



THE PROFITABILITY OF CO-MANAGED CARE...

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DISPELLING THE MYTH OF COMPETITION AND PROVING THE VALUE OF OPTIMAL CARE



WHY?

- How did we get here?
- When did you decide?



WHERE IT ALL STARTED



ASK THE PCDVMS





WE ARE ALL THE SAME

Optimal Health Care For Animals



IT WORKS, UNTIL...

Optimal Health Care For Animals

TOO LATE REFERRAL



TOO LATE REFERRAL




TOO LATE REFERRAL


- Already spent all their money at the pcDVM...
- “ We wish we had known about you sooner...”
- Prognosis...




WHAT HAPPENS?

Optimal Health Care For Animals



Judging Intent




SABOTAGE RELATIONSHIP

Optimal Health Care For Animals

Questioning Intent
Questioning Ability

LOSE OUR WAY

Optimal Health
Care
For Animals

Judging Interest
Judging Ability





WHAT CAN WE DO?



REMEMBER THE WHY...

Optimal Health
Care
For Animals

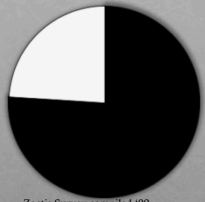
COMPETITION MYTH





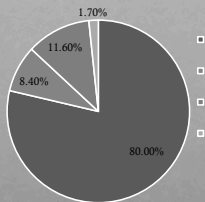
REALITY IS...

Client response data




Zoetis Survey compiled '09
Trends Feb 2014

CVCA Data



- Primary Care Veterinarian
- Veterinary Specialist
- Previous pet
- Web search

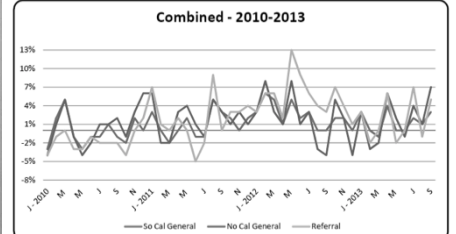
pcDVM and other rDVMs = 88%



Partners in Caseload


Comparing Relationships in Economic Performance:
California General Practices & Specialty/Referral Practices

Combined - 2010-2013





So Cal General No Cal General Referral


Gatto McFerson, LLP



5 LITTLE WORDS





...GOOD MEDICINE IS GOOD BUSINESS



...GOOD MEDICINE IS GOOD BUSINESS

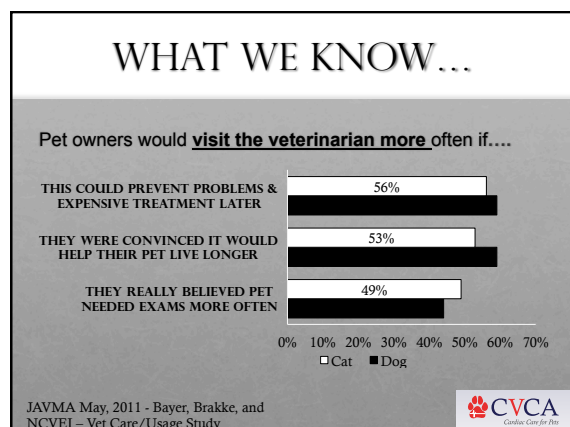
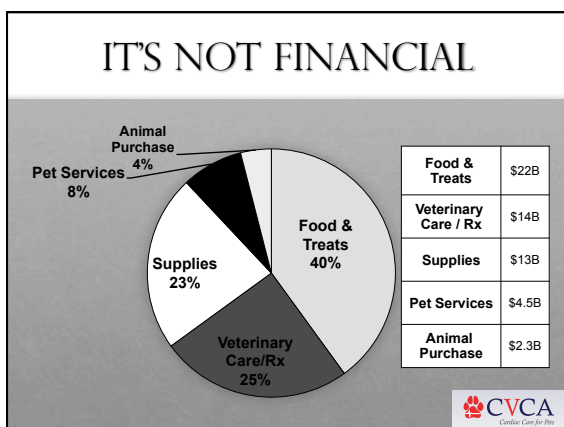
Scientists need Proof



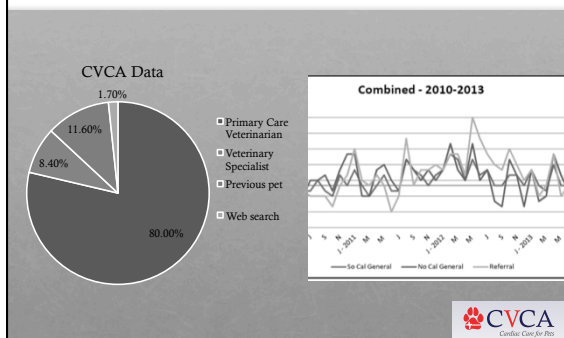
PROVE OUR WORTH

- \$58B spent on companion animals in the U.S. – 2014



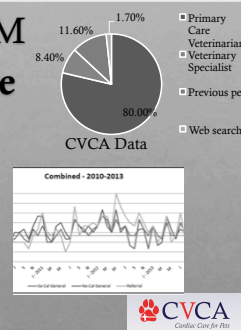


BIG PICTURE



OUR APPROACH

- **Support the pcDVM**
- **Clarify our message**
- **Demonstrate financial benefit**
- **Generate data**



SUPPORT THE PCDVM

- Sprinkle praise for pcDVM throughout the visit
- **Verbally:**
 - “great records already here”
 - “their treatment was life saving”
 - “weight loss plan with...”
 - “3 of us together manage from here”



SUPPORT THE PCDVM

- Praise the pcDVM
- **On paper**
 - exactly when to recheck
 - Continue care of other conditions
 - HW and flea prevention
 - WELLNESS CARE – schedule q4, 6, 12 mo
 - Reports same day to all (8% other specialists, holistic...)



SUPPORT THE PCDVM

- Zero tolerance on negativity
- HUGE lead by example opportunity
- The “hallway” – good and bad habits



CLARIFIED OUR MESSAGE

- Prioritized Marketing = FT job
- Line item in the budget
- Internal - Focus on partnership w pcDVM
- External - Schedule for Lunch and learns
- Local pet magazines - client “written” stories, co-managed care



PARTNER WITH LOCAL PEDIATRIC PRACTICE



LUNCH AND LEARNS

- Review disease process only a little
- Focus on interactive event, build relationship
- Demonstrate ways they can be more involved
- Discuss financial advantage to them
- Why refer early
- Good medicine is good business



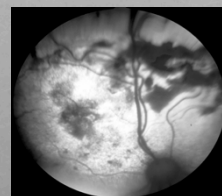
PREVENT OR TREAT?



LUNCH AND LEARNS

HYPERTENSION=BAD

- Diagnosis is just the beginning
- Must rule out underlying causes
- Usually Secondary



Good Medicine is good business



Financial side = part of the discussion
Rapid return on investment, profit center



MODEL 811-B DOPPLER
ULTRASOUND - \$670.00 with one probe
Manometer - \$126; Cuffs - \$9.95; \$805.95



Good Medicine is good business



NT PRO-BNP IN CATS

- HCM = most common
- 15% of the general population of cats have LV hypertrophy
 - Prevalence of cardiomyopathy in apparently healthy cats. Paige CF, Abbott JA, Elvinger F, et al. *JAVMA* 234:1398-1403, 2009.
- High percentage with no symptoms
- Murmurs or gallop is a gift
- Radiographs – variable
- Echocardiography definitive



Early Diagnosis is Key!!!

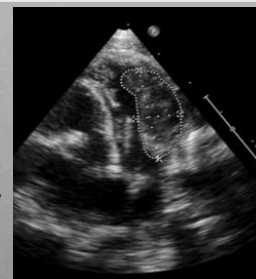
- Prevalence of 15%
- NT-proBNP - PPV is 53% and **NPV is 93%**
- Auscultation and radiographic screening **may** detect from 30 up to 70% of patients with left atrial enlargement...
- The sensitivity and specificity for correctly identifying the cause of dyspnea via Rads 48% and 44% respectively

Defrancesco JAVMA



Worst cases

- Silent disease = WORST
- AAHA 1995 - 100 cases, 7% diagnosed prior to FATE
- JVIM (2003) - 127 Cases, 24% of cats had diagnosis or suspicion prior



NT Pro-BNP, Good medicine is good business....



Add on cost
\$19.95, client
cost \$52

As single test
\$62.5, client cost
\$168

It's good for cats, it's good for the practice



GENERATE DATA CO-MANAGED CARE = OPTIMAL CARE

- Retrospective review of CHF
- Sm K9s, DMVD
- Managed w pcDVM alone compared to Co-managed



2011 BAYER STUDY

Pet owners would visit the veterinarian more often if....

THIS COULD PREVENT PROBLEMS & EXPENSIVE TREATMENT LATER

56%

THEY WERE CONVINCED IT WOULD HELP THEIR PET LIVE LONGER

53%

THEY REALLY BELIEVED PET NEEDED EXAMS MORE OFTEN

49%

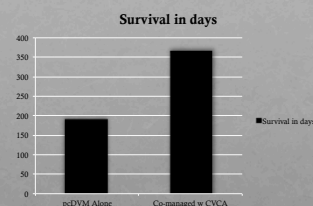
0% 10% 20% 30% 40% 50% 60% 70%

□ Cat ■ Dog



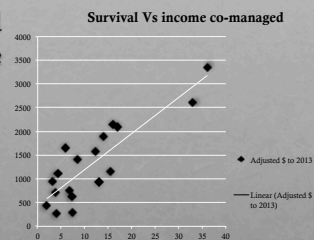
RESULTS

- Dogs lived **91% longer** when co-managed
- 189 (6 mo) Vs. 361(1 yr)



RESULTS

- pcDVM generated **22% more income** when cases were co-managed compared to managed alone



OPTIMAL CARE IS CO-
MANAGED CARE =
GOOD FOR EVERYONE



REMEMBER THE WHY



OPTIMAL CARE REQUIRES ALL 3



UP TO US TO PROVE IT



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