Return For Care:
A Distributive Community Model for Post-Adoption Medical Care

Society of Animal Welfare Administrators On POINT
Palmer House Hilton, Chicago
Friday, June 8, 2018
Ralph Johnson, Veterinary Medical Association Executives
Jane Brunt, CATalyst Council

Return for Care

CVMA
Colorado Veterinary Medical Association
Return for Care Goals
• Enhance pet health and welfare
• Minimize uncertainty
• Provide efficient platform
• Repurpose scarce resources
• Collaborative business model

High Rate of Enrollment

High rate of adopter follow-through
Low rate of post-adoption illness

- 20%: Pet died/ROI return for care for shelter-related illness
- 80%: Pet DIED return for care for another related illness

Low cost of treatment
Average: $12.90

High ROI
Q2 Do you plan to remain a client of the participating veterinarian you chose?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
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<td>78.43%</td>
<td>21.53%</td>
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Key takeaways from CVMA pilot

- Mechanics are manageable
- Beneficial business model
- Automation is key

CATalyst Council

"Connecting People and Organizations to Transform the Health, Welfare and Value of Companion Cats..."
Crucial Concepts

- Alignment
- Clarity
- Listen
- Pivot
- Thank
- Celebrate
Resources

- Catalyst Connection Toolkit
- Community Readiness Surveys
- Return for Care Info Graph
- http://catalystcouncil.org