

How To Scale a Multi-Million Dollar Practice

Build a Profitable and Sustainable Practice

Endorsed by



Presented by



#1 Identify and Document Goals and Objectives

1. Identify and Document Clinic Goals and Objectives

Use a workbook and a 3-year rolling strategic plan to identify and document practical goals and objectives for the practice.



2. Review the Practice's Profitable Business Model

Review the current successful model and create the new service mix business plan with budgets for the next 3 years.



3. Employee Engagement

Use an anonymous survey to gather employee feedback, hold a meeting for the entire organization, and use metrics to communicate goals and feedback. This will help ensure clear communication and aligned goals.



#2 Confirm the Right Mix of Products and Services

1. Community and Market Analysis

Circle a 5-mile radius around the clinic. Perform a community needs analysis and market analysis of other veterinary practices.



2. Discover High Need Services and Sustainable Market Prices

Try various prices and bundle options from identified community needs, then adjust based on market feedback and potential for expansion. Ask clients about the services, bundles, and prices they want. Partnerships with organizational vendors can also be an effective strategy.



3. Rapid Client Acquisition

Ask clients how they found out about the practice. Replicate that to attract and onboard a large number of clients quickly to test the service mix without a substantial investment.



#3 Scale the Practice

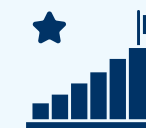
1. Thoughtful Data-driven Expansion

Use governance and metrics to be thoughtful in scaling the practice with transparent goals, data, and communication.



2. Clear Goals and Consistent Reevaluation

Establish clear goals that align with each individual's roles, responsibilities, and compensation. Then, evaluate the effectiveness and profitability within the framework of defined rules and measurements.



3. Celebrate Wins

Recognize and celebrate achievements as a team. Foster open communication and feedback, while empowering individuals to solve problems, and follow up to ensure the practice meets its goals.

