

VetSCOPE NEWS

Practice Matters

Millstreet veterinary talk about the benefit of moving to their newly designed premises

Page 1

Forecasting

New forecasting functionality in VetSCOPE explained

Page 2

Practice Planning

What steps to take in designing a business plan for your practice and what it might mean for your lifestyle

Page 3

Procedures

Read how the new procedure function can make your billing more efficient and effective

Page 4

MillStreet's Ahead

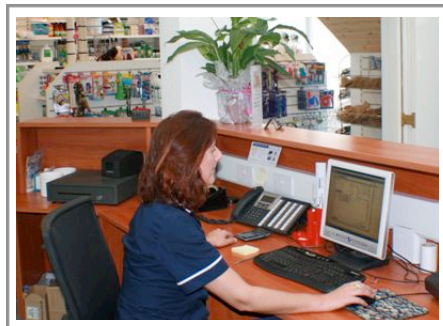
New premises for Millstreet Veterinary Group will facilitate further growth & development

Millstreet Veterinary Group was formed in 2000 by the merger of two adjacent practices. The merged practice is now managed by five partners in total - Michael Pigott, Michael O'Connor, Liam Kent, Andreas Zenker and Mairead Wallace-Pigott.

In February of this year, the practice moved into a new purpose built 5,500 sq.ft. premises on 1.1 acres at the edge of Millstreet Town. Parking had become a major problem at their previous surgery in the town centre and lack of space to expand and develop had necessitated the move. They now have a pleasant, comfortable, bright working environment with room to expand the business and maximise their potential.

"As we expand further we see VetSCOPE playing an ever increasing role in the management of our business." says Mairead Wallace-Pigott.

Millstreet practice has basically five different facets - the core large animal business, TB/Brucellosis testing, an increasing small animal business, a retail shop selling licensed merchant products and pet supplies as well as a vibrant pet grooming service. A fully integrated service is on offer to large animal clients, including Herd Health programmes, consultancy services, mastitis control and



fertility programmes, in addition to the usual fire brigade services.

Continued on page 2

Welcome

Over the past few months we embarked on a process to appoint a new sales and support person for our business. As a process it was a very useful experience and we are delighted to announce that we have recently appointed Vincent Langan to fill this position. Vincent has extensive experience in the development of many different business models in Ireland. We feel that this experience will be valuable to our business and to our clients' business. Vincent's article in this issue is the first on business planning for your practice.

We would like to take this opportunity to welcome Vincent on board and we hope your practice will gain from his involvement.

Stephen Lawler

Stephen Lawler
Lawler Developments Ltd

VETSCOPE NEWS

New Budgeting and forecasting functions

Imagine being able to pull up your sales, cost of sales and expense figures for the last twelve months and then instantly calculate a budget figure for the next year under each analysis code. The latest version of VetSCOPE now has this function. Simply go to the Analysis codes section of Prices /Codes and scroll to the right to view the budget section. Select the start and end periods for the previous year and then press the Update button. Next set the Forecast figures by clicking on the green + symbol and enter in the figure for percentage increase or decrease. Finally select the financial periods for the current year. Each time you press the Update button the current years figures will be updated. The difference column will display the difference between last year and current year figures. Pressing the income or expenses buttons will display the appropriate codes. At any stage these figures can be exported to Excel for further analysis.

<div>Income Costs Expenses Update Export</div>				
Budgets from financial period 49 to 80				
	forecast	current year	difference	previous year
+	8,378	882	7,496	7,616
+	7,062	323	6,739	6,420
+	4,574	0	4,574	4,158
+	12,532	10,129	2,403	11,392
+	1,478	0	1,478	1,344
+	1,525	650	875	1,386

Millstreet's Ahead - Contd/ from page 1

Millstreet small animal clients receive a hospital standard service with a spacious waiting area, 2 exam rooms, an operating suite, x-ray and in-house lab. facilities, overnight kennelling facilities and an isolation unit.

Millstreet Veterinary Hospital employ 6 lay staff -3 full time and 3 part time.

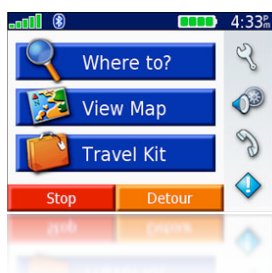
In 2004 they changed their computerised management system. After investigating all the systems on offer at the time, they opted to install VetSCOPE. They now use VetSCOPE as a management tool for all

aspects of the business - large animal visits, small animal consultations, sales, billing, stock control, and monthly reports. Direct debits are easily managed with VetSCOPE and approximately half of all their large animal clients now pay by this method. This has dramatically improved their cash flow.

Working in an intensive dairying area, they are very optimistic about the future of their clients and therefore the practice. As none of the partners has a T.V.I. factory shift, the practice is totally client driven. They feel it is important to be proactive in selling their services, educating their

clients and leading the way in innovative veterinary practice. Their new premises has a meeting room capable of seating up to 80 people. They intend to use this facility for seminars and lectures to targeted groups of clients both large and small animal.

"We no longer ask ourselves if we can facilitate change and expansion, we now ask ourselves how we can expand further. As we expand further we see VetSCOPE playing an ever increasing role in the management of our business." says **Mairead Wallace-Pigott.**



Satellite Navigation for your practice

Sometimes a new technology comes along and you just know that it makes sense. Have you ever found yourself going along a road not quite sure where to turn off or even if you are on the right road to begin with? Do you always know what the quickest way from farm A to farm B is? How do you impart all the knowledge you have gained over the years to your new staff?

Sat-Nav. systems have now come of age in Ireland. It used to be that Ireland wasn't covered fully by the available mapping software. This has changed dramatically in the last year with almost complete coverage for Ireland available on most good systems. Did you know that you can store all your client locations in the system just by pressing a button when at the location. These locations can be stored on your computer and even downloaded to another Sat-Nav device.

Additional benefits on many systems include hands free operation of a mobile phone using Bluetooth® technology, MP3 player, Currency conversion, Points of interest such as hotels, restaurants, hospitals, petrol stations and much more. Many systems allow for the storage of additional maps for other countries.

VETSCOPE NEWS

New Appointment



We are pleased to announce the appointment of Vincent Langan MSc, MIIIE as Sales Executive.

Prior to joining VetSCOPE he worked

as a consultant specialising in devising and implementing best practice systems and procedures for small and medium size enterprises.

He has an excellent understanding of the factors that impact enterprise in Ireland with a specialist knowledge of the agriculture and food processing sectors.

His knowledge and experience gained from working with companies such as CRH plc and the IDA, together with his good sense and wise solutions will be a huge asset to VetSCOPE in ensuring that our customers continue to receive the service they expect and deserve.



World Congress Dublin

20th-24th August 2008

This year, Ireland is hosting the 33rd world congress for WSAVA, FECAVA and VICAS. It will be held in the Royal Dublin Society. Come visit our stand in the Main Hall exhibition area. We wish the organising committee well in their preparations for what will be one of Ireland's biggest veterinary events.

Does your practice require a business plan?

Vincent Langan MSc, MIIIE

"The art of prophecy is difficult, especially with respect to the future" Mark Twain

Much of what is written about business planning makes it appear very complex and would deter many veterinary practices from investing time and effort in developing a formal business plan.



Over the coming months VetSCOPE NEWS will demonstrate a step by step approach to devising and implementing a strategic business plan for veterinary practices. All veterinary professionals are practising strategy, whether with a conscious discipline or not. This series of articles aim to help you do it better.

The articles will help you clarify your thinking about where you want to take the practice in the years ahead, what areas of activity you want to engage in, and what levels of success you want to aim for. You will see how best to achieve your long-term purpose, given your own resources and capabilities, and given the realities of the environment in which you practice. The result should be a realistic and flexible plan to guide you on your way.

The aim of this first article is to stimulate discussion within the practice and help you in "Defining the Practice" and "Setting Long-Term Goals".

Defining the Practice

You cannot be the best at doing everything for everybody. As veterinary medicine and customer needs develop, you need to focus on what you do best.

In "Defining the Practice" you should answer three key questions:

- **Which customer / client groups / types will the practice try to serve really well?**
- **Which needs of these customers / clients could the practice plan to serve really well?**
- **With which technologies, products and services?**

You should think long and hard as you answer these three questions, and you may need to do a little research in the process. But you should decide, and write down explicit answers. You are setting out the strategic shape of your practice for the future.

Setting Long-Term Goals

The second task will be to set long term goals. Setting long term goals provides a steady strategic direction for the practice. If you have clear long term goals, you never lose sight of where you are heading, and you can quickly pull yourself back on track.

Continued on page 4

Are you enjoying all the benefits of using the new admission forms in VetSCOPE?

The new style admission and euthanasia forms provide a lot more flexibility when creating customised forms in VetSCOPE. The new style takes on the form of a mail merge document allowing you to insert fields of your choosing wherever you wish on the page even within a sentence. For more details on how to use this function please download the instruction PDF from our website www.lawlerdev.com/Downloads/VS_Forms.pdf. (Please copy upper and lower case as written in link). For additional information please check the support section of www.vetscope.ie.

VETSCOPE NEWS



Business Planning -

Continued from page 3

Long term goals should be set for at least three years out, and up to five years if it seems reasonable to you. At this stage, you should make

yourself dream a little. Ambitious and demanding goals will force you to think much more creatively and boldly about new ways of looking at the practice and the needs of your clients.

Try to imagine a snapshot of your practice as you would like it to be in three or five years time. What is your total revenue? What profit margins have you? How many staff will you have? What are you notable for, what are you excellent at? What is your personal income / rewards?

Do not be afraid to write this down. Be realistic, but be ambitious. If you cannot visualise it, you will not do it!

The above two tasks will enable you to set the direction for the practice. In our next article we explain the techniques of analysing the environment (external and internal) and identifying the priority issues for action.

DISCLAIMER

This information has been provided by Lawler Developments and by third parties for information purposes only. While every care has been taken to ensure that the content is useful and accurate, Lawler Developments and any contributing third party shall have no legal liability or responsibility for the content or the accuracy of the information so provided, or, for any loss or damage caused arising directly or indirectly in connection with reliance on the use of such information.

Copyright © 2008 Lawler Developments Limited. All rights reserved.

CONTACTING VETSCOPE

You can contact VetSCOPE by telephone on +353 1 2602207 or +353 87 2243249 Email: info@vetscope.ie or in writing to 44 Fosterbrook, Stillorgan Road, Blackrock, Co. Dublin, Ireland www.vetscope.ie



New Procedure functionality

Wouldn't it be great to simply create a 'standard procedure' in the price list for conditions that regularly present. It will prevent missed charges, add value to the bottom line, show line items involved in the procedure thereby helping to justify the cost to the client, reduce stock quantity and fill in the drugs register automatically.

code	item	qty	vat code/rate	code	analysis	
718	XYLAPAN 10ML 2% VIAL SS (ROMPUN)	2	2 13.50	1000	Sales Pom	X
194	VETALAR V KETAMINE 20ML	2	2 13.50	1411	Consumable Treatments	X
269	BETAMOX 100ML INJECTION	1	2 13.50	1000	Sales Pom	X
126	METACAM 10ML 5MG/ML INJ	2	2 13.50	1411	Consumable Treatments	X
272	BETAMOX TABS 200MG 250S	15	2 13.50	1046	Sales Non Pom	X
618	RIMADYL 50MG PALATABLE TABLETS 100S ++	1	2 13.50	1046	Sales Non Pom	X
617	RIMADYL 20MG PALATABLE TABLETS 100S	1	2 13.50	1046	Sales Non Pom	X
412	BUSTER COLLAR 20CM	1	2 13.50	1046	Sales Non Pom	X

With the click of a button, a standard list of chargeable items will appear on the invoice that can be easily amended or deleted, as appropriate. This feature in VetSCOPE helps reduce the erosion of profit margin and facilitates charging for items correctly. In addition to a consultation fee, consider if you should include surgical procedures, handling fee, hospitalisation charge, nurse consults, consumables, antibiotics, x-rays, ultrasound, itemised blood tests, pain relief, dental care, procedure time, interpretation time, etc.

The itemised invoice promotes practice transparency and the detail assists in explaining the charge to the client and the care the patient has received.

The procedure function will allow for the automatic increase of prices when costs increase thereby maintaining margin. Large animal practices can also make use of this function for caesarian sections, grouping of TB testing with the bloods and many other functions.

Remember if unsure which medications will be used on any particular procedure, just add all the options and delete them from the bill as necessary.