CARE Service Model

Connect - Advocate - Recognize - Encourage: Personalized Preventive Care

Belong
I feel like I belong and that my pet and I are welcomed.

Understood
I feel like Banfield understands why I'm here today with my pet, and I understand the importance of preventive care.

Respect
I feel like my pet and I are respected and that our specific needs have been met.

Special
I feel like Banfield made my pet and me feel valued and appreciated, and that Banfield cares about what's best for my pet.

Connect
Welcome to Banfield

- Warmly greet pet & client by name
- Check-in & overview visit
- Introduce or re-emphasize Banfield's philosophy of personalized preventive care

Advocate for preventive care
Educate & build partnership

- Get to know pet and client, and review purpose of the visit
- Talk about need for preventive care and "why important"
- Relate need for preventive care to the benefits of wellness plans

Recognize pets' individual needs
Personalize preventive care

- Provide preventive care that is best for the pet
- Review personalized report card and make "what's next" recommendation
- Answer questions & partner on what's next

Encourage common belief in what's best for pet
Affirm the partnership

- Appreciate client and pet, encourage questions and ensure they are answered
- Book next appointment & collect payment
- Thank the client for their visit and ask for feedback (introduce Client Experience Survey)

Banfield PET HOSPITAL

Build relationships, develop partnerships, personalize care, encourage questions