



More than doubling the number of referring veterinarians in 2020: A marketing case study

For specialty veterinary and rehabilitation practices, referrals from other providers can mean the difference between a thriving practice or just getting by. Many rehab practices have one or two referral sources they depend on for most of their clients but aren’t actively expanding their referring DVM network.

Animal Surgical and Orthopedic Center (ASOC) in Seattle, WA, hired service provider marketing agency Exec Cast in early 2020 with the goal of expanding its network of referring providers, increasing patient referrals, increasing bottom line revenue, and continuing to grow awareness in the Seattle pet parent community that ASOC is the best choice for their pets’ surgical and rehabilitation needs.

When the pandemic closed everything in Seattle, ASOC’s traditional lunch and learns and in-person events were no longer an option for connecting with local veterinarians. Exec Cast designed an outreach campaign for virtual CE events and implemented ongoing pet parent educational outreach via blogs and social media.

Here are the 2019 and 2020 comparisons:

	2019	2020	YoY Growth
Referral partners (total)	2265	2673	18%
Referral partners (new)	63	138	119%
Direct sales (pet parents not referred by a veterinarian)	89	136	53%

In addition:

Exec Cast designed a targeted direct mail outreach to practices in surrounding areas that have not previously referred to ASOC, inviting them to virtual education events. In addition to an exceptionally high show-up rate, referrals increased by 50% the month after the event from providers who registered for the event.

The below chart shows the registered, attended, and show-up rate from our direct mail outreach to providers. What it doesn’t show is that direct mail typically has a 1% response rate – and this Exec Cast campaign had a 12% response rate! The mailers we sent out were visually appealing and attention grabbing, but we also included a reminder plan so the events wouldn’t fall off the providers’ radar.

Service area that has not sent referrals	
Invited via postcard	220
Registered	26
Attended	24
Registration rate	12%
Show-up rate	92%

If you are interested in expanding your referral network and increasing your number of new referrals, Exec Cast would like to help. You can schedule a consultation with our marketing team to see how we can help you reach your goals. Book here: <https://vets.execcast.com/consult>