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iVET360 announces release of Pulse, an industry-leading operational data dashboard

PORTLAND, Ore. – Veterinary hospitals rightfully focus on animal welfare and client satisfaction, often underutilizing key operational and financial data. After identifying this growing issue, iVET360 — a boutique practice management services company with over 200 clients across the country — has developed Pulse, an innovative digital dashboard that helps veterinary practice managers and owners oversee this vital information.

Pulse offers deep insight by combining operational data from practice management software, financial programs and other statistical sources. Because it presents all this information in one location, it allows for effective conversations between veterinary hospital owners, practice managers and their teams.

This easy-to-use and inexpensive dashboard is accessible through smartphones, tablets and computers, eliminating the need for reports on paper — saving valuable time and resources in the process.

Pulse gives veterinary offices the ability to track critical metrics such as new client growth, revenue, transactions and gross profits in the palm of their hand, 24/7. Pulse also features Benchmark Reporting, which hospitals can use to compare their metrics against their peers, offering valuable insight.

With Pulse, users get additional access to LearningVet.com, an informational hub that easily translates this complex, data-driven jargon and presents it in a simple manner. LearningVet.com also includes informative lessons which teach best practices on topics such as veterinary marketing and culture building.

“By having real-time data, you can adjust your strategies for hospital growth as soon as you want to,” says Oliver Roller, managing director of analytics at iVET360. “Traditionally, hospitals look at key metrics monthly or quarterly, but by that time, the data is old. Pulse is automated so you don’t have to think about it — the data is always there. Being on top of this improves your hospital and pushes you ahead of your competition.”

Other features of Pulse include Net Client Tracking for gaining new clients and keeping existing ones, while Revenue Mix Reporting better manages fees and cost of goods. Pulse also auto-generates a monthly list of clients who haven’t been to your hospital in 18, 24 or 36 months so you can boost marketing initiatives to those clients.

Numbers don't lie, and Pulse's ultimate objective is to increase hospital effectiveness by providing easily accessible information which helps practice managers make critical data-driven decisions.

The first 250 hospitals that sign up for Pulse receive a free, two-month trial which does not require a commitment or card information, and does not auto-renew.

For more information on Pulse and to set up a free trial, visit iVET360.com/pulse.

About iVET360:

Established in 2013 and headquartered in Portland, Oregon, iVET360 is a practice management services company that provides critical support to veterinary hospitals across the nation. Their specialists educate and assist veterinary practices with marketing, staff development and analytics to ensure complete implementation of proven business strategies into the daily activities of the hospital.

For media inquiries and media interview requests, please contact our public relations firm at 503.765.6360 or info@ivet360.com.