9 FACTS you should know

Firstline Editorial Advisory Board members share the secrets you didn't know you didn't know about the veterinary business.

It's more than pets. Working at a veterinary practice means you also work with people—pet owners and co-workers.

Practices must make money. Your job may not feel like work, but your practice is a business and a financial investment. Product and service markups balance losses and reward owners who risk investing.

EMPLOYEES COST MONEY. Team members' salaries account for 23 percent of Well-Managed Practices' expenses, according to the 2007 *Veterinary Economics* Benchmarks Study.

COST MATTERS TO CLIENTS. So you need to discuss treatment plans and the associated costs. How well you communicate this information can affect clients' perception of your service.

Service affects the bond. Your client service can make or break clients' decisions to follow or ignore your care recommendations.

Clients don't know care. You repeat advice on diets, prevention, and home care every day, but each client may be hearing the message for the first time. Clients can't offer comprehensive care if you don't provide all the details.

Clients don't know medicine. Clients may not realize or understand the level of care you offer. You must tell them what you do so they can appreciate your efforts.

Looks matter. Your appearance influences clients' impressions of your practice and your team's care.

EVERY TEAM MEMBER MATTERS. Regardless of your role, you influence pet owners' experiences with your practice. *