

# DON'T GHOST YOUR VETERINARIAN



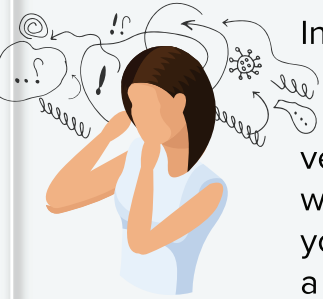
# BE A PET'S HERO!



## Life can be unpredictable.



Things happen – be it car trouble, family issues, work emergencies, illness and more - which can make it difficult for us to honor our commitments, like showing up for appointments we've scheduled.



In the chaos swirling around your situation, it may feel understandable to simply **skip** a scheduled veterinary appointment for your pet without communicating your plans to your veterinary office. We get it, there's a lot going on!

### But here's why that's a problem:

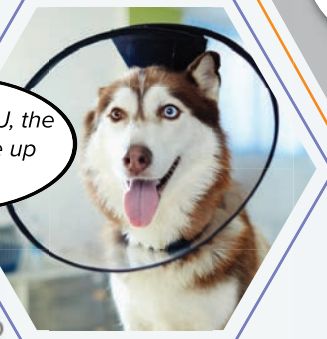
many veterinary practices currently have **very** full appointment schedules and are struggling to even find time to see **sick** patients in a timely manner.



And as much as your veterinary team loves and are devoted to their patients, there's only so much time in a day. A booked-up appointment schedule means they must say "NO" to seeing more patients at some point.



Thanks for opening up an appointment slot for me!



Thanks to YOU, the doc fixed me up today!

BUT HERE'S WHERE YOU CAN SWOOP IN TO SAVE THE DAY AND BE A PET'S HERO:

I'm so sorry, but I need to reschedule Jasper's annual exam tomorrow...



An appointment slot opening up with advance notice means your veterinarian can fill that slot with a sick pet who desperately needs to be seen.

And you're the one who can make that happen, simply by communicating with your veterinary team if you can't make it to your appointment.

The more notice you can give, the better – but even calling the morning of your appointment to cancel is better than not calling at all.

So save the day and make a pet feel better faster –

# DON'T GHOST your veterinarian!

Let them know ahead of time if you're unable to make your appointment.

