



Dr. Laura Pletz Dennis Alexander

Vet Practice Type Training

Dr. Laura Pletz

- **Scientific Services Manager, Royal Canin**
- 2000 Graduate of University of Missouri College of Veterinary Medicine
- Associate Vet leading to practice ownership
- 2012 – Royal Canin Technical Services Team
- 2016 – Promoted to Scientific Services Manager
- Royal Canin Women's Veterinary Leadership Forum
 - Board of Directors (WVLDI) Women's Veterinary Leadership Development Initiative 2018
 - President Elect Current
- Proud MOM of two teen boys





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Salesforce District Manager “Practice Type” Project

Dennis Alexander, DM Florida
Laura Pletz, SSV Manager

WHY



of clinics in Salesforce were not classified for Practice Type



SSV: How can I do my job and grow numbers in Specialty, if I can't access a report telling me where my attention should be?

SSV: I can use this report to have more leverage in planning with my regional DMs! Not to mention Einstein and future springboard enhancements!

WHAT: SALESFORCE PRACTICE TYPE



WHAT?

- DMs will be updating Practice Type in the Details tab
- There are 3 *drop downs* to select from in the **Practice Type** section
 - **General Practicing Clinic**
 - Basic vet clinic, no board certified DVMs (GP Only)
 - **Hybrid**
 - Very large hospitals that offer general practice, but with Emergency and Specialty in the same building. Generally have Surgeons or Critical Care Specialists (GP and Specialty Services)
 - **Specialty Clinic**
 - Focus only on referrals from general practice clinics (Referrals only)

Due Date: November 25, 2020

[Salesforce Report](#)

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Eukanuba ROYAL CANIN

Account Call Prep Details

FTEs

5

Practice Type

Practice Type

--None--

✓ --None--

General Practicing Clinic

Hybrid

Specialty Clinic

Urinary Partner Date



Cancel

Save

Practice Type Cheat Sheet

Practice Type	Description
General Practicing Clinic	Basic vet clinic, no board certified DVMs
Hybrid	Very large hospitals that offer general practice, but with Emergency and Specialty in the same building. Generally, have Surgeons or Critical Care Specialists.
Specialty Focus	Focus only on referrals from general practice clinics

Contact your Region's SSV, for any clinics that you question how to code.

COMMON QUESTIONS FROM THE FIELD

1. **Will you be sending the presentation?** Yes, after the call a PDF of the presentation will be uploaded in the chat box of this call, should you wish it to be emailed directly, please reach out to me.
2. **What are the Definitions of the Practice Types?** A cheat sheet will be included with the PDF
3. **Would a hospital who has an internist on staff but not offer emergency, would that be a hybrid still?** Yes, if they spend a decent amount of time in the hospital.
4. **Hospitals who have traveling board certified surgeons, but no specialist on staff?** YES, if they spend a decent amount of time in the hospital
5. **Banfield has about 3 different accounts listed per hospital. Do we need to do it for all of them, or can we just do the BHD?** You don't have to Banfield, Amazon or Chewy but if you wish to input you would select "General Practicing Clinic"
6. **Are we only filling in blanks or confirming all hospitals for accuracy?** All accounts should be done. You should double check any that might already be allocated to a type. This will only help you and your SSV grow the business.
7. **What about cat only practices?** Yes, they fall under the category: Specialty

thank you



