

AVCSuccess Case Study

First Year Revenue
Increased +14.5%

Solo Doctor Small Animal Practice

This solo doctor small animal veterinary practice is located in Spring Texas, a suburb of an estimated 54,298 residents located north of Houston. During the first year with AVCSuccess, the practice achieved overall revenue growth of 14.5% or \$111,072.



AVCSuccess Case Study

SOLO DOCTOR SMALL ANIMAL PRACTICE

AVCSuccess Client since November 2011

BACKGROUND

This full-service small animal veterinary practice offers progressive treatment options, unsurpassed service and specialized patient care. When the husband (DVM) and wife (Office Manager) team opened the practice in 1994 they were in a small leasehold space. They moved to their current location two years later and growth was good through the year 2009. Soon thereafter, sales began to fall off and the doctor started to feel the stress and anxiety of seeing practice revenue decline.

DIAGNOSIS

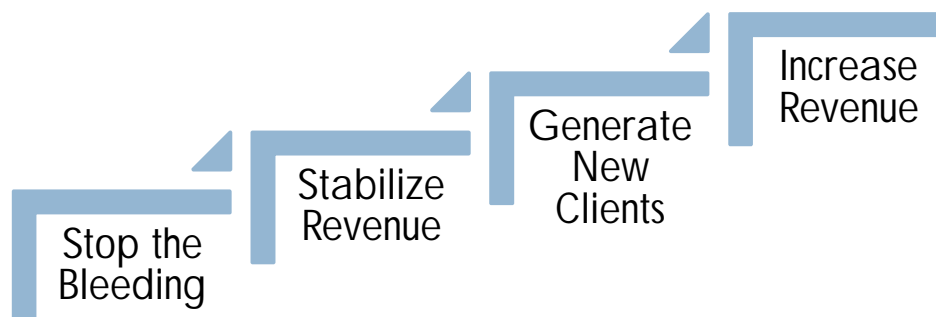
As with exploratory diagnostics and procedures in a veterinary practice, the AVCSuccess Exploratory Analysis is used to identify situations in the practice that need to be addressed in order to improve practice operations, client communication, delivery of medical services and practice profitability.

The primary challenge for this clinic was to better manage client scheduling. They were caught up in the cycle of having very busy days when they needed more staff, followed by very slow days when staff members were told to go home. This resulted in a stressful operating environment and turnover became an issue placing even more stress on the doctor and office manager. Creating a team environment was virtually impossible. The practice also experienced a decrease in new client activity due to challenges with their marketing programs, in particular their external marketing activities geared toward new business development.

PRACTICE GOALS

After completing the Exploratory Analysis and initial consultation with the practice, AVCSuccess identified four goals: (1) Stop the Bleeding, (2) Stabilize Revenue, (3) Generate New Clients, and (4) Increase Revenue. The AVCSuccess approach is to build a solid foundation for growth, one step at a time. With continuous monitoring, coaching and refinement of the curriculum based training, this consulting method has proven to be highly effective in helping veterinary clinics reach their business and financial goals.

The AVCSuccess Foundation for Growth



THE AVCSUCCESS SOLUTION

1. Stop the Bleeding

To address the first goal and “stop the bleeding”, AVCSuccess implemented its popular consulting module called “In-Case-of-Fire-Break-Glass.” The immediate focus was to provide quick, easysteps for the practice to implement in order to quickly increase the number of clinic transactions. One such strategy was to reach out to the “low hanging fruit” to quickly boost sales. Just one month after the program began, overall revenue increased 15.7 percent.

2. Stabilize Revenue

The second important goal for the practice was to stabilize revenue. This was achieved by implementing three AVCSuccess consulting modules: the Staffing Module, Reminder Module and Re-Check Protocol.

The Staffing Module was designed to establish the proper Doctor-to-Staff Ratio in order to develop more efficient staff schedules, regulate hours, improve staff efficiency and budget staff costs. This helped to lower the stress level and foster a more cohesive work environment. The Staffing Module also helped the practice improve their hiring process and bring in qualified individuals to better support the doctor.

The Reminder Module included a review of the reminder protocols utilizing the Practice Management System. A strategy was developed to maximize the response rate of the reminders and the staff was trained in how to manage the reminders which created real stability in the number of daily transactions. Prior to AVCSuccess, the reminder response was 56 percent. AVCSuccess increased the reminder response to 70 percent, a 14 percent increase!

Finally, the Recheck Protocol enabled the practice doctors and staff to get on the same page with regard to medical and surgical protocol. This helped to standardize practice protocol and maximize recheck compliance whereby both recheck frequency and revenue increased. The recheck protocol also improved the quality of care being practiced. Prior to AVCSuccess, rechecks were very low and compliance even lower. After completing the recheck policy, the number of transactions increased 14%.

3. Generate New Clients

Using the AVCSuccess New Client Module, the clinic started to track where new clients came from, the reason for their visit, information on all the pets in the household, and more. This helped improve the effectiveness of their limited marketing dollars which was essential to building a new client base to offset several years of stagnant growth.

4. Increase Revenue

To achieve the fourth goal and increase practice revenue, the AVCSuccess Fee Review Module was put into place whereby select fees were analyzed for price using FairFees® with careful consideration given to the current level-of-care philosophy and practice demographics. With the fee review in place, revenue continued to increase. The doctors and staff had more confidence and a better understanding of the fee structure. Also, by having the staff members discuss the treatment plan with the client this removed the doctor from having to talk about money with the clients and also improved the average cost per transaction.

THE RESULT

The AVCSuccess consulting programs discussed above were implemented one step at a time to stabilize the practice and lay the foundation for future growth. Over the course of the first year, the AVCSuccess analysis and modular programs have methodically helped this practice to achieve the pre-defined goals established during the Exploratory Analysis. While the goals of each practice are unique, the AVCSuccess consulting modules have a proven track record in helping increase efficiency, productivity and revenue as evidenced in the chart below.

During the first year with AVCSuccess, this practice achieved revenue growth of 14.5% or \$111,068.

- * Revenue Increase: \$111,068
- * Cost of AVCS: \$11,976 (one year program cost)
- * AVCSuccess Cost as a Percentage of Growth: 10.8%

