 - COVID, Adjusting to a Global Pandemic

Course Outline Semester 2

- 1 - Intermediate Client Experience
- 2 - Managing Wait Times
- 3 - New Client Acquisition
- 4 - Intermediate Appointment Capture
- 5 - Managing Rechecks, Reminders and Recalls
- 6 - Thriving During Conflict with Clients
- 7 - Thriving During Conflict with Coworkers
- 8 - Professionalism In the Workplace
- 9 - Bullying in the Workplace
- 10 - Home Collection of a Lab Sample: Coaching the Client
- 11 - Proper Prescription Handling
- 12 - Safe Animal Handling
- 13 - The Disaster of Missed Details
- 14 - Basic Hospital Finance and Revenue Drivers for the CSR
- 15 - The Benefits of Cross-Training and Career Advancement

VRCE Value

For \$750 your employee will have access to 32 self-paced courses including direct access to the program instructors and resources. This program includes two semesters. Each semester has its own comprehensive workbook, real life situational client scripts, proficiency checklists and a proctored final exam.



BUY NOW

Flexible Payment Options Available

\$154
Average
transaction per
Doctor Visit*



Data listed above is from the American Animal Hospital Association's Financial and Productivity Pulsepoints. AAHA Press - 2019

A CSR would only need to capture FIVE additional appointments over the course of the year for this training to pay for itself.

**did
you
know** ?

According to LinkedIn's 2018 Workforce Learning Report, a whopping 93% of employees would stay at a company longer if it invested in their careers.

What Our Students Are Saying



“It provided me with additional tools to help increase my productivity and effectiveness during my daily interactions with the clients and their pets as well as the medical staff. This program and its courses are effective, informative, empowering, and arm new and experienced CSRs with the correct tools and habits to be an efficient, effective, and integral part of the veterinary team.”

- Lipton Lutap, VRCE
Round Lake Beach, Illinois



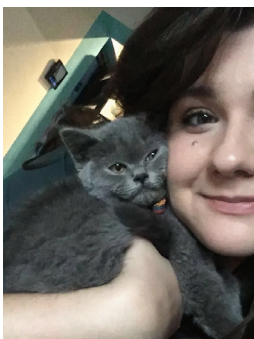
“The VRCE program has served as a great foundation for our old and new CSRs alike. It sparks conversation on how we handle each situation and sharpens the kind of skills we desire. The coursework is so intentionally put together. It’s not just busy work, nor daunting piles of homework. Our CSRs who were a bit intimidated have really enjoyed it! We are looking forward to where this course takes us!”

- Ashleigh Marshall, CSR
Green Acres Pet Center, Twin Falls, ID



“I’ve been a CSR at my hospital for five years next March. I have two dogs, three cats, and as well as many other oddballs throughout my house. While I love my job, I found that I still struggle to connect with all of my clients. My social awkwardness was to blame. Only two weeks in, I already feel like I am creating those bonds with my clients that I had difficulty with before. I’m inspired.”

- Ashley Bagaporo, CSR
Mile High Animal Hospital of Aurora



“This course is important to me because I want to be able to provide all that I can to the hospital; make it run as smoothly and effectively as possible. I also want to be able to have the same educational opportunities to better myself and learn new things just like technicians and doctors have.”

- Klaudia Zajac, CSR
Eye Care For Animals

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Elevate Excellence In Your Practice With
VRCE General Practice

BUY NOW

www.VRCE.vet

