State of the Industry

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State of the Industry

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Snapshot of the economy

Stock market

Consumer spending

Employment
Snapshot of annual practice growth

- Active patients: 1.4%
- Patient visits: 2.1%
- Practice revenue: 5.5%
Revenue Growth 2012-2013
Percent of hospitals

- Decliners: < 0%
- Growers: 0 – 10%
- Outgrowers: > 10%

Consistent Outgrowers
2 years in a row!
Personalized. Exceptional. Care.
Two-thirds of Consistent Outgrowers see the Pet & Owner Bond as “very important” to practice success.
Without a strong bond between pets and their owners, we would not see pets to treat and we would not get compliance with recommendations. The love has to start at home.”

– Consistent Outgrower
I treat the pet owner as a partner with me in ensuring the pet gets the best care possible.”

– Consistent Outgrower
All segments say the Client & Practice Bond is important...

...Consistent Outgrowers focus on turning the visit into an Experience
Before the visit, Consistent Outgrowers...

- Hold community events
- Use client marketing software
- Offer care payment plans
After the visit, Consistent Outgrowers…

- Share something to show value
- Forward book the next visit
- Follow-up

$1 billion opportunity
Consistent Outgrowers...

• Provide a stress free environment
• Review complete diagnostic history
• Trend diagnostic results
Consistent Outgrowers…

• Set goals and measure
• Conduct daily rounds
• Invest in practice technology
• Commit team to higher standards
## The value of accreditation

<table>
<thead>
<tr>
<th></th>
<th>AAHA-Accredited Practices</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue per transaction</td>
<td>$124</td>
<td>$109</td>
</tr>
<tr>
<td>Transactions per active client</td>
<td>5.2</td>
<td>3.9</td>
</tr>
<tr>
<td>Revenue per active client</td>
<td>$645</td>
<td>$425</td>
</tr>
</tbody>
</table>

Source: Financial and Productivity Pulsepoints, 7th edition
Summary

• Growth is an imperative

• Your practice is stronger when you strengthen the bonds

• Your team, clients and patients will notice your higher standards
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For inspirational stories and more information, go to...

http://www.idexx.com/strengthenthebonds