

# Face to Face: Judy Walker from Sweetfish explains the benefits of Revenue Retriever



■ Sweetfish was founded to create software designed to tackle one of the biggest obstacles to improving profitability in modern veterinary practice - missed charges. The firm's new Revenue Retriever tool promises to eliminate this problem and to explain what that might mean for your practice, VBJ spoke to Sweetfish managing director, Judy Walker...

**Q How big a problem is missed pricing in veterinary practice?**

**A** It is acknowledged as being endemic within the veterinary profession - Idexx states that between 10-20 per cent of revenue is lost as a result of missed charges, while IVC Evidensia estimate that missed pricing accounts for a 20 per cent loss in revenue.

The Idexx compliance assessment tool has also shown that compliance to clinical protocols is significantly lower than believed and that some clinics don't actually measure compliance at all.

**Q How does RR work to solve these issues?**

**A** RR is founded on the principle that every practice has a set of protocols, some that must be followed and others that encourage best practice. So it's simply a case of teaching the software what your practice protocols are. So for instance 'x' should be charged with 'y'. The software then recognises when certain items appear in a bill so should a number of others, and identifies their absence. This can be done retrospectively and so - at it simplest - RR produces an audit report of apparently missed charges and non-adherence to clinical protocols.

The software can also be run live within the practice in which case it can also prompt the vet that a charge seems

incomplete or best practice has not been followed. The software keeps a record of each event and whether or not the correction took place.

Running live in the practice, the software can autocorrect the bill before it is presented to the client. In this event, however the vet has the opportunity to overrule the correction but the action will be logged, and can be subsequently reviewed.

**Q What are the benefits to practices that use RR when it comes to revenue?**

**A** In accordance with a practices pricing protocols RR will - on an initial audit - show the volume of missed charges and can then be used live within a practice to prompt and also autocorrect to eliminate such missed charges.

Results to date show an increase in actual practice revenue of six per cent and most importantly the captured revenue will flow to the bottom line of profit since the salaries etc have already been paid for.

**Q What are the benefits to practice that use RR when it comes to practice standards and client care?**

**A** The prompting capability in particular strongly encourages the adherence to the clinical protocols of the practice which are there to deliver best practice to a client.

The autocorrect function

too can be used for this.

**Q Tell us a little bit about the way the product was developed and some of the innovations it contains.....**

**A** The product was developed using a group of seven working practices as incubators. It was developed from the beginning to work in real-time.

The key innovations are RR's ability to act in real time, its ability to extraordinarily report on un-invoiced items and to assist with compliance with clinical protocols while allowing clinical freedom

**Q How does it differ to other products on the market?**

**A** The uniqueness of Revenue Retriever is that it prevents both missed charges and non-compliance from happening - unlike other systems which in the main can only report that they have happened.

It saves time and definitely improves efficiency in pricing and protocol adherence as well. Any prompt or auto correction occurs before the client even leaves the consultation room or pays the invoice.

As one of the top people from one of the UK's big corporate groups said "if this works, it will be a game changer". Well, it works.

Please visit our website <https://sweetfish.co.uk> to find out more.