



Make your allergy plan for 2019 now! Allergy Checklist

Item	How will this help?	What I need to do	Done?
Sign Up to PAW 2019.	PAW is an annual promotion which is sure to catch the eyes of your clients, and engage them in animal allergy. With client dedicated literature, waiting room materials and discounted tests throughout this period, it provides an opportunity to test new cases and boost revenue.	Keep an eye out for more details on our social media pages and website. Sign up to receive more information on canine and feline allergies as well as PAW updates at: www.avactaanimalhealth.com/news/blog-signup	Signed up on: _____
Book a Lunch and Learn with your Avacta Territory Manager	A refresher on all things allergy will help you bring your 'A' game to all of your allergy cases this year. This will not only impress your clients, but help customer retention. Plus - free lunch	Contact your local Territory Manager or our Technical Support Team on 0800 3047 047 who can provide you with their details to book your lunch and learn. P.S. It doesn't have to be over lunchtime!	Date booked: _____
Order supporting literature	Engaging, educational client posters are available for the waiting room or consult rooms free of charge as well as veterinary brochures, work up charts, dietary charts and client leaflets.	Order through your local Territory Manager or our Technical Support Team at technical.support@avacta.com . We also have waiting room presentations available for your use.	Ordered on: _____
Organise a client evening	Client evenings are really useful to engage with both existing and new potential clients, providing a platform to educate all about allergy and encourage vital owner compliance.	Contact your local Territory Manager or our Technical Support team on 0800 3047 047 . We have created dedicated presentations all about allergy.	Organised date: _____
Order your client leaflets	This will assist in educating your clients about animal allergy, and their pet's specific issues and needs. They can also help explain the full range of next steps available after allergy testing.	Contact your local Territory Manager or our Technical Support Team at technical.support@avacta.com . Alternatively, visit our website at: www.avactaanimalhealth.com/cpd-resources/client-leaflets	Ordered on: _____
Apply now for your Special Import Certificates (SIC)	If you decide immunotherapy is the appropriate step after your allergy work up and testing, having an SIC on file will speed up your ordering process for the whole year. These are available per practice and are valid for a specific species for a whole year.	Apply for species specific certificates from the VMD and send them along to technical.support@avacta.com telling us you wish to keep them on file. Our Technical Support Team can provide you with a guide on how to obtain these.	Expiry dates: Canine: Feline: Equine:
Plan your social media content	Social media is a great way of educating and communicating with existing clients and also keeps your practice name visible to new potential clients too. Generating enough high quality content can be very time consuming though which is where we can help!	Plan your allergy content well in advance using our resources and supplement this by sharing posts too (see below). We share lots of fun facts and interesting information including practical tips on management techniques.	Organised date and time: _____



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Follow Avacta Animal Health on Facebook and Twitter	We post lots of informative content you are able to share on your own social media pages which may be of interest to your clients.	Search online for: Facebook: @avactaanimalhealth	Completed date: _____
Organise a dedicated allergy clinic	Setting specific time aside every week for allergy cases during your quieter times, so time is less limited, can really help create improved relationships with clients resulting in a higher retention rate and overall better management of allergy cases.	Contact your local Territory Manager to chat through all the ways we can help you organise this.	Organised date and time: _____
Sign up to receive blog updates	Sign up to receive updates when we have a new blog available for you to read and share within the practice or with your clients. We try to provide interesting succinct content on a range of allergy related topics.	Head over to: www.avactaanimalhealth.com/news/blog-signup to sign up to receive blog updates as well as PDF copies for you to print, email or share with your clients online.	Signed up on: _____
Organise a fun CPD session	Organise a fun CPD session for your practice staff during a quieter period or over a lunch time and keep your allergy knowledge up to date. This will help to boost morale and confidence to tackle those tricky allergy cases.	We have a number of webinars and CPD material on our website to utilise. They all can be found at: www.avactaanimalhealth.com/cpd-resources-vet	Organised date and time: _____
Visit our stand at events this year	Meet our team face to face and chat over your allergy questions, keep up to date with our new literature and find out more about ongoing promotions throughout the year. We may even have a freebie for you!	Keep an eye on our social media channels where we will let you know what events we will be attending and where we will be positioned. Make a plan to find us if you are also attending and see what we have to offer. Some of our confirmed events include BSAVA, Vets North, 31st European Veterinary Dermatology Congress and London Vet Show.	We look forward to meeting you in 2019!