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TAKING
OVER**

Mom of three, practice owner, and reality star.
The ultimate balancing act.

**Dr. Joya
Griffin**

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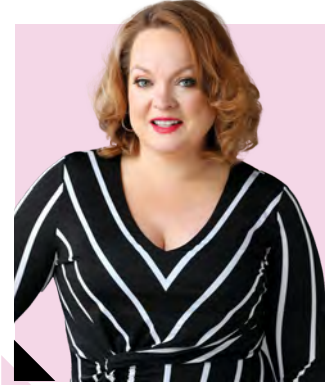
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EDITOR'S NOTE

Dear Readers,

I am thrilled to welcome you to the inaugural issue of Vet Candy Business, where numbers tell the story of success in the veterinary world. It's an exciting journey we are embarking upon, and I am honored to be your guide as we explore the dynamic landscape of economics, marketing, trends, and management in the realm of veterinary practice.



In the world of veterinary medicine, our passion for animals and the drive to provide the best care often take center stage. However, there is another aspect to this profession that deserves equal attention – the business side of veterinary practice. How we manage our clinics, market our services, adapt to trends, and make sound financial decisions directly impact our ability to provide top-notch care to our furry patients.

Vet Candy Business is dedicated to unraveling the intricate web of numbers and strategies that make veterinary practices thrive. We are committed to delivering expert information that empowers you to make informed decisions, increase profitability, and elevate the overall quality of your veterinary business. Whether you're a seasoned practice owner or just beginning your journey in the field, this magazine is tailored to meet your needs.

In these pages, you'll find insights from industry leaders, trendsetters, and up-and-coming trailblazers. We'll delve into topics that matter most to you – from financial planning and marketing tactics to the latest trends in practice management. Expect thought-provoking articles, success stories, and in-depth analyses that provide actionable takeaways.

But **Vet Candy Business** isn't just about numbers and strategies; it's about celebrating the people who are driving change and innovation in the veterinary world. Our "Upcoming Voices" section shines a spotlight on rising stars, offering inspiration and fresh perspectives that will undoubtedly shape the future of our profession.

As we embark on this exciting journey together, I encourage you to actively engage with us. Share your thoughts, questions, and success stories. Your feedback will make **Vet Candy Business** an invaluable resource for all those striving for excellence in veterinary business.

Here's to a prosperous and fulfilling future in the world of veterinary business!

Dr. Jill Lopez

Warm regards,
Dr Jill Lopez
Editor-in-Chief, Vet Candy Business

Stacy Bender founded Bender Group 26 years ago after graduating from the University of South Florida. She honed her PR skills at Ogilvy and Mather Public Relations, eventually becoming a VP. Later, she served as SVP at Ruder Finn and Neale-May and Partners, opening the East Coast Office.

Dr. Courtney Campbell is a board certified veterinary surgeon and media personality. He is frequently featured on Good Morning America, the Today Show, Rachel Ray, Kelly and Ryan, and the Hallmark Channel and he was a co-host of Nat Geo Wild's Pet Talk. In 2020, he received the Excellence in Journalism award at the Global Pet Expo.

Kayla Donovan is a seasoned consultant in pharmaceutical and nutrition industries. She excels in efficient deal processes and acquisitions, valuing businesses for over 100 clients and securing higher offers. Holding an Equine Science degree from Centenary University, Kayla resides near Philadelphia but serves clients nationwide, fueled by her passion for animals and horseback riding.

Gerard Gervasi, CM is a former practice owner and a practice manager who served on the Veterinary Hospital Management Association board for more than 7 years.

Jason Householder is CEO and Co-Founder of LenDRgroup Consulting. With almost two decades of experience in the healthcare sector, Jason provides best-in-class services to medical, dental, and veterinarian clients. He has been key in helping healthcare professionals realize their dream of practice ownership and achieve long-term success.

Our experts

experts

Dr. Tomas Infernuso is a board certified veterinary surgeon and owner of Animal Surgical Center in Oceanside, New York. Beyond business, his life's true purpose has led him to make invaluable contributions to numerous rescue groups and animal shelters. He is deeply passionate about safeguarding and rescuing animals in need.

Keri Kamba is the Founder and President, Hometown Veterinary Partners and previously was a Director at Banfield.

Dr. Jill Lopez is an award-winning veterinary expert, previously served prominent roles in Fortune 500 companies, global pet product manufacturing, and the world's largest humane society. In 2019, she left corporate America to launch Vet Candy, the leading destination for all things veterinary medicine. Explore more at myvetcandy.com.

Dr. Cherri Trusheim is a veterinarian and founder of Urban Animal, the largest veterinary co-op in the U.S.

Dr. Joya Griffin

**Mom of three, practice owner, and reality star.
The ultimate balancing act.**

Dr. Joya Griffin's journey in the world of veterinary medicine is a remarkable one, marked by her evolution from a dedicated veterinarian to a specialized dermatologist, a thriving practice owner, a mother of three, and most recently, a reality TV star on the show "Pop the Vet."

A Compassionate Beginning

Dr. Joya's journey began with a heartfelt aspiration – to alleviate the suffering of her family's beloved Lhasa Apso, Gizmo, who battled severe skin allergies. Witnessing Gizmo's agony and relentless scratching, she embarked on her path into the intricate world of veterinary medicine.

A Dermatology Odyssey

Her path led her to Cornell University College of Veterinary Medicine, where she graduated with distinction in 2006. Dr. Joya's exceptional proficiency in clinical dermatology and groundbreaking research on malassezia otitis externa earned her prestigious scholarships, including the coveted Dermatology Service Award.

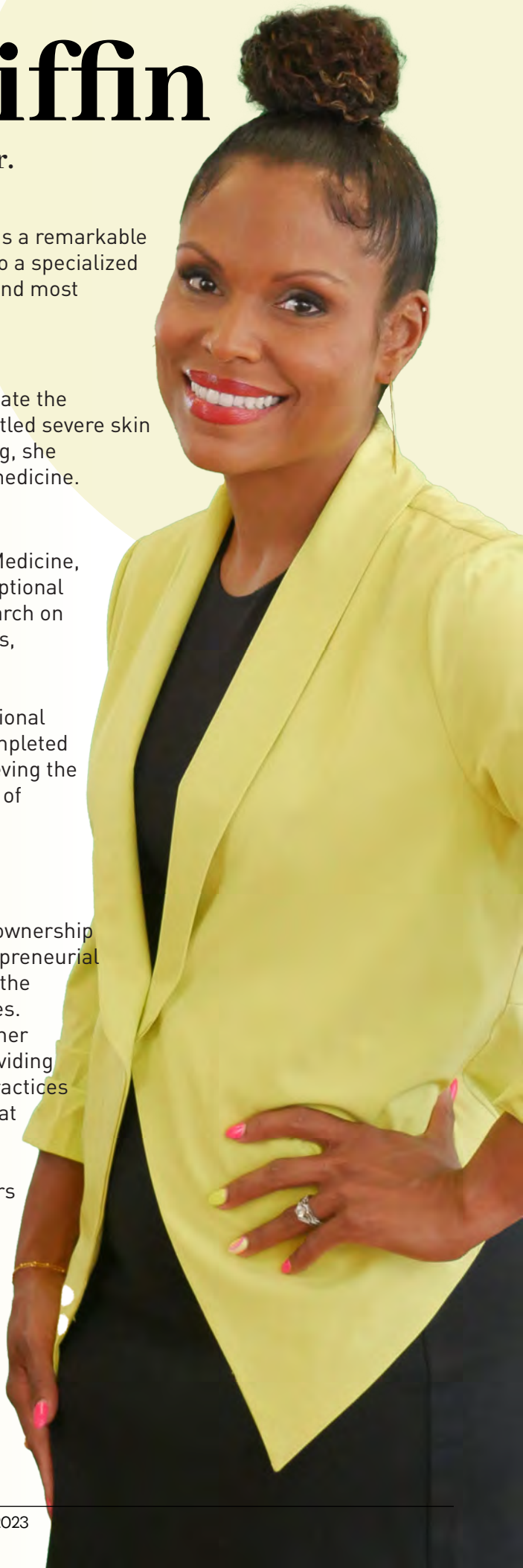
After becoming a veterinarian, Dr. Joya continued her educational journey by pursuing a specialization in dermatology. She completed a rigorous dermatology residency at Cornell University, achieving the distinction of becoming a Diplomate of the American College of Veterinary Dermatology in 2010.

A Thriving Practice Owner

Dr. Joya Griffin's journey encompasses not only her role as a distinguished veterinary dermatologist but also her thriving ownership of multiple dermatology practices in Louisville, KY. Her entrepreneurial spirit and unwavering commitment to animal healthcare are the driving forces behind her success in managing these practices. Dr. Joya's venture into practice ownership is an extension of her dedication to veterinary dermatology and her passion for providing top-notch care to animals with dermatological issues. Her practices are a testament to her expertise and commitment to staying at the forefront of advancements in the field.

Under her management, these practices have become centers of excellence, where animals receive specialized care and compassionate attention. Her clinics not only offer medical treatment but also create a supportive environment for pets and their owners.

Beyond the clinical setting, Dr. Joya is actively involved in community education, spreading awareness about dermatological issues in pets and the importance of regular check-ups. Her commitment to public outreach reflects her desire to make a lasting impact on the well-being of animals in her community and beyond.



A Reality TV Star

In a recent exciting development, Dr. Joya Griffin became a reality TV star on the show "Pop the Vet." The show provides viewers with a behind-the-scenes look at her work, as she tends to the dermatological needs of diverse patients, chronicling their journey towards recovery.

A Balancing Act

A Balancing Act: Inspiring Others Through Dedication
In the whirlwind of a demanding career as a thriving veterinarian and dermatologist, Dr. Joya Griffin's most remarkable feat is her ability to harmoniously balance her professional commitments with the responsibilities of being a dedicated mother of three. This delicate balancing act is not only a testament to her unwavering determination but also an inspiring example for others who may be considering a specialization in dermatology or any demanding profession.

Parenthood, as any parent knows, is a full-time job in itself. It requires unwavering dedication, patience, and the ability to juggle multiple responsibilities. Dr. Joya, as a mother of three, not only manages her flourishing dermatology practice but also fulfills her role as a mother with the same level of passion and dedication.

Her journey serves as a reminder that it's essential to maintain a work-life balance, prioritize family, and never compromise on the quality of care provided to both patients and loved ones. Dr. Joya Griffin's ability to strike this balance is a source of inspiration and encouragement to those considering a career in the challenging but rewarding field of veterinary dermatology.

In Dr. Joya Griffin's own words, **"You should do what you love, but also think deeply about what it is that you love. Maybe consider something that's outside of the box."** Her journey redefines the boundaries of veterinary medicine, emphasizing that passionate dedication can yield extraordinary outcomes while successfully balancing family life and a demanding career.



Unlock the four secrets to boosting practice profits

- Gerard Gervasi, CM

Unlocking the secrets to increasing your practice's profits is a crucial endeavor. In today's veterinary industry, the age-old wisdom of "working smarter, not harder" carries significant weight. Our field grapples with a range of challenges, from workforce shortages to rising inventory costs and escalating labor expenses. In the face of these formidable obstacles, a critical question arises: Can we navigate a path toward greater profitability?

The resounding answer is yes, and the perfect time to do so is now – especially as we transition into the typically slower months of the year. Now, a golden opportunity presents itself to explore strategies that can streamline your practice's operations and elevate its profitability before the new year.

Prioritizing Client Retention

One of the most fundamental steps in this journey is focusing on client retention. This involves routine database audits, which should be at the top of your business agenda. A meticulously maintained database yields a positive impact on revenue growth. By nurturing and actively engaging with loyal clients, you can significantly increase annual physical exams and follow-up appointments. It's important to recognize that both existing and new clients are the lifeblood and future of your practice.

Reducing the Cost of Goods Sold (COGS)

Another crucial aspect to consider is the Cost of Goods Sold (COGS). Ideally, your practice should aim for a range between 20-25% of gross revenue. A higher percentage suggests that a greater number of products are being sold to achieve your revenue targets. To manage your COGS effectively, contemplate strategies such as switching from national brands to high quality alternatives, optimizing your inventory orders, and adjusting your pharmacy item levels. Implementing smart ordering techniques can also contribute to curbing staff labor expenses and alleviating workplace stress.

Prudent cost management remains a perpetual priority for veterinary practices, as a substantial portion of expenses is dedicated to procuring essential goods and supplies. One standout strategy is the transition from national brands to Covetrus Branded Products. This shift can potentially yield substantial cost savings of up to \$14,000 annually on indispensable supplies. These savings aren't just numbers; they represent tangible resources that can be strategically reinvested in your clinic's growth and development.

Covetrus, a renowned name in the veterinary industry, offers an extensive range of high-quality veterinary products, spanning essential medications to critical surgical supplies. What sets Covetrus apart is its commitment to competitive pricing, enabling you to save without compromising on quality.





Reviewing Practice Fees and Invoicing Accurately

Careful scrutiny of your practice fees is also a very good way to increase profits. In today's challenging economic landscape, where costs continue to rise, your treatment fees should align with local demographics and reflect the high-level care you provide to your patients. Adjusting these fees can have an immediate impact on net profit.

Vigilant monitoring of Practice Information Management System (PIMS) reports is equally vital to ensure that fees aren't inadvertently discounted and that all services rendered to pets are accurately invoiced. A precise fee schedule that's correctly invoiced is pivotal for maintaining a healthy net profit.

Leveraging Purchasing Power for Laboratory Services

Finally, harness your purchasing power and conduct a comprehensive review of your laboratory service expenses. This aspect often represents a substantial line item on your Profit and Loss (P&L) statement. While this may mean some time negotiating to your vendor, dedicating effort to find the most advantageous deals can yield substantial benefits.

In conclusion, by diligently monitoring a select set of financial benchmarks and making necessary adaptations, you can enhance your practice's profitability and fortify its long-term viability. I hope these tips help guide you along the path to a greater practice profitability.



From Pet Care to Child Care:

This Vet Just Created the Ultimate Haven for Working Parents

Dr. David Fugate, the owner of West Liberty Veterinary Clinic in Morgan County, Kentucky, is not only known for his compassionate care of animals but also for his heartfelt concern for his veterinary team and their families. His journey towards creating a free daycare for his team at the West Liberty Veterinary Clinic is a story of empathy, determination, and community support.

Dr. Fugate's understanding of the challenges faced by working parents, especially those in the veterinary field, was shaped by personal experience. He became a father during his first year at Auburn University College of Veterinary Medicine, and he vividly remembers the demanding juggle of classes, studies, and diaper changes.

This experience left a lasting impression on Dr. Fugate, motivating him to make a difference for his veterinary team. Two years ago, he took a bold step to address the childcare challenges faced by his staff. He decided to utilize an adjacent property to build a daycare facility, which now serves as a haven for the children of his team members.



The impact of this decision was profound. Team members like Dr. Lauren Miras, an Associate Veterinarian and a mother of two, shares her appreciation for the support she received.

This act of kindness goes beyond simply creating a daycare; it's a lifeline for parents who face the ever-increasing challenge of affording childcare in the United States. Dr. Fugate recognized the financial burden placed on families, particularly those with median incomes, and sought to alleviate it.

The rising costs of childcare have put a significant strain on American families, with parents often allocating a substantial portion of their income to ensure their children are cared for.

The child care struggle becomes even more pronounced during the summer months when parents scramble to arrange costly camps and supplemental activities while work schedules remain unaltered. The burden is especially felt by women, who frequently shoulder the responsibility of caregiving and are, in turn, penalized with missed lifetime earnings, according to the Department of Labor.

Dr. David Fugate's commitment to his veterinary team's well-being, as exemplified by the creation of the free daycare, not only eases the childcare crisis but also contributes to a more inclusive and compassionate workplace. It is a reminder that small acts of kindness and understanding can have a ripple effect, making a significant difference in the lives of those who need it most. Dr. Fugate's story underscores the power of community, empathy, and the willingness to take action to support one another in times of need.



By Dr. Jill Lopez

Pet Love on the Rise

Now, let's talk numbers! In 2022, Americans showed their pets some serious love, spending a whopping \$136.8 billion on them.¹ That's a substantial 10.68% increase from 2021.¹ And we can only imagine that this figure will skyrocket even further when we tally up the rest of 2023.

Pets Are Priceless, But...

While the love for our pets is priceless, the cost of pet ownership is not. On average, a dog owner spends around \$730 a year on their furry friend, ensuring they lead happy and healthy lives.² Interestingly, homeowners are more likely to have pets than renters, with 58% of homeowners sharing their abode with a dog and 36% with a cat.²



Pet Craze 2023:

The astonishing rise in pet care spending you won't believe!

In 2023, our furry, feathered, and finned friends have taken center stage like never before! Did you know that a whopping 66% of U.S. households (that's around 86.9 million homes) have a beloved pet companion?¹ That's a significant jump from just 56% back in 1988! So, let's embark on a journey into the fascinating world of pet ownership and see what makes it so pawsome!

Dogs Lead the Pack

Dogs are leading the way as the most popular pet in the U.S., with 65.1 million households proudly claiming them as family members.¹ Cats are next in line, gracing 46.5 million households with their presence, while freshwater fish swim happily in 11.1 million homes.¹ Millennials, the trailblazers of our time, are at the forefront of pet ownership, making up 33% of all pet parents. Gen X and baby boomers follow closely behind, with 25% and 24% ownership, respectively.¹

The astonishing rise in pet care spending you won't believe!

- Households spent an average of \$326 on veterinary care in 2020, accounting for 33% of total spending on household pets.^{1,2}
- A Forbes Advisor survey found that 41% of dog owners spend between \$500 and \$1,999 a year on their dogs, with 8% spending more than \$2,000.³
- 36% of dog owners spend between \$200 and \$499 on their dogs each year.³
- Dog owners spend the most on veterinary care (\$367 per year), food (\$339 per year), and grooming (\$99 per year).³
- Cat owners spend the most on food (\$310 per year), veterinary care (\$253 per year), and toys (\$50 per year).³

Gen Z: The Ultimate Pet Spoilers

Gen Z pet owners (ages 18 to 25) take the crown for pet spoiling champions. They indulge their furry companions with birthday cakes (34%), birthday presents (39%), clothing or costumes (32%), behavioral training (41%), doggy daycare (35%), specialized pet food (44%), and dog walking services (31%).³

So, if you're part of the 66% of households with pets, or planning to join the club, know that you're not alone. Pets have become an integral part of our lives, and the love and joy they bring are immeasurable. But remember, that love often comes with a price tag, and it's worth every penny to keep our furry friends happy and healthy! Embrace the pet revolution of 2023, and let your pets know they're truly cherished members of the family.

References:

1. American Pet Products Association (2023-2024)
2. American Veterinary Medical Association, 2018 and 2022 Pet Ownership and Demographics Sourcebook
3. Forbes Pet Ownership Statistics, 2023





Get Ready for a Transformative Journey with **“Real Talk with Dr. Jenn and Dr. Jess”:** The Show Redefining Veterinary Conversations

In a world where veterinarians demonstrate unwavering compassion, dedication, and confront remarkable challenges daily, two exceptional individuals are stepping into the spotlight to shine a much-needed light on the profession. Dr. Jen Remnes and Dr. Jess Trice, co-owners of Vetique Chicago, are embarking on a groundbreaking venture with their new show, “REAL TALK with Dr. Jenn and Dr. Jess.” This series is set to revolutionize the way we perceive and discuss the experiences and issues facing veterinary professionals today and is brought to you by Covetrus.

Meet the Dynamic Duo Dr. Jen Remnes and Dr. Jess Trice are not your run-of-the-mill veterinarians. Their partnership transcends the boundaries of traditional veterinary medicine. As co-owners of Vetique Chicago, they've not only built a thriving veterinary practice but have also created a platform for addressing the real challenges and stories that shape the lives of those in the profession. Their unique perspectives, unwavering commitment, and infectious enthusiasm make them a dynamic duo ready to embark on a new adventure.

Dr. Jill Lopez, CEO of Vet Candy, commented, “We are thrilled to bring this show to the veterinary community. It's time to have real conversations about these topics that matter so much. 'REAL TALK with Dr. Jenn and Dr. Jess' is a vital step towards creating a more open and supportive environment within our profession.”

“REAL TALK with Dr. Jenn and Dr. Jess” - What's in Store The show's premise is simple yet powerful: candid conversations about the issues affecting veterinary professionals today. From the pressures of patient care and the emotional toll of the job to the latest advancements in veterinary medicine, Dr. Jenn and Dr. Jess promise to explore it all.

Anticipate unfiltered discussions, heartfelt anecdotes, and eye-opening insights that pull back the curtain on the veterinary world. Whether you're a seasoned veterinarian, a pet owner, or simply curious about the inner workings of the profession, this show has something for everyone.

Why "REAL TALK" Matters The veterinary profession is not without its challenges. Burnout, compassion fatigue, ethical dilemmas, and the ever-evolving landscape of veterinary medicine are just a few of the complex issues that veterinarians grapple with daily. "REAL TALK with Dr. Jenn and Dr. Jess" aims to provide a safe space for these vital conversations.

By addressing these issues head-on, the show seeks to empower veterinary professionals, create a sense of community, and encourage open dialogue. Dr. Jenn and Dr. Jess understand that acknowledging these challenges is the first step toward finding solutions and improving the lives of those who care for our beloved pets.

Join the Conversation As the show takes flight, Dr. Jenn and Dr. Jess invite you to join the conversation. Engage with them on social media, share your own experiences, and be part of a movement that's reshaping the veterinary landscape. You can expect insightful interviews, expert guests, and a healthy dose of humor as they tackle the most pressing topics in the field.

"REAL TALK with Dr. Jenn and Dr. Jess" is poised to become a must-watch show for anyone interested in the world of veterinary medicine. With their passion, knowledge, and commitment to authenticity, Dr. Jen Remnes and Dr. Jess Trice are on a mission to redefine veterinary conversations and uplift the entire profession. Get ready for a show that's as heartwarming as it is enlightening, and stay tuned for episodes that will leave a lasting impact on your understanding of the veterinary world.



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Shocking truths revealed: Debunking myths about becoming a boss

by Jason Householder

Entering the realm of practice ownership in the field of veterinary medicine marks a momentous achievement in any doctor's life. It is an empowering time—and one that enables a veterinarian to have more control over their career, dictate the types of services they offer, and of course, enjoy a lucrative income as an entrepreneur and business leader.

However, despite the obvious allure of practice ownership, several myths and misconceptions often dissuade veterinarians from embarking on this pivotal journey.

It is my intent, in this article, to dispel three prevalent myths that frequently deter veterinarians from pursuing their dream of practice ownership, emphasizing why these misconceptions should not hinder your aspirations.



Myth 1: The Burden of Student Loan Debt—“No One Will Grant Me a Loan”

A widespread misconception that hampers many veterinarians from pursuing practice ownership is the fear associated with carrying student loan debt. It is all too common for many new veterinarians to find themselves burdened with substantial debt post-graduation; this, in turn, fuels considerable insecurity. A normal, knee-jerk reaction is to assume that banks and lenders would be unwilling to extend the financing that is needed to launch a new practice.

The Reality: The prospect of student loan debt, although intimidating, should not discourage veterinarians from pursuing their ambition to open their own practice. Financial institutions understand the distinctive fiscal hurdles encountered by veterinarian professionals and have designed specific financing solutions that address these potential roadblocks. Moreover, owning a practice not only offers stability but also opens doors for financial growth that being an “employee” elsewhere simply cannot deliver. The prospect of practice ownership can actually allow veterinarians to adeptly navigate their debts over the years. By seeking counsel from practice and financial experts and delving into tailor-made loans created for veterinarians, the dream of practice ownership can turn from a distant desire into an attainable reality.

Myth 2: Not Ready for Ownership—“I Require More Experience Working for Others”

Another misconception that often impedes veterinarians from taking on practice ownership is the belief that they lack the necessary practical experience to assume such a significant responsibility—and they aren't ready to be their own boss. Many professionals believe they must spend years working for other people before they are able to go off on their own and run the show themselves.

The Reality: Although experience is a great way to learn and no doubt incredibly valuable, there is no fixed timeline that deems a veterinarian professional “ready” to hang their own shingle. Achieving success as a practice owner depends on a blend of skills and knowledge that encompasses business and clinical acumen, leadership abilities, and a dedication to bringing together an outstanding practice management team that is focused on attaining targeted goals. Practice ownership is a journey and requires a professional to remain adaptable, open to learning, seek out mentorship and coaching opportunities, and a commitment to building the best possible team. Yes, this can also seem scary, but by welcoming support and consistently developing new skills and knowledge, practice ownership can offer incredible returns.

Myth 3: Overwhelmed by Responsibilities—“I'm Already Managing a Demanding Workload”

The life of a veterinarian is busy—there is no denying that. The profession itself is demanding and the workload when interacting with patients can be considerable. As such, it can be easy to feel completely overwhelmed by the idea of also having to run a business and be responsible for myriad operational, financial, and administrative tasks, too.

The Reality: Yes, being a practice owner means your responsibilities extend beyond the clinical and you will be charged with running, managing, and sustaining a business and dealing with all the risk and potential liability that is part and parcel in such a venture. However, practice ownership has many bright sides, including unmatched autonomy and financial freedom. And let's not forget, the access and freedom to build the right practice management team that helps support you, your practice, and your ability to achieve your goals. Knowing when to delegate so you can focus on your own swim lane, treating patients. What's more is that practice ownership allows a veterinarian to be the captain of their ship, set the vision for patient care, communicate a mission to employees, and create the collaborative culture that enables goal achievement. And that will help you and your employees to realize a proper work/life balance. That is so powerful.

Curious About Practice Ownership? Find the Right Partners

Practice ownership is a worthy goal—and a completely attainable dream. Yes, it's easy to feel intimidated, especially because so many myths and misconceptions exist in the industry, which is why it is also so important to ensure you're aligned with the right partners, engage in meticulous practice planning, and look for support from experts who understand what you're facing.

It's true that challenges will always be present, but by arming yourself with substantial business knowledge and finding the right partners, consultants, and coaches when making the leap into practice ownership, it is possible to reap the rewards.



Vet Candy teams launches “Unmasking the Opioid Crisis: A Veterinary Professional's Role Revealed

Vet Candy, a leading platform in the field of veterinary education and entertainment, is thrilled to introduce its groundbreaking continuing education program designed exclusively for veterinarians and veterinary technicians. Titled “Unmasking the Opioid Crisis: A Veterinary Professional's Role Revealed,” this innovative initiative aims to provide crucial insights and training on addressing the opioid crisis within the veterinary profession. The program is brought to you by Covetrus.

“Unmasking the Opioid Crisis:

A Veterinary Professional's Role Revealed” is a comprehensive and insightful educational program designed for veterinary professionals. This program aims to shed light on the opioid crisis and how it relates to the field of veterinary medicine. It delves into the critical role that veterinary professionals play in addressing this nationwide crisis. The program provides a deep understanding of the opioid epidemic, its impact on both human and animal welfare, and the responsibilities of veterinarians in managing opioid use.

Through a series of engaging podcasts featuring expert commentary from addiction experts, legal experts, and veterinary experts, this program equips veterinary professionals with the knowledge and tools necessary to recognize, prevent, and address opioid misuse and diversion. Participants will gain insights into the extent of the opioid crisis, the history of opioid use, and the specific challenges faced by veterinarians. The program also explores the importance of responsible opioid prescribing, monitoring, and education within the veterinary community.

Dr. Jill Lopez, CEO of Vet Candy, expressed the significance of this free veterinary CE program, stating, “This program is invaluable for every veterinary professional, regardless of whether their state mandates specific opioid education. The opioid crisis is a national concern that affects all of us. Veterinary professionals have a unique role to play in addressing this issue, and 'Unmasking the Opioid Crisis' equips them with the knowledge and tools to make a difference. We're committed to providing accessible, high-quality education that benefits the entire veterinary community.”

“Unmasking the Opioid Crisis: A Veterinary Professional's Role Revealed” is set to make a lasting impact on the veterinary community, offering the tools needed to combat this critical issue effectively.

Vet Candy expresses its deep appreciation to the University of Buffalo, the Association of Shelter Veterinarians, Veterinary TeleSpecialty by VON, and the Chapman Law Group for their invaluable support and collaboration in creating this essential educational resource. Their expertise and contributions have been instrumental in ensuring the program's quality and relevance.

Vet Candy is a leading platform dedicated to delivering engaging and informative content in the veterinary field. Through a diverse range of media, Vet Candy provides educational resources, entertainment, and networking opportunities for veterinary professionals and animal lovers alike. With a mission to inspire, educate, and connect, Vet Candy strives to enhance the lives and careers of those within the animal health community.

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PROMOTION TERMS: Promotion is not a reward for, or otherwise in exchange for, any past, present, or future business. To qualify, customers must be enrolled to participate in the rebate offer. Rebates will be applied to the customer's account as a credit at the close of the program, allowing 4 to 6 weeks to post. Rebate is paid on growth dollars only. We reserve the right to change or terminate the promotion at any time. Offer excludes NVA, VCA, Vetcor, and Compassion First customers. Promotional offer valid 10/01/2023-12/31/2023.



THRIVE WITHOUT COMPROMISE

Boosting Your Veterinary Practice's Bottom Line: The Hidden Profit Hack



by Dr. Jill Lopez

In the ever-evolving world of veterinary healthcare, practice managers are facing an array of challenges. These challenges, compounded by the ongoing shortage of veterinary professionals and the relentless rise in operational costs, require innovative and resourceful strategies to ensure the financial strength of their clinics. It's time for veterinary practices not just to survive financially but to do so while maintaining the highest standards of care. This well-kept industry secret, known as the hidden profit hack, revolves around a simple yet powerful shift from national brands to Covetrus® brands.

Trimming Expenses Without Sacrificing Quality:

Cost management is an ongoing concern for veterinary practices, as a significant chunk of their budget is dedicated to procuring essential goods and supplies. Among the numerous cost-cutting strategies, one stands out as a game-changer – transitioning from national brands to Covetrus brands. This strategic move can potentially lead to substantial cost savings of up to 30% on your crucial supplies.

Covetrus offers an extensive range of high-quality veterinary products, spanning from essential medications to critical surgical supplies, all at highly competitive prices.

Let's break it down with a real-life example. By switching to Covetrus brand products, an average three-doctor practice can save approximately \$4,000 annually on anti-inflammatories and antimicrobials. Additionally, switching to Covetrus brand needles, syringes, infusion therapy, and sutures can save about an additional \$4,100. The extra revenue can be channeled into upgrading equipment, expanding services, or investing in staff training.

These savings are not just numbers on a page; they represent tangible resources that can be strategically reinvested in the growth and development of your clinic.

Imagine the possibilities that open with this additional revenue – from upgrading essential equipment and expanding vital services to investing in comprehensive staff training programs. Covetrus brands empower practice managers to make financially savvy decisions while preserving and even enhancing the quality of care they provide to their patients. Contact your Covetrus representative to receive a personalized Covetrus Brand Savings Report to help pinpoint where your biggest savings areas are located. This approach ensures that your practice thrives not by making compromises but by embracing excellence.

In the realm of veterinary practice management, the mantra "work smarter, not harder" rings true. The strategy of transitioning to Covetrus brands offers a unique opportunity to reduce the cost of goods, thrive without compromising care quality, and explore new revenue streams with remarkable ease. This single, potent approach equips practice managers with the tools to adeptly navigate the intricate web of challenges that define the industry.

By embracing this strategy, veterinary practices can not only secure their financial well-being but also uphold their unwavering commitment to providing top-tier care to their beloved animal patients. In essence, this hidden profit hack serves helps your clinic thrive without compromise!

Disclaimer: Through Vet Candy, Dr. Jill Lopez received compensation from Covetrus for this article.

Ten Tips for Mastering the Art of Negotiation

By Kayla Donovan

Negotiation is a critical skill that plays a pivotal role in various aspects of life, from business deals and professional interactions to personal relationships and conflict resolution. Mastering the art of negotiation can empower you to achieve mutually beneficial outcomes and build stronger connections. To help you on your journey to becoming a proficient negotiator, we've compiled ten essential tips that encompass the key elements of effective negotiation.

1 Preparation Is Key:

The foundation of a successful negotiation is meticulous preparation. Before entering any negotiation, invest time in researching the subject matter, understanding the parties involved, and defining your goals. Having a clear strategy and a thorough understanding of the context will put you in a position of strength.

2 Active Listening:

Active listening is a fundamental negotiation skill. It involves not only hearing what the other party is saying but also understanding their perspective and empathizing with their needs and concerns. Pay attention to verbal and non-verbal cues, and ask clarifying questions to ensure a comprehensive understanding.

3 Building Trust:

Trust forms the bedrock of successful negotiations. Establishing trust with the other party is crucial for fostering cooperation and achieving favorable outcomes. Be transparent, show empathy, and create an environment where both sides feel respected and heard.

4 Creative Problem Solving:

Think outside the box and employ creative problem-solving techniques. Explore innovative solutions that go beyond the obvious. This approach can lead to win-win outcomes that satisfy both parties, making the negotiation more productive and less confrontational.

5 Maintaining Emotional Control:

Emotions can run high in negotiations, but maintaining emotional control is vital. Keep your composure and professionalism, even in the face of high-pressure situations. Emotional intelligence will help you make rational decisions and prevent impulsive actions.

6 Patience and Perseverance:

Negotiations can be time-consuming, often requiring multiple rounds of discussions. Stay patient and persistent, never rushing the process. Be prepared to walk away if the terms don't align with your objectives or the best interests of your party.

7 Win-Win Mindset:

Strive for win-win outcomes where both parties benefit. A win-win mindset fosters long-term relationships and ensures that agreements stand the test of time. This approach demonstrates your fairness and trustworthiness as a negotiator.

8 Effective Communication:

Effective communication is the backbone of any negotiation. Clearly articulate your points, actively listen to the other party, and be concise and direct in your responses. Avoid misunderstandings and misinterpretations by being an adept communicator.

9 Flexibility and Adaptability:

Be open to adjustments and willing to adapt your strategies based on changing circumstances. Rigidity can hinder progress, so be flexible in your approach while staying focused on your ultimate goals.

10 Learn from Experience:

Reflect on past negotiations, whether they ended in success or not. Analyze what worked and what didn't, and use these experiences to refine your negotiation skills. Learning from your history of negotiations can be invaluable in honing your abilities.

In conclusion, mastering the art of negotiation is an ongoing journey of growth and refinement. These ten tips encompass the core elements of effective negotiation and provide a framework for becoming a skilled negotiator. By preparing thoroughly, actively listening, building trust, thinking creatively, and maintaining emotional control, you can navigate negotiations with confidence and achieve outcomes that benefit all parties involved. Remember, practice and experience are the keys to becoming a true master of the art of negotiation.

Vet Med's big mystery:

Why telemedicine Isn't skyrocketing as predicted

By Dr. Richard Joseph

This year, veterinary care startup Fuzzy, which began in 2016, closed its doors. The company took down its website and mobile apps and deleted its co-founder Zubin Bhattay's social media profiles. Fuzzy secured \$80.5 million in funding from investors like Icon Ventures, Greycroft, Crosscut, Matrix Partners, and veterinary clinic owners in the US, UK, and Germany. Their last funding round, a \$44 million Series C, occurred about 18 months ago.

Fuzzy offered 24/7 telehealth for \$15/month, ship-to-home prescriptions, vet-recommended products, and educational programs. They aimed to help pet owners save up to \$750 annually on healthcare expenses. Fuzzy also delved into pet insurance, working with Boost Insurance and National Specialty, a State National company. Despite innovative services and significant funding, Fuzzy's closure highlights the challenges startups face in the veterinary telemedicine industry.

Telemedicine has revolutionized healthcare on the human side, offering convenient access to medical expertise, reducing the need for in-person visits, and improving healthcare outcomes. However, when it comes to veterinary medicine, the adoption of telemedicine has been more gradual and often faces unique challenges, including establishing a veterinary client relationship. In this article, we explore the world of telemedicine in veterinary practice and shed light on the reasons why its embrace hasn't been as swift as in human healthcare.

A Tail of Two Worlds

The divide between telemedicine in human and veterinary medicine stems from several factors:



- The primary hurdle to widespread telemedicine adoption in veterinary practice is the complex regulatory landscape. Each state in the United States has its own veterinary practice act and telemedicine regulations, making it challenging for veterinarians to navigate compliance across multiple jurisdictions. In contrast, human telemedicine has seen more standardized regulations.
- **Slowly But Surely: The Rise of Veterinary Telemedicine**
Despite these challenges, the adoption of telemedicine in veterinary medicine is gaining momentum:
- **Behavioral Consultations:** Telemedicine is particularly effective in addressing behavioral issues in pets. Behaviorists can observe animals in their home environment, providing valuable insights for treatment plans.
- **Follow-up Appointments:** For certain conditions and post-surgical check-ups, telemedicine can be a convenient option for pet owners. It reduces stress for animals and allows veterinarians to monitor progress.
- **Rural and Remote Areas:** In regions with limited access to veterinary care, telemedicine can be a lifeline. Pet owners in remote areas can consult specialists without traveling long distances.
- **Elderly and Disabled Pet Owners:** Telemedicine makes it easier for elderly or disabled pet owners to seek veterinary advice without the logistical challenges of in-person visits.

In conclusion, while veterinary telemedicine faces unique challenges compared to its human healthcare counterpart, it holds immense potential to improve access to care, especially in underserved areas and for specific types of consultations. As regulations evolve, technology becomes more accessible, and awareness grows, we can expect telemedicine to play an increasingly significant role in the future of veterinary medicine, making it more accessible and convenient for pet owners and professionals alike.



5

Hottest Trends in Vet Med

Dr. Jill Lopez

The world is evolving at an unprecedented pace, and few professions are experiencing as much change as veterinary medicine. In recent years, we've witnessed an unprecedented surge in demand for our services, accompanied by remarkable technological advancements in animal health. These factors are reshaping the veterinary landscape, and it's crucial to stay informed about the five major trends that are shaping the future of our profession.

1. Artificial Intelligence (AI):

The potential of AI in healthcare is nothing short of revolutionary. In a 2019 report, the National Academy of Medicine acknowledged that AI could transform healthcare, offering unparalleled opportunities to enhance patient outcomes, reduce costs, and impact population health. As of 2021, the AI healthcare market, primarily in human medicine, was valued at approximately \$11 billion globally. Forecasts suggest that the global healthcare AI market could reach nearly \$188 billion by 2030, with an impressive compound annual growth rate (CAGR) of 37%.

2. Sustainability:

Sustainability is no longer just a buzzword; it's a driving force behind consumer choices. According to a 2022 report by Deloitte, over half of consumer brands are actively innovating to create more sustainable products. This trend is mirrored in consumer behavior, with more than 85% of people shifting their purchasing preferences toward eco-friendly options in recent years, especially among millennials and Gen Z generations.

Pet parents are equally committed to sustainability, with over 42% expressing a desire to purchase pet food made from sustainably sourced ingredients. Furthermore, 72% of pet owners are willing to choose one product over another if they perceive it to be more environmentally friendly.

3. Personalized Products:

Personalization has become a pivotal strategy to engage consumers. A McKinsey report reveals that nearly 90% of consumers now prioritize personalization more than ever before, with one in five individuals willing to pay up to 20% more for personalized products. In the realm of pet care, 88% of U.S. pet parents believe it's essential to take preventive measures to safeguard their pets' health. Products offering targeted benefits instill confidence in consumers that the product will deliver the desired results.

4. Wearable Devices:

Wearable devices have surged in popularity within the realm of pet care, ranging from GPS microchips to pet health monitors. This trend is an extension of the popularity of wearable health devices in human healthcare, seamlessly spilling over into the pet industry.

5. Supplements and Wellness:

The market for pet supplements is on a remarkable growth trajectory. According to Insight Partners, the pet supplements market is projected to be worth \$3.20 billion by 2028, boasting a 5.8% CAGR. This growth is driven by an increasing number of pet owners, consumer preferences for natural ingredients in pet supplements, and the convenience of online purchases.

In recent years, the pet supplement market has seen an impressive 116% growth from 2019 to 2020, with over 150 new product developments in North America. While joint health and skin and coat health historically drove this billion-dollar industry, the landscape shifted in 2020, with a significant surge in immune system and digestive health products for pets, as well as anxiety support.

Veterinary medicine is in the midst of a transformative period, marked by these five significant trends. Staying informed and adapting to these changes is essential for veterinarians looking to provide the best care possible for our beloved animal companions.



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Veterinary game changer:

Clinic becomes nation's first worker-owned co-op

In a groundbreaking move, Seattle's Urban Animal veterinary practice is on the verge of making history as the first worker cooperative veterinary practice in the nation. With three clinics and a dedicated team of 110 employees, this transformation promises to empower the workforce, allowing them to actively participate in the governance and profits of the company. Dr. Cherri Trusheim, the visionary founder of Urban Animal, has set in motion a bold plan to gradually transition the practice into a 100 percent employee-owned worker cooperative.

This transition represents a resounding departure from the prevailing trend of corporatization within the veterinary care industry, which often threatens the cherished employee culture and the standard of care. Unlike their corporate counterparts, where compensation is intricately tied to sales metrics, Urban Animal follows an entirely different ethos. Dr. Trusheim's mission is to foster a nurturing workplace environment steered by those who provide veterinary care, not remote shareholders. This unique approach to veterinary care is set to attract individuals who are passionate about this distinctive work culture.

Acknowledging the prevailing staffing shortage that plagues the industry, Urban Animal is taking unprecedented steps to emerge as an employer of choice. They've joined forces with The Cooperative Way, a leading advocate for cooperative businesses, to facilitate this remarkable shift towards a worker cooperative model. Importantly, Dr. Trusheim will continue her role as CEO, ensuring continuity of leadership and vision across all three clinics, which will remain open to serve their loyal clientele.

The transition of Urban Animal into a worker cooperative veterinary practice is not merely a change in ownership structure; it is a resounding testament to the practice's commitment to empowering its employees and preserving the highest standards of veterinary care. This pioneering initiative will undoubtedly serve as an inspiration to other veterinary practices and professionals seeking a new paradigm of care and cooperation in the industry.



Keri Kamba

Inclusivity unleashed:

Your guide to
a thriving
veterinary career

Hard work, an innate desire for learning, and unwavering determination to apply that knowledge in support of personal and team growth have been instrumental in shaping my journey. The opportunity to initiate and lead initiatives has come from leaders who embraced my passion. They wholeheartedly embraced my authentic self, recognized the value I bring to the table, and enabled my full potential to flourish. The term 'allow' may sound unusual, but considering other experiences in my career, where I was encouraged to be less assertive or conform to a certain mold, it's truly empowering to be given the freedom to be myself.

Many individuals encounter bias and exclusion in their careers. I recall a time when I concealed the fact that I had children at work, fearing the lack of acceptance for balancing both career and family. Sadly, I've witnessed colleagues miss out on advancement opportunities due to personal responsibilities being viewed as career hindrances.

Harvard Business Review reports an overwhelming amount of research on employee engagement. In 2020 alone, more than 1,500 academic articles were published on the topic of engagement. How can we apply these insights effectively to engage our teams?

I'm committed to paying forward the fulfillment I've found by creating a more inclusive path for veterinary medicine. How can we surround ourselves with supportive individuals who empower us to reach our potential? How can we combat bias and foster inclusivity for sustainable career satisfaction? How can we effect positive change in veterinary medicine? It begins with us.

1. Mentorship Matters: Empowering Together

Whether you're a client care specialist, veterinary technician, or veterinarian, mentoring is crucial for empowering others. We must be flexible in understanding each person's unique needs. Mentorship involves consistent evaluation, requiring time, effort, and intention from both parties.

Structured mentorship is essential, with scheduled meetings for active listening and understanding. Clear action items should be set for growth, adjusting goals annually. Mentorship should encompass clinical and professional development, including leadership opportunities. We can all make a difference, either by mentoring directly or facilitating opportunities for others.

2. Flexibility: Supporting Diverse Life Stages and Goals

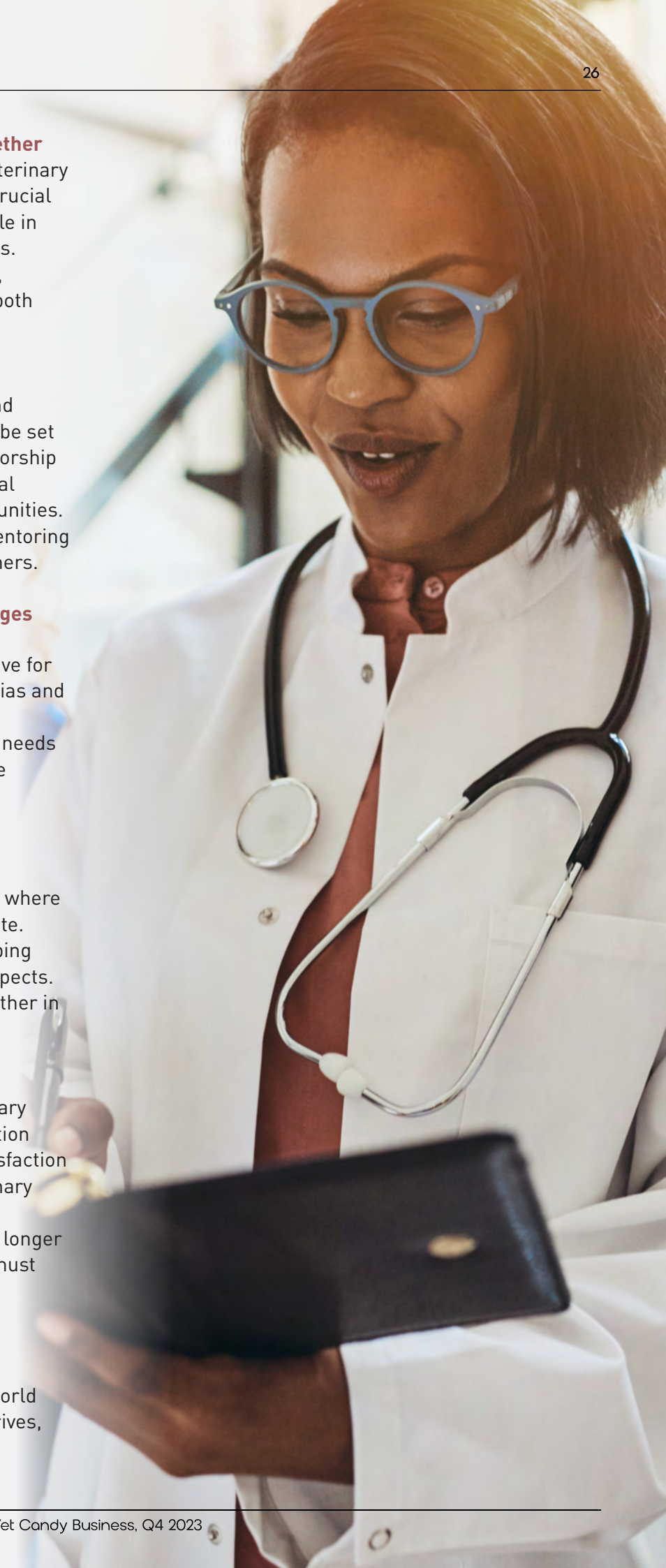
Recognizing diverse life stages is imperative for building harmonious teams. Eliminating bias and offering support creates a flexible work environment. Individual work-life balance needs must be regularly assessed to support one another effectively.

3. Cultural Acceptance: Valuing Every Contribution

Cultural acceptance fosters environments where everyone feels valued and able to contribute. Actively listening, understanding, and helping each other feel comfortable are crucial aspects. Recognizing aspirations and aiding each other in achieving goals is key to a supportive and inclusive community.

The 2020 AAHA-Coffman "State of Veterinary Culture Report" revealed a strong correlation between tenure and engagement and satisfaction at work. Creating lasting change in veterinary medicine begins with us. Empowerment, inclusion, and career sustainability are no longer buzzwords; they are imperatives that we must implement today.

The journey of a veterinary professional is challenging but rewarding. By embracing diversity and inclusivity, we can create a world where everyone in veterinary medicine thrives, leading to better care for pets.





Shocking Revelation:

The real reason I downsized with amaze you!

By Dr. Tomas Infernuso, CEO Animal Surgical Center, Oceanside, NY

I'm an entrepreneur with a passion for striking the right balance between sound business strategies and providing quality healthcare that's affordable for my clients. For most of my career, I dedicated myself to this mission, often sidelining my own well-being.

However, when I married my wife in 2021, I came to a significant realization. Managing four practices was taking a toll on my mental and physical health, and it was also eating into the precious time I could spend with my family. It was at that moment that I made a crucial decision: I needed to downsize from the four smaller practices and refocus on a single mega practice, the Animal Surgical Center of Oceanside. My primary motivation was to prioritize my work-life balance and spend more time living my life than in my OR suite.

But there's more to the story. Our consolidation has enabled us to pool our resources and expertise, giving us access to the latest advancements in veterinary surgery and cutting-edge technology. We now offer 24-hour care with overnight doctors, a service that was previously beyond our reach. This unwavering commitment to staying at the forefront of our field guarantees the best possible outcomes for our furry patients and reflects our dedication to pushing the boundaries of care in veterinary medicine. Furthermore, being in a single location, our team of veterinarians now collaborates more closely, sharing knowledge that benefits all our animal friends.

In summary, my journey as an entrepreneur goes beyond just business savvy; it's about making a positive impact on our community and the beloved animals we serve. The consolidation of multiple surgical centers into ASC Oceanside didn't just enhance our level of care and service; it also kept healthcare affordable for our community. My ultimate goal remains unwavering: to create a lasting, positive legacy in the field of veterinary medicine, one pet at a time. And if I can savor an evening of sailing with my wife, that's the sweetest icing on the cake.



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Unveiling the Secret Sauce:

Quisha Brown

In the world of veterinary practice management, staying ahead of challenges is crucial. The ongoing veterinary shortage and increasing cost of living demand innovative solutions to maintain financial health. We can't work any harder, but we can certainly work smarter. In this article, we'll explore three highly effective approaches for practice managers to save money, enhance efficiency, and work smarter, not harder.

The journey of a veterinary professional is challenging but rewarding. By embracing diversity and inclusivity, we can create a world where everyone in veterinary medicine thrives, leading to better care for pets.

Decrease Cost of Goods:

Cost control is a top priority for veterinary practices, and a significant portion of expenses goes into procuring goods and supplies. Transitioning from national brands to Covetrus® brands can yield up to 30% savings on your cost of goods. Covetrus offers a wide range of high-quality veterinary products, from medications to surgical supplies, at competitive prices, enabling your practice to thrive without compromise.

Let's break it down with a real-life example. By switching to Covetrus brand products, an average three-doctor practice can save approximately \$4,000 annually on anti-inflammatories and antimicrobials. Additionally, switching to Covetrus brand needles, syringes, infusion therapy, and sutures can save about an additional \$4,100.

The extra revenue can be channeled into upgrading equipment, expanding services, or investing in staff training. Covetrus brands empower practice managers to make financially savvy decisions without sacrificing care quality. Contact your Covetrus representative to receive a personalized Covetrus Brand Savings Report to help pinpoint where your biggest savings areas are located.

Disclaimer: Through Vet Candy, Quisha Brown received compensation for this article.

Streamline Inventory Management:

Efficient inventory management is another critical area for cost savings. Studies indicate that clinics often waste thousands of dollars yearly on overstocked or expired products. Inefficient inventory management can lead to significant losses. To optimize your inventory, consider adopting modern inventory management systems providing real-time data on stock levels and expiration dates. By streamlining inventory, you not only reduce waste but also enhance overall operational efficiency, resulting in cost savings and improved patient care.

These strategies empower your clinic to thrive amid adversity, benefiting both your practice and your patients. As practice managers, your ability to adapt and implement innovative strategies is key to navigating the ever-changing world of veterinary medicine.



Five ways to connect with your clients

By Dr. Courtney Cambell

When you have problems to solve and lives to save, communicating with clients may seem like an afterthought. Doctors are notorious for having a poor bedside manner and this may be in part because of the focus on information and problem solving and not on communication. In contrast to human medicine, all of our patients have caretakers (i.e., pet parents/owners). In order to arrive to the correct diagnosis and prescribe the best treatment, we have to communicate effectively with their caretakers. Despite how passionate I am at communicating effectively, I am still a work in progress. The other day, I found myself struggling to explain why we haven't cracked the code on canine hip dysplasia and I sunk into the quicksand of explaining selection pressure.

When you have problems to solve and lives to save, communicating with clients may seem like an afterthought. Doctors are notorious for having a poor bedside manner and this may be in part because of the focus on information and problem solving and not on communication. In contrast to human medicine, all of our patients have caretakers (i.e., pet parents/owners). In order to arrive to the correct diagnosis and prescribe the best treatment, we have to communicate effectively with their caretakers. Despite how passionate I am at communicating effectively, I am still a work in progress. The other day, I found myself struggling to explain why we haven't cracked the code on canine hip dysplasia and I sunk into the quicksand of explaining selection pressure.

When you're slipping into communication quicksand, try these 5 keys to effective communication.





1 Tell a personal story

It's absolutely incredible to see how much more engaged clients (or people in general) become when they hear a personal story. All of us on the veterinary team have been emotionally touched by a gentle dog, a sweet cat, or maybe even a special client. Personal stories are excellent reinforcements for the deluge of medical facts we have to impart to our clients. Share some of those touching stories you have had in your career (or life) with your clients. It may help to remind them that they are not alone in their situation. Moreover, it reminds all of us that our relationship is deeper than a mere professional-client interaction. We are a team and we share a common story of fighting for the best in pet health and wellness

2 The Gift of Silence

You may have just spoken to a client for 45 minutes. You gave a thorough explanation, down the molecular level, of the nature of their pet's condition. But you still haven't communicated effectively. Why? Because the client hasn't had the opportunity to express their concerns. Although the information you gave the client is pertinent and germane to the diagnosis, there wasn't enough time left for you to address what the client is most concerned about. You have essentially run out of time. Unfortunately, they leave the hospital feeling like they haven't been listened to.

Don't be afraid to use silence judiciously. Pause purposely so that the client can fill in the blank. When veterinary healthcare providers listen more and talk less, it allows them to hear the client's perspective more clearly. You can start and finish with the patient's perspective as the basis for communication. Save time to specifically address concerns and allay fears. Although it may seem like you are focusing on the negative aspect of the treatment and prognosis, it is good to discuss those out in the open in case Mother Nature doesn't read the textbook. Clients will feel like they have been listened to and they will leave feeling so much better (and hopefully leave a five star review on google.)



3 Adoption is always the option.

The beauty of treating a different species is that all of our clients are essentially adoptive parents. Whether it's from a breeder, a rescue, a friend or a family member, the story of adoption is a beautiful one. Ask how your clients how they adopted their four-legged (or two legged, or no-legged) family member. Pet parents and pets unite in truly amazing ways. I always notice this particularly in pet rescue situations. The pet has such a strong and powerful impact on their human that it's difficult to tell who rescued whom. For me, those stories are great ice breakers especially when I'm meeting someone new. It's also a chance to simply hear a heartwarming story or it can be useful to change the complexion of an emotional situation. Regardless of what function it serves, it helps to bring you and the client closer which is always great.

4 Best in Show

Dogs, cats, and all animals are absolutely incredible. Their incredible diversity is one of the many reasons why I'm fascinated by them. It's hard to look at an image of a Great Dane standing next to a Chihuahua and not be agape in amazement. Clients who are knowledgeable about breeds love this diversity too. I like to ask clients what they like most about their chosen breed. They may be able to give you a dissertation about the breed and how their pet fits the breed profile. Conversely, some love to celebrate the unique idiosyncrasies of their pet and how they don't fit into the general breed stereotypes. Breed discussions can be a lovely unifier that serves to highlight our collective fascination with the animal kingdom.

5 Ask, Tell, Ask

Experts, especially veterinary healthcare experts, are in the business of helping people and animals. Sometimes – we wish it was all the time – we know exactly what needs to be done to solve or improve the situation. So we state the facts, prescribe a treatment or remedy, and fervently hope that our recommendations are followed. When they aren't followed, we get frustrated. There may be a myriad of reasons why some of our recommendations may be disregarded. One of them may be because we haven't given voice to our client's concerns. Ask, Tell, Ask is a communication strategy which involves an alternating exchange of information between you and the client. This orchestrated exchange allows you to hear what the client is most concerned with, deliver information specifically tailored to those concerns, and evaluate how they are feeling. Having multidirectional communication not only provides a deeper understanding but it also allows for shared decision making. If you are recommending a course of non-steroidal anti-inflammatories for a cat's osteoarthritis, the client may agree with you regarding the diagnosis but chooses not to follow through with therapy because they are concerned about the potential adverse effects of the medications. If the room is bursting with anxiety, and the source of that unease hasn't been addressed, it doesn't matter what you teach the patient. You'll never get to the underlying problems. Addressing those concerns in a sincere and meaningful way will make everyone feel more comfortable about the recommended course of action.



Toxic workplaces unveiled: The real reason your staff is leaving!

Dr. Jill Lopez

In recent years, the issue of workplace toxicity has been gaining attention across various industries, and the veterinary field is no exception. A study conducted by the Cornell Center for Veterinary Business and Entrepreneurship has shed light on the staggering economic consequences of toxic workplaces in the veterinary industry.

Surprisingly, workplace burnout alone is costing the veterinary sector a jaw-dropping two billion dollars annually, equivalent to approximately 4% of the industry's total value.

This concerning revelation has also captured the attention of the United States Surgeon General, Vivek Murthy, who emphasized the dangers of toxic work environments in a recent Wall Street Journal article. Dr. Murthy pointed out that toxic workplaces don't just harm employees' mental health; they can also take a toll on physical well-being.

The relentless stress of such environments can weaken the body's defenses, compromising the immune system and leading to a range of health issues, including depression, heart disease, and sleep deprivation.

Here are some common indicators:

Bullying and Harassment:

Employees feeling targeted or mistreated.

Apathy, Excuse-Making, Procrastination:

A lack of motivation, responsibility avoidance, and delays in tasks.

Pessimism:

A pervasive negative outlook and lack of enthusiasm.

Little or Poor Communication:

A lack of effective communication between management and staff.

Disorganization:

Chaos, confusion, and a lack of clear processes.

Dictators:

Authoritarian leadership styles that stifle creativity and initiative.

Workaholic Behavior:

Encouraging employees to overwork.

Unsafe or Unethical Business Practices:

Engaging in harmful or unethical behaviors.





According to the American Veterinary Medical Association (AVMA), an alarming 40% of veterinarians are contemplating leaving the profession due to factors like a lack of work-life balance and mental health challenges brought on by stress, anxiety, or depression. This exodus has significant economic implications, with the annual cost of burnout in the US veterinary market estimated to range between 1 to 2 billion dollars in lost revenue. To arrive at these figures, researchers analyzed data from 5,786 associate veterinarians in private practice. They considered factors such as compensation, work hours, and job turnover while measuring burnout using the Professional Quality of Life Scale. The primary causes of burnout included excessive workloads, an imbalance between job demands and skills, a lack of autonomy, and prolonged work-related stress. Interestingly, burnout rates were found to be higher among recent graduates, those burdened with high veterinary educational debt, and women. Moreover, it was more prevalent among associate veterinarians than practice owners.

One crucial revelation from the study was the economic impact of burnout, assessed through turnover rates. The costs associated with turnover included expenses related to recruiting, advertising, interviewing, and training replacements. Shockingly, the median cost of turnover per veterinarian was estimated at around \$104,000.

Fortunately, there is a glimmer of hope in these findings. Leadership plays a significant role in mitigating burnout and stress among staff. Good organizational leadership practices were found to be effective in reducing workplace toxicity.

Key qualities of a leader that made a difference included:

Keeping People Informed:

Transparent communication about the organization's goal and decisions.

Encouraging Idea Sharing:

Welcoming input and suggestions from team members for improvement.

Providing Feedback and Coaching:

Regularly offering constructive feedback and guidance.

Recognizing Job Performance:

Acknowledging and rewarding employees for their contributions.

In conclusion, the economic impact of toxic workplaces in veterinary medicine is a matter of growing concern. Recognizing the signs of a toxic workplace, understanding the financial costs of burnout, and embracing strong leadership are crucial steps toward creating a healthier and more productive work environment in the veterinary field. Addressing workplace toxicity not only benefits employees' well-being but also contributes to the industry's sustainability and growth.



Managing Bad Publicity: A Veterinarian's Guide to Crisis Communication

By Stacey Bender CEO and Founder of Bender Group

In today's fast-paced digital age, news—both good and bad—spreads quickly. For veterinarians and their practices, one negative story or review can harm their reputation, which in many cases, has been built over years of hard work. But fear not! Bad publicity does not spell the end. Handled correctly, it can even be an opportunity to demonstrate integrity and rebuild trust. Here's how a veterinary professional can effectively navigate and manage a public relations crisis.

1. Address the Issue Head-On

Avoiding or denying the problem will only make it worse. If you've made a mistake, own it. If false information is spreading, correct it. Be transparent and sincere. It's essential to address concerns and clarify any misunderstandings.

2. Listen and Understand

Before responding, take the time to understand the root of the problem. If it's a negative review, what went wrong? If it's a broader public concern, what are the main issues at hand? Active listening will inform your response strategy.

3. Craft a Thoughtful Response

Whether it's an official statement, a press release, or a social media post, your response should be calm, factual, and compassionate.

Ensure that you:

-Acknowledge the situation or concern.

Apologize genuinely, if necessary.

-Assure your audience that you're taking steps to address the problem or prevent its recurrence.

4. Engage and Monitor

Engage in conversations, especially on social media platforms. Address questions and concerns, and thank those who stand by your practice. Monitor discussion about your practice to address misinformation and understand the prevailing sentiment.

5. Implement and Communicate

More importantly, communicate these changes to your stakeholders. Show them you're committed to improvement.

6. Prepare for the Future

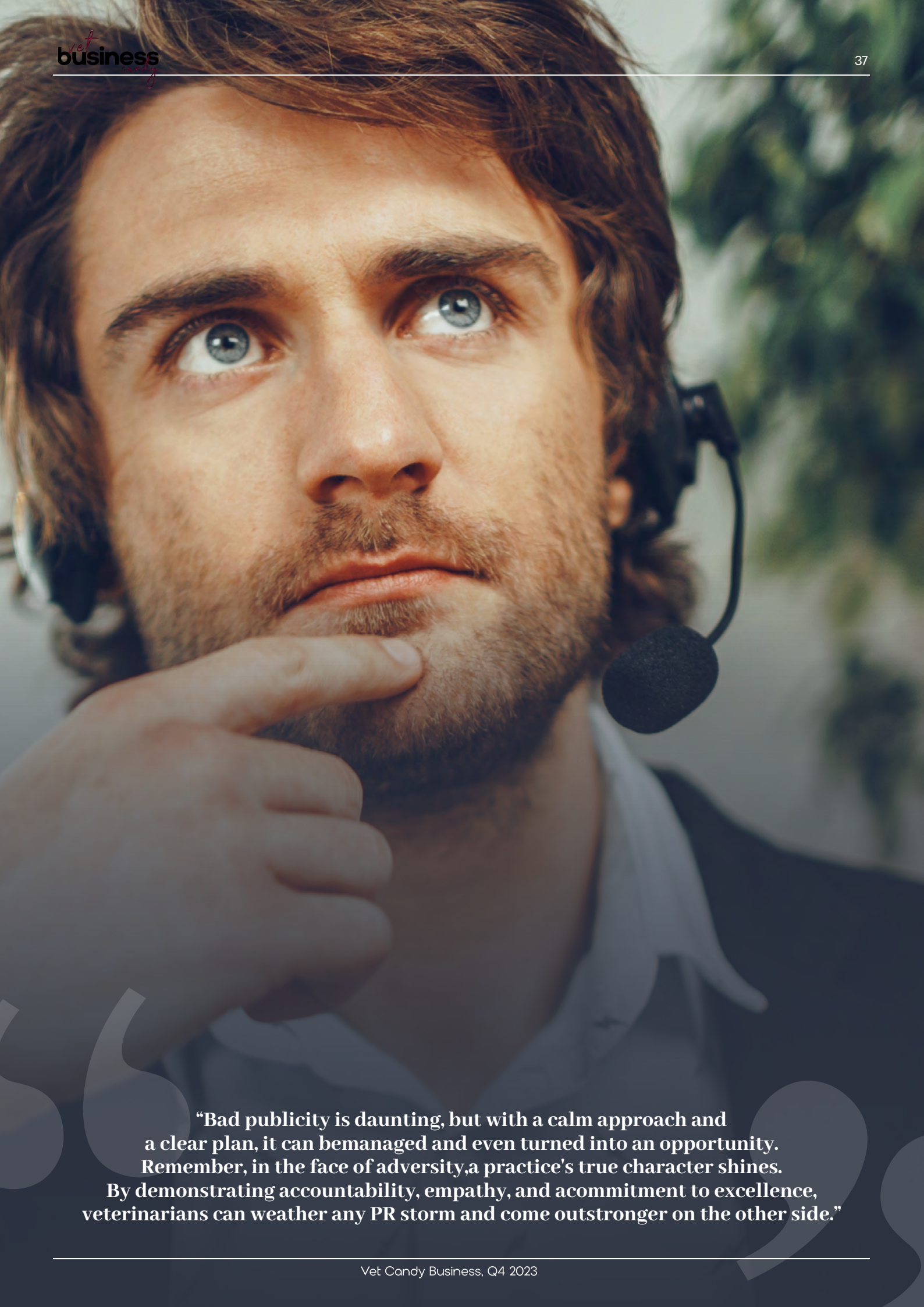
After the crisis has subsided, evaluate your response. What went well? What could have been done better? Use this analysis to form a crisis communication plan, ensuring you're better prepared for potential future incidents.

7. Rebuild Through Positive Engagements

After addressing the immediate concerns, work on rebuilding your image. Engage in community events, offer workshops, share success stories, and collect testimonials from satisfied clients. Highlighting the positive aspects of your practice can help shift the narrative.

8. Training and Awareness

Ensure that your staff is trained in best practices, both in terms of veterinary care and customer relations. A well-trained, compassionate, and professional staff can prevent many PR crises before they start.



“Bad publicity is daunting, but with a calm approach and a clear plan, it can be managed and even turned into an opportunity. Remember, in the face of adversity, a practice’s true character shines. By demonstrating accountability, empathy, and a commitment to excellence, veterinarians can weather any PR storm and come out stronger on the other side.”

Rescuing the Veterinary Industry:

The Promise of Worker Cooperatives

By Dr. Cherri Trusheim, Founder, Urban Animal

In the face of an industry threatened by corporate interests, private equity, and relentless consolidation, we stand at a pivotal crossroads. If you've yet to acknowledge this looming crisis, it's crucial to consider the gravity of the situation. Allow me to share my perspective.

With 24 years as a practicing veterinarian, I can assert that job satisfaction and professional sustainability have plummeted to unprecedented lows. Simultaneously, the proliferation of corporate, consolidator, and private equity-driven practices is reaching exponential heights. Most upper-level positions now reside within corporate entities. For those practicing in referral, specialty, or emergency medicine, corporate affiliations have become the norm. A substantial signing bonus? Most likely, it's associated with corporate work and most likely there's a very large string attached.

Let me be clear: I'm not suggesting that we shouldn't make money. In an ideal world, all veterinary professionals should earn a livable wage, commensurate with their dedication to the field. What I'm advocating for is the preservation of our professional autonomy.

I contend that individuals from the private equity and corporate sphere, who lack a genuine connection to the



veterinary profession, should not wield this control. These profiteers should not be steering the ship. They should not profit from the efforts of veterinary professionals. Since their entrance into the industry, care has become unaffordable, and job satisfaction has continued to erode. Their presence, I believe, is pushing our profession to the brink.

Yet, there is hope.

This fall, the practice I started myself became the second and largest cooperative veterinary practice in the U.S. We are enabling our 110 employees to share in the governance and profits of our company that serves more than 50,000 clients.



Urban Animal is pioneering a forward-thinking solution

—a veterinary worker cooperative. I'm no altruist, but I am driven by the desire to leave a positive mark on our industry. I believe I can achieve my financial goals while contributing to the betterment of our profession. I can attain financial rewards akin to selling out to corporate or private equity by working a bit longer and a bit harder in a different way.

What exactly is a worker cooperative? Think of entities like credit unions (financial coops) or REI Co-op (consumer coop). The International Cooperative Alliance defines cooperatives as enterprises jointly owned and democratically controlled by their members, existing to fulfill their common economic, social, and cultural needs and aspirations.

In a worker cooperative, the workers are the members, and they are the beneficiaries of the company's success. Worker cooperatives have proven their efficacy as competitive global businesses—yes, on a global scale. Just look at Mondragon in the Basque region of Spain, an 80,000-member worker cooperative with billions in revenue. It's not a pipe dream; it's a reality that can be replicated.

Worker cooperatives offer an escape route. We merely need to find the door and step through it.

Is this a dramatic assertion? Absolutely. However, based on what I've witnessed, heard, and experienced, it's a stark reality. Veterinary care is being commoditized, focusing less on genuine care and more on exploiting the Human-Animal Bond (HAB). It's also increasingly about bolstering the bank accounts of anonymous shareholders who are detached from our profession. Does this approach make sense? I believe it doesn't, and more importantly, it doesn't have to be this way.

While I may not be an economist, the current capitalistic landscape appears challenging from my vantage point. The wealth gap continues to widen, and sustainability seems elusive. But if we collectively strive for change, we can steer capitalism to benefit more of us. Veterinarians and our industry can serve as an example of how capitalism can be harnessed for the greater good.

My aspiration is to convince fellow practice owners to join this endeavor. And if that's not possible, Urban Animal is actively hiring for all positions. It's time for us to take the reins. The dogs and cats we care for depend on us.

Want to learn more?
Connect with me on LinkedIn.



Shifting demographics in veterinary medicine:

A look at the latest AVMA report

The face of veterinary medicine is evolving, with a new report by the American Veterinary Medical Association (AVMA) shedding light on the changing demographics within the profession. As the demand for veterinary care continues to grow, so too does the diversity of those who provide it. The report highlights notable shifts in gender and racial demographics among veterinarians, offering insight into the profession's evolving landscape.



Gender Balance

One of the standout findings of the AVMA report is the growing gender diversity in the veterinary field. Nearly two-thirds of veterinarians are now female, while a little over one-third are male. This marks a significant change from the profession's historical gender composition. In companion animal practice, a remarkable 73% of female veterinarians are actively engaged, compared to 65% of their male counterparts. While both genders are equally represented in equine practice (4% female and 5% male), there is a notable difference in food animal practice, where men constitute 8% of veterinarians, whereas women make up only 1%. The report did not denote the gender demographics at executive levels throughout the profession or academia, which still appears to be favoring the male gender.

Racial and Ethnic Diversity

The AVMA report also brings to light important trends in racial and ethnic diversity within the veterinary profession. In 2023, the majority of veterinarians, 89.3%, identified as white, whereas 10.7% identified as belonging to a minority group. This is a noteworthy increase from 8% minority representation in 2019, showcasing a promising trend towards greater diversity and inclusivity.

Within the minority group, the breakdown is as follows: Hispanic veterinarians comprise 4.1% of the profession, Asian veterinarians make up 2.5%, and Black veterinarians represent 1.2%. This increase in minority representation is a positive development, reflecting the growing recognition of the importance of diversity in the field.

The Changing Face of Veterinary Education

In addition to the changing demographics of practicing veterinarians, the AVMA report also highlights shifts in veterinary education. According to Charlotte McKay, AVMA's associate director for statistical and geospatial analysis and senior economist, underrepresented races and ethnicities constituted only about 5% of the veterinary student population in 1980. However, recent data from the American Association of Veterinary Medical Colleges' 2022-23 annual report reveals a significant increase, with underrepresented students now accounting for 25% of veterinary students.

This evolution in the composition of veterinary students not only enriches the profession's diversity but also reflects the broader societal trend towards inclusivity and equal opportunity.

The latest AVMA report serves as a compelling testament to the changing demographics within the veterinary profession. The increasing gender diversity and growing representation of minority groups are indicative of a profession that is adapting to the evolving needs and values of society. These shifts promise to enhance the inclusivity, representation, and overall quality of veterinary care for all animals, while providing equal opportunities to all who aspire to serve in this essential field.



Read more here:



Shocking truth about vet incomes: are salaries being underpaid?

The American Veterinary Medical Association (AVMA) has just released a jaw-dropping report that reveals a significant income twist for veterinarians. In 2022, the average income for veterinarians experienced a slight drop, going from \$147,787 in 2021 to \$146,782 in 2022 when adjusted for inflation (in 2022 dollars). But that's not all - a startling 6.5% annual inflation rate in the United States was a contributing factor.

This financial shockwave has sent ripples across the entire veterinary profession. Even as new veterinarians grapple with their own set of challenges, veterinary incomes, as a whole, have not fully rebounded to pre-recession levels. Charlotte McKay, AVMA's associate director for statistical and geospatial analysis and a senior economist, delves into the reasons behind this unexpected trend. She recently unveiled her insights during the intriguing presentation titled "**The Market for Veterinarians**" at the virtual AVMA Business & Economic Forum held on October 24-25.

But the income disparities don't stop there. The report reveals glaring differences in income across various veterinary practice types and between practice owners and associates. For instance, in 2022, food animal associate veterinarians faced the lowest average salary at \$95,000, while food animal veterinarian owners savored the sweetest success with the highest average salary soaring to \$225,000.

A March 2021 study from Cornell University College of Veterinary Medicine (CUCVM) found an annual gender salary difference of nearly \$100,000 among the top quarter of earners in the industry. The research paper, published in the Journal of the American Veterinary Medical Association, used data from more than 2,700 veterinarians across the U.S. to determine income differences between men and women at various levels of experience.

The pay disparity is most pronounced for recent graduates and the top half of earners in the field. Male veterinarians are also able to move into higher income brackets with lower levels of experience than women.



Mean Salaries

Delve further into the numbers, and you'll find that in 2022, the mean salary for companion animal associate veterinarians stood at \$141,000, while their counterparts who own companion animal practices enjoyed a generous average of \$191,000. More over, veterinary work hours have witnessed a noticeable shift, with a decrease from pandemic levels but remaining slightly higher than in 2020. In 2020, veterinarians put in an average of 43.9 hours per week, compared to 43.5 hours per week in 2023. These statistics account for both full-time and part-time veterinarians.

Intriguingly, approximately two-thirds of veterinarians express contentment with their work hours, while 7% reveal their willingness to work more if given the chance. On the flip side, a significant 27% of veterinarians are open to working fewer hours for reduced compensation. The main reasons for this preference include improving mental health (32.4%) and achieving a better work-life balance (31.9%). McKay's insights also touch on the field's job market cooling trend, with the national unemployment rate holding steady at 3.8%. However, forecasts indicate that, with interest rates remaining high and the economy potentially slowing down, the unemployment rate might reach 4.7% by the end of 2024.

Unemployment

Shifting gears to the unemployment landscape within the veterinary profession, it stood at an astonishingly low 0.5% in 2023, matching the previous year's rate, although according to Indeed.com there are hundreds of vacant jobs available across the nation. This figure excludes veterinarians who are not actively seeking employment and are not retired, accounting for 1.6% of the profession. And, in a surprising twist, about half of veterinarians confess that they have contemplated leaving the veterinary field, as per the results of the 2023 Census of Veterinarians. Another 38% acknowledge that they considered leaving but ultimately chose to stay.

Yet, in a curious revelation, approximately 9% of veterinarians express a desire to exit the profession. What's driving this exodus? Nearly half (48.3%) cite their primary motivation as improving their mental health or enhancing their lifestyle and work hours.



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Executive Briefing

Veterinarians use little devices to make giant impact on cat's life

After a sudden onset of a chronic illness created a life-or-death situation for a cat named James Dean, the [Texas A&M School of Veterinary Medicine & Biomedical Sciences](#)'s teaching hospital's cutting-edge Interventional Radiology Service was able to step in and save the cat's life with a surgery not commonly offered at other veterinary hospitals.

Read Article

Interdisciplinary team receives \$5 million grant to explore COVID-19 virus ecology at the human-animal interface

With the support of a \$5 million grant from the [U.S. Department of Agriculture's Animal and Plant Health Inspection Service](#), veterinary researchers at [Virginia Tech](#) will take an interdisciplinary approach to exploring the risk of SARS-CoV-2, the virus that causes COVID-19, infections in wildlife communities.

Read Article

UPENN study shows promise for iNKT cell platform to treat cancer

Pet dogs develop cancers that [share similarities with human cancers](#), and both species receive some of the same cancer-fighting drugs. More common animal models in research are not relevant models in this case because they have different iNKT biology from humans. Now researchers at [Veterinary Hospital University of Pennsylvania](#) looking into a new theory.

Read Article

Pandemic prevention consortium announces new veterinary leadership team

Recognizing the many milestones it has reached in recent months, [Strategies to Prevent Spillover](#), a project funded by the U.S. Agency for International Development (USAID) and led by [Tufts University School of Veterinary Medicine](#), has announced that Dr. [Hellen Amuguni](#), an associate professor in the Department of Infectious Disease and Global Health at Cummings School of Veterinary Medicine, is the new project director.

Read Article

Amazon considers offering veterinary telehealth as it looks to compete with Chewy & Walmart

According to [a report by CNBC](#), [Amazon](#) is reportedly eyeing the expansion of its services into the world of veterinary telemedicine. While Amazon already has a significant presence in the pet food and supplies market, it's yet to make meaningful strides in pet health—a sector set to drive growth in the \$137 billion pet industry. Just like its human counterpart, veterinary telehealth allows pet parents to have virtual appointments with veterinarians and veterinary technicians, making care more accessible. [Walmart](#) recently partnered with [Pawp](#) to offer Walmart+ subscribers a year of free access to this telehealth service. [Chewy](#) has been providing free live chat for instant advice for customers and \$19.99 [veterinary video telehealth consultations](#) for their customers for over a year.

Read Article

A new legislation in California will enable pet owners to access veterinary services via telehealth

Starting from the beginning of next year, Californians will have the option to schedule virtual veterinarian appointments for their pets, thanks to a recently signed bill by California Governor [Gavin Newsom](#). The bill, Assembly Bill 1399, is set to take effect on January 1, 2024, and it permits licensed veterinarians to engage in "veterinary practice through telehealth," as outlined in the bill's text, which received Governor Newsom's approval on October 8. The prior legislation prohibited veterinarians from conducting telemedicine consultations or even offering guidance to patients, as highlighted by the [San Francisco SPCA](#).

Read Article

Animal shelters grapple with population control amidst challenges

Animal shelters, vital in safeguarding the welfare of our furry friends, are currently facing a daunting challenge – population control. Two recent stories from Cincinnati and New York City highlight the ongoing struggle of shelters to cope with rising animal populations and the strain it places on their resources.

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Executive Briefing

Secrets of superhero vets! How these veterinary heroes saved Pennsylvania's poultry industry
In a distinguished ceremony held on Monday, Pennsylvania Governor [Office of Governor Josh Shapiro](#)

Josh Shapiro bestowed the Governor's Awards for Excellence upon Pennsylvania Veterinary Laboratory Director, Dr. Deepanker Tewari, along with nine agency veterinarians and field staff. These honorees were recognized for their swift, resolute, and highly effective response during the avian influenza outbreak that swept through Pennsylvania in 2022 and early 2023.

Read Article

Shocking Revelation: Pet ownership is on the decline

In 2022, approximately 66% of U.S. households had the joy of welcoming a pet into their lives, accounting for a substantial 86.9 million households. These figures, while impressive by any measure, marked a decline from the 70% reported in the 2021-2022 [American Pet Products Association \(APPA\)](#) survey. This decline, although noticeable, is far from a waning love for pets; rather, it's an adjustment to the shifting sands of our lifestyles and demographics.

Read Article

Projected pending on pet care for 2023 up from 2022

The pet-care industry in the United States is poised for another remarkable year in 2023, with an estimated \$143.6 billion in sales projected. This impressive figure is a testament to the commitment of pet owners who spare no expense in ensuring the happiness and well-being of their furry, feathered, and scaled companions and is up from \$136.8B actual from 2022.

Read Article

Governor Shapiro unleashes updates to Pennsylvania's Dog Law

The new law introduces a range of changes, one of the most notable being the requirement for dogs to be licensed at the time of purchase or adoption. This must occur either when the dog is as young as eight weeks or by the time they reach three months old, whichever comes first. Additionally, individuals selling or offering dogs for adoption are now obligated to provide a copy of the dog license application.

Read Article

New open heart surgery program for dogs

In a groundbreaking development in veterinary medicine, the [University of Florida College of Veterinary Medicine](#) has unveiled an exclusive open heart surgery program for dogs. This program is the first of its kind in the United States, offering a complex procedure known as mitral valve repair. Listen to the latest on Vet Candy News podcast!

Listen

Generations Unleash Pet Love: The Ultimate Guide to Who Loves Pets Most!

According to the 2023-2024 American Pet Products Association (APPA) National Pet Owners Survey, a remarkable 66% of U.S. households open their doors and hearts to pets, amounting to an impressive 86.9 million households. This love for pets isn't bound by age but instead flows seamlessly through the generations, where diverse pet owners embrace the joys and responsibilities of pet parenthood.

Read Article

West Nile Virus kills camelid in Michigan

In a recent statement, state officials have addressed the presence of West Nile Virus (WNV) in an animal within Berrien County. According to the state's veterinary office, a 6-year-old camelid contracted and tragically succumbed to the virus. While the report mentions camelids, which include camels, llamas, and alpacas, it does not specify the exact animal involved. This marks the fourth case of WNV reported in a domestic animal in 2023.

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Executive Briefing

"Critter Fixers," launch their second PetSmart Veterinary Services (PVS) hospital
[Vernard Hodges](#) and [Terrence Ferguson](#), the charismatic stars of [National Geographic's](#) "Critter Fixers," have launched their second [PetSmart Veterinary Services](#) hospital. You can now find this state-of-the-art facility inside the PetSmart store located at 2730 Watson Blvd, as they've officially announced.

Read Article

Hills Pet Nutrition opens new manufacturing facility
 Located on more than 80 acres, the 365,000 square foot, fully designed smart facility will increase the company's production capacity for canned pet food and provide a runway for continued expansion of [Hill's Pet Nutrition's](#) Science Diet and Prescription Diet brands.

Read Article

Morris Animal Foundation funds cancer research
 Recent findings from the [Golden Retriever Lifetime Study](#) confirm the enormous impact of hemangiosarcoma on golden retrievers. To address critical gaps in disease detection and treatment, [Morris Animal Foundation](#) announced it is funding six studies focused on this deadly form of canine cancer.

Read Article

California passes new law to expand pet healthcare
 In a groundbreaking move for California's pets, Governor [Gavin Newsom](#) has officially signed Senator Cortese's SB 669 into law, expanding healthcare access for dogs and cats across the state. This progressive legislation empowers veterinary technicians to take on enhanced responsibilities under the supervision of licensed veterinarians. SB 669 paves the way for vet techs to administer vaccines and provide preventive treatments for internal and external parasites to pets in need.

Read Article

Iowa State names building after trailblazer, Dr. Frederick Douglas Patterson
 The newly named home of [Iowa State University College of Veterinary Medicine](#) commemorates one of its most accomplished graduates, a tenacious trailblazer whose leadership diversified the veterinary profession and made higher education possible for countless Black students.

Read Article

Pieper Veterinary partners with Portland Veterinary Emergency and Specialty Care
[Pieper Veterinary](#), a Connecticut-based family of primary, specialty, and emergency care veterinary hospitals, is excited to announce they have partnered with [Portland Veterinary Emergency and Specialty Care](#) in Portland, Maine. This partnership continues Pieper's strategy to partner with privately owned hospitals committed to providing quality veterinarian-led medicine in the Northeast.

Read Article

Enrollment at veterinary colleges surges in response to veterinary shortages
 Data provided by the [American Association of Veterinary Medical Colleges](#) (AAVMC) highlights a significant milestone in the academic year 2022-2023: the number of first-year veterinary students in U.S. veterinary colleges surpassed the 4,000 mark for the first time. This upswing indicates an average annual growth rate of 2.7% over the past decade, resulting in an impressive 37.7% overall increase, from 2,938 to 4,047 first-year students. The average number of available seats has steadily risen by 2.0% each year since 1980.

Read Article

Reality Star vet mom, Dr. Joya Griffin reveals secrets to balancing life
 In a world that constantly demands more from us, the pursuit of a balanced life often feels like an elusive dream. But fear not, because on the latest episode of "Living Well with [Dr. Jessica Turner](#) " on Vet Candy Radio, we delve deep into the art of juggling life's many roles with the incredible [Dr. Joya Griffin](#).

Read Article

Executive Briefing

MWI completes integration with Shepard Software

[MWI Animal Health](#) announced that [Shepherd Veterinary Software](#), which offers a veterinary practice information management software (PIMS), is now fully and seamlessly integrated with MWI's [AllyDVM client engagement platform](#). Shepherd users can now take advantage of AllyDVM's expansive service offerings including robust client communications, retention and analytics tools.

Read Article

Game-changing gift of \$5.2 million awarded to University of Georgia

The [University of Georgia College of Veterinary Medicine](#) has received a generous \$5.2 million donation from the Stanton Foundation. This substantial contribution will pave the way for the establishment of a cutting-edge Spectrum of Care Clinic and the revitalization of the college's curriculum.

Read Article

Chewy launches Symptom Checker

[Chewy.com](#) recently launched [Symptom Checker](#), a free digital tool that helps pet parents get answers to some of the most common questions related to pet health symptoms. The Symptom Checker asks a series of questions that are covered during traditional assessments and provides a custom, printable report that pet parents can take with them to the clinic, helping to maximize their time. According to [MacroTrends](#), Chewy net worth as of October 11, 2023 is \$8.06B.

Read Article

Zoetis announced the U.S. commercial launch of Librela™(bedinvetmab injection.)

[Zoetis Animal Health Ltd](#)'s product is a once-monthly injectable monoclonal antibody for the control of pain associated with osteoarthritis in dogs. According to Future Market Insight, the global canine arthritis treatment market's 2022 net worth is US\$2.39 Bn in 2022 with a CAGR of 4.2% and is expected to reach a market valuation of US\$3.05 Bn by 2028.

Read Article

First four-year veterinary technician program to launch at WVU

[West Virginia University](#) and [West Virginia State University](#) will soon offer the state's first four-year veterinary technician program. According to [West Virginia University](#), there are currently less than 300 registered veterinary technicians in comparison to the more than 700 veterinarians that need their help.

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Highly pathogenic Avian Influenza confirmed in Minnesota turkey flock

Officials with the Minnesota Board of Animal Health report Highly Pathogenic Avian Influenza was confirmed in a commercial turkey flock in Meeker County, Minnesota.

Read Article

Veterinary industry leaders convene to tackle critical access issues

Mars recently hosted its 22nd annual Pet Healthcare Industry Summit. This year's meeting focused on addressing access to veterinary care and the ability of pet owners to afford essential services.

Read Article

Meet Trudy, the high tech robot revolutionizing hospital cleanliness

Trudy, short for Tru-D, is no ordinary robot. Unlike the house cleaning Roomba, Trudy has a more critical mission at the Texas A&M Veterinary Medical Teaching Hospital. This robot employs an arsenal of 28 bulbs and 8 ultraviolet C (UVC) centers to tackle the most stubborn infection-causing bacterial that lurk on surfaces like floors, walls, and tables.

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Executive Briefing

Instinct Science release new report on specialty practices

According to the State of ER and Specialty Practices, a staggering 86% of specialty hospitals have highlighted staffing shortages as their paramount challenge for the year. This predicament is further compounded by the revelation that 83% of staff members are wrestling with mental health issues during a time when there has been a notable 54% increase in patient volume.

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Texas A&M Students' Remarkable project: transforming shipping containers into medical and veterinary clinics for NGOs
The clinics are being constructed by dedicated volunteers who are members of the BUILD student organization. What makes these clinics unique is their portability, as they can be deployed anywhere, addressing healthcare challenges in remote and underserved areas.

Read Article

The AI Revolution in Veterinary Medicine

Imagine this: A veterinarian equipped with a powerful AI tool that can analyze medical data in seconds, identify diseases with astonishing accuracy, and suggest tailored treatment plans. It's not science fiction; it's happening right now.

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North Carolina budget includes 70 Million for vet school

[North Carolina State University- College of Veterinary Medicine](#) is celebrating the inclusion of monies to fund expansion and renovation of the colleges Large Animal Hospital and also to increase the number of students the college can accept in each veterinary class.

Read Article

Cornell student hackathons focus on food, agriculture, animals, health and business services

[Five hackathons](#), run by Entrepreneurship at [Cornell University](#), will bring students together to solve problems and create new business ideas related to food, digital agriculture, animal health and healthcare and global business services.

Read Article

Cornell Veterinary Medicine professor Raina Plowright elected to National Academy of Medicine

Dr. [Raina Plowright](#), a Professor of Veterinary Medicine in the Department of Public and Ecosystem Health at the [Cornell University College of Veterinary Medicine](#), has been elected to the National Academy of Medicine (NAM). This is one of the highest honors in the fields of health and medicine.

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Meet AVMA Presidential candidate, Dr. Michael Q. Bailey

Check out the latest 21 Questions with Vet Candy with our special guest, Dr. Michael Q. Bailey, a distinguished board-certified veterinary radiologist and [IDEXX](#) executive who's just embarked on his journey to become the [AVMA \(American Veterinary Medical Association\)](#) president-elect for 2024.

Listen

Grain-free diets get a clean bill of health for dogs by team of cardiologists

Veterinarians and animal nutritionists from BSM Partners, the largest pet care research and consulting firm, have just dropped a bombshell with their groundbreaking seven-month study! Forget everything you thought you knew about grain-free diets and canine heart health. The study led by veterinary cardiologists and published in a peer-reviewed article, sets the record straight on this controversy.

Read Article

Mars launches 300 million fund for pet care innovation

[Mars'](#) fund is poised to become a driving force behind companies that are harnessing their power of science and technology to elevate the well-being of pets.

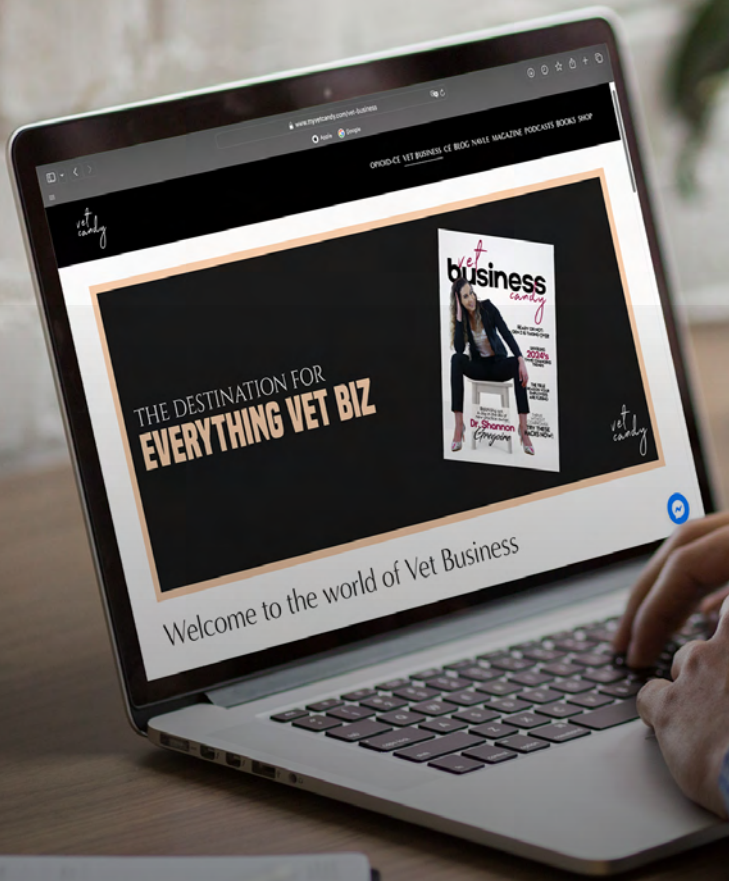
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Student start-up sets gold standard for pet identification

Pierco Co., Ltd, a student-led venture company, has revolutionized the way we identify our beloved pets. Imagine registering your furry friends by simply scanning the unique patterns on their nose with your smartphone. The company has turned this innovation into reality, simplifying pet identification world wide.

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