VETERINARY
Practice Partners

Joint Venture Opportunities
Where do you want to go?

Your partner in petcare
Dr Adam Russell: Introduction

I believe that Veterinarians practice the best medicine, and work most efficiently when they are not trying to juggle multiple practice management tasks at the same time as trying to focus on pet health.

It is my firm belief that successful relationships, whether they are of a private or professional nature, are a partnership based on trust, understanding and a mutual respect. These are the values upon which we established the VPP concept and is the philosophy by which we will continue to operate in the future.

We form partnerships with Veterinarians, offering business management support services so that the Veterinarian partner can focus on pet care. Essentially we work with them to build and secure their clinic’s role as a partner in pet care to pet owners in the local community.

Our team of Veterinarians and professionals at VPP are committed to providing superior services to our partners. The range and depth of our management support services, coupled with the dedication and endeavour of our partners, continues to work to propel the Dr Paws Veterinary Clinic brand to the forefront of veterinary healthcare today.

Our mission at VPP is to provide Veterinarians with the business support that they require to achieve their dream of owning their own clinic. Our specialist services include amongst others professional development, business planning, accounting facilities, IT implementation, marketing, purchasing and centre layout, operational guidance and support.

Our role is an in-depth and wide-ranging commitment that offers total support, peace of mind, cost-effective growth and manageable success. We believe that the success of the VPP joint venture approach will speak for itself.

If you would like to find out more about becoming part of that success through a joint venture, please contact us through Head Office at your convenience and in total confidence.

Dr Adam Russell
Director, VPP
The future of the Veterinary Profession and of Veterinary Practice Partners

The Veterinary Practice Partners (VPP) vision is to partner with motivated, passionate Veterinary surgeons, practice managers and head veterinary nurses, to open over 100 joint venture Dr Paws Veterinary Clinics throughout Australia. These clinics will become the preferred place for veterinary professionals to practice. The potential for each clinic is excellent in business terms, however of equal importance is the clinical freedom that our partners enjoy. There is great value placed on the work life balance of veterinary professionals, as this greatly impacts professional and personal development.

The creation and introduction of the VPP joint venture concept was inspired by Director Dr Adam Russell’s own experiences as a Veterinarian in the industry.

I loved working in the challenging and compelling Australian Veterinary industry, however I also wished to expand my professional and personal development through traveling, and working in various different environments. I headed overseas and worked with companies which had similar business models (to how VPP would eventually be structured) both within and outside the veterinary industry in Europe and the UK.

My experiences within the world of veterinary medicine revealed a clear trend; the two worlds of Practice Management and Veterinary Medicine required completely different skill sets.

I believe that working collaboratively, and playing to one’s strengths is always the best way forward. In this regard, I firmly believe that best vets are not necessarily the best at business management, they only have to possess an appreciation and respect for the merits and role of business management in running a successful clinic.

With VPP, I wanted to create an opportunity for motivated veterinary professionals to enter into the market place - with the business support to ensure success.

I knew that there was a demand, as a Veterinarian I had heard time and time again stories of vets being promised a partnership “one day” and never receiving it. Most Veterinary clinics are tightly held by the older generation of Veterinarians.

Additionally, the introduction of corporate businesses buying up practices, the younger generation of vets have no way of really entering the market. This kind of disappointment leaves them frustrated, disillusioned and feeling under-valued, which can potentially impact their mental health and work.

The local Vet was once a trusted pillar of the community, however I feel that with the corporatisation of the Veterinary Industry, this is potentially being lost. We cannot pretend that the industry is the same as it once was, and as such we are seeking to re-establish elements of the ‘independent’ clinic within this new space. We are doing so by providing an avenue for ambitious Veterinary professionals to own their own clinic, have clinical independence and create the work place culture of which they have always dreamt.

VPP appreciate that veterinary healthcare is a complex medical service. It is a service which needs to be supplemented by a retail offer, patients and owners a convenient location, as well as consistent quality and transparency in pricing. We believe that these elements can only be achieved efficiently and effectively through business professionals (namely, VPP) working seamlessly with clinical professionals (partners).

Location

Location is regarded as a critical element to the success of a veterinary clinic. Extensive research and consideration goes into the development of buildings that reflect the need for modern, bright structures with extensive car parking areas in convenient locations for the local population.

Client Environment

Dr Paws provides an open, friendly, client-orientated environment by:

- Creating neat but friendly reception and waiting areas with instantly recognisable corporate designs and colours.
- Prominently displayed food product range (Royal Canin) and other suitable pet accessories to facilitate value added purchases, and opening up enormous potential for future Dr Paws branded merchandise development.
- Prominently displayed Dr Paws branded educational hand-outs and Pet Healthcare Program (exclusive to Dr Paws clients) informative materials.
- Large, comfortable waiting areas, incorporating a children’s area. Rationale behind these being to create a less clinical and more friendly, community atmosphere. Additional benefit of providing a natural barrier for separate canine and feline waiting areas.

State-of-the-art care

Designing industry-best consulting rooms linked to a main surgical suite, our clinics incorporate state-of-the-art laboratory, diagnostic and imaging equipment. The layout and equipment also bring additional advantages:

- The open-air design of the overall clinic enables clients to view the high-tech facilities during non-operating periods.
- Patient record data is captured electronically to provide a full medical history - and this data provides enormous marketing potential.
- Improved working conditions and increased ability to ‘work-up’ clinical cases.
- Potential in some locations to incorporate modern, top-of-the-range hospitalisation facilities within the building.

Extensive support facilities

A well-designed ‘back-of-house’ facility will include:

- Partner’s office/ double as meeting room
- Employees’ kitchen and rest rooms
- Drug and pet supplies storage, incorporating a refrigerated area
- Laundry facilities

Putting ideas into practice...

Dr Paws Veterinary Clinics differ from traditional veterinary practices in many important ways, some subtle and some statement: VPP ensures that your Dr Paws clinic has the competitive edge
Veterinary-led strategy

As the VPP team is built up of business professionals and Veterinarians, it also allows our partners to feel secure and confident knowing that they are working in partnership with people who know the industry. In this way, VPP offer the perfect balance of ‘objectivity’ and ‘subjectivity’.

Beyond this, the VPP view is that ‘a client and patient are for life’ - and the high-tech, high-quality methods used by the VPP team will both encourage veterinary healthcare sales and promote long-term client loyalty.

Maximising profit for partners

VPP is committed to maximising each partner’s long-term profit, and the value of every clinic. The team possesses the skills and experience necessary to minimise clinic operational costs, without compromising on quality of service.

A branded name

Winning mindshare amongst pet owners, building brand equity and retaining client loyalty, the VPP marketing goals are:

- To drive home the points of differentiation from the competition and create a quality brand association with the Dr Paws name:
  - High quality healthcare for pets, combined with Convenience and affordability
  - This will appeal to a combination of both the value-conscious and quality-driven client, winning market share whilst underpinning client loyalty.

VPP services expansion

The aim of VPP is to provide the services which:

- Enable partners to succeed in a rapidly changing market
- Commensurate with partners’ needs and which reduce the administrative work of the clinic
- Respond to the needs of the Partner. This is fundamental to the success and growth of the group, and the VPP management team are committed to this core principle.

Why choose Veterinary Practice Partners?

The veterinary market of today is highly competitive. Multiple medical service providers are able to increase their market share and hence profits, with their size enabling them to buy more effectively and to use the national media more efficiently than smaller competitors.

Joining VPP enables Veterinary professionals to enjoy the benefits of being a valued part of a larger organisation, while retaining professional freedom and day-to-day control over their business. From the early planning stages through to running a mature clinic, partners receive professional advice and assistance from the VPP support team. This enables the partner to find a better balance between their professional commitments and personal lives, thus achieving a better lifestyle.

Marketing services

Every clinic faces a competitive local environment and a critical factor in ensuring success is effective advertising and promotion. The VPP Marketing Department works together with public relations, design and production professionals. They develop effective campaigns based on detailed and extensive market research. Innovative marketing and communication campaigns are originated in-house, as are point-of-sale material and press advertisements. The team ensures that all advertising complies with the legal and ethical standards currently required by the profession.

The collective activities of the Marketing Department ensure potential clients know and trust the Dr Paws brand and, at the local level, encourage client loyalty. Regular communication with partners keeps the Marketing Department closely in touch with clinic needs.

Business development

Ensuring plans for new businesses are accurate and comprehensive can be a daunting task.

This department works closely with the partner from the beginning, in order to identify a clinic (whether new-build or acquisition) which suits with their needs, both personally and professionally. The VPP support team guides each new clinic through a smooth and successful launch - giving the partner as much help as they require before, during formal planning, and for as long as needed after their business is established.

Procurement

VPP team members negotiate low prices for premium ranges of centre equipment, furniture, products, drugs and services. This ensures the set-up and running costs are kept to a minimum. The VPP team advises on the layout of the clinic, ensuring it complies with health and safety requirements and manages fit out - buying the fixtures, fittings and equipment. Additionally, negotiating maintenance contracts for consumables and property.
Operations

Veterinary partners can draw on the wealth of business experience accumulated by the VPP Operations team.

Operations provide support on all aspects of operational activity, from accounts analysis to assisting to implement pet healthcare programs within the clinic. They also document initiatives undertaken by other individual Dr Paws clinics, so partners can draw on the experience and knowledge of fellow partners throughout the Group, and benefit from being part of a large network of businesses all facing and meeting challenges in their local environment.

Specifically, Operations officers provide comprehensive guidance on compiling profit and loss projections, and act as the main liaison between the Partner and other departments at the VPP support office.

Human Resources and Professional Recruitment

Being an owner of a small business can have its challenges and VPP is committed to being alongside our partners every step of the journey.

Our Human Resources Department is committed to providing partners and employees with reliable and valuable employment and industrial relation advice.

Working closely with industry representatives, we aim to support and assist our partners through all facets of employment and employee relations with proven frameworks and policies to provide a happy and healthy workplace for all team members.

The Human Resource Department is here to support and provide solutions to ensure clinics comply with regulations and best of all, create a work environment that attracts and retains high quality team members. We provide services to all aspects of Human Resource Management ensuring our partners can focus on what they do best, providing quality pet care to their community.

Great importance is attached to this critical element of the business, especially once clinics have become established and find it necessary to expand their staff team members to meet demand. VPP advises partners when they begin looking to hire key personnel, including Veterinary Surgeons, Veterinary Nurses and Locums.

In addition, we also advise on competitive employment packages.

Facilities Management

From initial design scope to on-going preventative and reactive maintenance, VPP are with Partners all the way.

A dedicated Facility Manager is appointed to oversee and project manage the clinic construction and fit-out phases from start to finish. Wherever possible VPP will take advantage of existing supplier agreements to make sure all the essential clinical equipment is installed correctly, and all services and utilities are not only economical but are of the highest quality.

Once operational, VPP ensure that all the necessary preventative maintenance servicing is scheduled in for the life of each piece of equipment. Immediate support agreements are also put in place for all software used, including the practice management software. Most importantly, VPP have a network of staff nationally who can respond quickly and rectify any unplanned physical maintenance issues clinic’s might encounter.

Information Technology

Information Technology provides the framework on which VPP services to a clinic are produced and communicated. VPP ensures that partners and clinic staff have immediate access to IT specialist support, to ensure that clinic operations run seamlessly at all times.

Training services:
Veterinary Practice Partners and staff training

VPP encourages continued professional development for partner and for their staff members. Advancing practical skills, client service and computer systems training, as well as courses for the partners themselves on business management matters such as healthcare team recruitment and assessment, is all possible with VPP.

The Next Step

A supportive, professional team with the competitive edge

The information provided within this document is intended to give an overview of the relationship between VPP and their partners. More information is available from the VPP website (www.veterinarypracticepartners.com.au).

Alternatively, if you have any questions or are interested in taking the next step towards partnering with a Veterinary Practice Partners, please contact the support office on (03) 9699 5972 or email info@vppclinics.com.au to organise a meeting.

These meetings are informal, confidential and free of any obligation. They are designed to give you a full understanding of the joint venture concept, and enable you to make an informed choice about joining the Dr Paws Veterinary Clinic family.

Contact
Please contact our support office on: (03) 9699 5972 or email info@vppclinics.com.au
Joint Venture Opportunities
Where do you want to go?

VETERINARY PRACTICE PARTNERS
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veterinarypracticepartners.com.au