

What is the Animal Behavior Network (ABN)?

The Animal Behavior Network (ABN) provides pet behavior education to clients and staff on behalf of the veterinary hospital. The Network helps coordinate pet behavior services provided by veterinary practices to prevent pet behavior problems and keep pets and people together. The Network is a client and pet retention program.

Pet behavior education and services keep clients and pets in your practice. Behavior case consulting and education support the success of your behavior medicine cases.



What does the Network provide?

The Network provides an online Client Entry Wizard to start clients and veterinary teams in **Positive Pet Parenting ECourses** that arrive at home email - personalized to the person, pet and practice. ECourse education helps prevent pet behavior problems and **improves relationships between people and pets**. Recommended pet behavior training methods are supported by experts, gentle and easy to learn. Each ELesson arrives with quick links to the online multi-media Member Library (www.AnimalBehavior.Net). Guided education and the "self help" online library accessed at home keep ongoing learning convenient.

People learn in many different ways and need to hear the same concepts up to six times before they can make lasting changes that help improve relationships between people and pets.

For severe or complicated behavior cases, the Animal Behavior Network assigns a Veterinary Behavior Consultant and Technician to support the attending veterinarian and trainer (if there is one). The assigned Veterinary Behavior Consultant provides a comprehensive pet behavior history analysis and pet profile. Veterinarians "hand off" the education and behavior case follow-up while providing all medical services.

79 Veterinary Hospitals Nationwide in 26 States have joined the Network to:

- quickly and easily add behavior education and services
- save staff time by providing ECourses instead of trying to answer questions on the run.
- gain a reputation for offering services that help clients resolve pet behavior issues
- increase quality care by meeting new AAHA Behavior Requirements
- add internal protocols that teach staff how to provide *kinder, gentler* veterinary care for pets to help veterinary teams prevent and treat pet fears and veterinary phobia
- retain long term clients and pets in the practice
- gain new clients from word-of-mouth reputation for providing behavior education and services
- prevent patient neglect, abuse, surrender and euthanasia due to unwanted pet behavior
- put the practice name and contact information into client homes on a weekly basis for one year
- add revenue from new puppy classes, day care, deluxe boarding and comfy cat care

To get started... contact Communications Director Krista Dreckmann at 1-800-372-3706 Ext. 89 or Veterinary Services Director Kristen White, CVT at ext. 87.



We look forward to supporting your success!

Rolan Tripp, DVM Ext. 82
Susan Tripp, MS Ext. 86
1-800-372-3706
BehaviorSupport@AnimalBehavior.Net
www.AnimalBehavior.Net

