



Colorado Veterinary  
Medical Association



## 9News Pet Check FAQs

### **How will scheduling appointments for the 9News Pet Check work?**

When you complete the enrollment form for the 9News Pet Check, your information will help CVMA build a spreadsheet of the available appointments. Your clinic's openings will become part of a statewide inventory containing all of the appointments available during the event organized into a spreadsheet. When appointment seekers call into the phone bank to make appointments, they will be asked to choose a city/county and then they will be entered into the spreadsheet at a specific appointment time and notified of the clinic they will be visiting for their appointment. All the appointments will be made during a live phone bank on Monday, April 5. On Wednesday, April 7, your clinic will receive a spreadsheet with your scheduled appointments.

### **What will be included in each appointment?**

The appointment will include a basic wellness exam routinely conducted at your clinic (lab analysis does not need to be included). If deemed appropriate by the veterinarian, the pet will also be provided a rabies vaccination. The veterinarian is encouraged to counsel pet owners on any health issues that may require further tests or treatment; however, testing or treating additional issues is not included in the complimentary exam. Appointments made through the call center will not be made for emergency purposes, only wellness exams.

### **What if follow up treatment is needed but the pet owners cannot afford it?**

If your clinic identifies a health issue that may need additional help but the pet owner is financially limited, please refer them to Harrison Memorial Animal Hospital (HMAH). Harrison Memorial Animal Hospital provides donor-subsidized services to pet owners based on income. Referral information will be made available to participating clinics. If the pet owner resides outside the metro Denver area, please refer them to the local resources in your area. For spay/neuter only, they can also be referred to Spay Colorado at 1.877.654.SPAY or [www.spaycolorado.org](http://www.spaycolorado.org) for a list of donor-subsidized spay/neuter programs across the state.

### **How will the public know about the event?**

9News will be promoting the event on-air and on the 9News website for several days prior to the event. 9News will actively promote the appointment call center and will also provide a follow-up phone bank if not all appointment slots are filled at the first one.

### **How do people qualify for appointments?**

The 9News Pet Check will be promoted as an event for pet owners facing economic challenges (low-income, those who have lost jobs, etc). We will be unable to screen all appointment seekers on economic need and will depend on our marketing and promotion to focus on the community in need.

**How is this event not undermining the value of veterinary care?**

The 9News Pet Check is an opportunity for CVMA members to educate about the importance of veterinary care and to help pets that may not regularly see a veterinarian because of financial constraints. The messages will be focused on the importance of regular veterinary care and public health, and will provide an opportunity to some pet owners who care deeply about their pets but can't afford to pay for a regular visit right now. The event will be promoted through 9News as a good-will gesture by the veterinary profession and a mechanism for veterinarians to help those who are struggling during these difficult economic times.

**What information will be communicated to the pet owner when the appointment is made?**

The phone operators (CVMA staff and member volunteers) will cover the following topics with each client making an appointment:

- Appointments are for cats and dogs only
- The need for animals to arrive on leashes (dogs) and in carriers (cats)
- Advise clients to arrive 15 minutes early for their appointment to fill out any necessary paperwork
- Name, address and phone number of the clinic at which their appointment is scheduled
- Clarification about the purpose of the appointment (not for emergency services!)

**How will my clinic be recognized for these volunteer services?**

Post event, your clinic will be listed on both the CVMA and 9News websites thanking you for your participation. 9News will also do a follow up story about how many animals were served through the event, the monetary value of the donated services, and will further recognize the clinics that participated.

**How will 9News “advertise” the event?**

9News will be selling sponsorships to help subsidize the cost of airtime for event promotion. These sponsorships will be in the form of “salute” ads where the sponsoring company will simply “salute CVMA member veterinarians for their effort to serve all pet owners with outstanding veterinary care through the 9News Pet Check.” The companies purchasing these ads will not be considered event sponsors, they will just be helping to promote the event through their tribute ads.