



Capture Immediate Results with Veterinary Metrics Practice Pricing Strategy™



ANALYTICS +



CONSULTING +



IMPLEMENTATION = RESULTS



The data inside your practice management system is at the heart of your practice. Veterinary Metrics, Inc. has the power to provide a comprehensive view of that data so you can maximize client compliance & revenue for your practice through sustainable wellness programs.

Many practices choose this time of year to review their fees. Vet Metrics can help you evaluate pricing scenarios – benchmarked against your industry peers – to identify a solution that best captures your costs and reflects the marketplace value you deliver to clients.

Your data has the power to grow your practice and your potential. It's easy... we'll show you how.

DID YOU KNOW...

Participating practices have captured over \$75,000 in annual incremental income due to fee adjustments!

Veterinary Metric's strategic veterinary consulting and implementation services are designed to help practices realize their full profit potential while simultaneously improving client compliance and pet care. Our Practice Pricing Strategy™ consultation is just one of several services proven to grow your practice.

Maximize your pricing strategy today. It's as simple as 1-2-3.

1 WELLNESS VS. NON-WELLNESS At Vet Metrics, we believe it is critical to differentiate between wellness and non-wellness services and products. Some wellness products are considered commodities which require a specific pricing strategy.

2 COMPREHENSIVE CONSULTATION Our extensive database allows us to analyze your current fees in comparison with same-size practices in your region.

Your consultation will also include:

- A customized pricing strategy recommendation
- An emphasis on optimizing nonwellness service fees
- Recommendations for pricing strategies on wellness services and products
- Steps for integrating this pricing strategy into your overall wellness program
- Strategies to convey perceived value for the services provided

3 CLOSE TO PURE PROFIT Since these increases will be incremental to your existing fee schedule, the difference is close to pure profit.

Call us today at 800.418.8449 or visit us online at vetmet.com



Frequently Asked Questions About Veterinary Metrics™ Consulting Services



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Will a consultant visit my practice?

Because of the proven methodology Veterinary Metrics™ applies as well as the effectiveness of gathering data through your practice management system and tailored remote interviews, on-site visits are not typically necessary. Consultants at Vet Metrics will use telephone and email to communicate with you and your staff during the consult. This allows Vet Metrics to keep pricing reasonable and show a higher return faster than on-site consults. However, our consultants can, at your request, schedule an on-site visit for an additional fee.

How will you learn how my practice operates?

Vet Metrics will create a profile of your practice using the information in your practice management system. This methodology, unlike sampling and follow-around methods, provides an objective and more accurate, in-depth profile of your practice's operations, protocols and personality. This method will be presented in the form of quantitative reports that will be the foundation of the recommendations and guidance that will help achieve your goals for the practice.

How will my practice operation be disrupted?

At Vet Metrics, we pride ourselves on minimizing disruption of operations during the engagement. The movement toward achieving goals for your practice will be done incrementally based on gaining and confirming objectives for each process step. Our greatest goal is to demonstrate measurable and sustainable benefits in your practice.

How long will an engagement with Veterinary Metrics™ last?

Your practice's engagement with Vet Metrics will depend on the programs or services you elect to pursue. An initial reports and consultation package will be completed in a matter of days to a few weeks. Other programs, such as implementing a Senior Wellness Program, require one to three months for effective implementation and establishment of beneficial habits.

How does Veterinary Metrics™ get the data from my practice?

The data extraction process used depends on your practice management system and Internet connectivity. For practices with high-speed Internet access or reliable dial-up service, Veterinary Metrics™ may use a web-based extraction method. For practices that do not have an Internet connection on the practice server or a reliable ISP connection, a small application is installed on the practice desktop that stores the data on a supplied data key. This process does not compromise the integrity of the data in your practice management application or the system itself.

What type of data is needed for the analysis?

The initial analysis requires all client and pet information, service codes, staff, vaccination and medication reminders, and invoiced transactions.

Will the data transmission interrupt practice activities?

After the program is installed, the data transmission does not interrupt practice activities in any way, including the ongoing use of practice management software.

How long does the transmission process take?

The initial installation and transmission will take approximately 15 to 30 minutes to complete. However, data transmission times will vary depending on the amount of data transmitted and the type of Internet connection, e.g. dial up or high-speed, used by your practice.

How is the data used?

First, practice service codes are mapped to the Vet Metrics™ Veterinary Service and Product Codes™ (VSPC). Using standard codes enables Vet Metrics to compare like products and services offered in your practice to those of other practices. Once the data mapping is complete, Veterinary Metrics can then conduct ongoing analyses providing valuable insight into client and pet information and the overall performance of your practice. Veterinary Metrics can also provide competitive benchmarks against other Veterinary Metrics practices.

Rest assured, Veterinary Metrics is committed to protecting the confidentiality of our client

practices, as well as your clients and patients. Veterinary Metrics does not disclose personal or practice identifiable data to anyone without your expressed, written permission.

Are standard reports provided? More than 50 comprehensive reports are available to Veterinary Metrics practices including: Practice Opportunity Analyses™ Reports: Based on the most recent 12 months of data, these reports show the rate of consumption of services and products among all pets that have visited your practice, compliance levels for consumable products, clients and their respective services and products scheduled for contact, and clients who are not currently scheduled for ongoing communication.

Practice Metrics™ Reports: Based on the most recent 12 months of data, these reports evaluate key performance metrics, identify untapped revenue opportunities within your existing client base, and reveal operational successes and areas for improvement.

In addition, Practice Metrics reports reveal how well your performance measures against other Veterinary Metrics practices in the following areas:

- Average Transaction Charge
- Practice and Provider Revenue
- Client and Pet Information
- Client and Pet Visits
- Clinical Metrics
- Client Acquisition and Retention

Does Veterinary Metrics™ provide any additional services? In addition to described consulting, data analysis and reporting services, Veterinary Metrics offers the following services as well:

- Practice Pricing Strategy Consultations: Fee Analyses
- LifeTime Wellness™ Reminder Mailings and Seasonal Campaigns
- Pet ID Cards

For more information call us at 800-418-8449 and ask to speak to one of our professional consultants.

www.vetmet.com