

Table 2. Factors Correlated with Adherence

	Factors Strongly Correlated with Adherence	Factors Slightly Correlated with Adherence	Factors Not Correlated with Adherence
Out of practice's control*	Species (dog owners reported higher adherence)	Weight of dogs Tenure at practice Condition	Age of pet Consulting the Internet Pet owner gender
	No young children at home	Shared responsibility	Socioeconomic status Recheck appointments
	Experience of the pet owner		Cost of medication
Communication-related	Communication (overall)	Length of visit Demonstration	
	Written information	Multiple explanations	
	Frequency of visits to veterinarian	Follow-up call from veterinarian	
	Veterinarian continuity	Chronic refill reminders	
	Formulation of medication	Place of purchase	

*Some factors the practice cannot control (species, condition, etc.), but these can be kept in mind when discussing adherence to medications and care plans with pet owners.

than those who had never experienced one. Unfortunately, only 43% of practices show owners how to administer medication, and only 40% explain administration. Only 8% of practices both show how to administer and have the owner demonstrate administration.

Length of appointment: Pet owner data indicate that adherence is high when appointments last more than 10 minutes; 70% of those whose appointments were more than 10 minutes long never missed a dose, whereas only 63% of those whose appointments were less than 10 minutes long never missed a dose. However, only 25% of pet owners indicated that their appointments lasted more than 10 minutes.

Written information: Respondents who received written information had higher adherence and higher rates of never-missed-a-dose, and they more found it easier to administer medications, than those who did not receive written information. Of those who received written information, 65% reported that they referred back to it. However, only 59% of pet owners reported having received written information; 72% said they would like to receive written information so they could refer back to it.

Many veterinary practice teams fail to do the very things that are most likely to improve compliance.

Follow-up calls: Pet owners who received a follow-up call achieved higher adherence and higher rates of never having missed a dose than those who did not receive a follow-up call. However, only 56% of pet owners reported having received a follow-up call.

Reminders for ongoing medication for chronic conditions: Pet owners whose pets were on chronic medications appreciated receiving reminders more than those who did not receive reminders (i.e., pet owners who did not receive reminders did not think they would value reminders). Those receiving reminders had higher rates of never having missed a dose. Unfortunately, only 30% of practices send reminders for refilling chronic medications.

Continuity with the veterinarian: Pet owners who reported seeing the same veterinarian at each visit reported both higher adherence and higher rates of never having missed a dose than pet owners who saw various veterinarians during office visits. However, approximately 50% of pet owners reported not always seeing the same doctor.

