



Fear FreeTM

Leaders in
Animal Wellbeing

"I want to implement Fear Free into my practice, but I worry that it will slow down the flow of my practice, or cost me revenue."

How does Fear Free Make Cent\$

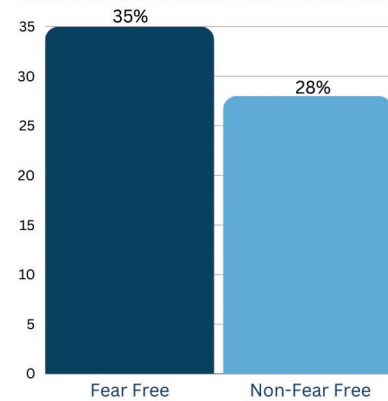
Embracing Fear Free is not just about enhancing patient care; it's also a strategic move for your practice's growth and prosperity.

Concerns about slowing down your workflow or decreasing revenue are natural, but the evidence tells a different story. Practices that have integrated Fear Free protocols report not only maintaining their patient flow, but actually increasing overall compliance rates of recommended services.

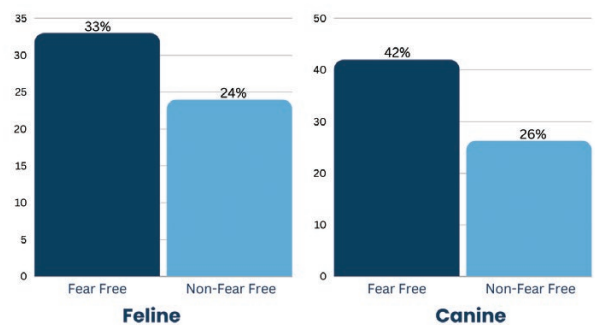
In fact, data from a 2022 study shows that overall Fear Free practices reported a 7% increase in the compliance rate of recommended wellness services. As well as between a 9-16% increase in wellness bloodwork recommendations across both canine and feline patients.¹

These statistics illustrate that Fear Free Certified Veterinary Practices are not just keeping pace— **they're setting the pace**, with a clear return on investment.

Overall Compliance Rate of Recommended Services 2022



Performed Recommended Wellness Bloodwork 2022

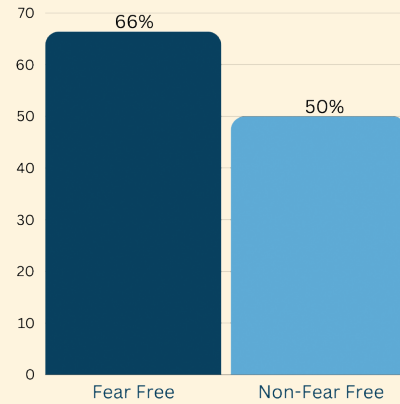


"I truly believe that the client experience impacts their willingness to continue to visit a practice and pay the fees. I also believe that a Fear Free approach provides a better experience for everyone—patients, clients, and veterinary team members. Anxiety-free visits for clients and patients help ensure repeat visits."²

Denise L. Tumblin, CPA, President of WTA Veterinary Consultants



Forward Booking Success 2022



Fear Free practices shows a 17% increase in forward booking of appointments with clients over non-Fear Free Practices.

Fear Free is not just a philosophy—it's a powerful, proven approach that advances the wellbeing of pets and the people who care for them, while also bolstering the business side of veterinary practice. *It's a win-win for everyone involved.*

The positive impact goes beyond the numbers. A survey from 2022 highlights the holistic benefits that come with Fear Free certification²:

- **96%** of professionals noted an improvement in patient care.
- **85%** witnessed better client compliance.
- **93%** observed enhanced workplace safety.
- An overwhelming **94%** would recommend Fear Free to peers.
- And **75%** saw an uptick in positive online reviews and client feedback.

“During the past year and a half, we have grown the practice from four doctors to six without spending money on advertising through traditional methods. While other clinics in the area struggled, we thrived and grew. Veterinary professionals want to work in Fear Free practices, and we are proof that grassroots advertising can work to attract not only quality candidates but the absolute best candidates.”

Bill Bergner, Practice Manager of
Lincoln Heights Veterinary Clinic in Spokane, WA



**Contact certifyme@fearfree.com
to start your journey to Practice Certification today!**

¹2022 VetSuccess Fear Free Compliance Analysis Study

²Fear Free: The Long-Term Benefits for Pets, People, and the Profession by Louise S. Dunn, Founder and CEO of Snowgoose Veterinary Management Consulting, Fritz Wood, CPA, CFP, Founder of H. F. Wood Consulting Denise Tumblin, CPA, President of WTA Veterinary Consultants

³Fear Free, LLC. “Fear Free Certified Professionals Survey 2022.” Questionnaire. December 2022.