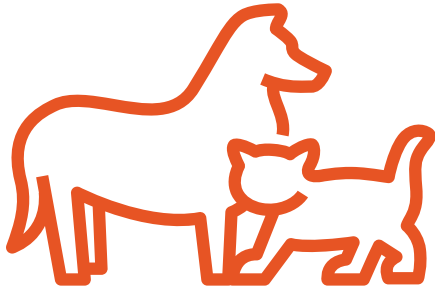


➤ Small Changes Make a Big Difference



Centre Animal Hospital

State College, PA

Full-service companion animal clinic

- 26 years in practice
- 25 on staff

Before Profit Solver®

- Centre Animal Hospital reviewed national and regional pricing on similar-size practices for shopped and non-shopped services.
- Annual across-the-board percentage increases were instituted ranging from 3% to 6% based on research, economic data and best guesses.
- The hospital lacked a scientific approach to identify the profitable services for the practice vs. the services losing money.
- Pet owners routinely questioned pricing changes.

The Profit Solver Approach

- Apply a scientific method to setting appropriate and fair pricing.
- Enable the clinic to quickly make accurate and informed decisions on how to best manage costs, inventory and equipment purchases.
- Identify the profitable services vs. those that are not.

Outcome/Results

Profit Solver helped Centre make informed and accurate decisions, which helped the clinic reveal their true costs, ensure profitability on services and achieve overall financial goals. Because only a few select fees were increased, pet owner reactions to changes were minimized. The staff was fully aligned and engaged with the approach, helping them feel confident delivering consistent, quality care to their patients at the best possible price. The implementation was completed in less than 6 hours over a 3-week period.

➤ Small Changes Make a Big Difference

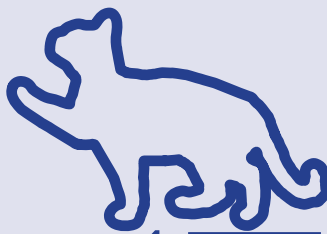


55 services analyzed

29 price adjustments



\$2.47 average price adjustment



\$70,316 new annual profit

