

REIMAGINING THE
VETERINARY
PROFESSION

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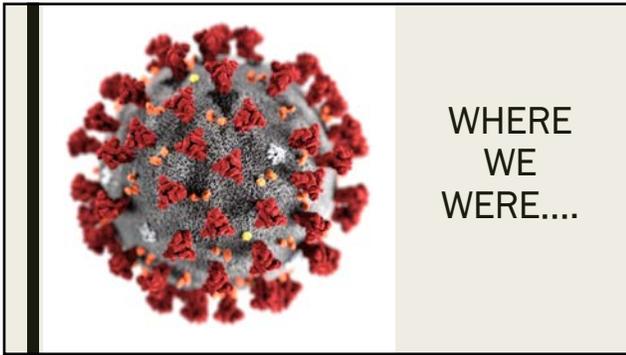
PRE
COVID 19

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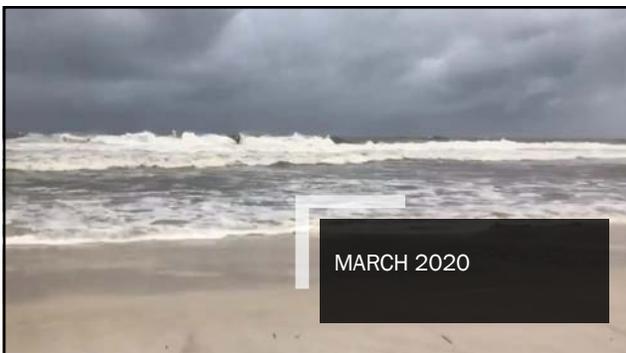
PRE COVID, WHAT
WERE YOUR GREATEST
CONCERNS?

POLLING QUESTION

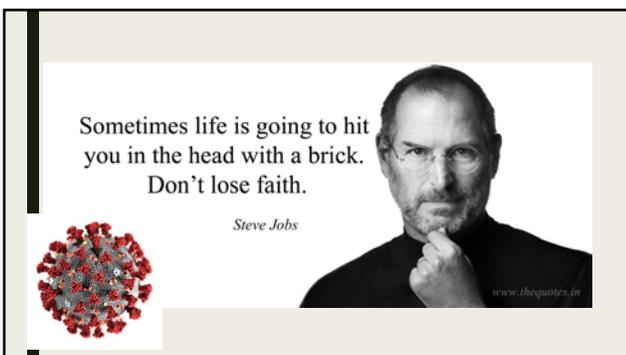
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WHERE WE ARE...

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So, where are we headed?

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YOU HAVE CHOICES...

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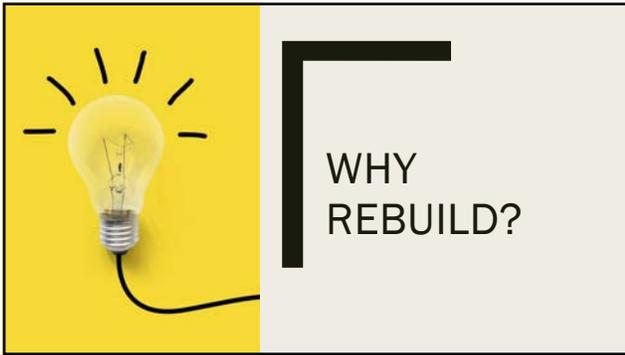
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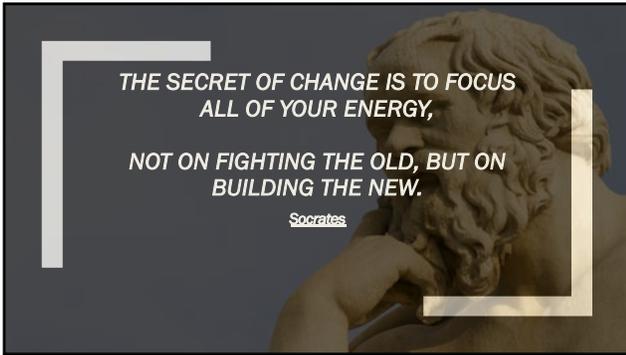
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THOUGHTS?

WHY DO YOU THINK YOU HAVE BEEN SO BUSY?

And more importantly, why has being so busy been so challenging?

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Veterinary business model

- Inefficient and chaotic
- Inconsistent
- Unpredictable
- Expensive

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POLLING QUESTION

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Practices provide more services and more diverse services than other healthcare providers

- Medicine
- Surgery
- Diets
- Grooming
- Boarding
- Dentistry
- Pharmacy
- Products



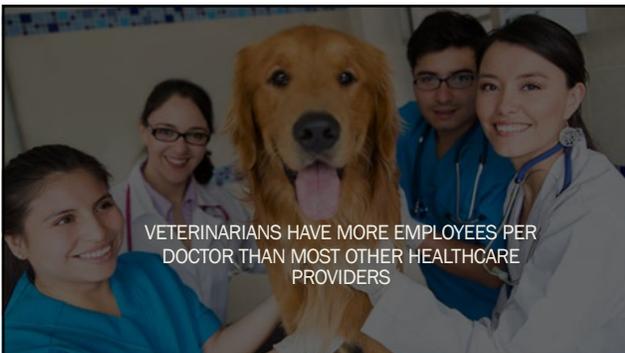
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Veterinary practices have lots and lots of moving parts...



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VETERINARIANS HAVE MORE EMPLOYEES PER DOCTOR THAN MOST OTHER HEALTHCARE PROVIDERS



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Veterinarians themselves are...

- Diagnosticians
- Surgeons
- Dentists
- Pharmacists
- Technicians
- Managers
- Entrepreneurs
- Shrinks

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WHY REIMAGINE YOUR BUSINESS?

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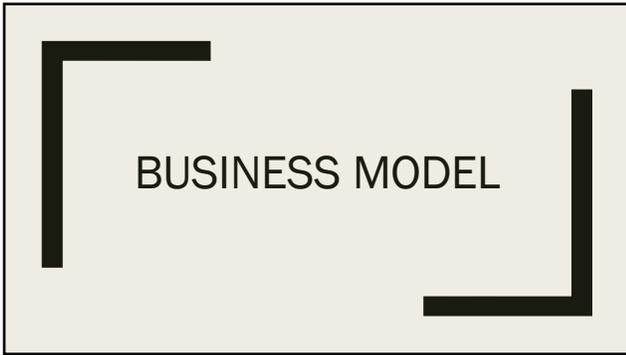
SEE THINGS DIFFERENTLY

Reimagine

Veterinary Medicine

- Education model needs to be reimaged
- Association model needs to be reimaged
- **Business model needs to be reimaged**

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Broken Business Model



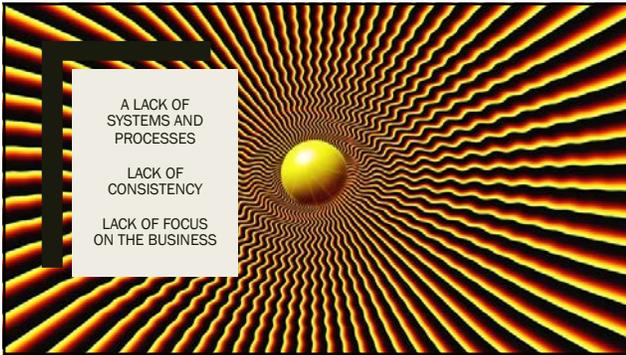
- Too doctor-centric
- Staff are not used efficiently or effectively
- Physical plants are not used efficiently
- Profitability is not what it needs to be

Think about it!

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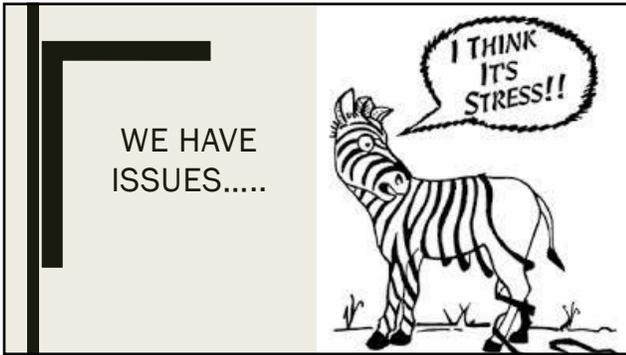
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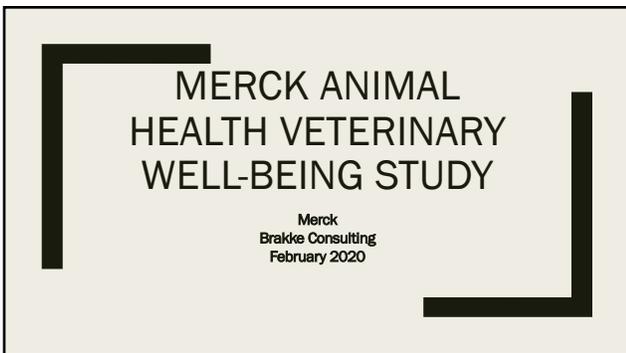
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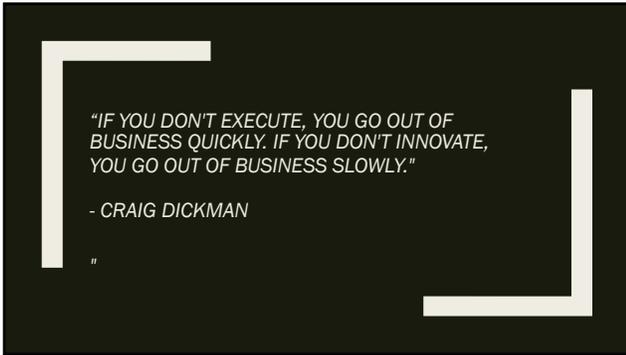
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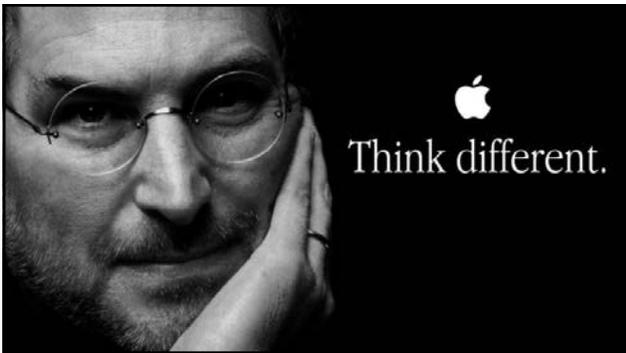
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CLIMATE CHANGE

- More pet owners
- More money
- High tech
- 24/7 Access
- The "Experience"

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Climate change

Independent → Corporations

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Climate change

Happy → Uncertain—would you recommend the profession?

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Climate change

Busy

Seeing fewer transactions



But, making more money...

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Climate change

Too many veterinarians
Too many vet schools

Can't find a veterinarian
Growing number of vet schools

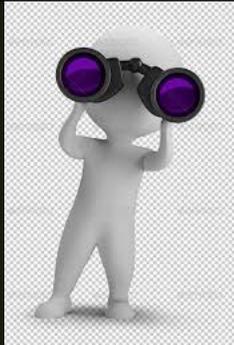


Or a nurse...for that matter

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And to compound the issues...

- There are more jobs listed than people looking (4:1; 18:1)
- There are practices going months to years looking for doctors...
- and technicians



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WHAT CAN YOUR PRACTICE DO?

Good Question, Glad You Asked



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BUSINESS MODELS USING TEAM BASED HEALTHCARE DELIVERY?



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DO YOU DELEGATE ENOUGH ???

HOW?

- Exam room advocates
- Empowered employees
- Leveraged staff

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What limits what people can do?

- Not the people....
- The leadership and the training!!



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Mike Michalowicz

"Empowering your employees isn't ceding all control. It's creating a healthy, focused culture and trusting your staff to get the job done."

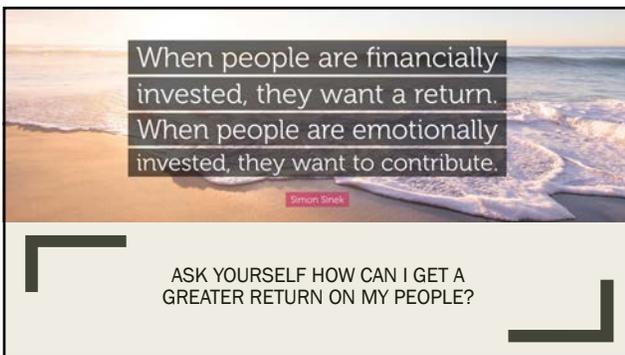


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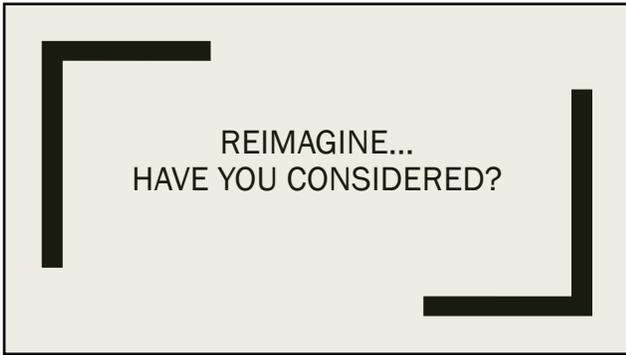
When people are financially invested, they want a return.
When people are emotionally invested, they want to contribute.

Simon Sinek

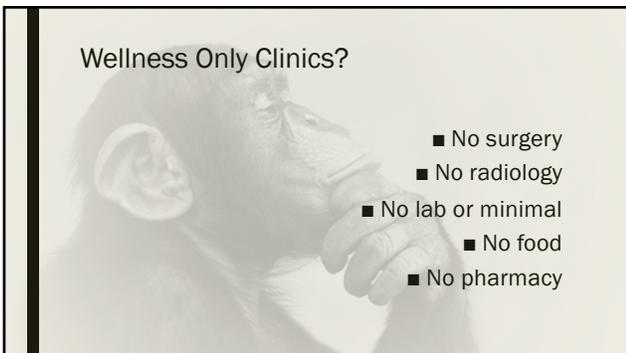
ASK YOURSELF HOW CAN I GET A GREATER RETURN ON MY PEOPLE?



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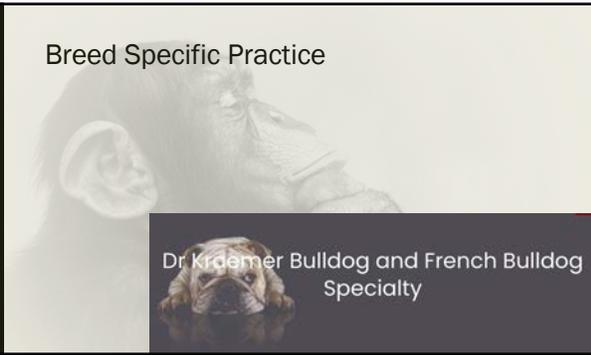


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Breed Specific Practice



Dr Krdeemer Bulldog and French Bulldog Specialty

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Concierge Medicine

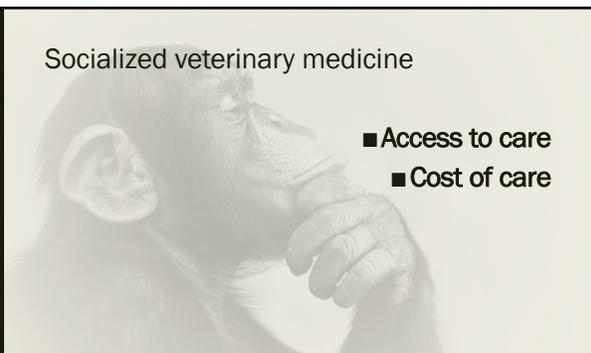


Concierge Practice

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Socialized veterinary medicine

- Access to care
- Cost of care



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High Tech AND High Touch

- Think Apps
- Wearables
- Telemedicine
- Artificial intelligence
- Virtual reality
- And more...



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SIMPLIFICATION

80-20 rule



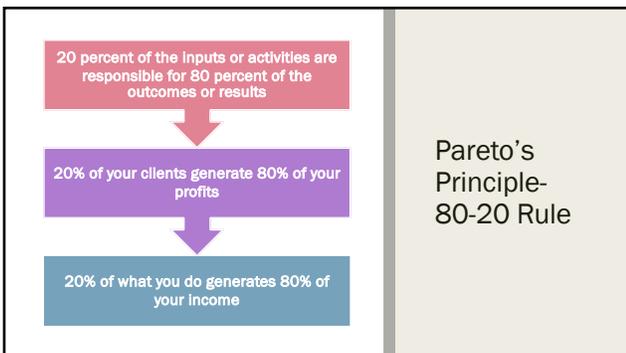
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20 percent of the inputs or activities are responsible for 80 percent of the outcomes or results

20% of your clients generate 80% of your profits

20% of what you do generates 80% of your income

Pareto's Principle- 80-20 Rule



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Reimagine—Business Models
Simplification can improve profitability



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Simplification



- What can we give up and improve profitability?
- Do we need to be everything to everybody?

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Simplification

- If you don't do it a lot, why do it?
- What can we stop doing (and stop stressing over) and focus on what we enjoy?



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ASK YOURSELF WHAT CAN I SIMPLIFY AND BY DOING SO INCREASE PROFITS, EFFICIENCIES AND DECREASE STRESS?

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HAS ANYBODY MODIFIED THE SERVICES THEY ARE OFFERING AND TO WHAT IMPACT?

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THINK DIFFERENTLY

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WHAT IS IT GOING TO LOOK LIKE?



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What's it going to look like?

- Greater use of online pharmacies
- Greater use of home delivery of food
- Greater use of tele-medicine
- Less PPE
- Curbside?
- Better leveraged staff?
- NO waiting room?



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What's it going to look like?

- No boarding
- No grooming
- Fewer staff
- More cross training
- What do you see in YOUR practice's future?



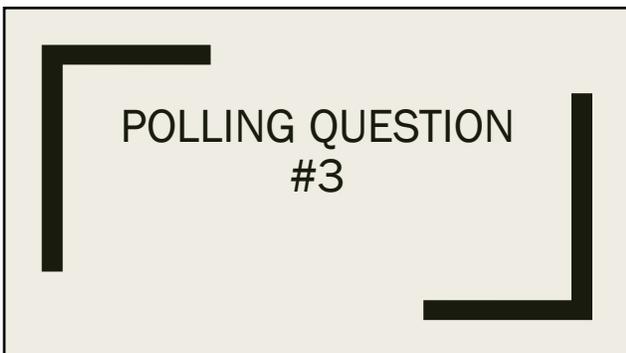
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Seth Godin, Fast Company, 2003

- “This is an essay about what it takes to create and sell something remarkable. It is a plea for originality, passion, guts, and daring. You can’t be remarkable by following someone else who’s remarkable.”

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Seth Godin, Fast Company, 2003

“The reason it is so hard to follow the leader is because the leader is this: The leader is the leader precisely because he did something remarkable. And, thus, that remarkable thing is now taken—so it’s no longer remarkable when YOU decide to do it”

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"The 'surplus society' has a surplus of **similar** companies, employing **similar** people, with **similar** educational backgrounds, coming up with **similar** ideas, producing **similar** things, with **similar** prices and **similar** quality."

Kjell Nordström and Jonas Ridderstråle, Funky Business

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JEAN NIDETCH

"It's choice—NOT CHANCE— that determines your destiny."

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Think and Be Different

- ~~Conformity~~
- Seek new ideas
- What can we learn from the corporations?
- What can we learn from other professions? Other businesses?
- What can we dream up ourselves?



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If you don't like change,
you're going to like
irrelevance even less.

Eric Shinseki

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Ask Me Anything

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