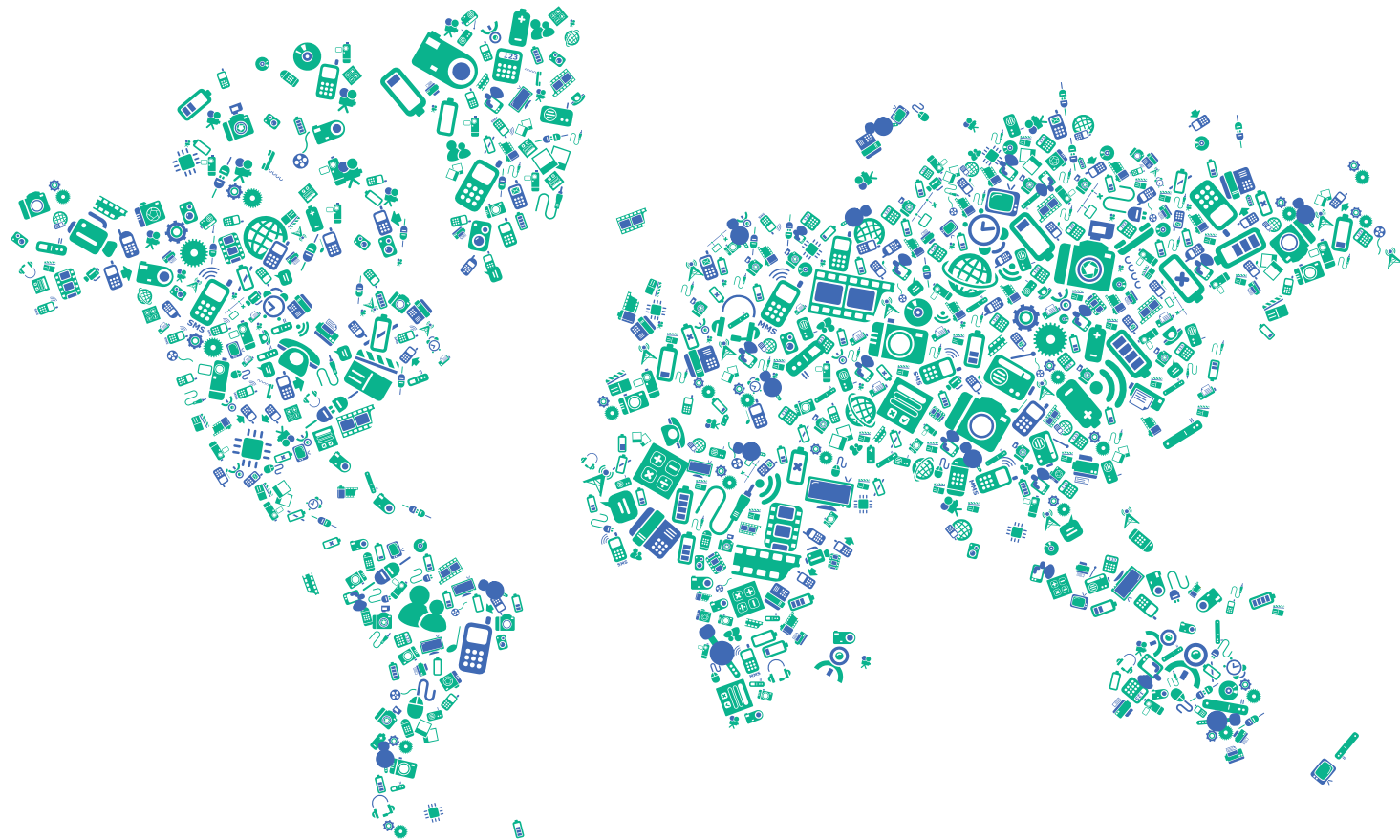


Booking appointments online

Bridging the gap between mobile technology and veterinary medicine



40 billion devices will be
connected world wide
by 2020




VCA gets nearly **5,000 requests** for an online appointment per month across all hospitals

Is VCA missing a large opportunity here?



Where we are now

- Customers **cannot book** an online appointment
- People can only **request** an online appointment
- Website is not mobile friendly
- **65 percent drop off rate** to request appointment
- Look at that long form. Yikes!


VCA West Los Angeles Animal Hospital

[Our Team](#)
[Our Services](#)
[Our Hospital](#)
[Pet Care](#)
[Pet Health Information](#)
[Emergencies](#)
[Your First Visit](#)

3 simple steps to set up an appointment for your pet:

- 1 Fill out the online form
- 2 We will call you to confirm
- 3 Attend your appointment

Request an Appointment

Welcome to VCA West Los Angeles Animal Hospital!

To schedule your pet's visit with our hospital, you may call us at 310-473-2951 and one of our client care representatives will be happy to assist you in making your appointment. Alternately, you may fill out the form below to request an appointment and one of our team members will call you to confirm your appointment.

In the event of a pet medical crisis, no appointment is needed.

Our Hospital's Emergency/Critical Care Unit is open 24/7/365 and ready to assist you and your pet at any time, day or night.

If you have any questions or concerns about your pet at any time, please feel free to call us, and we'll be happy to help you.

We look forward to seeing you and your pet!

The staff at VCA West Los Angeles Animal Hospital

HOW TO REACH US

VCA West Los Angeles Animal Hospital
 Phone: 310-473-2951
 Fax: 310-979-5400
 1900 S. Sepulveda Blvd.
 Los Angeles, CA 90025

BUSINESS HOURS
 Mon-Sun Open 24 hours

General Practice Hospital (Wellness Care) hours are from 8:00 AM until 10:30 PM. Open for emergencies 24 hours - no appointment is needed.

[Request an Appointment](#)
[Map & Driving Directions](#)
[In an Emergency](#)

Log In and Claim Your Free Pet Portal

The Veterinary REPORTER
 CLICK HERE TO SUBSCRIBE TO OUR NEWSLETTER

facebook

New Clients Free First Exam

** Required Fields.*

*** First Name**
 First Name

*** Last Name**
 Last Name

*** Preferred Phone**
 Preferred Phone

Alternate Phone (in case we can't reach you)
 Alternate Phone

*** Email Address**
 Email Address

*** First Preferred Date**
☒ Morning ☐ Afternoon ☐ Evening

Second Preferred Date
☒ Morning ☐ Afternoon ☐ Evening

Third Preferred Date
☒ Morning ☐ Afternoon ☐ Evening

Select your Preferred Professional
 Please Select A Professional

Reason for visit
 Reason for visit

*** Pet Type**
 Please Select Type

Other
 Other

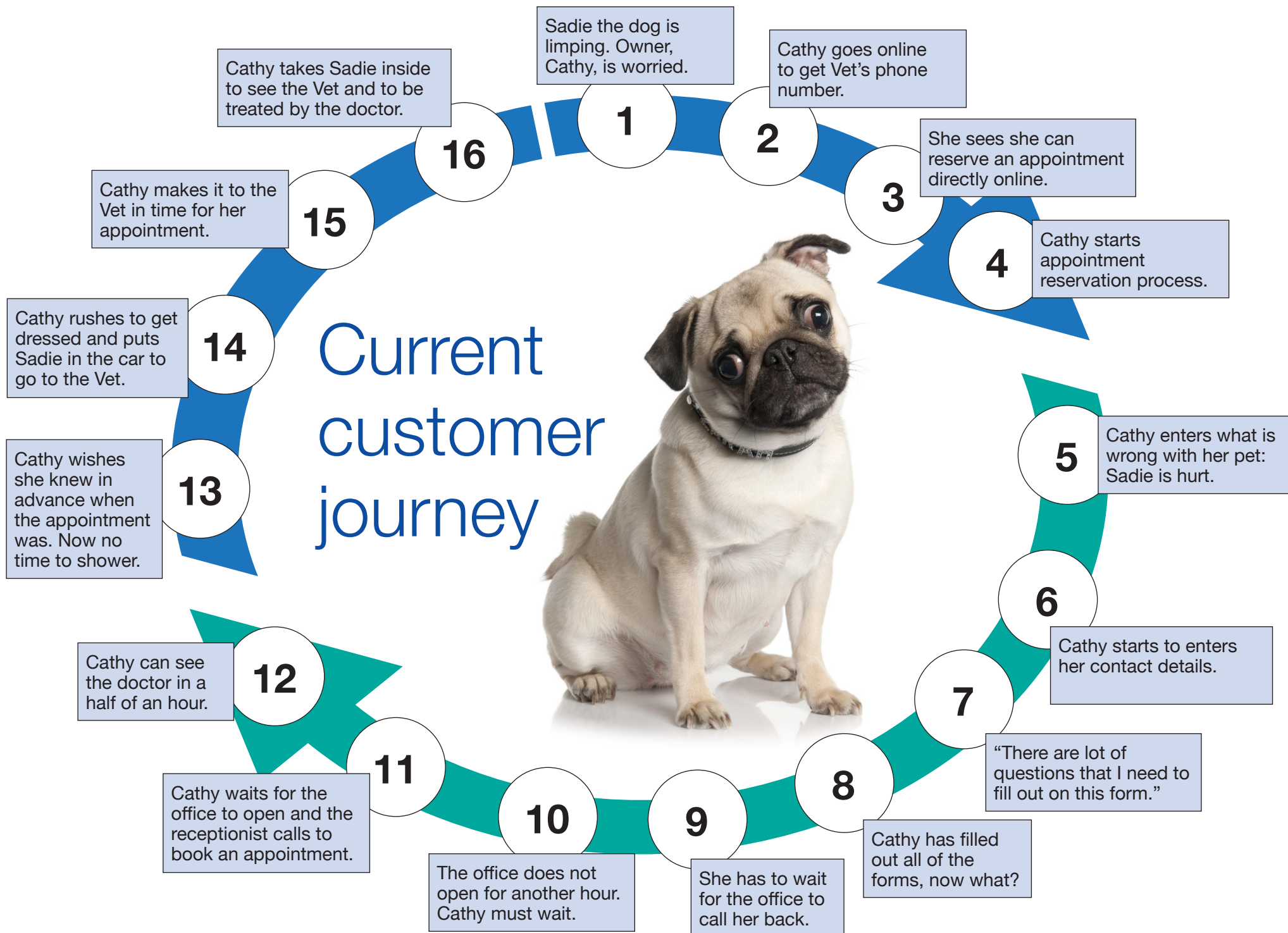
Pet Name
 Pet Name

Pet Age
 Pet Age

☒ I am currently a client. ☐ I am a new client.
☐ Sign me up to receive information about pet care and services from VCA

[Request an Appointment](#)

Important Notice:
 Do not use the appointment form in case of an emergency. Call us right away.
 We will call you back to confirm your appointment within one business day during operating hours. Need to change your appointment? Just call us 24 hours before your scheduled time.



Let's make customers happy

- Book appointment from anywhere on any device
- Mobile and tablet friendly
- Short and easy forms
- Instant confirmation of booking
- Ability for system to access existing customer records
- Add to calendar on the mobile device
- Map the hospital location on your smart phone

Estimated revenue loss

Wellness exam [1.1] \$187

X

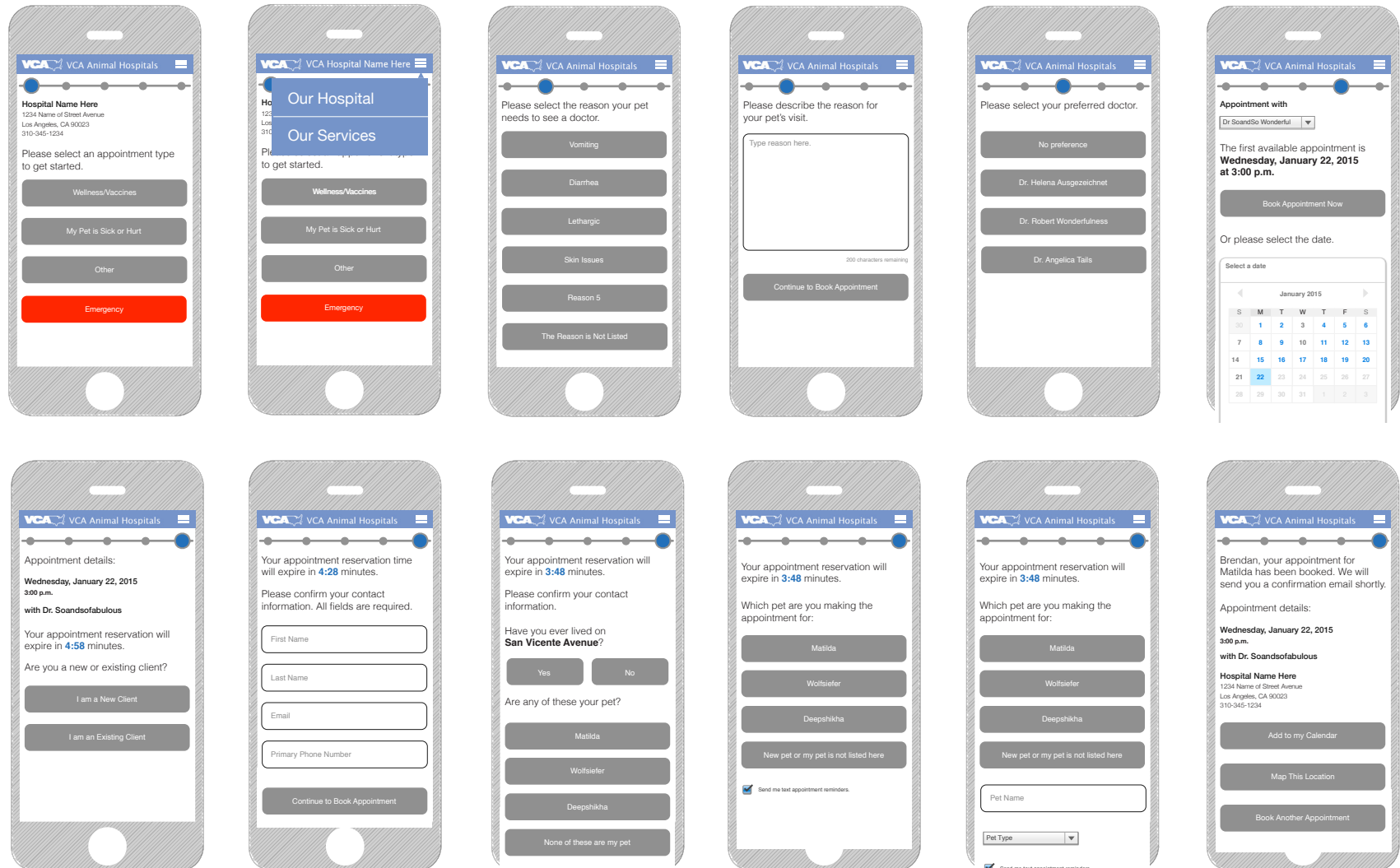
Estimated number of appointment drops 3,000

\$561,000 per month

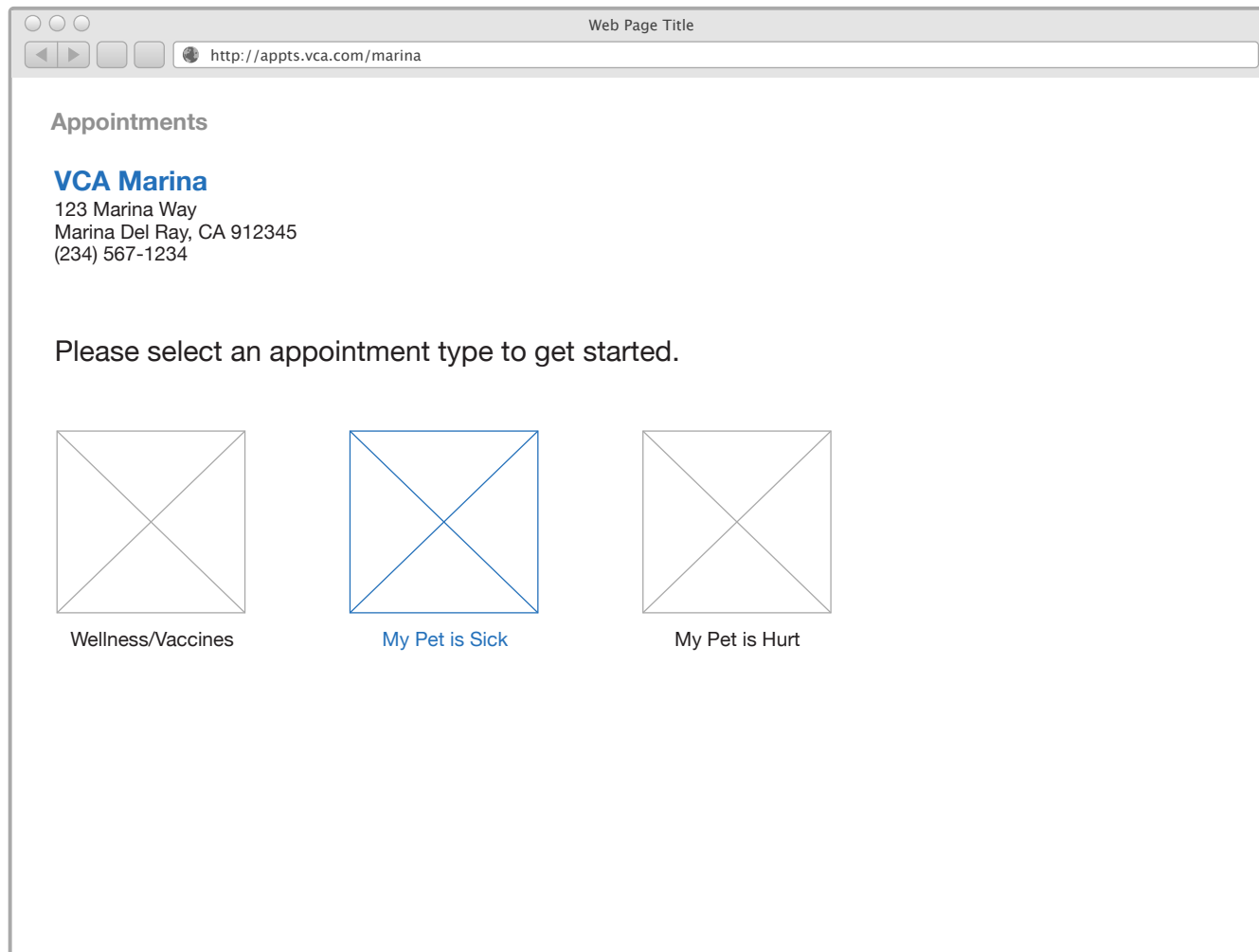
\$6,732,000 per year

User flow: booking an appointment

A user's journey for an existing customer on a mobile phone



Basic wireframes



Iterative user interface design

- Desktop computer
- Mobile
- Tablet

VCA Marina Animal Hospital

Our Team ▾ Our Services ▾ Our Hospital ▾ Pet Care ▾ Pet Health Information ▾ Your First Visit

Book an Appointment

Fill out the form below to book an appointment.
* Shows a required field.

Select an appointment type to get started.*

Appointment type ▾

Select the reason your pet needs to see a doctor.*

Reason for visit ▾

Describe the reason for your pet's visit.

Type Reason here

Select your preferred doctor.*

Preferred Doctor ▾

Select your appointment time.*

Fill out your contact information to continue booking the appointment.

Are you a new or existing client?*

I am a new client. I am an existing client.

Please fill out your contact information to continue booking the appointment.

First Name* Last Name*

First Name First Name

Email* Phone Number*

Email Phone Number

☒ Send me text appointment reminders.

Please add your pet's information.

Pet Name*

Pet Name Pet Type ▾

Book Appointment

HOW TO REACH US

VCA Marina Animal Hospital
Phone: 310-306-8707
Fax: 310-827-5182
2506 Lincoln Blvd.
Venice, CA 90291

BUSINESS HOURS

Mon-Fri 7:00 AM - 7:00 PM
Sat 8:00 AM - 5:00 PM
Sun 9:00 AM - 4:00 PM

Preventive Care Clinic: Friday 2pm-6pm

[Request an Appointment](#)

[Map & Driving Directions](#)

[In an Emergency](#)

Log In and Claim Your Free Pet Portal Powered by VETSTREET

New Clients Free First Exam

Pet Medication and Food Delivered to Your Home
VCA Home Delivery

VCA CareClub
Wellness Plans for Your Pet

Style guide

Cream sidebar

f3edd2 or RGB 243, 237, 210

Background color: dfeaf5 or RGB 223, 234, 245

Appt with text

Helvetica LT Std Bold 40/43

4f4f4f or RGB 79, 79, 79

First available text: Helvetica LT Std Roman 40/43

4f4f4f or RGB 79, 79, 79

Buttons

620 px wide by 110 px tall, 5b9ae1 or RGB 91, 154, 225

Text: Helvetica LT Std Bold 36 pt., ffffff or RGB 255, 255, 255

Calendar

Date (Month and Year)

Helvetica LT Std Bold 40/43, ffffff or RGB 255, 255, 255

Arrow : 16 px wide, 28 px tall, ffffff or RGB 255, 255, 255

Gray header background: 620 px wide 120 px tall

666666 or RGB 102, 102, 102

Days of the week

Helvetica LT Std Bold 20/26: 4f4f4f or RGB 79, 79, 79

Dates Available (blue)

Helvetica LT Std Roman 32 pt, 5b9ae1 or RGB 91, 154, 225

Dates Unavailable (gray)

Helvetica LT Std Roman 32 pt, d1d3d4 or RGB 201, 211, 212

Orange circle (today)

60 px across, ff6600 or RGB 255, 102, 0

Number in orange circle

Helvetica LT Std Bold 32 pt

ffffff or RGB 255, 255, 255

The desktop view shows a blue header with the VCA logo and hospital name. Below the header is a progress bar with four dots, the third of which is blue. The main content area is divided into two columns. The left column has a light blue background and contains the appointment selection process. It starts with a dropdown menu for 'Dr. Soandowonderful'. Below this, it states 'The first available appointment is Wednesday, January 22, 2015 at 3:00 p.m.' and provides a blue button to 'Book this Appointment Time'. Further down, it says 'Or select a date.' and shows a calendar for March 2015. In the calendar, the 14th is highlighted with an orange circle. At the bottom of the left column is a blue button to 'Continue to Book Appointment'. The right column has a cream background and contains contact information under the heading 'HOW TO REACH US' and 'BUSINESS HOURS'.

The mobile view shows a similar layout but adapted for a smaller screen. The header is blue with the VCA logo and hospital name. Below the header is a progress bar with four dots, the third of which is blue. The main content area is a single column with a light blue background. It starts with a dropdown menu for 'Dr. Soanddo Wonderful'. Below this, it states 'The first available appointment time is Tuesday, March 16, 2015 at 3:00 p.m.' and provides a blue button to 'Book this Appointment Time'. Further down, it says 'Or select a date:' and shows a calendar for March 2015. In the calendar, the 14th is highlighted with an orange circle. At the bottom is a blue button to 'Continue to Book Appointment'.

Calendar

Date (Month Year at top)

Helvetica LT Std Bold 40/43

ffffff or RGB 255, 255, 255

Arrow

16 px wide, 28 px tall

ffffff or RGB 255, 255, 255

Gray header background

622 px wide 120 px tall

666666 or RGB 102, 102, 102

Days of the week

Helvetica LT Std Bold 20/26

4f4f4f or RGB 79, 79, 79

Dates Available (blue)

Helvetica LT Std Roman 32 pt

5b9ae1 or RGB 91, 154, 225

Dates Unavailable (gray)

Helvetica LT Std Roman 32 pt

d1d3d4 or RGB 201, 211, 212

Orange circle

60 px across

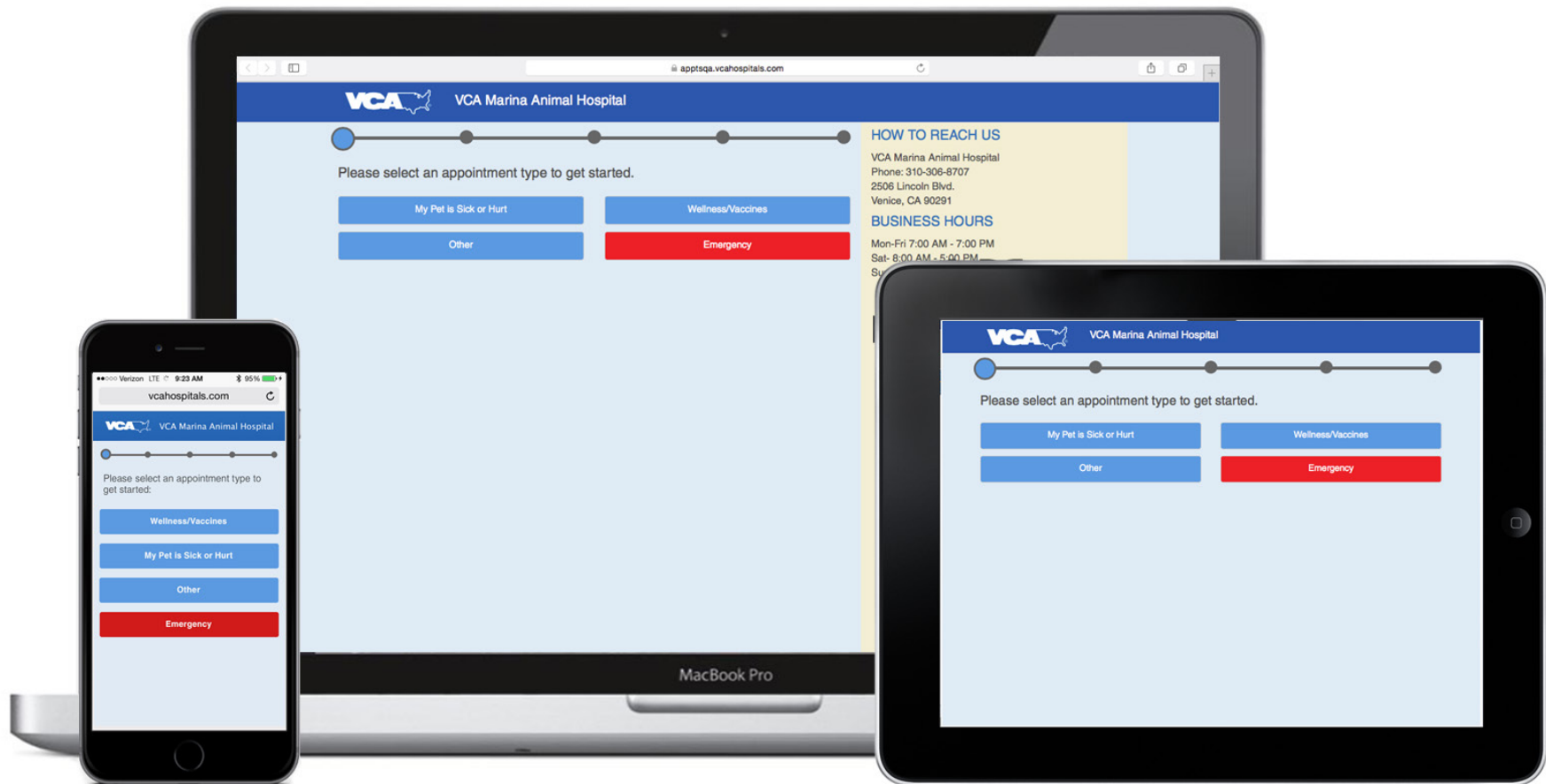
ff6600 or RGB 255, 102, 0

Number in orange circle

Helvetica LT Std Bold 32 pt

ffffff or RGB 255, 255, 255

Online appointment booking launch Spring 2016



\$250,000 in revenue
already generated

in less than **100 hospitals**,
in less than **2 months**,
with **no public promotion**.