



## Press Release

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### For immediate release

#### VHMA, VETPARTNERS, AND NCVEI ANNOUNCE MOTIVATING CHANGE INITIATIVE

*Clermont, FL—September 9, 2009.* What makes some veterinary practices flourish and not others? Three premier organizations—the Veterinary Hospital Managers Association (VHMA), VetPartners, and the National Commission on Veterinary Economic Issues (NCVEI)—have partnered to try to answer this question. The goal of the Motivating Change Initiative is to identify practices that have made positive, forward-looking changes and to share the factors underlying these successful practices with the industry as a whole.

“Our overall goal is to provide those practices that are not running as efficiently as they could be with the tools, resources, and knowledge to manage their practices

more efficiently, and eventually be more effective and profitable,” states Christine Shupe, CAE, Executive Director of VHMA.

The initiative began as a VHMA effort to provide a new, value-added resource to their members. According to Shupe, “We wanted to address many of the questions our members have: what tools and resources are available; which tools are the most effective; and what do members need to grow their practices that we are not providing?”

After the VHMA effort evolved into a joint initiative with NCVEI and VetPartners, the first step was to seek information via an online survey from veterinary practices that had successfully implemented changes, for example, those practices that exhibited a revenue growth of 10% or more after periods of little or no growth. “We are trying to discover what motivates these practices to go from being a mediocre practice to one that starts performing and experiencing growth, good margins, increased revenue, and retains clients,” states Dick Goebel, DVM, Immediate Past President, VetPartners. “And even more importantly, we are trying to pinpoint what the specific characteristics of high-performing practices are,” adds Shupe.

The second step—validating results and conducting in-depth interviews with the staff at these successful practices—is currently underway.

Karen Felsted, CPA, DVM, CEO of NCVEI, commented, “One key factor we hope to identify is how to recognize what stage a practice is in—and what tools and resources can best be used at that time to help it change, grow, and succeed.”

Results will be available later this year, and the key findings will be shared with the industry. “We hope to use what we learn about motivation and change to help practices take charge and become more successful,” concludes Dr. Goebel. “Our aim is to turn these findings into valuable information, resources, and tools that practices can use to implement change in their practice,” adds Shupe.

The Motivating Change Initiative is still looking for more practices to provide insight and aid their fellow industry members. If you know of a veterinary practice interested in participating, please contact Dick Goebel at 574-583-6383.

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### **About NCVEI**

The National Commission on Veterinary Economic Issues (NCVEI) was founded in January 2000 with a mission of raising the economic base of veterinary medicine. A wide-ranging group of benchmarking, pricing and communications tools as well as other resources are available, free of charge, at [www.NCVEI.org](http://www.NCVEI.org). The Commission is a not-for-profit organization governed by a Board of Directors representing the three founding organizations: American Veterinary Medical Association, American Animal Hospital Association and the Association of American Veterinary Medical Colleges. Funding is provided by members of the NCVEI’s Sponsor Council that includes Merial, Hill’s Pet Nutrition, Veterinary Pet Insurance, Fort Dodge Animal Health, Bayer Animal Health, CareCredit, Simmons Educational Fund, and the Western Veterinary Conference.

### **About VetPartners**

A non-profit group of professionals, VetPartners serves and advances the veterinary profession with innovative, relevant, valuable, and ethical practice development solutions. Our members view integrity as their highest priority, strive to be responsible leaders, and dedicate themselves to continued personal and professional growth so they can better serve the profession. Our commitment to delivering results through close interaction and partnership is a core value for our members. For more information, see [www.VetPartners.org](http://www.VetPartners.org).

### **About VHMA**

VHMA is a unique association, created in 1981 by and for veterinary hospital managers. The guiding principles are to pursue excellence in practice management, open channels of communication, and create the opportunity to develop friendships between practices. VHMA offers a certification process for veterinary practice managers, as well as conferences exclusively for management. For more information, see [www.VHMA.org](http://www.VHMA.org).