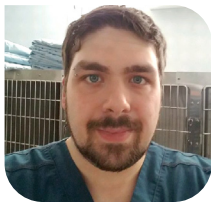
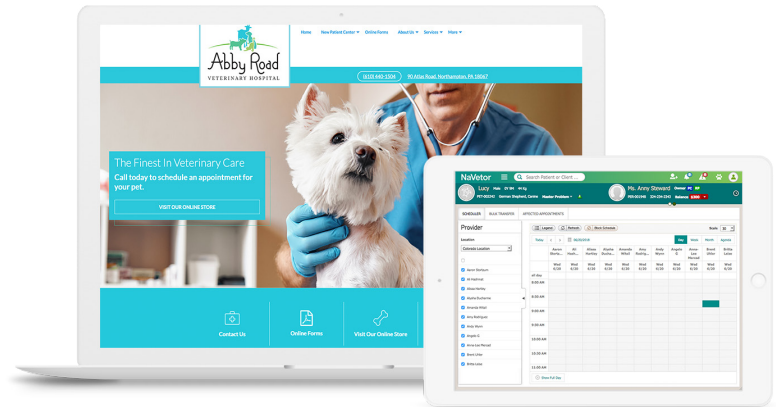




## Created for the best quality for a reasonable price

Abby Road Veterinary Hospital and NaVetor software share a similar vision



Brad Meixsell

Now celebrating its third year, Abby Road Veterinary Hospital is a one-doctor practice in Northampton, Pennsylvania. Brad Meixsell started with Abby Road as a vet tech three years ago and

is now also its practice manager. Like many, he wears multiple hats at the practice.

“I joined Abby Road at its inception. I didn’t really have a choice – my wife is actually the doctor!” Brad laughed. “We were both working in emergency critical care. I was working at a different hospital in New Jersey and she was working in northern Pennsylvania. She wanted the opportunity to kind of provide the medicine at a caliber she felt was not really being offered to clients – more of a one-on-one boutique veterinary setting where the clients are given more information and less of the old way of practicing veterinary medicine, like ‘Here are your meds and off you go.’”

Dr. Abby Gerenser is Brad’s wife, whose vision is to practice what she feels is more like human medicine,

where you actually seek out a diagnosis and try to treat that. Brad said, “She was hard pressed to work under the constraints of another doctor and still provide the medicine that she wanted to do. That’s how Abby Road came about.”

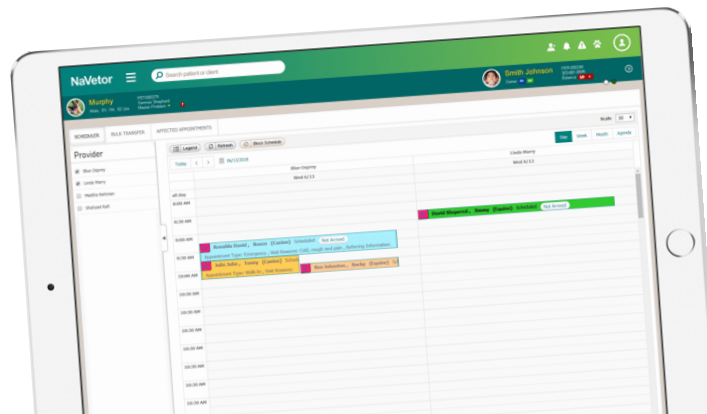
After more than a decade working in multiple practices, they knew they wanted to start something of their own. “It’s been about 12 years working around the veterinary world. Moving forward and starting a practice, it was actually a good jumping-off point because we have a wealth of how things *could* go and what we *wouldn’t* like to see in a veterinary practice, which is what led us down the path towards NaVetor.”

### Cloud-based right out of the gate

“Of course, we wanted cloud-based right out of the gate,” Brad said. “We’d had many, many issues in the past with server-based veterinary practice management software, just in the update and maintenance realm alone. When you’re starting

up a practice, it's a big investment to invest in the infrastructure for a server-based software because you actually kind of need that dedicated server computer." With no server to worry about, staff doesn't need to worry about backing up data every night, either. "Using a cloud-based software means updates just automatically happen. We don't have to worry about updating our server. We don't have to worry about any of the actual back-end issues. NaVetor takes care of that for us."

Brad continued, "We were looking to be more mobile and take advantage of nonstatic computer terminals. That didn't work out in the long run; we've actually installed desktops in the actual exam rooms, but our lofty goal is to be on the move constantly. We realized that to be able to sign in and out rather



Brad equates the add-on costs of other software programs to a visit to the Bronx Zoo. "I went to the Bronx Zoo before the pandemic and that's my analogy for most of the other software I've come across. When you go to the Bronx Zoo, you pay for admission and you get all of your, I guess, local animals. Nothing crazy. But if you want to go into the gorilla house, you have to pay a fee to get into the gorilla house. And if you want to see the elephants and giraffes and the rhinos, you actually have to take a tram, and you have to pay for the tram. You have to buy a ticket to go into the aviary to see the exotic birds. There's a turnstile at the front gate

to the aviary and you have to pay to get in there!"

After all, when you go to the zoo, you expect to see way more than sheep and goats.

"So that's how I feel a lot of these other

**"We're not about money. We're very much about the outcome of the pets. We don't charge our clients a premium. So we get upset when we get charged one, too."**

than carry a computer with you is a lot easier on the actual equipment and our nurses." Brad explained that the nurses need both hands to do their job, though he is considering iPads to make curbside care easier.

### Comparing software functionally and financially

Since Brad has worked at many different practices, he was able to select – and be selective of – the software for use every day for Abby Road. He had used another software with a lot of functionality that is similar. However, each feature cost additional fees. Brad said, "It's a little more intuitive at NaVetor, plus there's less of a feeling of pay to play."

software programs are. It reminds me so much of the Bronx Zoo, where you walk in, you get basic admission, and you can see all the *signs* for other animals when you're in there. With other software, like employee scheduling integration, you can see the smart flow integration. You could see it's all right there. And if you click on it, you see the bare bones of it. And then there's a little button above it that says 'Admission for paying clients only.' And that just hurts."

Nobody likes extra fees, and Abby Road is as budget-conscious as everyone else. "We're not about money. We're very much about the outcome of the pets. We don't charge our clients a premium. So we get upset when we get charged one, too."

**“What we liked about NaVetor was it’s geared towards the veterinarian rather than towards the bottom line.”**

### Includes all the cool features

Seeing available features but realizing they weren’t included in the basic subscription cost was a deal breaker for Brad. It’s another reason choosing NaVetor was an easy decision: for one price, you get an array of features included. “What we liked about NaVetor was it’s geared towards the veterinarian rather than towards the bottom line. And it’s a software that continues to grow; they actually take our feedback and implement it. But that feedback implementation isn’t at a higher premium. The entire goal of NaVetor is to make a software that we want to use. And we want to make our lives better, but not make our pockets smaller. And that’s refreshing. We take that same approach financially for our clients. We try our best to give them *quality for a reasonable price* rather than sit and charge them what we think we can get. So, we also like that with NaVetor. That’s entirely our goal: to provide quality medicine and the quality experience, both for the pet and the other side of the leash.”

### High level of customer service

Brad also appreciates the easy-to-access customer service Patterson Veterinary is known for. “No matter who I call, I feel like the issue isn’t swept under the rug. And I actually get a person and they actually do attempt to troubleshoot it right there in real time on the phone. That type of customer service is almost unheard of in today’s age of technology. You usually leave a message, and they’ll get back to you. But talking to a live customer service agent and getting that feedback right away really helps.”

It can also be difficult to describe an issue to a customer service agent – remembering how you got to a certain screen or describing what the issue seems to be isn’t always something customers know how to do. Getting real-time answers is key. “Sometimes there’s a patient here, it’s like a boneheaded mistake, but you call up, you

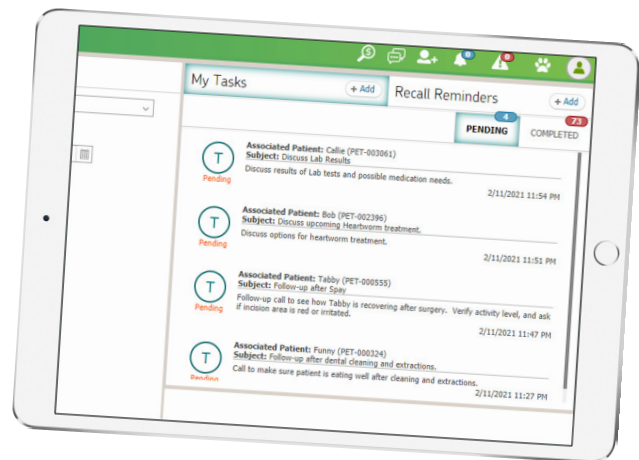
get someone, they tell you what you clicked wrong and you have a good laugh and then you move on with your day. Had I waited, I wouldn’t have had that good laugh and we would have had to wait 24 hours to feel like an idiot rather than just about 10 minutes,” Brad joked.

“For them to be on the other end, doing it with you, step-by-step to kind of recreate that issue? That’s golden.”

### Multiple hats and favorite features

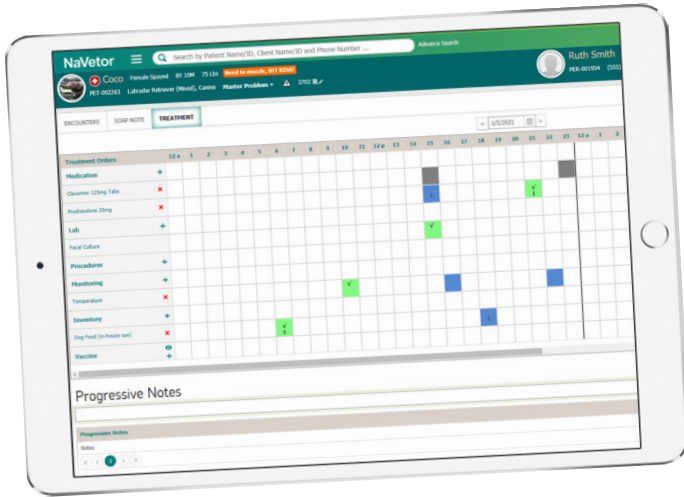
Brad said he is the primary user of NaVetor, because he is their practice manager who still sees appointments and is their only dental technician.

His favorite components? “First is the tasks list on the dashboard. It’s also the little bell icon on the top. We are a very busy practice, and we don’t have a lot of sitting-down time. We do our best to communicate.



But a lot of times between our reception staff, myself and the nurses, we utilize that as our biggest feature. I’m sure many don’t; they just kind of talk to themselves. But for us, it’s a lot nicer to have it written down as an actual task to complete. A client calling for a medication refill or a client calling for a nurse to call them back with a question for the doctor – we utilize that task probably about a hundred-plus times a day.”

“The other favorite feature is the treatment sheet. I spent the majority of my career in the veterinary ICU. So I always have a soft spot for treatment sheets and flow sheets for patients in hospital. The fact that NaVetor’s is just included and free to me is unheard of



and unbelievable.” Brad’s experience is informing NaVetor, too; his suggestions for improvement are acted upon by the NaVetor team.

“We utilize the treatment sheets for our surgical patients. That way, as you’re giving medications, you mark them as done and then automatically bill it. It just makes a nice, quick and easy point of care. So you don’t have to go navigate into the SOAP, find the right area and add it. It not only timestamps it in the treatment sheet, but it automatically bills it. It saves misbilling, too. You can kind of see in real time as you go, if you just have that treatment sheet open. So that is fantastic.”

### Advice for others

Moving from one software platform to another can be a bit intimidating. Abby Road found that making a list of pros and cons to compare software was helpful. Also, planning to close for a day.

“Definitely, it’s going to be tough, no matter what; software transitions are not easy. I would say plan for the headaches and not be surprised by them. Bite the bullet and close that day.”

He added, “You had all of the online training, you’ve watched the webinars, but it’s not the same until it’s right in your hands and all of your patients’ stuff is loaded and everything is there. The growing pain of changing software – you want that to be behind closed doors.”

A list of pros and cons can help you make a decision to migrate from one software program to another. To make the decision to actually go for it? “If you have more that you don’t like with your current software than what you do, it’s time to just do it because those lists are only going to get bigger. We had requested changes. We had requested updates. We had ideas and we were told tickets were open for them, but six months came and went and not one was updated for us. Our lists of things that we want to see and things that we had issues with only continued to grow. So that was the proverbial straw that broke the back – we need to find someone who’s going to listen to us because we can’t do our job. If you have a growing list of complaints that it feels like they’re never going to fix? They probably won’t. And it’s just time to make a swift, decisive action to just fix it now.”

### The move to NaVetor

Now that Abby Road has been using the software for a few years, Brad has a good view of how it’s working in the practice. He finds NaVetor to be intuitive, he finds that NaVetor has customer service representatives who listen, and he finds it to be an all-in-one solution. Going back to his Bronx Zoo analogy, he said, “I want to see elephants! I don’t want to take the train out. You made me pay to park! What is happening?”

He added, “Philadelphia Zoo has always been my go-to zoo, and they’re more of a NaVetor type of zoo.”