



Stop The Cycle.



PETSMART
Charities
North American
Spay/Neuter Conference



August 14-17, 2014

Conference Hosted By:



Found
Animals.

Austin, Texas

Wellness Clinics: Understanding the Business

David L. Smith, Executive Director
Spay-Neuter Assistance Program (SNAP)



SNAP Wellness Services

- Focus on Prevention
- Services Provided:
 - Wellness Screening
 - Vaccinations
 - Testing and Preventive Medicine
 - Deworming
 - Micro chipping
 - Other
- Operating Days:
 - Houston (6 days) Mon-Sat
 - Pasadena (3 days) Tues, Fri, Sat
 - San Antonio (4 days) Tues, Thurs, Fri, Sat





Background History

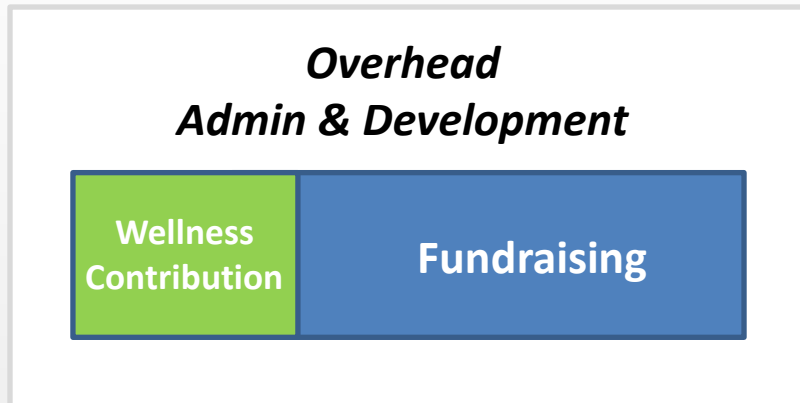
	Houston	Pasadena	San Antonio
FY2010	13046		2569
FY2011	13216		4039
FY2012	12457		4256
FY2013	12775	1319	3894
FY2014	11760	3177	4392

- Average approximately 21 exams/vet/operating day

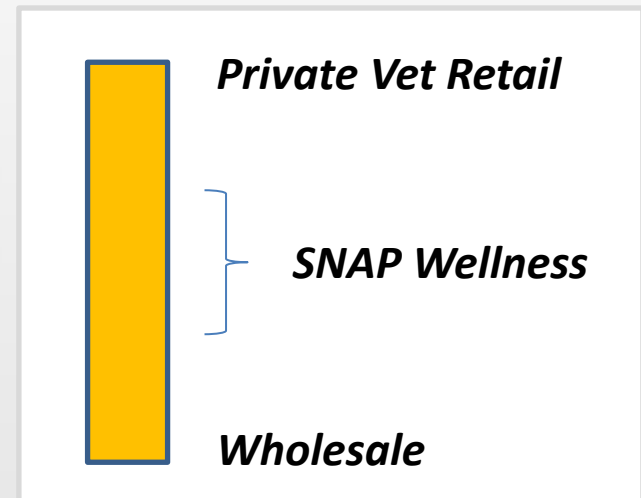


SNAP Business Model: Role of Wellness

- Contribution from wellness supports overhead:



- Balance product pricing.....





Wellness Client Statistics

- Average invoice/ticket: \$61-75
- Additional wellness at time of surgery:
 - Client Paid Surgeries: 18-31%
 - Free Surgeries: 10-20%
- Both spay/neuter and wellness clients: 50%
- Wellness clients that buy re-sale products: 60%





Wellness Considerations and Challenges

- **Starting Wellness Operations:**

- Understand that it is a walk-in business – wait times!
- Determine days/times open
- Fully understand what services will be offered
- Understand the ‘role’ of Wellness within the organization; how does it relate to the overall or primary organization mission?



Wellness Considerations and Challenges

• Operational Considerations/Challenges:

- What is acceptable wait time?
- Staffing:
 - Optimal vet/vet tech model
 - Leverage with spay/neuter services
- Not full service!
 - Screening at intake – ‘sick’ animals that need services beyond standard wellness
 - “Standard of Care” – determining which services should/should not be included:
 - Physical clinic constraints – e.g. equipment, isolation areas
 - Complexity –e.g. issues with dentals (simple cleaning vs. extraction)
 - Beyond traditional wellness:
 - Heartworm Treatment
 - Dentals
 - Orthopedics
 - ‘Client for life’ concept – certain segments *yes*, others *no*





Wellness Considerations and Challenges

• Financial Considerations/Challenges:

- Exam fee ‘dilemma’
 - Certain segments don’t want the exam (e.g. rescues)
 - Wellness clinics vs. limited exam ‘shot clinics’
 - Client irritation if referred and must pay FSVC exam fee
- Paying clients vs. pro-bono:
 - May be more challenging getting donor funding for wellness vs. spay/neuter
- Pricing Strategy

• Other Considerations/Challenges:

- Services ‘overlap’ with private veterinary clinics – competitive tension
- Referrals for services not provided



Stop The Cycle.



THANK YOU!