

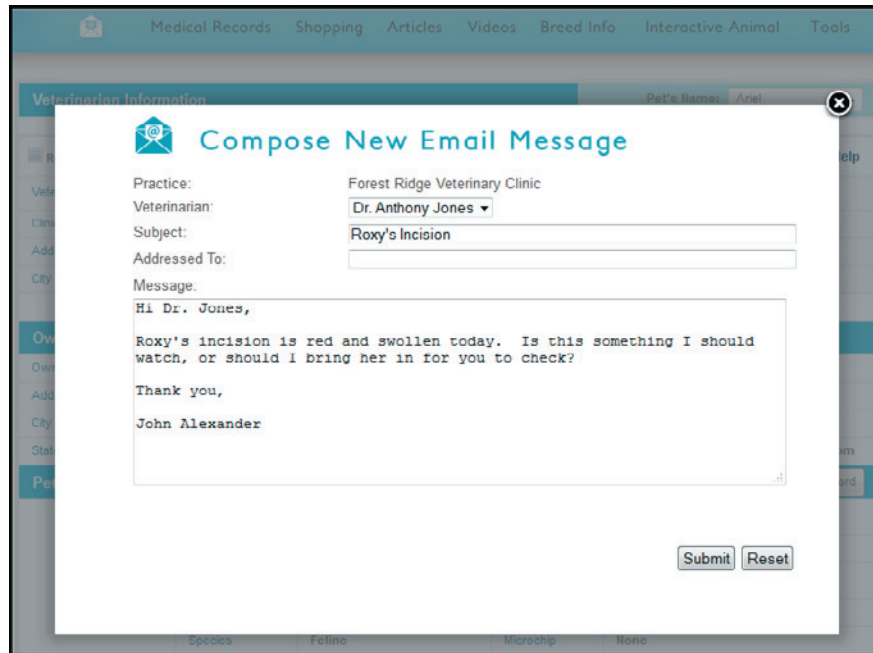
# ePetHealth Updates

April 2013



## Pet Owner Portal

1. **Email My Vet** – Allows pet owners the ability to easily email their veterinarian, practice staff member, or resource group from within their portal.
  - a. A new envelope icon is now available in the main menu of the pet owner portal.
  - b. Clicking the envelope icon opens a popup window that allows the pet owner to enter their email details.



Medical Records Shopping Articles Videos Breed Info Interactive Animal Tools

Veterinarian Information Pet's Name: Axel

### Compose New Email Message

Practice: Forest Ridge Veterinary Clinic

Veterinarian: Dr. Anthony Jones ▼

Subject: Roxy's Incision

Addressed To:

Message:

Hi Dr. Jones,

Roxy's incision is red and swollen today. Is this something I should watch, or should I bring her in for you to check?

Thank you,

John Alexander

Submit Reset

Species Feline Microchip None

- c. The Veterinarian list pulls from the list of Doctors in the provider profile and also includes an 'Other Staff Member' option.
- d. The optional 'Addressed To' field allows the user to specify the person they are emailing if they have selected the 'Other Staff Member' option. These emails will be sent to the practice email address in your provider profile.



### Compose New Email Message

Practice: Forest Ridge Veterinary Clinic

Veterinarian: Other staff member ▼

Subject: Pet Sitter

Addressed To: Sara

Message:

Hi Sara,

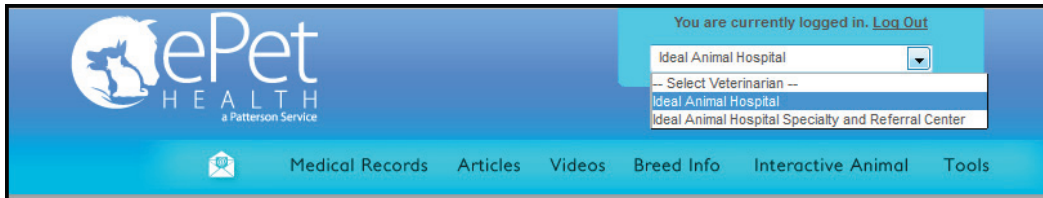
I will be out of town for the next 2 weeks. My pet sitter, Jaimie, is authorized to make any decisions on Roxy's care since I will have limited availability.

Thank you,

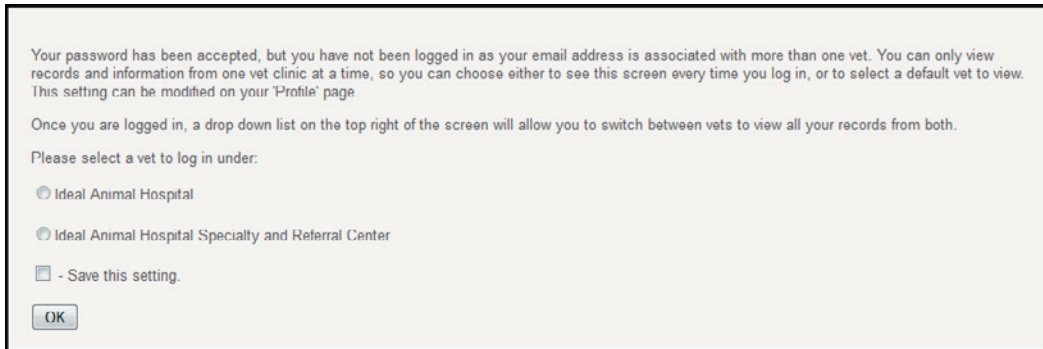
John Alexander

Submit Reset

2. **Multi Vet Login** – Allows pet owners associated with multiple veterinary practices to choose which practice they would like to log in to. Once a practice has been selected, only data from that hospital will be viewed in the pet owner portal. Toggling from practice to practice is seamless and simply requires the user to choose the practice from a dropdown list.
- Automatically recognizes and enables functionality if a pet owner’s email address is on file at more than one veterinary practice.
  - Allows the user to switch veterinary practices using a dropdown list. The user is never required to log out.



- Upon initial login, the pet owner will be prompted to select which veterinary practice they wish to view. This setting can be saved, either from the login screen or from the pet owner profile page, and can be modified at any time from the profile page.

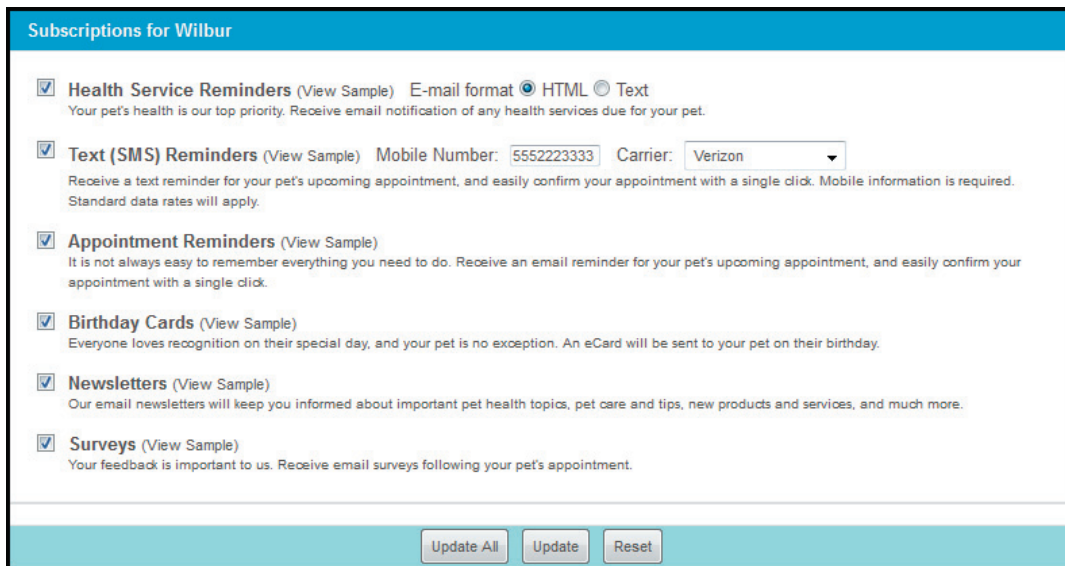


Home Phone Number:	<input type="text"/>
Cell Phone Number:	(555) 222-3333
Work Phone Number:	(555) 333-1234
Wilbur's Birthday:	Jan 27 2011 <input type="text"/>
Default Vet ( for login ):	Prompt on login <input type="text"/>
	<input type="text"/> Prompt on login <input type="text"/> Ideal Animal Hospital <input type="text"/> Ideal Animal Hospital Specialty and Referral Center

3. **Expanded Subscription Options (Portal)** – Enhancements to the pet owner portal profile page allow the user to better understand their subscription options while still allowing them to easily make changes.
- a. A new layout makes the subscription options easier to read.
  - b. A 'View Sample' link is available for each subscription option, allowing the user to see a sample of what they would receive.



- c. Better descriptions give users the information they need to make informed decisions about what they wish to receive.



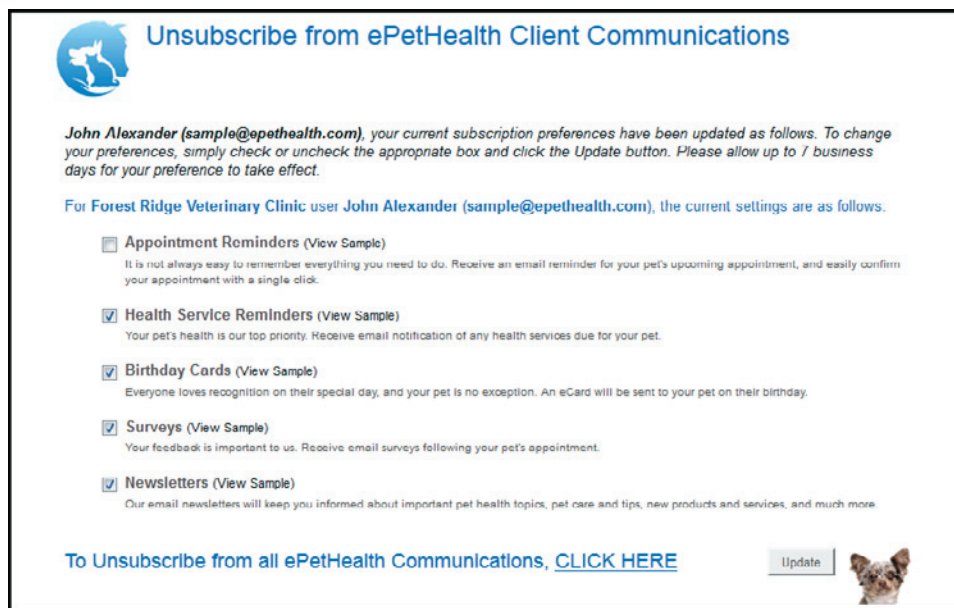
- d. The 'Update' button allows the user to update subscriptions for the currently selected pet, while the 'Update All' button allows them to update subscriptions for all pets on the account.

4. **Expanded Subscription Options (eCommunications Unsubscribe Link)** – Each email sent by ePetHealth includes an unsubscribe link. This link now directs the user to a redesigned Unsubscribe page that allows them to better understand their subscription options while still allowing them to easily make changes.

- a. A new layout makes the subscription options easier to read.
- b. Better descriptions give users the information they need to make informed decisions about what they wish to receive.
- c. A 'View Sample' link is available for each subscription option, allowing the user to see a sample of what they would receive.



- d. The page will automatically deselect the user from the eCommunication type they were directed from.
- e. Subscription updates apply to all pets on the user's account.
- f. Separate subscription options are displayed for each practice the user is associated with.



## Provider Portal

### 1. eMarketing by Client Type

#### a. eNewsletter System

- i. A new filter has been added for Client Types. The Client Type list populates from your practice management software and allows you to select which types will receive an eNewsletter. The selections will include an option for clients with no Client Type specified so they can also be included.
  - As with the other eNewsletter System filters, this setting is not retained. You will need to select the appropriate filters each time you enter the eNewsletter system.

The screenshot shows the 'eNewsletter System' configuration page. It features several filter sections, each with a 'Select All' checkbox and a 'more detail' link. The sections are: Species: Canine, Species: Equine, Species: Feline, Gender/Altered, and Birthday/Life stage. A new section, 'Include by Client Type', is highlighted with a blue arrow. This section has a 'Select all' checkbox and a 'less detail' link, with a sub-section containing a checked checkbox for 'Senior citizen'. At the bottom, there is a 'Get Email Count' button and a display area for 'E-mail Count: Total Eligible Clients:'.

#### b. Tools > Birthday Cards

- i. Now shows Client Types from your practice management software and allows you to select which ones receive Birthday cards. The selections will include an option for clients with no Client Type specified so they can also be included.

The screenshot shows the 'Enable eBirthday Cards' configuration page. It includes an 'Enable eBirthday Cards' checkbox which is checked. Below is a section for 'Select eBirthday Images or Animations by Species' with a 'less detail' link. This section is divided into 'Species' and 'Birthday Card Images'. Under 'Species', there is a 'Select Canine Image' prompt with a note to 'Click thumbnail for full-size image'. Four birthday card thumbnails are displayed. The 'Include by Client Type' section has a 'less detail' link and a 'Select all' checkbox. Below this, several client types are listed with checkboxes: 'Default', 'Employee', 'Standard', 'No Checks', and 'Preferred Client'. At the bottom, there are 'Update' and 'Reset' buttons.

c. Tools > Surveys

- i. Now shows Client Types from your practice management software and allows you to select which ones receive Surveys. The selections will include an option for clients with no Client Type specified so they can also be included.

**Edit eSurvey Questions**

**Enable eSurveys:** [less detail](#)

Enable eSurveys:  (Sent 2 Days After Appointments)

eSurvey Interval between Appointments: 2 weeks

eSurvey Results Email(s):  (Separate Multiple With Commas)

**Include by Client Type:** [less detail](#)

Select all

<input checked="" type="checkbox"/> Default	<input checked="" type="checkbox"/> Standard	<input checked="" type="checkbox"/> Preferred Client
<input checked="" type="checkbox"/> Employee	<input checked="" type="checkbox"/> No Checks	

d. Tools > Appointment Reminder Settings

- i. Now shows Client Types from your practice management software and allows you to select which ones receive Appointment Reminders. The selections will include an option for clients with no Client Type specified so they can also be included.

**Enable eMail and Text(SMS) Appointment Reminders:** [less detail](#)

Enable Appointment eMail Reminders:

Enable Appointment Text (SMS) Reminders:

To view a sample Appointment Text (SMS) click here

Appointment eMail and Text (SMS) Reminders will be sent 2 days prior.

Appointment eMail Reminder Custom Text:  
Custom text will appear below the Appointment Date/Time and above the 'Please click the button below to confirm your appointment' text.

To view a sample Appointment eReminder with custom text click here

**Include by Client Type:** [less detail](#)

Select all

<input checked="" type="checkbox"/> Default	<input checked="" type="checkbox"/> Standard	<input checked="" type="checkbox"/> Preferred Client
<input checked="" type="checkbox"/> Employee	<input checked="" type="checkbox"/> No Checks	

e. Tools > Health Service Reminder Settings (Email and Postal)

- i. Now shows Client Types from your practice management software and allows you to select which ones receive Health Service Reminders, both Email and Postal. The selections will include an option for clients with no Client Type specified so they can also be included.

**Enable Health Service eReminders:** [less detail](#)

Enable All Reminders:

Enable Health Service eReminders per species:

- Canine
- Feline
- Equine
- Exotic/Other

**Include by Client Type:** [less detail](#)

Select all

<input checked="" type="checkbox"/> Default	<input checked="" type="checkbox"/> Standard	<input checked="" type="checkbox"/> Preferred Client
<input checked="" type="checkbox"/> Employee	<input checked="" type="checkbox"/> No Checks	

2. **Email My Vet Setup** - Tools > Profile

- a. The Add Doctor/Edit Selected Doctor area of the provider profile now has a field for email address. Emails sent through the Email My Vet functionality of the pet owner portal will be directed to the email address configured in this field. Due to the flexibility of this setup, general resource groups can be configured as well (i.e., Technicians, Receptionists, Groomers, etc.).

The screenshot shows a form with the following fields and controls:

- Select Doctor:** A dropdown menu currently showing 'Dr. Tom Newman' and a 'Delete' button.
- Selected Doctor Hours:** A text input field containing 'M-R 8a-5p, Sat 8a-1p'.
- Selected Doctor Email:** A text input field containing 'docnewman@idealah.com' and a 'Save Changes' button.
- Add Doctor:** A button labeled 'Add'.

The 'ADD DOCTOR' modal form contains the following fields:

- Doctor Name:** A text input field.
- Doctor Hours:** A text input field.
- Doctor Email:** A text input field.

An 'Add' button is located at the bottom right of the modal.

3. **Customization of iFrame Login Video** – Tools > Profile

- a. If you have integrated (iFramed) ePetHealth into your practice website, your pet owner login shows a client education video link. A new field has been added to allow customization of this link, including the ability to exclude the link if desired.

The block contains three screenshots illustrating customization options:

- Left Screenshot:** Shows the 'Upload practice logo' section with an 'Upload' button and the 'Display video for iframe page' section with a dropdown menu set to 'Show None'. 'Update' and 'Reset' buttons are at the bottom.
- Middle Screenshot:** A vertical list of video topics including 'Allergies And Your Pet', 'Canine Heartworm Disease', 'Dental Health', etc.
- Right Screenshot:** The 'Pet Owner Secure Login' page with a 'Learn About Dental Health' link at the bottom.

4. **Client Communication Video Links** – Tools > Featured Video

- a. Additional videos have been added to the 'Select Video' list.

The 'Client Communication Video Links' interface includes:

- A navigation bar with links: Profile | Notification Emails | Birthday Cards | Surveys | Appt Reminder Settings | Health Service Reminder Settings | Coupon Builder | Featured Video | Client Ed Settings | Password | Training Videos.
- A 'Select Communication Type' dropdown menu set to 'Appointment Reminders'.
- A 'Select Video' dropdown menu with a list of video topics: Allergies And Your Pet, Canine Heartworm Disease, Dental Health, Exercising Your Pet, Feline Heartworm Disease, Fleas, Geriatric Wellness, Internal Parasites, Joint Injection, Neutering Your Pet, Nutrition for cats, Nutrition for dogs, Obesity, Spaying Your Pet, Teeth Floating, Ticks, Vaccines.
- An 'Insert Video' button and a 'Changes' button.
- A rich text editor at the bottom with a 'Dental Health' link.



## Integrating ePetHealth into your Website

1. **iFrame** - An iFrame, or Inline Frame, is used to embed content from another source into an existing website. By using an iFrame, you have the ability to embed the ePetHealth pet owner portal into your own practice website, allowing the pet owner to remain within your site while accessing all the great functionality available in ePetHealth.



The screenshot displays the ePetHealth website interface for 'THE PET HOSPITALS Collierville'. The header includes the hospital's name, address (18 S. Byhalia Rd., Collierville, TN 38017), phone number (901) 853-7330, and a pet boarding number (901) 861-0370. A navigation menu includes 'Home', 'Hospital Tour', 'Our News', 'Contact Us', and 'View Your Pet's Medical Records'. The main content area is titled 'My Pet Records' and features a sidebar with various service links like 'Pet Insurance', 'New Clients', and 'Dog Boarding'. The central section shows 'Owner Information' for John Alexander and 'Pet Information' for a Golden Retriever named Roxy, including details like breed, color, weight, and birthdate. Below this, there are tables for 'Appointments' and 'Reminders'.

2. **Historical Setup** - *\*All providers, existing and new, will need to complete the integration setup as defined in this document.\**
  - a. Prior to the April 2013 ePetHealth update, the required code and URL format did not specify the Provider ID. With the introduction of Multi Vet login, as well as the ability to customize your iFrame video link, it is important that ePetHealth is able to identify you through your iFrame. The historical iFrame setup will continue to operate normally for a period of time, however, the new features will be unavailable.
3. **How to Integrate** - In order to integrate ePetHealth into your website, specific code must be added to the desired website page. You can provide the following details to your website designer.
  - a. The URL used for the iFrame page must be in the following format:

**https://epethealth.com/Home/Index/VetId/Size?ssurl=Url**

    - i. VetId - The ePetHealth Provider ID selected at enrollment. If this is not entered, the iFrame will not work.
    - ii. Size – The frame size desired, which must be between 608 pixels wide and 768 pixels wide. If not specified, the default is 768 pixels.
    - iii. Url – The URL to your CSS file, if appropriate. If you are linking to the file on the ePetHealth site (sample\_style.css), this is not needed. Further customization information is included in 3c below.



## ePetHealth Mobile®

We are pleased to now offer iPhone® and Android® mobile apps for pet owners whose veterinary practice uses ePetHealth. This convenient app is free and can be easily downloaded from the Apple or Google Play stores. Links to both versions of the app will also be available through the ePetHealth portal.

Features of the app include:

- Access to medical records and medication history
- Health service reminders
- Mobile Pet ID card
- Prescription refill requests
- Smart dialing, maps and email to the pet owner's veterinarian
- Mobile dosage alerts
- Appointment requests
- A reference library of pet health videos

After downloading the app, pet owners simply enter their email address and ePetHealth password to log in. To learn more, please visit our website or search for "ePetHealth" on the Apple or Google app stores!



