

Everybody Wins:

**Learn How to Change the Way
Animal Groups and Veterinarians
Work Together**

with Christie Keith
Aug. 7, 2014

A Maddie's Institute webcast

We can't get to no-kill without veterinarians



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What gets said:

“Vets are only in it for the money.”

“They don't care about animals or they'd help us.”

“It's all about greed.”

“They charge too much.”



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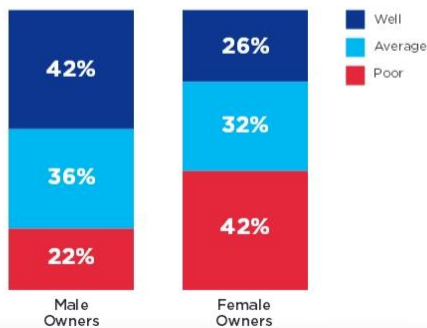
Is it true?



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How Are Vet Practices Doing?

Practice Financial Condition Rating



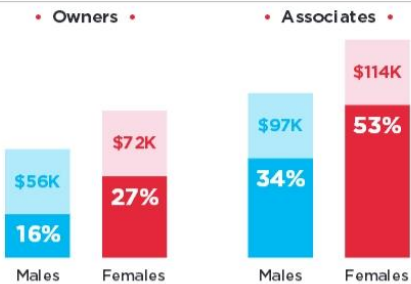
VPI-Veterinary Economics Financial Health Study, 2014



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How Much Student Debt?

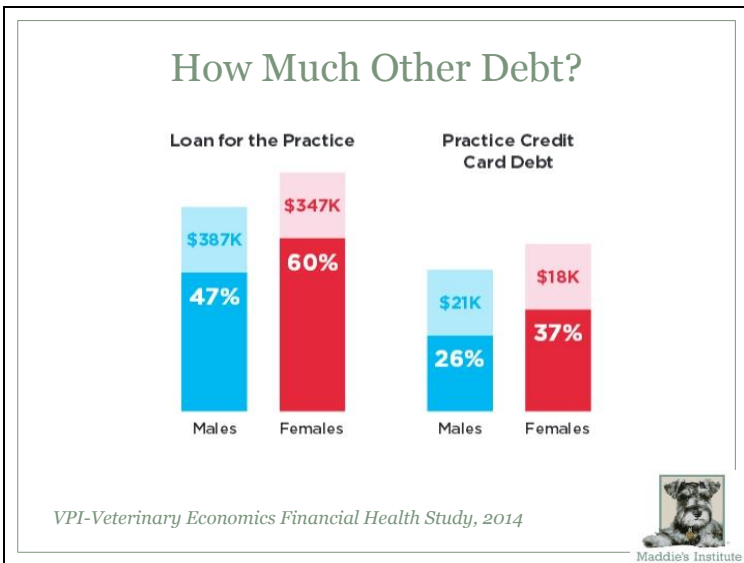
Average Student Debt



VPI-Veterinary Economics Financial Health Study, 2014



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Veterinary cost increases

- Vet costs flat and lagged inflation through 2003
- 58% increase since 2004 vs inflation of 26%
- Correction happened just as economy soured
- Bad economy hurt veterinarians, too

U.S. Bureau of Labor Statistics

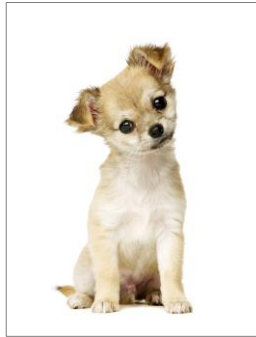
Veterinary spending not keeping up

- Households with pets +13%
- Pet services spending +9.1%
- Pet supplements spending +7.4%
- Veterinary spending +3.9%

2011/2012 APPA National Pet Owners Survey

Veterinarians not doing a great job at business

- Only 2.9% track visit statistics
- Most do not send reminders
- Most do no marketing
- Few recruit new clients



Banfield State of Pet Health Report of 2011



Study: Most veterinarians reduce prices so animals can get care

- 99% offer discounts frequently or sometimes
- 68% offer discounts several times per month
- 36% offer discounts several times weekly
- 14.5% offer discounts daily

Colorado State University, 2014





Shelter factors

- Shelter pet adoption rising
- Many shelter pets already vetted
- Vets lose chance for relationship with new clients
- Hospital wars



Let's talk!



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Mutual marketing




"Dr. Gomez has been providing services to our shelter's foster pets for three years now, and..."

"We couldn't save as many pets as we do if not for the great veterinary skills of the team at Eastside Animal Hospital..."




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Nature abhors a vacuum



Publicizing a shelter/rescue program staves off requests for free services and makes you look good!



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Media outreach



Spreading the word about your vet makes your media outreach stand out, and helps both of you!



Comments or questions?