



Press Release

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For immediate release

VHMA, VETPARTNERS, AND NCVEI ANNOUNCE SUCCESS ATTRIBUTES INITIATIVE

Clermont, FL—January 10, 2010. 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 Success Attributes Initiative is to identify the characteristics and behaviors that are consistent with optimal practice performance and success.

“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.

A joint initiative with VHMA, NCVEI and VetPartners, the first step is to seek information via an online survey from veterinary practices. “We are trying to discover the differences between practices based on their profitability. 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—will be underway shortly.

Karen Felsted, CPA, DVM, CEO of NCVEI, commented, “One key factor we hope to identify is what tools and resources can best be used to help a practice grow, and succeed.”

Results will be available in early 2010, and the key findings will be shared with the industry. “We hope to use what we learn 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 Success Attributes Initiative is still looking for more practices to provide insight and aid their fellow industry members. If you are interested in participating complete the [survey now](#) or visit www.vhma.org and click on the highlighted Success Principles Initiative under Association News. ###

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. 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.

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.