

# Welcome To The Family Folders

## A HELPFUL CHECKLIST

What better way to introduce new pet owners and clients to your practice than to provide them with a take-home folder complete with everything they need to get their pet off to a healthy start?

From rebates to pet insurance, this checklist is designed to help you create a welcome kit that

supports your gold standard of medicine and a return visit from your new clients.

Below is a list of recommended collateral items to fill your folders. While not exhaustive, we hope it inspires you on the possibilities of what information you can provide about your clinic's offerings.

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### COLLATERAL RECOMMENDATIONS

- [New Client Welcome Letter](#)
  - Clinic, Appointment, or Doctor Business Card
  - Online Pharmacy Information (e.g. [Covetrus](#) and [MyVetStoreOnline](#) auto-ship enrollment guide)
  - Pet Record Information
  - Rebate Information for Your Preferred Preventives, Vaccines, Treats, and more:
    - [NexGard](#)
    - [Heartgard](#)
    - [Frontline](#)
    - [Oravet](#)
    - [Simparico Trio](#)
    - [Revolution](#)
    - [Credelio](#)
    - [Interceptor](#)
    - [Interceptor Plus](#)
    - [Bravecto](#)
    - [Sentinel](#)
    - [Nobivac](#)
    - [C.E.T Chews](#)
  - [Trupanion Pet Insurance](#) Information
  - Nutrition Inserts
    - [Hill's – Request Samples](#)
    - [Royal Canin](#)
    - [Purina](#)
  - [New Pet Checklist](#) & [Pet Health Checklist](#)
  - Veterinary Services Rack Cards and Flyers
    - [Flea & Tick](#)
    - [Crate Training](#)
    - [Oral & Ear Care](#) at Home
    - [Boarding & Grooming](#)
    - Behavior Training
    - [Litter Box Etiquette](#)
    - [Vaccinations](#)
    - Spay & Neuter
    - Value/Wellness Plans
    - 24 hour/Emergency Information
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