

AAHA Trends 310: Geomapping

Another idea to explore for improving client retention is geo mapping your client base. Geo mapping combines your client address/location information with data from the U.S. Census with socio-economic, sales and other data to form a baseline for the client population in your area. Consider the mapping from various pharmaceutical companies in regards to heartworm positive cases, Lyme disease cases or even your state's Rabies cases. Do you utilize this information when talking to a client about their pet's potential for exposure? Did you find yourself pointing at the map and showing how close in proximity the disease was to the client's location? The concept that certain diseases tend to occur in certain locations and those locations can influence health has been utilized in human and animal medicine. Now think bigger.

Geo mapping can be used for more than mapping populations at risk of disease. It can also be used to identify trends and new marketing areas, and to measure the effects of your marketing campaigns (2). Imagine you are interested in introducing a new service. Should you even venture into the new service area? How do you market it? To whom do you market it too? Geo mapping may be the tool you need to help you answer these questions.

Here is an example of geo mapping using your current data base. You find a heartworm positive dog or feline leukemia cat. After running a database search you send a medical alert to your clients within the same zip code. The medical alert explains the risks to their pets. Thinking even bigger you provide a public service announcement in the local paper. You are combining individual and computer intelligence also know as integrated intelligence.

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