

AVCSuccess Case Study

First Year Revenue
Increased +24.6%

Two Doctor Small Animal Practice

This two doctor small animal practice is located in Brunswick, Georgia, an affluent community of approximately 15,525 residents near the Atlantic Ocean, 30 miles north of Florida and 70 miles south of South Carolina. During the first 10 months with the AVCSuccess, the practice achieved overall revenue growth of 24.6% or \$192,114.



AVCSuccess Case Study

TWO DOCTOR SMALL ANIMAL PRACTICE

AVCSUCCESS Client since February 2012

BACKGROUND

This two doctor small animal practice is a locally owned full-service veterinary hospital with a wide range of services and extensive diagnostic and treatment equipment. Located in the affluent community of Brunswick, Georgia with an estimated 15,525 residents, this practice is near the Atlantic Ocean, approximately 30 miles north of Florida and 70 miles south of South Carolina. The practice was purchased by the current owner in the year 2000.

DIAGNOSIS

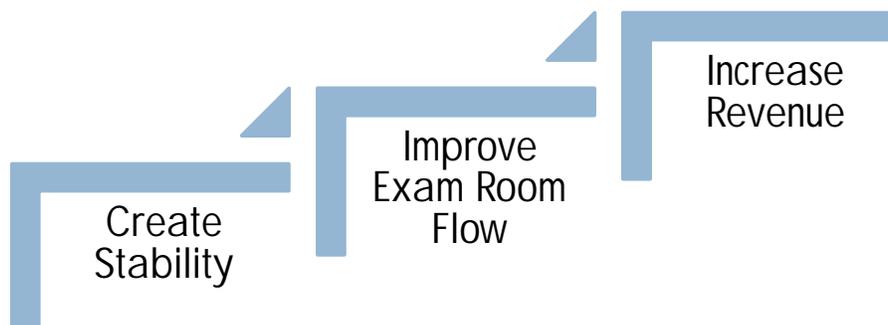
As with exploratory diagnostics and procedures in a veterinary practice, the AVCSuccess Exploratory Analysis is used to identify situations in the practice that need to be addressed in order to improve practice operations, client communication, delivery of medical services and practice profitability.

The practice owner was experiencing financial stress for a number of reasons. The first was due to wide fluctuations in the number of daily transactions which created too much instability in day to day operations. Secondly, their efforts to build a new client base to offset several years of stagnant growth were not successful. The competitiveness of the local market is evidenced by the fact there are six veterinary practices within a 5 to 6 miles radius of this clinic. Several of these clinics were engaged in external advertising and marketing activities promoting discounted services. Thirdly, the practice had an inefficient and unorganized exam room flow which lowered doctor productivity and negatively impacted the bottom line.

PRACTICE GOALS

After completing the Exploratory Analysis and initial consultation with the client, AVCSuccess identified three important goals for the practice: (1) Create Stability, (2) Improve Exam Room Flow, and (3) Increase Revenue.

The AVCSuccess Foundation for Growth



THE AVCSUCCESS SOLUTION

1. Create Stability

In order to build a strong foundation for future growth, the first goal for this practice was to create a stable business environment. This was accomplished with two AVCSuccess consulting modules - implemented one step at a time - to methodically help the practice to achieve its goals.

The first AVCSuccess program implemented was the Reminder Module which was very effective at helping the practice to establish a well-organized and efficient reminder system to support wellness visits and create stability in the day to day operations of the business. While many veterinary staff find themselves too busy to schedule and track reminders, they soon realize how the AVCSuccess Reminder Module can help the practice improve scheduling. The implementation of the Reminder Module for this practice resulted in an increase in both the number of transactions and the average cost per transaction. During the first month alone, revenue increased 33.5 percent or \$24,747.

The second AVCSuccess program used to create stability was the New Client Module. This program is designed to bring more clients through the door, help the practice build a new client base and offset several years of stagnant growth. Most practice owners know that generating new clients is not always the easiest or most time efficient aspect of their practice management and may choose to put this activity off. The AVCS New Client Module helped the practice achieve a 60 percent increase in new clients.

2. Improve Exam Room Flow

The second goal for this practice was to improve the operational efficiency in the exam room. This was accomplished with the implementation of the AVCSuccess Exam Room Module. In addition to proper staff training, there were other staff problems that are common to many practices that can disrupt exam room flow and create friction and stress. The actual cost to the practice of inefficient exam room operations is very real and has a negative effect on the team, adding additional stress to a busy day.

The Exam Room Module was successful in improving the efficiency of the practice to better support doctor management. This also resulted in more accurate billing and maintenance of billing records since fewer mistakes were being made and charges were no longer being missed.

3. Increase Revenue

The AVCSuccess approach to build a solid foundation for growth, one step at a time, using curriculum based training programs has proven to be highly effective for this practice. The Reminder Module and New Client modules helped facilitate more transactions which stabilized day-to-day practice operations and helped pave the way for future growth. The synergistic effect of these training programs gave the practice a higher degree of potential and actual revenue growth. The AVCSuccess programs are also designed to better support doctor management which is one of the most efficient ways to increase revenue without increasing costs.

THE RESULT

The AVCSuccess team of consulting experts helped this practice achieve revenue growth of \$192,114, an increase of 24.6% during the first ten monthswith AVCSuccess. The number of transactions increased 4.5% and patient visits were also up by 5.1% during the same time period.

The AVCSuccess consulting programs are proven to increase practice efficiency, productivity and revenue as evidenced by the chart below.

- * Revenue Increase: \$192,144
- * Cost of AVCSuccess: \$9,970 (Program Cost for 10 months)
- * AVCSuccess Cost as a Percentage of Growth: 5.2%

Monthly Revenue

This Two Doctor Small Animal Practice has been an AVCSuccess Client Since February 2012.
During the first year with AVCSuccess, revenue increased 24.6% or \$192,114.

