



Structuring an Equine Wellness Program

Preventative services, such as wellness programs, are aimed at encouraging horse owners to take a proactive approach to their horse's health before severe illness or injury. This saves time and money in the long run. Wellness services are recommended annually or semi-annually for maintenance of a horse's general health and well-being.

Developing an equine wellness program for your clinic promotes necessary preventative care and ensures horse owners are providing proper medical care throughout the year. This also gives you the opportunity to see the horse a couple times throughout the year, rather than just for emergency situations. This will reinforce your role as the veterinarian and primary medical resource for proper care.

An additional benefit to the clinic, beyond the health and well-being of the horse, is securing regular business and income throughout the year, rather than a few peak months. This allows your clinic to strategically schedule appointments and help clients stay on track with maintenance veterinary care.

In designing your wellness plan, consider the types of services your practice wants to offer and promote within your clinic's protocol as well as the types of clients you see. Your program should be a combination of bundling costs and providing the excellent service your clients have come to expect from you.

To help you get started with developing the right wellness plan for your practice and your clients, consider some of the items below:

Structuring Your Plan

What is better suited for you and your clients:

- A single plan [A **single plan** would be the core essentials you want your customer to have done on the horse(s) in a year based on your clinics protocols.]
- A tiered structure plan [A **tiered structure** plan might include options for different owner's needs and budgets but still in-line with the clinics protocol. See examples below of what a tiered plan might look like.]

Would you like to have an enrollment period or cutoff date?

- No Yes, Enrollment Period Yes, Enrollment Cutoff

Is there a minimum age requirement for a horse to be on the plan? Common is 1 year old.

- Yes No

Is there a miles radius that the client must be within?

- Yes, Miles _____ No

Will they receive a prorated refund for unused services if the horse dies or is sold within the year.

- No Yes Cash Refund Account Credit Owner Transfer

Pricing

When pricing out your plan, add up the basic costs of your individual services and apply a discount that the clinic can afford to offer without reducing the value of your services. The pricing plan should incentivize your clients to want to sign up, but not be too deep that it's devaluing the expertise of your clinic and staff.

Show the discount or savings on the wellness plan marketing materials in either a monetary value (\$150 SAVINGS) or in a percentage (30% OFF).

Do many of your clients have multiple horses? Think about offering an additional discount to encourage clients to enroll all horses.

You will also want to stipulate when payments will be due; pre-payment, ½ at spring appointment – ½ at fall appointment; monthly ACH installments; full payment due at time of spring appointment. Determine if you will allow billing or require payment due at time of service.

Features & Benefits of Your Plan

Other than the discount clients receive from bundling services, consider what other benefits a wellness plan has to offer. Highlight some of these important features and benefits or additional incentives you plan to offer members of the plan:

- Do you provide electronic records; is there online access?
- Will they receive test results more quickly; 24-hour? Same day?
- Will you offer additional discounts for other services to enrolled members?
 - Serum Glucose/Insulin Testing
 - Tick Bourne Infection Screen
 - Additional Fecal Egg Counting
 - Micro-chipping
 - Health Profile Test (baseline blood/chemistry testing)
 - Additional vaccinations/boosters
 - Lameness exams
 - Scheduled Farm Call Fee
 - Emergency Calls

Services To Consider Offering In Plan:

- Spring & Fall General Exam
- Annual Coggins Test
- One Dental Exam
- One Fecal Egg Count
- Annual Vaccinations:
 - Tetanus Toxoid
 - West Nile
 - Eastern & Western Encephalomyelitis
 - Rabies
 - Potomac Horse Fever
 - Influenza (Spring & Fall)
 - Rhinopneumonitis (Spring & Fall)
 - Strangles
 - Botulism
- Nutrition & Weight Management Consultation
 - Body Condition Score
 - Consult for Spring & Fall
- Medical Records Sheet
- Ophthalmic Exam
- Udder/Sheath Cleaning