



THE WHOLE PET CHRONICLE



ROOTS HAPPENINGS

Big Things Are Happening at Roots

We're back! After a short pause in February and March, we've been busy behind the scenes working on updates to make your experience even better.

At Roots, we're always looking for ways to improve how we care for you and your pets—whether that's through better communication, easier scheduling, or more convenient access to trusted products.

These updates were created with you in mind, and we're excited to continue supporting your pet's health in a way that feels simple, thoughtful, and personalized.

Here's a quick look at what's new and what's coming

SMARTER REMINDERS & TEXT UPDATES

We've launched a new system for reminders and direct communication (including text messages!) that pulls directly from your pet's medical record.

Quick heads up:

If you receive a reminder for something that isn't part of your pet's current plan, you can disregard it.

This simply means it was performed at some point in the past and must remain in the record for medical accuracy.

ONLINE BOOKING IS LIVE

Existing clients can now book select appointment types online!

You'll find the booking link right on our website—making scheduling easier and more convenient than ever.

(Not sure what to book? We're always happy to help!)

PAWS & CELEBRATE

From quirky pet holidays to heartwarming appreciation weeks, there's always something to wag about!

April is National Heartworm Awareness Month—a simple monthly prevention can make all the difference in protecting your pet.

National Pet ID Week April 17th -23rd—make sure your pet's ID tags and microchip info are up to date!

National Adopt a Shelter Pet Day April 30th—providing a home is one of the most impactful ways to support animal wellness. Loving homes can change a life forever.

A FRESH LOOK FOR ROOTS

You may notice things look a little different online

We've updated our website to be more user-friendly across all devices—whether you're on your phone, tablet, or computer.

Don't worry—it's still us, just a little refreshed

COMING APRIL 22ND: ONLINE PHARMACY

This is one we're really excited about...

Our brand-new online pharmacy launches April 22nd!

100% of purchases support Roots

Direct links to doctor-recommended products

No more guessing if it's the right item

Competitive pricing + easy ordering

Simple, reliable, and designed with you in mind

IT'S RECEPTION WEEK! | APRIL 19-25

It's time to celebrate the amazing humans who keep everything at Roots moving—our CSRs!

They are the first voice you hear, the first smile you see, and the ones making sure everything flows smoothly behind the scenes. From juggling calls and appointments to supporting both clients and patients, they truly are the heart of our front desk.

Help us celebrate them this week with a kind word, a smile, a treat or a shoutout—we couldn't do it without them