

Phone script for contacting your hyperthyroid cat owners



"Hello. This is (NAME) calling from (CLINIC NAME). I'm hoping we can take a few minutes to talk about how (CAT'S NAME) is doing, and consider a new management option for hyperthyroid cats that may be appropriate for (him/her). Would now be a convenient time to discuss this?"

IF NOT A CONVENIENT TIME:

"If not, when would be a convenient time to call back?"

PET OWNER AVAILABLE TO DISCUSS:

"To help us consider this new option, what challenges have you encountered with managing (CAT'S NAME) hyperthyroidism?"

DISCUSSION WITH PET OWNER (IF PATIENT IS WELL MANAGED):

"It's great to hear that (CAT'S NAME) is doing well and you are not having challenges with the current medication.

We did want to let you know that we have a new food available at the clinic that could manage (CAT'S NAME) hyperthyroidism, eliminating the need for the current therapy. Is this something you would be interested in learning more about?

If you experience any issues or want to discuss other options, let us know and we can discuss at (CAT'S NAME) next recheck or sooner. I see (he/she) is due for a recheck in (# of days/months), would you like for me to schedule an appointment for you now?"

DISCUSSION WITH PET OWNER (IF OWNER IS EXPERIENCING CHALLENGES):

"Since you are experiencing challenges managing (CAT'S NAME) hyperthyroidism, we may want to consider switching (him/her) to a new food that can manage (his/her) condition, eliminating the need for the current therapy.

We have the new food available here at the clinic. It works by carefully limiting the amount of iodine (CAT'S NAME) consumes. This results in a normal amount of the thyroid hormone being produced.

With this nutritional option, you must make sure that (CAT'S NAME) doesn't eat any other food or treats. Eating other food or treats could compromise the control of the hyperthyroidism. Do you have any questions for me about this new food?

Because you are having challenges with the current therapy, I would like to schedule an appointment to get (CAT'S NAME) into the clinic to check (his/her) thyroid levels. We can also further discuss all of the management options and determine what is best for you and (CAT'S NAME).

If you are interested in trying the new food, we can provide you with a trial kit free of charge to get you started. We would then need to schedule a couple of additional rechecks to make sure the thyroid levels are maintained in the normal range.

Before we schedule the appointment, do you have any other questions?"

