

2010 Client Survey

Total Responses: 46

Below are the results of the 2010 Client Survey. Most of the responses were collected during the summer months of 2010 but several we submitted later as we accepted responses up until November. This study helped us to better evaluate our efforts to serve our clients. If you were unable to participate in this study, we still would love to hear your responses. Simply send an email to Andrew.Cohn@nlah.com with answers to the questions below. Thanks for submitting feedback and thanks for choosing the North Laurel Animal Hospital!

How do you determine which animal hospital to bring your pets to?

1. Favorable Recommendation	18
2. Internet search	2
3. Proximity	10
4. Doctor/Staff competency	6
5. Hospital cleanliness	1
6. Compassion	6
7. Phonebook	1
8. AAHA Accredited	1
9. Hours/Availability	1
10. Professionalism	2
11. Favorable Reviews	1

Would you prefer a technologically advanced practice with higher prices or a low cost clinic with less technology and a lower standard of care?

1. Advanced	27
2. Low cost/Low care	4
3. ½ and ½	6
4. Undecided	6

* Would normally prefer low cost but a higher standard of care is important

*I do not mind the higher prices but the care standards must match the cost

Do you perceive our services to be worth the prices you pay?

1. Yes	21
2. No	2
3. Mostly	15
4. Undecided	5

- *Prices are a little high 2
- *Pets have no price
- *Definitely, the staff is attentive and knowledgeable

How do you view the veterinary services industry as a whole?

- 1. Important/Necessary 28
- 2. Undecided 3
- 3. A little superfluous 2
- 4. Not necessary 0

*Sometimes feel that veterinary staff is too focused on up selling "extras"

How may we better serve you?

- 1. No improvements necessary 13
- 2. Access to closer emergency clinic 1
- 3. Non slippery floor 1
- 4. Holistic alternatives 1
- 5. Nothing comes to mind 6
- 6. Sunday hours 1
- 7. Open later at night 1
- 8. Service chinchillas 1
- 9. Continue with product specials 1
- 10. Lower prices 1
- 11. New products/Services 1

How did you find out about us?

- 1. Referral 12
- 2. Friend of Dr. Bob 2
- 3. Saw NLAH sign 2
- 4. Internet search 9
- 5. Advertisement 1
- 6. Fidos 1
- 7. Burtonsville Pet Barn 1
- 8. Phone book 2
- 9. Newspaper add 1

How far do you travel to see us?

- 1. 0-5 miles/minutes 26
- 2. 6-10 miles/minutes 14
- 3. 11-15 miles/minutes 2
- 4. 16-30 miles/minutes 4

