



ALLYDVM

AmerisourceBergen

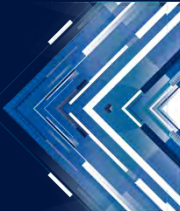
Better health outcomes for pets.
Better financial outcomes for vets.

The veterinary practice's ultimate ally

The software tools available from ALLYDVM help solve the most important challenges faced by veterinary practices: **client retention and client compliance.**



We integrate with practice management systems, identify opportunities through data analysis and automate client communications.



Client retention challenges



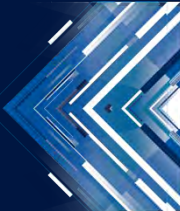
Veterinary practices face competition from a variety of businesses trying to win pet owner wallet share:

- ▶ Low-cost vaccine clinics take low-end business
- ▶ Online pharmacies take parasiticide sales
- ▶ Specialty boarding/grooming facilities take business



Veterinary loyalty programs can be an administrative nightmare:

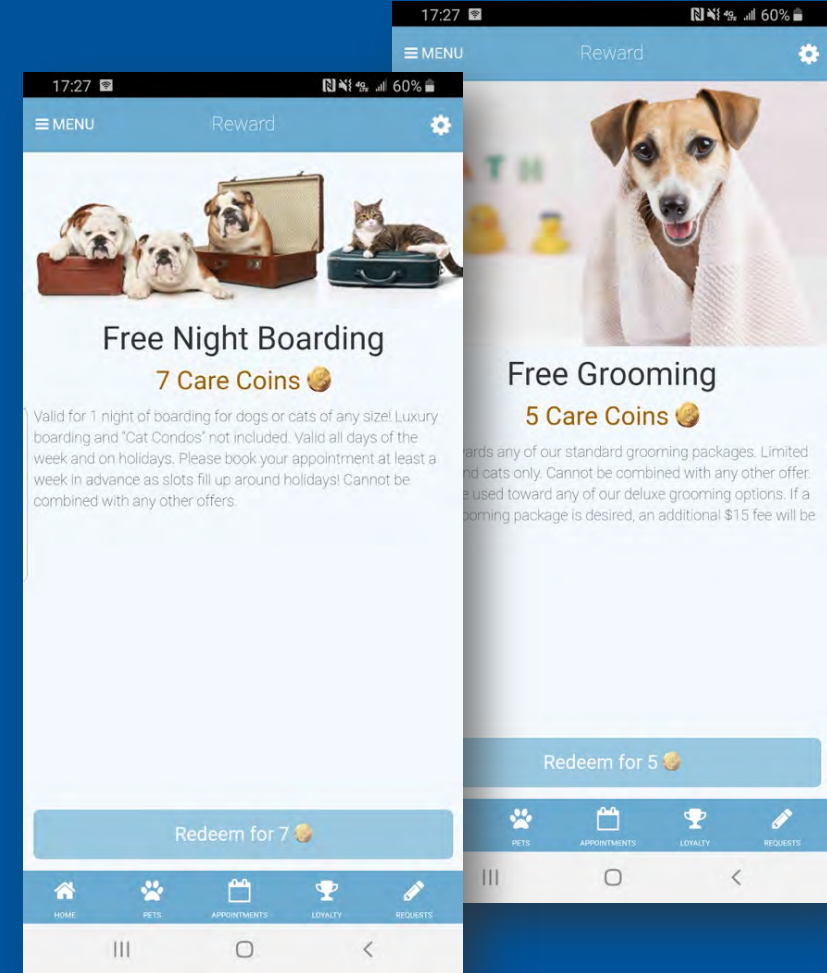
- ▶ Manual tracking of point accruals and redemptions
- ▶ New client phones can require new account setup
- ▶ Costly to set up and maintain



ALLYDVM Loyalty Program

We've created the veterinary industry's first fully automated loyalty program

- ▶ Visible to clients through our PetPage mobile app
- ▶ Practice chooses how rewards are accrued
- ▶ Allows practice to achieve better client compliance and win more pet-related spending



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Client communication challenges

Most communications systems don't accommodate the unique needs of veterinary practices because they are:

Inflexible

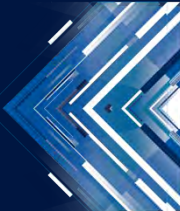
Many reminder systems treat all appointment types and species the same.

Impersonal

An effective reminder system should reflect the practice's brand and allow the flexibility to customize message content.

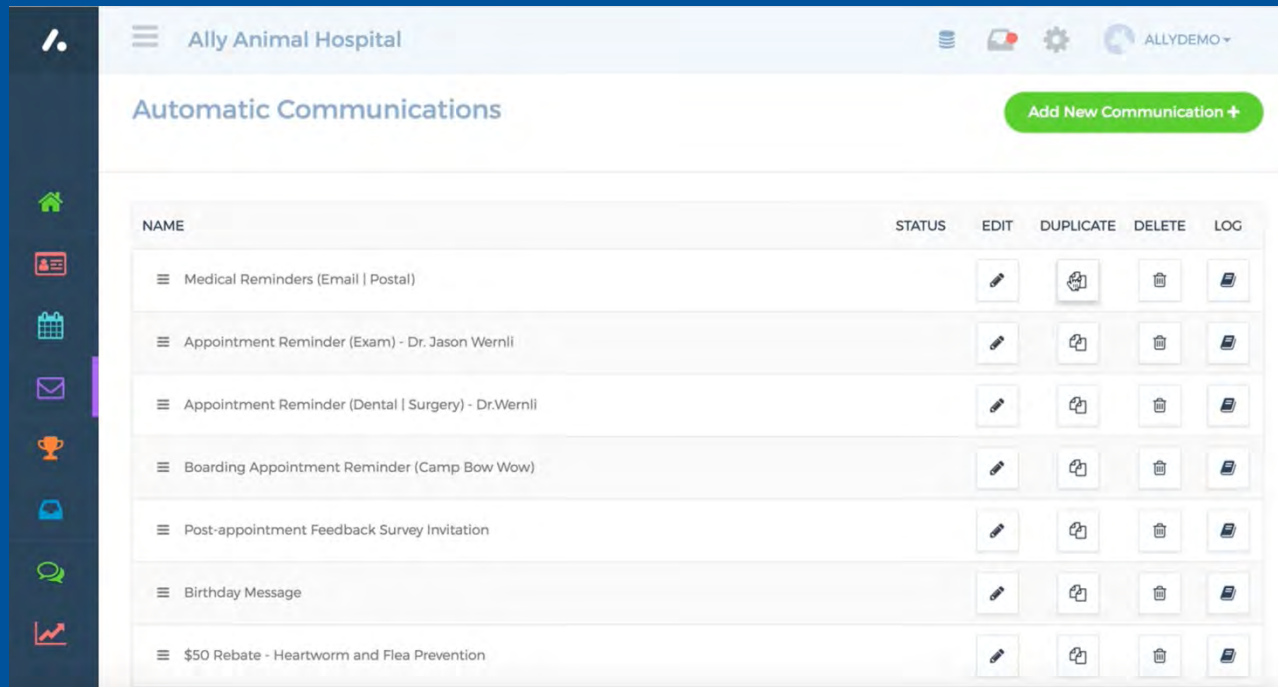
Ineffective

83% of all email communications go unopened.



ALLYDVM Communication System

A better way to grow the practice



NAME	STATUS	EDIT	DUPLICATE	DELETE	LOG
Medical Reminders (Email Postal)					
Appointment Reminder (Exam) - Dr. Jason Wernli					
Appointment Reminder (Dental Surgery) - Dr.Wernli					
Boarding Appointment Reminder (Camp Bow Wow)					
Post-appointment Feedback Survey Invitation					
Birthday Message					
\$50 Rebate - Heartworm and Flea Prevention					

Customize

Personalize

Maximize

Manage all communications from
a single dashboard

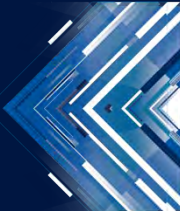
An investment in the health of our customers' businesses



ALLYDVM helps veterinary practices grow their revenues by increasing transaction volume instead of prices.



In turn, MVI and AmerisourceBergen benefit from the increased need for distribution from that thriving practice.



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