

## **Efficient vs Effective: Positioning Your Practice For the Future!**

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The last 5 years have been marked by a paradigm shift in general practice with greater emphasis being placed on Urgent Care and less emphasis being placed on Preventative Medicine. This shift in care focus has been associated with generalized reduction in the quality and consistency of veterinary care provided to patients and their owners. In some areas, curbside service continues to be an option for clients resulting in reduced opportunities for client connection and education. Taken in concert with the impact of general (22%) and veterinary (38%) inflation over the past three years as well as increasing competitive pressure from telemedicine and online vendors, veterinary providers are seeing a reduction in client bonding as well as client visits, invoice numbers, and in some cases, revenues. Raising fees while decreasing the quality of the client experience and eroding the value of the healthcare visit is not a high yield plan for future success. The future belongs to practices that are intentional about their medicine and relational about their client patient experience.