

Happy New Year!

January 20, 2021



As we head into 2021, we want to let you know how grateful we are for your understanding, kindness, and support throughout 2020. As one of our core values is reliability, we worked relentlessly to remain open to be able to care for your pets. We are starting the year hopeful that we can see the light at the end of the tunnel, but wary of being run over by the train. The expected surge after the holidays is here and so we continue **Curbside Care** to protect you and our team. We are a high touch, close contact in small spaces, making this decision difficult, but necessary. We are all looking forward to the day we can go back to in-person care visits.

Curbside Care became a thing in March, and we work every day to make it more efficient. We are still working with new communication tools to help include you in the visits. These additions will be a

bonus when we get back to in-person care. We thrived on seeing all your new family pets and all our current patients during this time.

We also experienced an increased call load (our Aurora clinic alone received over 1000 calls one day) and internet issues. We have updated our phone system, added fiber optic internet, and continue to monitor the situation. Our app is another communication tool we are utilizing:

<https://www.auroravet.com/get-our-app.pml>

We are looking forward to the day we can safely open the clinic doors again. We are grateful for our team, whose daily adaptability continues to amaze, our clients who have been more than grace-filled during this time, and our patients who are our very life blood.



Be Kind. Be Respectful. Although the vast majority of our clients have been patient, kind, and appreciative – the veterinary community nationwide has seen an increase in verbal abuse of our teams. Please know that while we understand your frustration and concern, it is **NEVER** ok to take it out on our team in any way. This team has worked hard every day, taking care of your pets. We are family and support each other, working to stay safe and stay open. We have had an increased caseload, increased call load, and many, many challenges to address. Some of these issues are not going away any time soon. We continue to deal with backorders of medications and supplies, and allocations of others. Early on we gave PPE and our ventilator to the local hospital and will do so again if asked. We understand that you are frustrated, so are we. Keeping

the lines of communication open in stressful situations is of utmost importance. **We are on your side.**

You may notice our team members wearing name tags with pictures (so you can remember what we look like under our masks) attached to a badge reel with the symbol of the **Veterinary YOU MATTER awareness campaign**. This campaign opens the doors for our team members to get support in exceedingly difficult times. In support of this team, disrespectful behavior of any kind will not be tolerated.

Be Well. Be Safe. Be Kind.

Ellen Imhof, DVM
The Doctors and Teams at Aurora Animal Care Center
Aurora – Mantua - Streetsboro