

A close-up, profile view of a brown tabby cat's face. The cat's eye is partially closed, showing a greenish-yellow iris and a white reflection. Its long, white whiskers are prominent in the foreground. The background is a soft, out-of-focus light beige.

# VSPA

VETERINARY SPECIALTY PRACTICE ALLIANCE

**VETERINARY  
SPECIALTY  
PRACTICE  
ALLIANCE**

# WHY CHOOSE VSPA?

**As veterinary specialists, we are smart, disciplined, and highly educated medical professionals, trained in the art and science of veterinary medicine. But the skills required to effectively manage a hospital were not covered in our medical text books.**

**Most of us have no background in accounting, contract law, human resources, or inventory management. These are just a few of the business-side disciplines required to successfully run a specialty hospital. Consequently, we learn the hard way – by trial and error – that we're not prepared to run a complex business with managers, supervisors, and various other highly trained employees.**







# CONSIDER A DISTINCT ALTERNATIVE

As a member of Veterinary Specialty Practice Alliance (VSPA), you can surround yourself with like-minded specialists, administrators, and managers who've already done what you're trying to do right now – manage and grow your practice so it will provide financial rewards and security.

At our core, we're a group of practicing, experienced veterinary specialists – not consultants – who help each other with the business side of their practices. Our meetings encompass a wide range of topics: human resources, advertising, benchmarking, social media, inventory management, and more - all designed to improve your management and increase your net profit.



**VETERINARY SPECIALTY PRACTICE ALLIANCE**

# COMPARE VSPA

	VSPA	OTHER*
Dedicated exclusively to multi-specialty and emergency practices since 1999	✓	✗
Has provided financial benchmarks for multi-specialty and emergency practices since 1999	✓	✗
Offers comparisons of similar multi-specialty practices	✓	✗
Invites entire management team to attend semi-annual meetings	✓	✗
Provides an email LISTSERV to connect with 75-100 Specialty / ER exclusive advisers at the click of a button	✓	✗
ExpertVet.com – a state-of-the-art website guiding clients to your hospital	✓	✗
Significantly lower dues	\$3,000 / yr.	\$8,500 / yr.

\*Other Veterinary Management Groups

## BENCHMARKS : STANDARDS

Financial benchmarks are the key to unlocking the value of your financial reports, allowing you to analyze, budget, and strategize for the future. VSPA has provided benchmarks with data collected from multi-specialty and emergency practices since 1999. This benchmark data represents an analysis of more than \$180 million in collective annual revenue. No other veterinary specialty organization in the world has the historical perspective we have. We don't just know the benchmarks – we are the benchmarks.

Benchmarks are useful only if they're developed using data from similar businesses – apples-to-apples comparisons. Since inception, VSPA has applied stringent membership standards to ensure that member practices are as financially alike as possible. No other veterinary specialty organization in the world has maintained the strict standards applied by VSPA.

## TEAM APPROACH

Most management groups allow only 1 – 2 people per practice to attend meetings. We've always recognized that such a small number of key people cannot run hospitals of our size – it takes a team. That's why we encourage hospital managers, administrators and supervisors to attend our meetings – not just practice owners.



# NEED A QUICK ANSWER TO AN IMPORTANT QUESTION?

As a VSPA member, you can access the VSPA LISTSERV, a unique, powerful management tool that provides immediate answers to a wide range of questions about running your practice.

Examples of the questions VSPA LISTSERV can help answer:

- What's the best practice management software?
- What kind of and how much health insurance should I provide to doctors and staff?
- How much does it cost to build a linear accelerator vault?
- Which credit card processor is the most economical and reliable?
- What type of security should I provide for overnight staff?

Within minutes, you can receive advice from dozens of specialty / ER exclusive practice owners, managers, and administrators. No other veterinary management group provides access to such a powerful, targeted database.

## RELATIONSHIPS

Relationships are the lifeblood of our organization. Although our meetings are structured to provide cutting-edge information related to the business of running a specialty practice, many of our members would argue that the best part is what happens outside the meetings. As an engaged member, your VSPA peer relationships across the country connect you to member owners/specialists who have confronted and solved the same day-to-day challenges you face. Fundamentally, these relationships and friendships are the essence of VSPA.

## EXPERT VET.COM

VSPA has started a unique website, designed for and available to the public. The website has three purposes

1. To provide useful information to pet owners, offering brief pieces on diseases that are commonly known to veterinary specialists.
2. To educate the general public about the existence and value of veterinary specialists.
3. To direct website visitors to VSPA member hospitals.

Although still in the early stages, ExpertVet.com is showing enormous potential.



**FOR  
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