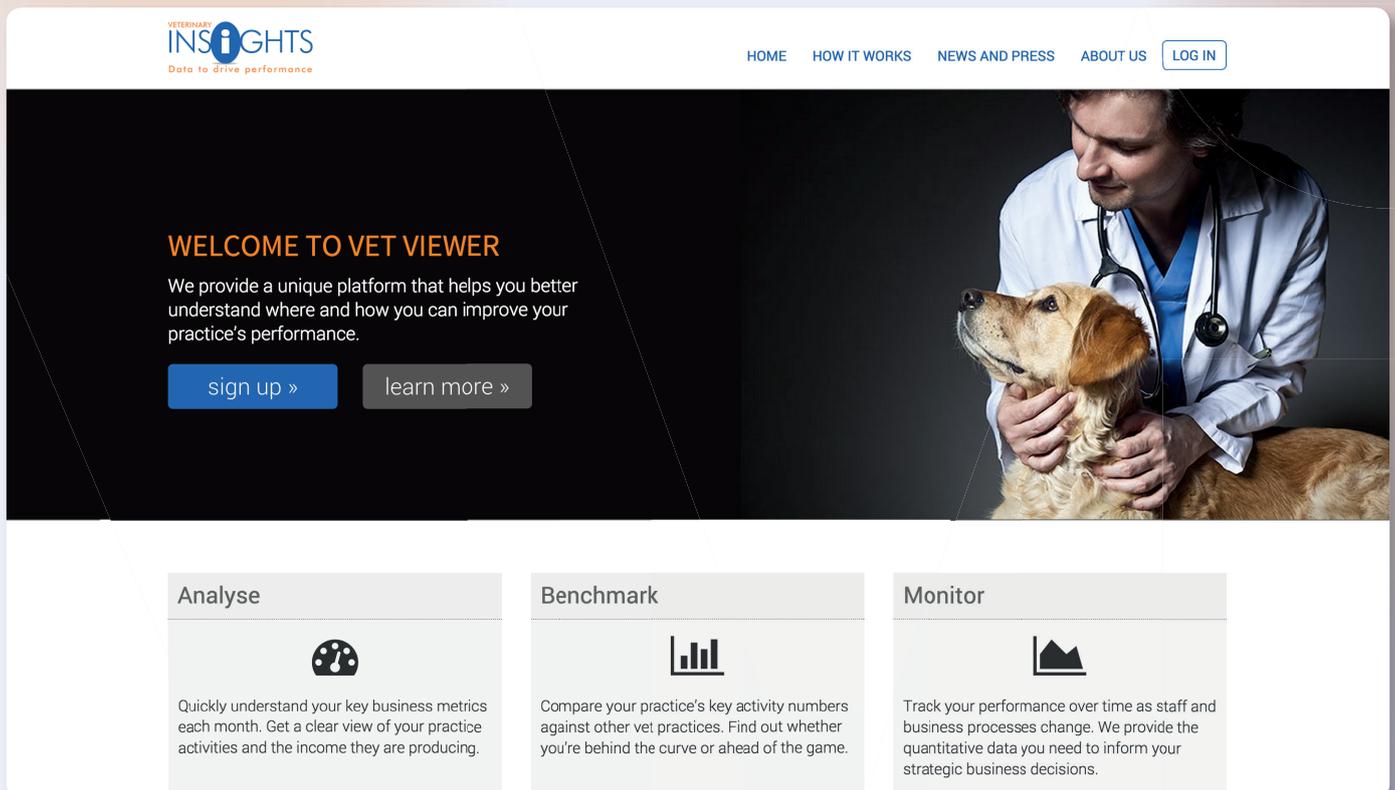


The Vet Viewer Benchmarking Service



WELCOME TO VET VIEWER

We provide a unique platform that helps you better understand where and how you can improve your practice's performance.

[sign up »](#) [learn more »](#)

Analyse

Quickly understand your key business metrics each month. Get a clear view of your practice activities and the income they are producing.

Benchmark

Compare your practice's key activity numbers against other vet practices. Find out whether you're behind the curve or ahead of the game.

Monitor

Track your performance over time as staff and business processes change. We provide the quantitative data you need to inform your strategic business decisions.

The Vet Viewer Benchmarking Service enables vets to compare their own practice activities to other participating practices that comprise the benchmarking panel. If you are a member of the Society of Practising Veterinary Surgeons (SPVS), you also have access to additional features that track key performance indicators on profitability and other financial measurements. The service is provided free of charge to participating vet practices.

The data submitted to us is secure – we use https for website security and access is controlled via encryption. We promise never to reveal your details or your data to anyone else and, while we may use the aggregated data for market research purposes, this will always be on an anonymous non-identifiable basis.

The Vet Viewer website has been designed to be simple and easy to use, enabling you to understand the data's relevance to your underlying business. You are able to access relevant statistics and KPIs on staff, activities, and animals and these are displayed on a dashboard providing you with an overall summary.

The following information shows a sample of the data provided by the Vet Viewer site. There are many additional areas that are not detailed in this document and full support is given to all clients to ensure that they can interpret their data easily and correctly.

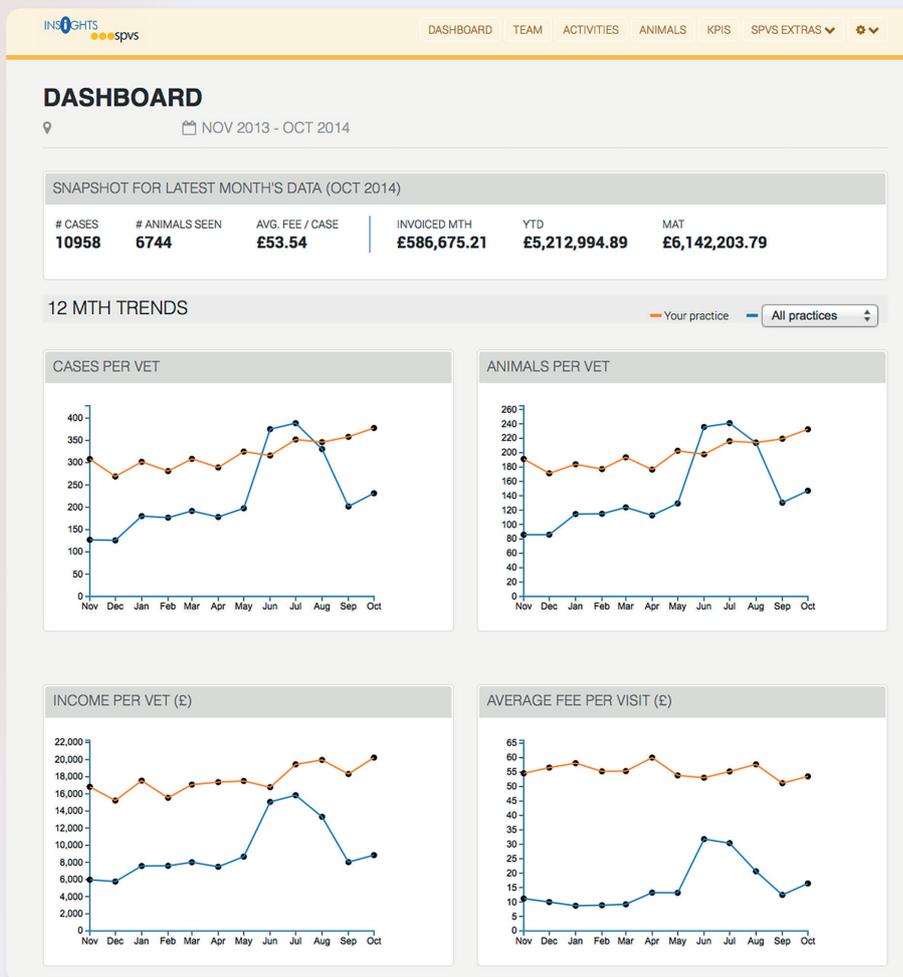
The Dashboard Page

This summarises the overall statistics for your practice. It allows you to instantly access your practice's key results for the previous month before comparing them to the preceding months on the subsequent graphs.

In addition, the Snapshot located at the top of the dashboard page details your current billing for the Year to Date (YTD) and a Moving Annual Total (MAT) shows the rolling total amount billed in the previous twelve months.

12 Month Trends

Graphs show the average number of cases and animals per vet, along with the income and average fee per vet, comparing them against the performance of others in the region.



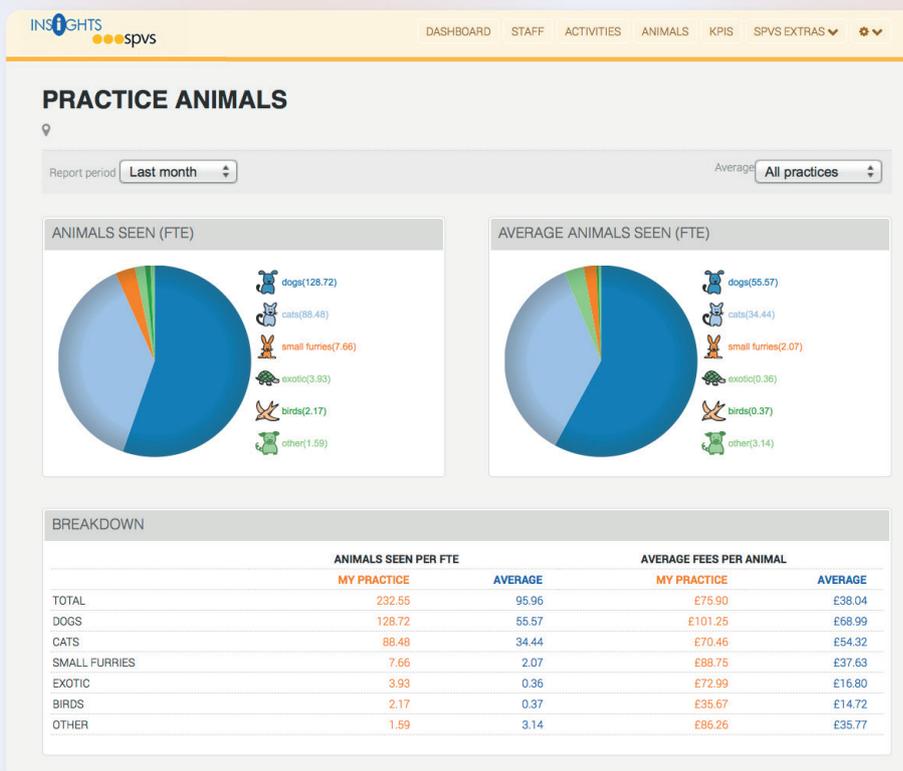
Animals and Activities

Assess your practice's animal customer base with others in your group and compare your average fees per animal category.

Practice Activities

Clear pie charts depict how your practice's various activities – surgery, consults, lab diagnostics or pet food sales – compare to other practices.

The percentage representations and the average fees charged per activity are then backed up by the actual case figures in the accompanying tables.



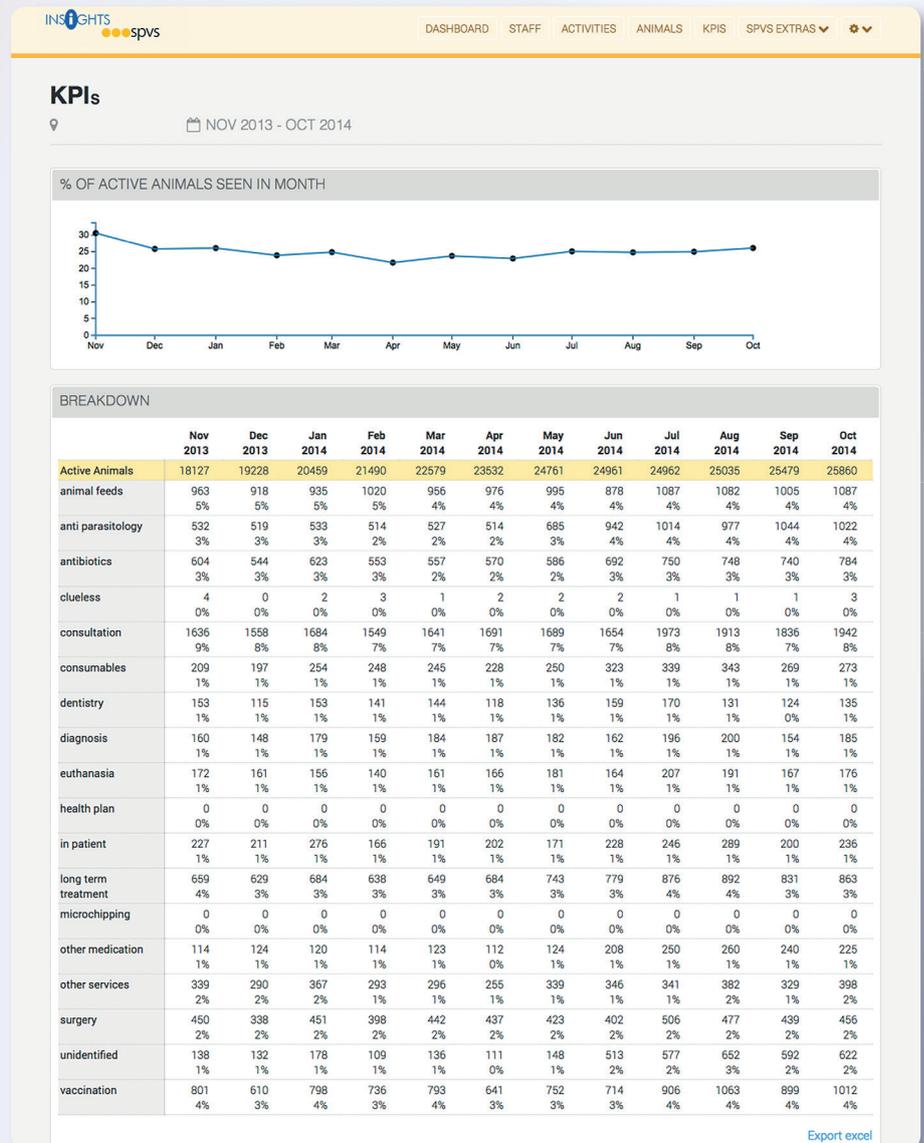
Key Performance Indicators

A graph details how many active animals have been seen per month and this figure is shown as a percentage of the total number of active animals on your register.

A breakdown table tracks month by month the number of consults, type of treatment and the amount of consumables sold, displaying this as a percentage of animals, when compared to the total number of animals having been to the practice at least once in the last 12 months.

Used with other information in the data suite, you can track and benchmark the success of specific campaigns ranging from vaccination amnesties, selling more diets or increasing the numbers of animals provided with flea and wormer treatments.

Responding to requests from our client base, the KPI's area and all activities will continue to be an evolving 'work in progress'. This enables us to develop and provide the key information you require to track and benchmark, as you and the veterinary industry continues to advance.

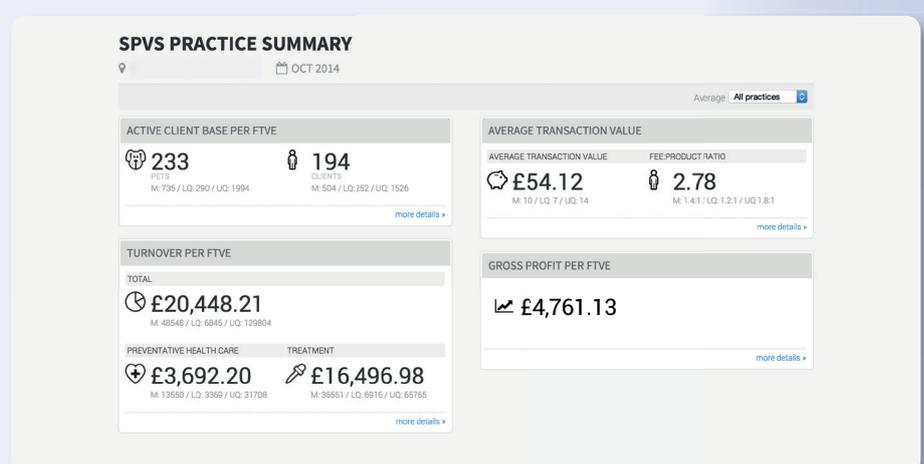


SPVS Exclusive Data

SPVS members may access some additional data tables that come under the four headings of Summary, Client Base, Turnover and Gross Profit.

The Summary Page

A set of SPVS exclusive tables show per full time equivalent, your active client base, turnover, average transaction value and your gross profit, with additional information accessed by clicking through.



Client Base

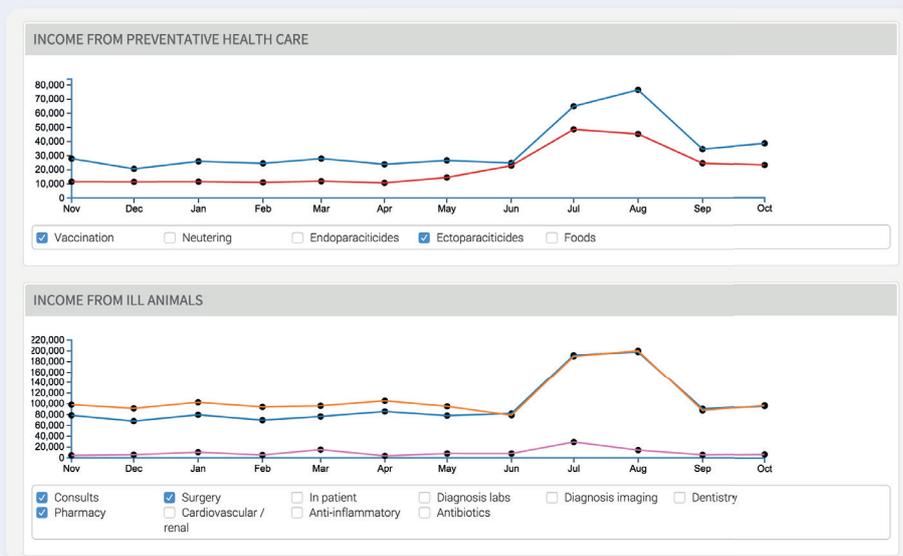
By detailing how client spend is split between the different product areas it shows the percentage of clients purchasing each product. The tracking of trends, specific drives and promotions then enables you to easily gauge the success of each campaign.

Practice Turnover

Simple graphs show the breakdown of each of the SPVS measured treatment areas and their relative income contributions to your practice. The information helps identify a specific sector's peaks and troughs from month to month and over longer periods of time.

Gross Profit

A 12 month summary details practice costs broken down into key groups, total income and gross profit with costs are also shown as per full time vet equivalents.



Should you have any questions or queries, please do not hesitate to contact any of our team.



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