

**Communication to Build RDVM Relationships and Caseload**  
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UGA conducted town hall meetings with faculty, staff, students, and alumni to find out how each group wants to get communications.

Focus was to get everyone on the same page with the same message.

LSU's Alumni Director visits clinics and rDVMs to meet with them personally and brings the hospital director, diagnostic lab director, or clinicians with her.

Ask why veterinarians refer or don't.

Find out what rDVMs need.

Bring price sheets and contact info (brochure listing services and clinicians).

Visit a series of clinics in a day.

Visits are scheduled once a month.

Bring cookies or donuts for reception.

Ask for no more than 20 minutes of their time.

Partner with state associations and organizations to make introductions if necessary or ask if you can attend meetings.

Create a CE opportunity where a clinician can speak at a local or state meeting, so rDVMs can get CE credit and you can advertise your services.

Have a booth in the exhibit area at your state meeting.

Attend local chapter meetings.

LSU visits are driven by development, which handles scheduling and logistics.

Communications provides the materials.

UGA visits are driven by communications, but hospital director and clinicians also go.

Ask rDVMs: "What is one thing I can take back to the dean?"

Call local rDVMs and invite them out for breakfast when they're more likely to have time (plus, it's cheaper than dinner).

Offer free CE to rDVMs or host rDVM day that includes CE and a tour of your facility.

Keep rDVMs informed about clinical trials.

Newsletter or email specifically for rDVMs.

Introduce new clinicians

Update on services

Success stories

Introduce House Officers

End-of-year thank you letter to rDVMs for referring cases and to clients.

Some schools have referral coordinators in the hospital to communicate directly with rDVMs.

Clinic in NY established a donation program where the clinic solicits donations from its clients for the college, gathers the donations, and then the donations are sent to fund a scholarship.

Get a list of clinics that provide externship opportunities for students and check it against rDVM list to see if you're missing rDVM opportunities or vice versa.

Program whereby donors can make donations in honor of their personal veterinarian.

Give clinic a poster with a QR code to hang in the lobby.