



vca animal hospitals

Presented by:
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OUR TRUSTED BRANDS




CHRISTINA MELENDEZ

West Coast
 Pet Memorial Services

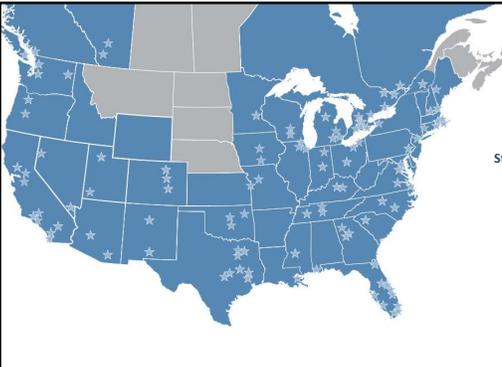
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Mars Coverage



Banfield PET HOSPITAL	418 Serviced
bluepearl. specialty + emergency pet hospital	53 Serviced
bluepearl. pet hospice	465 Serviced
vca animal hospitals	348 (USA) 117 (CAN)
MARS Petcare	936 Serviced

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100+
 Memorial Centers

47
 States & Provinces Served

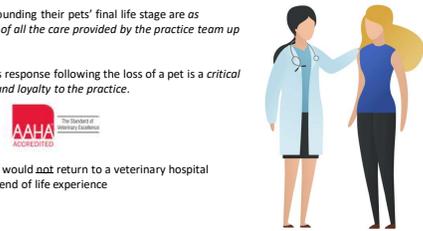
12,000+
 Clinics Served

1,100+
 Team Members

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What We Do Is Important

- For many pet owners, the events surrounding their pets' final life stage are as important and meaningful as the sum of all the care provided by the practice team up to that point.
- How clients view the veterinary team's response following the loss of a pet is a critical factor in their continued advocacy for and loyalty to the practice.
- 40% of surveyed pet owners said they would not return to a veterinary hospital where they had an unsatisfactory pet end of life experience.



AAHA
 ACCREDITED
 The American Association of
 Accredited Hospitals & Clinicians

A positive experience can be a gateway to an ongoing relationship—potentially leading to loyalty for multiple generations of pets! A negative experience means a client will go to a competitor.

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Aftercare Plays an Important Role in the EOL Journey

- “Veterinarians should recognize that an owner’s attachment to an animal extends beyond death and that the sensitive handling of animal remains is an important aspect of veterinary medicine.” **AVMA**
- What is the #1 question you are asked by pet parents when it comes to pet aftercare?** Industry has evolved.... But it is still unregulated
- Over 50% of Owners shared their concern over the mislabeling of their pet’s body in-clinic

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- Pet parents are concerned about how their pet’s body is physically handled after death
 - 85% of pet owners say that a trash bag is NOT acceptable!

How do we help families through these difficult times?
Value - Accountability/Transparency – Process-Focus - Resources

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Learning By GATEWAY

An online continuing education tool exclusively available to Gateway partner clinics.

- Courses Taught by Veterinary Industry Professionals
- Learn at Home at Your Own Pace
- All Courses are RACE Approved
- Free, On-Demand Access to Course Material

RACE
Recognized Approved Continuing Education

LearningByGateway.com

COURSE 1
Pet Aftercare and a Positive Client Experience
Managing Grief and Compassion Fatigue

- How to address the topic of pet aftercare
- Working with your aftercare provider
- Providing support for your clients

COURSE 2
Compassion Fatigue
Compassion Fatigue within the Veterinary Medicine Profession

- Compassion fatigue overview
- Recognizing signs of compassion fatigue
- Strategies to prevent or recover from compassion fatigue

COURSE 3
Good Grief
Making a Difficult Circumstance More Comfortable

- Understanding grief, pain, and sorrow
- Helping accept your client’s loss
- Why we must learn to show empathy
- Key strategies for supporting your clients

COURSE 4
A Survival Guide
When Veterinary Medicine Kicks You in the Teeth

- How to Build Resiliency
- Problem Based Coping Strategies
- Emotional Based Coping Strategies
- How to practice emotional intelligence and mindfulness

COURSE 5
The Many Ways to Say Goodbye
Increasing Awareness Around Our Approach

- The circumstances that lead to euthanasia and aftercare discussions
- The factors that affect client decision making
- Communication tips for managing their difficult conversations successfully

NEW! COURSE 6
Euthanasia of Common Exotic Pets

- Review current AVMA euthanasia guidelines for common species/kept as exotic pets
- Fish, reptiles, birds, small mammals
- Focus on general practice clinical scenarios

Many Clinics Face Challenges Around End of Life

- Limited comprehensive training opportunities**
 - 75% of veterinarians graduate without ever administering a life-ending medication
 - 98% of DVMs in practice 20+ years received no sensitivity training or formal education in EOL communications
 - Only 35% of vet team members felt they were well-equipped to deal with upset clients during EOL
- Compassion Fatigue**
 - Staff members who are particularly empathetic may be at higher risk
 - Grieving clients calling hospital for support after death of pet
 - COVID conditions have stressed clinics – and clients.
- High turnover rates & busy clinics**
 - Veterinary appointment bookings grew by 7 percent in 2021
 - Veterinary technicians have highest annual turnover rates among medical professions, DVMs are #3

How do we overcome these challenges?

What to Expect From an Ethical Aftercare Partner

What Clinics & Pet Parents Deserve From an Aftercare Partner	Gateway Services
Adherence to a strict code of ethics & stands of business practices	✓
IAOPCC accredited facility	✓
Open-door policy for facility tours	✓
Witness cremations provided & welcomed	✓
Full disclosure of the pet identification & tracking process	✓
Thorough tracking of remains, with barcode scanning at every step of the journey	✓
Educational materials for clinics, RACE-approved CE courses in end of life journey	✓
Dedicated training and support to clinic teams	✓
Pet owner education	✓
Pre-planning resources to clinics & families	✓
Aftercare & memorialization option printed literature for families	✓
Grief support materials and services + grief education for families	✓
Offer the utmost in quality care & services providing pet parents and their pets compassionate care	✓
Premium return packages including a selection of urns, paw prints and other memorial options	✓
Online memorial options	✓
Expedient collection times	✓
Respectful body containment methods	✓
Respectful handling of deceased pets at all times	✓
Are required to meet EPA air quality standards and comply with local, state, provincial & federal laws	✓
Complimentary staff services including cold storage, staff pets	✓
Complimentary first-responder cremation services	✓

Your Clients Do Not Have To Grieve Alone!

FREE, 24/7 Grief Support for Pet Parents

- Staffed by Ph.D. & Masters-level clinicians with minimum 5 years’ experience in pet & human loss
- No limitations on call duration
- Counselors answer immediately – no phone trees!
- Calls are anonymous
- Available in multiple languages

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Pet Parents should be going home with more than an invoice & a collar.

Gateway Clinics Receive All of This & More...

- 24/7 Grief Support**
Your pet parents don’t have to grieve alone. Let us offload these difficult conversations for you!
- Premium Return Packages**
Your pet parents will receive a best-in-class, high value aftercare package including their choice of 6 different complimentary urns. Premium paw prints & urn personalization available.
- Dedicated Support**
Your Gateway Account Manager will offering ongoing, personalized support and training for your hospitals with complimentary lunch & learns and sponsorship opportunities.
- No Charge Services, Products & Supplies**
 - Free cremation services for staff pets
 - Free cremation services for active police, military, service dogs
 - Pre-planning and grief support brochures
 - Cold storage units in various sizes
 - Choice of cadaver bags

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Industry-Leading Online Tracking & Management System

Learning By GATEWAY
Whole-Team Continuing Education

End of life is the most critical touchpoint between clinics & families – yet few training opportunities are devoted to it. Enjoy our free, RACE-approved CE courses presented by industry-leading veterinary professionals!

A Partnership You Can Count On!

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