

The Veterinary Profitability Playbook

How Smart Staffing Adds Back \$250K+ Annually



Introduction

Profitability in veterinary medicine is under siege: labor costs are rising, salaries are climbing, and clinics are struggling to keep wait times down. But here's the hidden lever: staffing strategy. This blog breaks down how the right staffing mix can unlock hidden profit margins without adding new services.





The Hidden Cost of Delays

➤ 1 unfilled DVM role = average \$250,000 in lost annual revenue.

➤ Longer wait times = 18% client attrition.

➤ Burnout = higher turnover costs
(replacing 1 DVM = \$150k+ in lost productivity + recruiting fees).



The Revenue Multiplier Effect

- Each credentialed technician enables vets to see 25–35% more patients.
- Adding a single discharge coordinator can free 5–7 hours weekly for doctors.
- Practices that optimize staff utilization see net profit increases of 12–15% annually.



Case Study Example

A 5-DVM hospital optimized by:

- ↗ Hiring 2 additional RVTs.
- ↗ Shifting phone callbacks to a trained assistant.
- *Result:*
\$270,000 increase in annual billables with zero expansion in square footage.



Practical Framework

- Audit staff tasks weekly.
- Re-align non-clinical tasks to support staff.
- Partner with staffing specialists who understand the unique leverage points in veterinary clinics.





Profitability —

Profitability isn't about squeezing more out of overworked staff — it's about smarter deployment of the right roles.

We provide the exact staffing mix — from DVMs to techs to admin staff — that transforms underperforming clinics into high-performing, profitable practices.





Thank you!

