

2018 Veterinary Science CDE Team Activity

Fear Free Feline Medicine

You work for a mixed animal practice with four veterinarians and twenty-five support staff.

Last week a Yelp review claimed your veterinary hospital was incredibly unfriendly to cats and anyone who loved their feline friend should not darken your doorstep. He rated your practice with one star. Your practice manager has evaluated the business and realizes feline visits are down drastically. She wonders how many other clients share the opinion of this upset Yelp reviewer.

The practice manager creates a committee consisting of a DVM, RVT, client care specialist and a kennel attendant to create a solution by becoming a fear free practice.

Work with your team to create a plan to become a fear free clinic and discuss how you would address the negative Yelp review.