FEATURE

Deb Leon

Telehealth strengthens veterinary practices



Telehealth isn't just a convenience for pet owners. It is becoming a critical tool for veterinary clinics. Clients want accessible, affordable options, and practices that provide them strengthen their relationships, broaden their reach and improve their efficiency. One of the most important decisions is how to deliver them.

Some clinics manage telehealth entirely in-house, but that often limits the scope of services and the hours they can be offered. Platform providers fill this gap by extending access 24/7, adding trained veterinary staff and ensuring faster response times. They also bring technology infrastructure, secure recordkeeping and flexible communication channels that many clinics can't support on their own.

In reality, most practices benefit from a blended model, i.e., combining in-house expertise with platform support. This approach preserves the personal connection between veterinarian and client while leveraging the scalability and responsiveness of a dedicated telehealth provider.

The financial impact is clear. Telehealth reduces no-shows (by as much as 10–40%) and frees appointment time for higher-value cases. Most important, veterinary visits preceded by a virtual triage consult generate 2–3x more revenue per appointment. Clients arrive better prepared and more confident, leading to higher acceptance of diagnostic tests, treatments and preventive care.

Telehealth is not a replacement for hands-on care. It's a complement—one that, when powered by platform providers and in-house teams working together, strengthens veterinary practices and elevates client care.

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