

VSPA 2018 Fee Survey


Darren Osborne

Four Step Pricing Model


► Establish

- | | |
|---------------------|--------------------------------|
| ◦ Floor Price | <i>Hospital Cost</i> |
| ◦ Ceiling Price | <i>Value to Pet Owner</i> |
| ◦ Market Data | VECCS / VSPA Fee Survey |
| ◦ Value Proposition | How you arrange above elements |

Value Proposition

- ▶ We want to be the leader in our area
 - ▶ We want to offer cutting edge, state of the art veterinary medicine
 - ▶ We want to provide the highest standard of care for the pet
 - ▶ We want to be able to provide all this at the lowest possible price so everyone has access to the best veterinary care
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Value Proposition

- ▶ We want to be the leader in our area
 - ▶ We want to offer cutting edge, state of the art veterinary medicine
 - ▶ We want to provide the highest standard of care for the pet
 - ▶ We want to be the price leader so we don't under-cut referring veterinarians
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Results of the VSPA Fee Survey

- ▶ Compared to 2017 VECCS Survey
 - VECCS Mean
 - VECCS Best Fee
 - *"I went home and changed all our fees. Now we are building a second hospital."*

Does it matter where you're from?

