

2020

GROWTH
LIST

CANADA'S
FASTEST-GROWING
COMPANIES

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LOYAL COMPANIONS

How VetStrategy became the country's largest and fastest-growing vet consolidator — while leaving medicine to the pros.

When the business aspects of running an animal hospital become too complicated or cumbersome, Canadian veterinarians needn't worry that their years of first-rate care, or their legacy, will be erased.

VetStrategy, a Canadian founded and operated vet consolidator, takes a refreshingly caring, un-cookie-cutter approach to easing an animal hospital's back-end financial and operational logistics — by actually purchasing the clinic from the owner, who may be looking to focus full-time on medicine, or seeking an option for succession planning.

Based in Woodbridge, ON, with a coast-to-coast network — including 180 hospitals (and growing), more than 640 vets, and more than 3,000 staff with a supportive cross-country field operations team — VetStrategy stands out with a commitment to respecting each hospital's heritage and authenticity.

It's a major selling point among owners. "Some consolidators come in, put their name on your sign, change all of your policies and procedures, and standardize everything from a corporate standpoint," says CEO Orin Litman. "We preserve everything, right down to the email signatures. Clients see the same faces and receive the same care and service that attracted them to their hospital in the first place."

VetStrategy offers many additional practical advantages. Veterinarians are afforded access to mentorship opportunities by leveraging the 640-plus practitioners in the network, and hospitals can also share best practices. VetStrategy offers a full suite of operational efficiencies for independent practice owners: a finance team to handle payroll and accounting; an HR department to manage recruitment, onboarding and education; a dedicated marketing team to help with design, social media and web maintenance — and a slew of other support teams to manage the business' success. There are also perks, quite literally, in the

form of an extensive employee assistance program that offers free and confidential resources to all hospital-level employees.

Practices also access support of sister clinics, as well as ten 24-hour emergency hospitals, dispersed nationally. The medicine, says Litman, is best left to the professionals.

Clients of VetStrategy's hospitals also benefit from a plethora of expanded offerings: practices can offer pet supplies, such as food, toys and/or medications, online, with the option of at-home delivery or in-hospital pickup. Litman also cites the brand's innovative telemedicine platform — introduced during COVID — as proof positive of VetStrategy's commitment to the utmost standard of care, no matter where patients are located.

"Every decision we make and every initiative we undertake starts with three basic principles: patient care, client service, and supporting the team," Litman says. "They're also based on answers to three fundamental questions: How does it impact patient care? Will this improve client service? How will this impact the team?"

Virtual consultations — available by phone, video and chat — ensure access to check-ups and expertise from specialists. "In remote areas, there's no way you'd be able to get this kind of care in a small town," says Litman. "Telemedicine takes away the limitations of geography. I can say with confidence that VetStrategy has made a difference in the lives of people who have dedicated themselves to this industry." In the end, VetStrategy's elite business acumen and its respect for practitioners' history and integrity prove that no compromise is needed when it comes to delivering quality service to clients — both furry and human alike.

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For more information, please visit vetstrategy.com