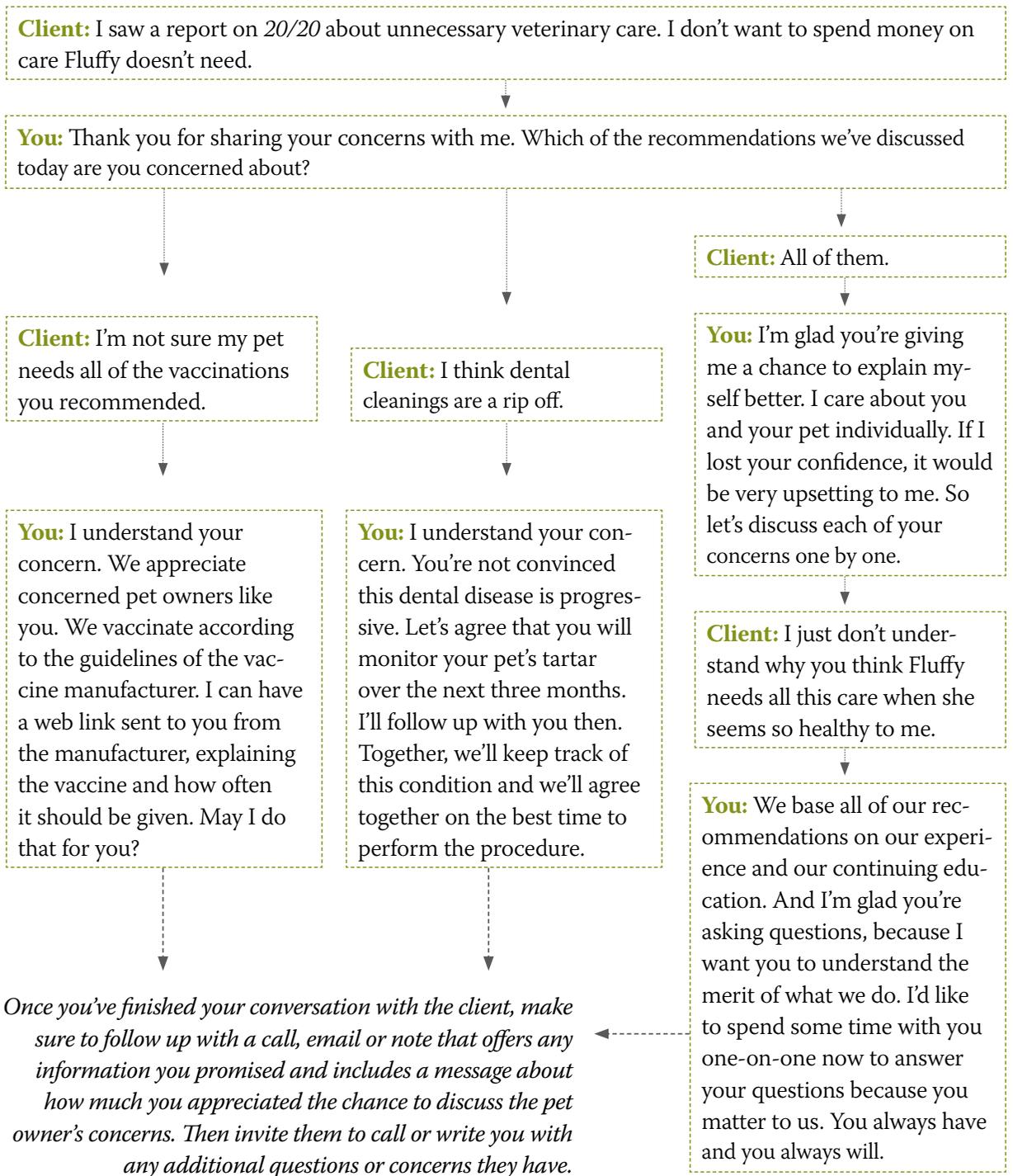


SAMPLE CONVERSATION TREE:

Responding to clients' comments about the 20/20 segment

Consider some of the questions clients might ask after viewing the Nov. 22 segment that aired on 20/20, "Is Your Veterinarian Being Honest with You?" Then practice these sample responses from *Firstline* Editorial Advisory Board member Bash Halow, CVPM, LVT, and Brenda Tassava of Halow Tassava Consulting to demonstrate the care you offer clients and pets each day. Or use this as a starting point to write the responses that match your practice's protocols.



Once you've finished your conversation with the client, make sure to follow up with a call, email or note that offers any information you promised and includes a message about how much you appreciated the chance to discuss the pet owner's concerns. Then invite them to call or write you with any additional questions or concerns they have.