



# Netvet Dr. Julia Adams

WITH

## Provet e-Practice

**With the flexibility of the new Provet e-Practice platform, vets are now truly able to utilise their websites as an advanced marketing tool.**

One recently launched Provet e-Practice website, Ku-Ring-Gai Veterinary Hospital, has taken advantage of the range of tools and technology now available to set up a blog to keep their readers informed of the latest developments at the hospital, such as their Community Care Program, stem cell transplantation program, information nights at local Rotary Clubs, the latest techniques in cruciate ligament repair and arthritis management. Smaller sections of the blog are featured on the home page to serve as a Breaking News feature.

Dr. Angus Ross from the Ku-Ring-Gai Veterinary Hospital said the blog was simple to maintain and update through their Provet e-Practice administration system, with new information posted every couple of months. Feedback from staff and clients has been very positive and Dr. Ross has also

reported favourable emails from those who have found their blog and website through search engines.

This highlights how blogs can improve your search engine ranking, as well as being a convenient way for getting new information out to clients that is easily accessible and doesn't require subscription to any forums or newsletters.

Another feature of the Ku-Ring-Gai Veterinary Hospital website is the virtual animal hospital tour, which showcases the high quality of care and facilities offered at the hospital in a personal and interactive way.

The use of such tools helps reach out to the online community by providing valued pet health care education as well as satisfying growing client, and potential client, expectations.

**To learn more about Provet IT's comprehensive range of website solutions including e-Practice, email [itbusinessservices@provet.com.au](mailto:itbusinessservices@provet.com.au) or contact a member of the IT Business Services team on 02 9894 2066.**

