



Practice Name: _____ Website: _____

Practice Address: _____ City, ST Zip: _____

Practice Phone: _____ Practice Mgmt System: _____

Practice Contact: _____ Contact Email: _____

Best Day/Time to Contact: _____

Requests Reminder Assessment Only _____ (initials)

Privacy Policy

Boomerang Vet collects practice, client and patient data from practice management systems to provide valuable reminder marketing services and to generate marketing performance reports. Boomerang Vet is committed to keeping this confidential information secure, only using it in accordance with this privacy policy. Boomerang Vet will not disclose any practice data to outside users without the practice’s expressed written permission, The services provided by Boomerang Vet include but are not limited to:

- Track and report performance within a single practice
- Track and report performance and compare to other practices
- Produce targeted client communications such as reminders and targeted campaigns

Boomerang Vet also retains and aggregates the practice data collected from all of its clients. The aggregated data is completely de-personalized (anonymous as to practice name, client or pet). This data is used for practice performance analytics and comparisons, and benchmarking. Boomerang Vet does not disclose specific client or pet information under any circumstances.

Data Extraction

Boomerang Vet is utilizing the data extraction services of Vet Data in order to prepare practice data. Vet Data is bound by the Boomerang Vet Privacy Policy and the practice data will be utilized only for the reminder services outlined below. Practice signature below authorizes Vet Data to conduct data extraction services.

Non-Disclosure

Practices receiving patent pending reporting and client communication services from Boomerang Vet are prohibited from revealing any Boomerang Vet methodologies, processes and end-products to any outside third party.

Reminder Services

Following the Reminder Performance Assessment, **IF the practice requests**, Boomerang Vet will provide Reminder Marketing Services on behalf of Practice :

- Reminder Campaigns: develop creative content and graphics for client/pet print reminders.
- Prepare Practice Data: extract the data for identification of specific clients and pets to be included in the reminder campaigns.
- Fulfillment: print/mail or electronic transmission as determined by agreement with Practice.
- Marketing Campaign Reporting: Each campaign will include the following reports to the Practice:
 - Campaign execution reports: campaign identification and description, mailing dates, targeting criteria, number sent.
 - Campaign tracking reports per campaign provided monthly to include number of client responses, response rate, number of sales (conversions) and conversion rate.

Fees

- Reminder Performance Assessment and Consultation: \$395 (sponsor may cover)

If practice requests reminder services, following Reminder Performance Assessment :

- Large Format postcards: \$0.71 each (postage included) • \$10.95 Weekly Processing Fee
- One time Setup of Reminder Template & Program Reminder Rules: \$49 (sponsor may cover)

Authorizing Practice Signature

Signature: _____

Name: _____

Signed Agreement to: Jamie Horning jamieh@boomerangvet.com

Consultation: Hank Swartz hanks@boomerangvet.com 770-331-7188

Sales: John Wagoner: johnw@boomerangvet.com 704-236-0556

Operations: Paul Hall: paulh@boomerangvet.com 614-593-2282