

Financial Efficiency

8 ways to keep you from being behind the 8-ball

by Carolyn C. Shadle, PhD, and John L. Meyer, PhD

This article is the fourth in a series of four to help build efficiency in your practice.

“I entered the profession when the primary goal was to assist the patient and the client. The new business model is to run your business as a business, which may not always be in the interest of your client. I know I’m a dinosaur. But I’m lucky. I graduated when tuition was low with no student debt. I purchased my practice in a small town where expenses were also low. What would I do if I were to graduate now?” So said John, a longtime veterinarian.

Times have changed. “If you don’t pay attention to the financial side, you can’t stay in business to provide animal care.” So said Denise Tumblin, president of Wutchiett Tumblin and Associates, which annually authors resources for veterinary financial management.

Check yourself on these eight things to consider when managing the financial side of your business:

1. Understand the concepts of profitability and benchmarking

“Do you have enough money to buy the new software system you are considering? Can you afford the benefits



Pricing is more important than cost control because pricing is unlimited while cost control is not.