

## 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

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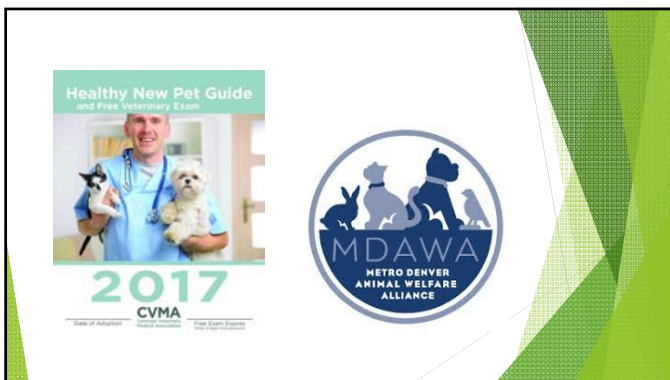
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The image shows two promotional materials. On the left is a flyer titled "Healthy New Pet Guide and Free Veterinary Exam" for 2017, featuring a veterinarian with two puppies and the CVMA logo. On the right is the MDAWA logo, which includes silhouettes of a rabbit, a dog, and a cat, with the text "MDAWA METRO DENVER ANIMAL WELFARE ALLIANCE".

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# Return for Care



**CVMA**  
Colorado Veterinary  
Medical Association

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### Return for Care Goals

- Enhance pet health and welfare
- Minimize uncertainty
- Provide efficient platform
- Repurpose scarce resources
- Collaborative business model

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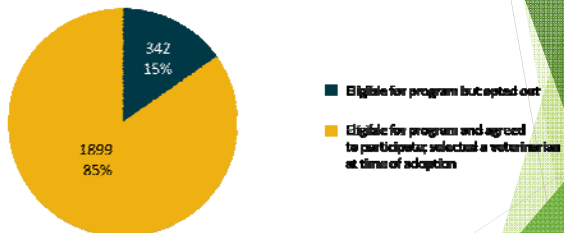
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### High Rate of Enrollment



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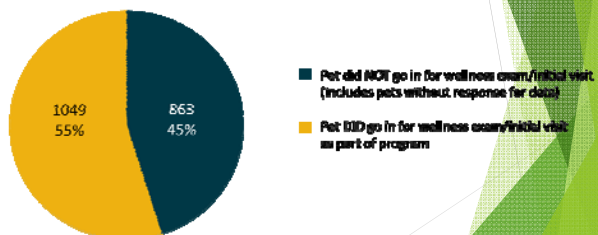
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### High rate of adopter follow-through



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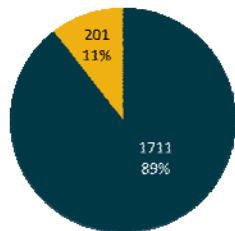
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### Low rate of post-adoption illness



- Pet did NOT return for care for shelter related illness
- Pet DID return for care for shelter related illness

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### Low cost of treatment

Average: \$12.90



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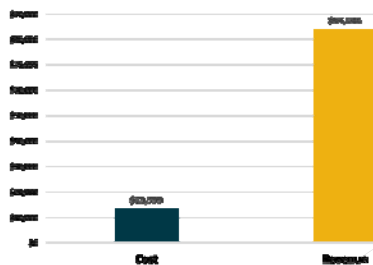
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### High ROI



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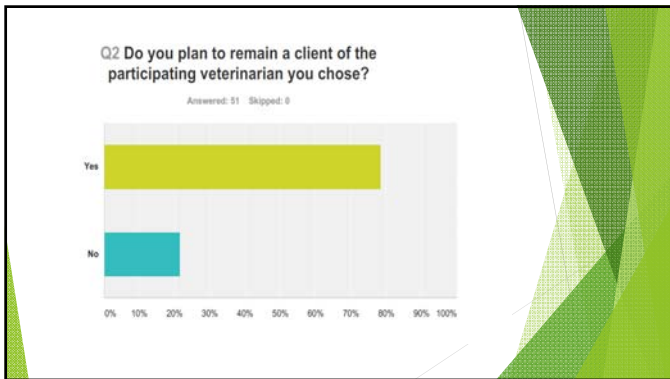
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Key takeaways from CVMA pilot

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

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**CATalyst Council**  
*"Connecting People and Organizations to Transform the Health, Welfare and Value of Companion Cats..."*

**catalystconnection**  
Forever homes. Forever health.

*Partnerships for the common good*  
See how joining forces can benefit your clinic and your community.

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**Return for Care**  
Healthy New Pet Guide

**2018**  
CVMA  
Council on Veterinary Medical Associations

**RETURN FOR CARE**

It's a Win-Win Win for Adopters, Shelters, and Veterinary Practitioners

**Key points:**

- Shelters and rescues are looking for ways to reduce pet return rates.
- Adopters want to ensure their new pet is healthy and happy.
- Veterinary practices want to ensure their patients are healthy and happy.

	Actions	Technology Platform	Wins!
Shelter	Use a Return for Care program to track and manage return rates.	Use a Return for Care program to track and manage return rates.	Reduces return rates and increases adoption rates.
Adopter	Use a Return for Care program to track and manage return rates.	Use a Return for Care program to track and manage return rates.	Increases adoption rates and reduces return rates.
Veterinary Practice	Use a Return for Care program to track and manage return rates.	Use a Return for Care program to track and manage return rates.	Increases patient loyalty and reduces return rates.

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**Crucial Concepts**

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

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## Resources

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



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