



269 W Main Street 3rd Floor
Lexington, KY 40507
P: 877-819-0159
W: HippoManager.com
@HippoManager

NEWS RELEASE

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Contact: Rebecca L. Price
Direct: +1 859.300.3558
rprice@hippomanager.com

Hippo Manager Integrates With Zipwhip to Provide Two-Way Text Messaging

LEXINGTON, Ky – Hippo Manager Software, Inc., announced a new integration with Seattle-based Zipwhip, the leading provider of texting for business. The integration allows for greater client communications for veterinary practices by enabling them to text clients from within Hippo Manager using their existing landline, VoIP or toll-free phone number.

Hippo Manager partner practices who are also Zipwhip customers can easily send pictures and texts directly to clients from any existing landline, VoIP or toll-free phone number with no interference to voice service. Two-way texting within Hippo Manager using Zipwhip will enhance patient care, streamline appointments, improve the billing process and more.

“It’s our goal to provide veterinary professionals with the tools they need to do business alongside providing excellent patient care,” comments Hippo Manager CEO Sam Razor. He continues, “The Zipwhip integration is the best way to provide text messaging capabilities to our practice partners enhancing the way practices communicate to their clients.”

Daniel Grushkovskiy of Zipwhip adds, “We’re pleased to make texting even more accessible to all veterinarians in the space through Hippo Manager’s integration with our software. Texting continues

to be consumers' favorite way to communicate and veterinary practices who implement it will see immediate positive impacts in their client relationships.”

For one flat price per month, veterinary practices can send and receive an unlimited number of text messages – including pictures messages – to clients about their patients. Veterinary practices using Zipwhip can begin texting within Hippo Manager immediately using a simple Google Chrome browser plugin. This two-way text messaging feature is an add-on service to Hippo Manager and will enable veterinarians and their staff to seamlessly communicate with clients. Furthermore, expanding the practice's ability to quickly and efficiently run business functions alongside optimal patient care.

Dr. Jeff Brant Chief of Business Development for Hippo Manager states “Adding the Zipwhip integration within Hippo Manager enables greater flexibility for our practice partners seeking better client communications, client retention and a higher level of patient care. By adding this integration, Hippo Manager is constantly delivering on our philosophy of providing the largest independent practice management software solution in the United States with the most robust features and full service offerings.”

Adding text messaging through Zipwhip to Hippo Manager veterinary practice management software enables all partner practices to click on a phone number and immediately begin texting that client in a pop-up window without leaving Hippo Manager. Though text-messaging technology is commonly used amongst consumers in day-to-day functions via their cell phone device, the two-way messaging technology that Zipwhip offers through Hippo Manager is better suited to the demands of the veterinary practice. With unlimited two-way messaging with pictures, auto-replies, scheduled text messages and more, client communications are now more streamlined and also recorded for easy reference and continued conversations.

Hippo Manager is the most efficient full service veterinary cloud practice management software on the market and has the same full functionality as more expensive competitors. Hippo Manager offers unique features not provided elsewhere in the veterinary space such as two-way Google calendar integration, built-in DICOM viewer and multi-tab capability which allows practices to work on multiple patients at once in the app. Hippo Manager is partnered with Amazon Web Services to host veterinary

software data safely and securely in the cloud. Instead of hosting expensive servers, clients can access the information anytime, from anywhere, on any device using their Internet browser. Hippo Manager is available to all veterinary practices globally through a no-obligation free trial that can be requested anytime at HippoManager.com.

About Hippo Manager

Hippo Manager Software, Inc is the largest independently owned cloud-based, veterinary practice management software provider in the United States. Driven by its philosophy to empower veterinary professionals to thrive, Hippo Manager provides all the tools needed to run a clinic or hospital, including SOAP notes/medical records, patient scheduler, reporting, point of sale, inventory, reminders, payment processing and more. Hippo Manager is designed to run on any device with internet connection, using Google Chrome or Safari browser including desktops, laptops, tablets and iPads. Available with unlimited data storage, patients, users, training and support at \$119 per veterinarian, per month . *For more information visit us at www.HippoManager.com*

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