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Start S.M.A.R.T.:

intelligent implementation of AI in practice

BVA-Birmingham, June 2026. Dr. Roeland Wessels, St. Anna Advies B.V.



DISCLAIMER

In the upcoming time I'm not telling you the truth, the whole truth and nothing but the truth. It's just my personal and professional perception of things and some crazy ideas I'd like to share with you. Please feel free to disagree or have a different opinion.

I don't take any responsibility or liability for adverse, allergic or anaphylactic reactions in your brain, body or behavior, nor am I responsible for any feelings of inspiration, motivation or joy. You're participating totally on your own risk.

Good luck!

My apologies in advance for my straight-forward-approach and directness. I'm sorry...I'm Dutch

All my presentations are 100% eco-friendly and sustainable. No animals were harmed during the preparation of this presentation. Besides Rainforest Alliance certified coffee, only solar power is used in the production process.





ROELAND WESSELS, DVM





C.A. CLINIC ST. ANNA NIJMEGEN NETHERLANDS





VETERINARY COMMUNICATION CONSULTANCY





Universiteit Utrecht



UNIVERSITEIT
GENT



UNIVERSITY TEACHER IN PRACTICE COMMUNICATION



Roeland Wessels
Theo Lam
Jolanda Jansen


LA COMUNICACION DEL VETERINARIO

MANUAL SOBRE CLIENTUSIASMO



COOKBOOK

30 recipes for the veterinary practice



- ⇒ Roeland Wessels
- ⇒ Mark Huis in 't Hart
- ⇒ Danse Sonnet
- ⇒ Tessa Plagis

for clienthusias

TACKEL

die nachtmerrie!

Praktische antwoorden op wakkerligvragen
in de dierenartspraktijk



Jolanda Jansen, Roeland Wessels en Theo Lam

LET'S START A BEACHBAR IN BONAIRE!



BALANCED SCORE CARD



BALANCED SCORE CARD



Prof. Robert Kaplan
(MIT, Harvard)

Dr. David Norton
(Harvard)



BALANCED SCORE CARD

PRODUCT

TEAM

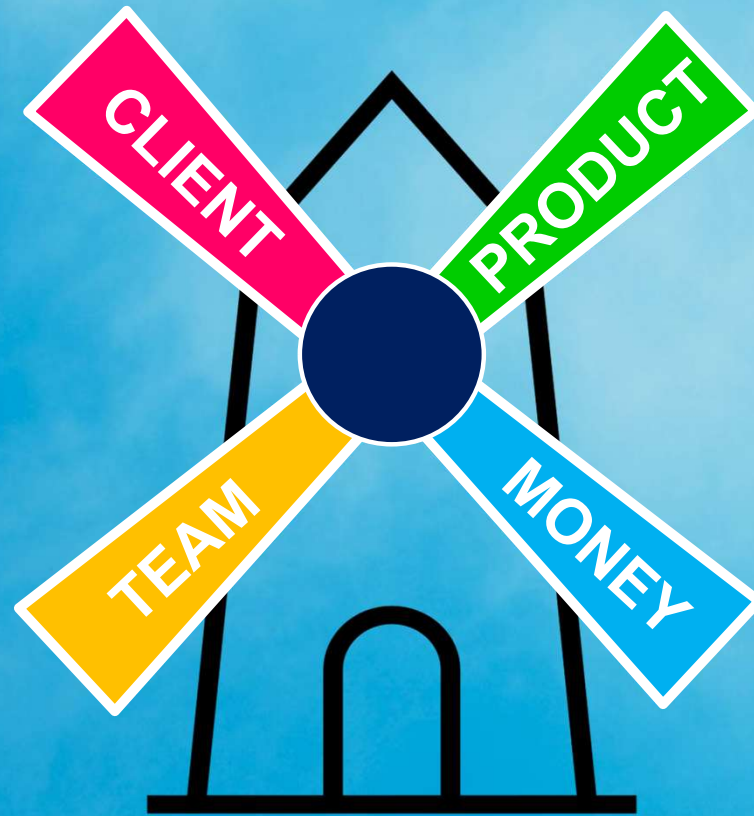
**VISION &
MISSION**

MONEY

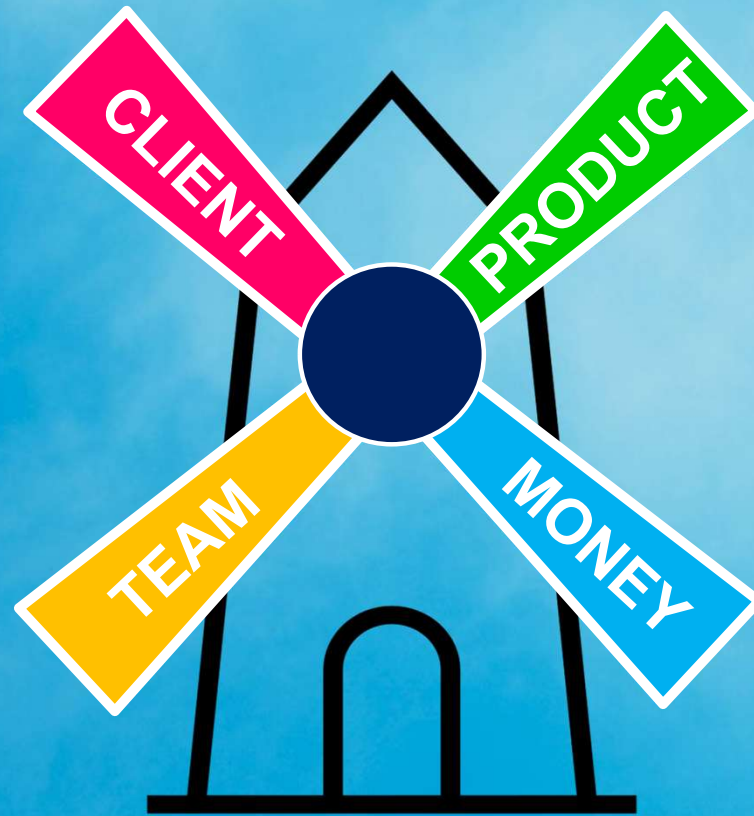
CLIENT



BALANCED 'VETERINARY' WINDMILL



BALANCED 'VETERINARY' WINDMILL



creating a smooth turning organisation

PRODUCT

FOCUS ON SERVICES

What are the main products and services of your clinic?

What would your team like to do more?

What service or product should you stop?



PRODUCT

FOCUS ON SERVICES

**PROMISING
PRODUCT OR
SERVICE**

=

RELEVANT

+

DISTINCTIVE

+

CREDIBLE

**SUCCESSFUL
PRODUCT OR
SERVICE**

=

R.D.C.

+

**GOOD
NUMBERS**

+

**GOOD
MARGIN**



PRODUCT

FOCUS ON SERVICES

5000 x P.Y.

2500 x P.Y.

1000 x P.Y.

8500

PRODUCT

FOCUS ON SERVICES

5000 x P.Y.

2500 x P.Y.

1000 x P.Y.

135 hours
3,5 weeks

CLIENT

FOCUS ON CLIENTS

Who's your current client?

What does your current client expect?

Who's your preferred client? (What is your 'target-audience'? Your 'tribe'?)

What does your preferred client expect?



CLIENT



CLIENT

SEGMENTATION

CLIENT (A)



CUSTOMER (B)



COMPLAINER (C)



COLLEAGUE (AAA)



CLIENT

A ★ ★ ★ ★ ★

B ★ ★ ★

C ★

PUP-KITTEN

PUPPY-KITTEN PACK
KIDS PET PARTY
CHRISTMASPRESENT

PUPPY-KITTEN PACK
KIDS PET PARTY

PUPPY-KITTEN PACK

GHC-VACC

HALFYEAR REMINDER
VIP-PROGRAMM
5 REMINDERS & CALLS

YEARLY RIMINDER
MAX 2 REMINDERS

YEARLY REMINDER
1 REMINDER, THAN
ERASE FROM CMS

PARASITES

'YEARLY PROGRAMM'
HOME-DELIVERY
FREE TICK-ANALYSIS

'YEARLY PROGRAMM'
HOME-DELIVERY

REMINDER SMS

EUTHANSIA

CARD
PHONE CALL
FOOT IMPRESSION

CARD
FOOT IMPRESSION

CARD

CLIENT

CREATE 'PERSONA'S'

Sample Sally

BACKGROUND:

- Head of Human Resources
- Worked at the same company for 10 years; worked her way up from HR Associate
- Married with 2 children (10 and 8)

DEMOGRAPHICS:

- Skews female
- Age 30-45
- Dual HH Income: \$140,000
- Suburban

IDENTIFIERS:

- Calm demeanor
- Probably has an assistant screening calls
- Asks to receive collateral mailed/printed



Personas No. 3



Spirits Business Partners
Katrina & Martha, 32, 35

Katrina and Martha are two individuals who have joined together to start a wine and spirits business in the town that they live in. Both are like-minded, and have an entrepreneurial spirit. They are projected to open their first wine and spirits bar in Spring 2021, and need furniture, seating, lighting among others. Both are well aware of the climate crisis, and wish have a sustainable sourced environment.



Looking for:

- >Bar furniture
- >Chairs that are spill-proof, durable, and ethically sourced
- >Storage solutions for the materials room for their future winery and spirits.
- >Lively decor and lighting which fits their desired ambiance

High Interest Products:

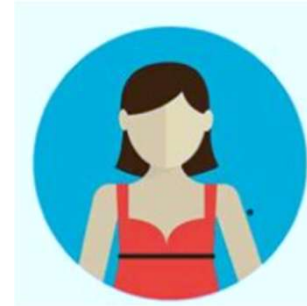
- >Decorative yet Smart lighting which gives their bar an upscale look
- >Storage cabinets which offer efficient storage at maximum capacity.
- >Bar table sets/stools which are made of high quality material.

CLIENT

CREATE 'PERSONA'S'

CLIENT CUSTOMER

ANNA



- Cat or dog (rabbit or small rodent)
 - Believes in preventative health
 - Quality driven
 - Follows professional EBVM advice
 - Has budget for pet, no financial issues in past
 - Nice and respectful person
-
- Female 18-80
 - Lives within 3 km of our clinic
 - Two or more visits per pet per year
 - Digitally approachable



TEAM

FOCUS ON TEAM

FUN

REWARDS

POSITIVE RELATIONS

PURPOSE

COMPETENCE



TEAM

FOCUS ON TEAM

ANNA-RULES

As an employee of DK St. Anna 404, you are respectful and honest:

- Towards animals, colleagues, customers, suppliers, students, interns, and relationships
- Towards the time, priorities, and property of others
- Towards society, government, law, and Mother Nature

As an employee of DK St. Anna 404, you take responsibility:

- For your own actions
- For the quality of your work
- For keeping your promises and adhering to collective agreements
- For the properties (both physical and intellectual) entrusted to you
- For meaningful use of your working hours
- For accurate administration and invoicing
- For addressing misconduct



TEAM

SING CODE OF CONDUCT

D

DISCUSS

A

AGREE

R

**REFLECT
(& CORRECT)**

E

**EVALUATE
(& END)**



MONEY

PRICING



MONEY

COST PLUS PRICING

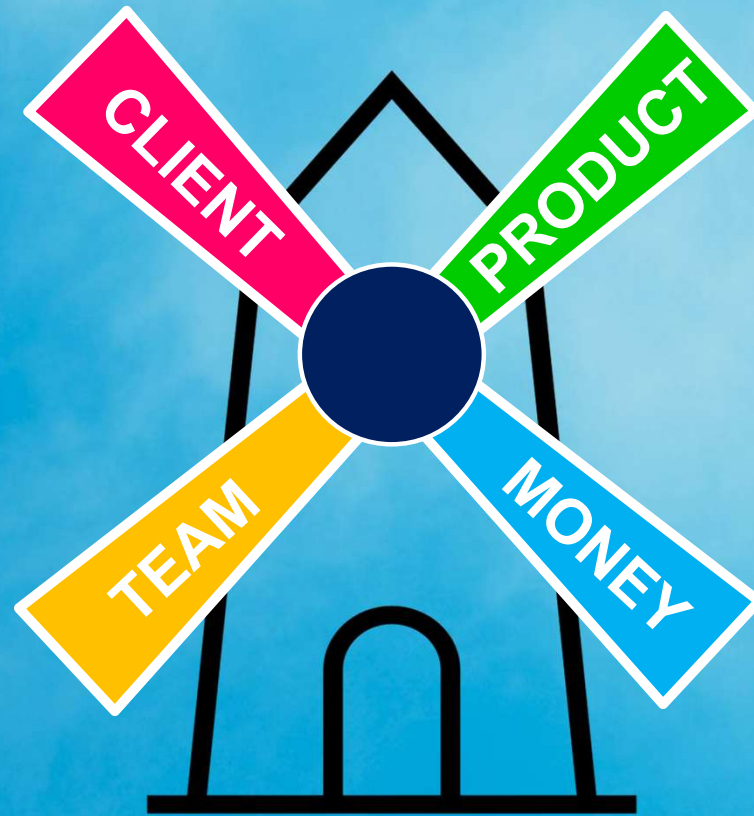
Time is our most valuable asset,
yet we tend to waste it, kill it and
spend it rather than invest it.

Jim Rohn

“ quotefancy



LET'S MAKE THIS WORK!



creating a smooth turning organisation





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THE SECRET OF...

Flow



WE

IT

I

IT = PRACTICE STRUCTURE



IT = PRACTICE STRUCTURE



WE = PRACTICE CULTURE



MINDSHARE

RESPECT



T.E.A.M.

I = YOUR NATURE



I = YOUR NATURE

**YOUR
DREAMS**

**YOUR
PASSION FOR
THE
PROFESSION**

**YOUR
TALENTS**

**YOUR
COMPETENCES**

THE SECRET OF...

Flow

WE

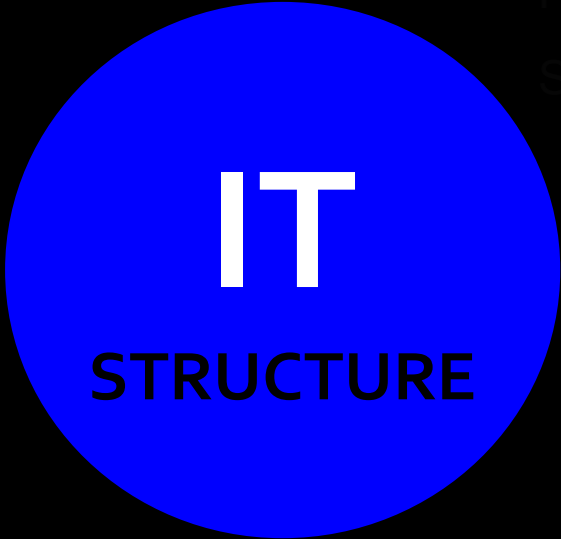
PLEZIER
SUCCES

IT

I



PLEZIER
SUCCES

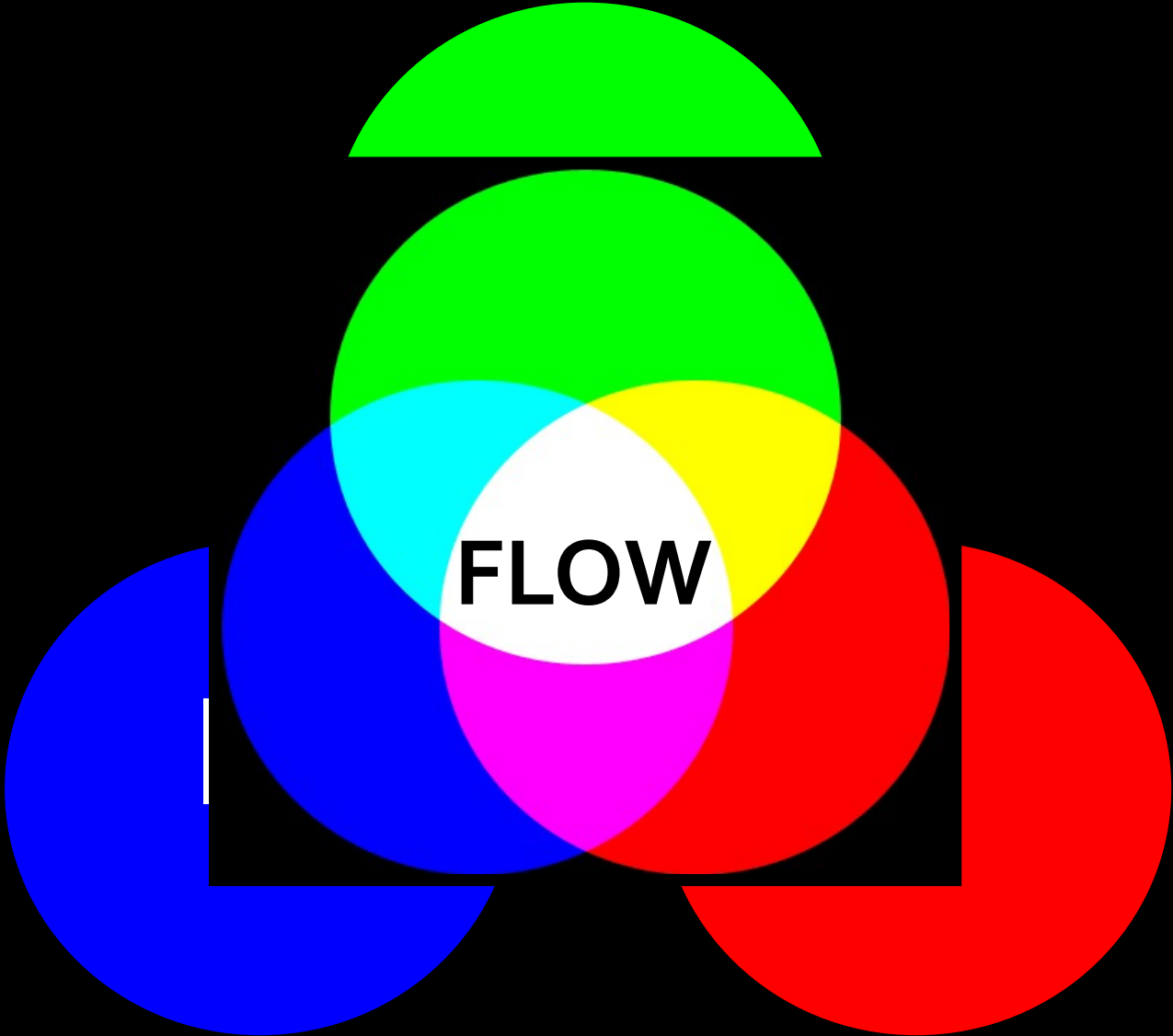


WE

PLEZIER
SUCCES

IT

I





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