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The Veterinarian Cooperative Is Barking Up the Right Tree

By: [PRWeb](#)



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Since opening its doors just two months ago, The Veterinary Cooperative (TVC) has exceeded its initial projections with 50 new members in 16 states, from New York to California. With this positive initial reaction to the cooperative, TVC Chief Executive Officer Richard Morris believes TVC is on track to reach its long-term goal of 5,000 members.

"Our value proposition is simply irresistible to smart **independent vets** once they evaluate all the benefits they can reap," explains Morris. "Pricing is an obvious key benefit for vets to compete against consolidation and corporatization of veterinary practices in the industry, as well as big box stores. Both of these big players have high enough volume to sell everything from pet food, prescriptions, and supplies directly to pet-owning customers at prices the independents cannot afford to match--without the **purchasing power of a cooperative like TVC.**"

Dean Tintle, DVM and co-owner with his wife Linda J.M. Tintle DVM of Wurtsboro Veterinary Clinic in Wurtsboro, New York, notes, "When we heard about TVC we jumped on the opportunity in the hopes of taking advantage of the buying power of a large group. We compared a couple of vendors that are now available through TVC and thought we could save some money fairly quickly. If we save only a few percentage points on our drug expenses, TVC will more than pay for itself. If the savings are closer to 5 or 10%, it could have a significant impact on our profit margin."

Many members have already reaped significant savings. For instance, County Animal Clinic, in Coldwater, Ohio, has saved 37.5% on its merchant credit card program. "I love TVC," comments Bev Anders, County Animal Clinic's practice manager. "These savings were enough to pay for the membership fee alone."

"In addition," Morris adds, "members realize that TVC can provide them ongoing research about best business practices, improved inventory control, automated telephone appointment reminders, home deliveries, marketing, customer financing, **pet wellness programs**, management tools and more. This is absolutely crucial for vets who want to remain independent in the face of industry vertical and horizontal consolidation and slow or even declining sales."

Steven Royzman DVM, and owner of Pine Animal Hospital in Long Beach, California, says, "The important thing is that if something like TVC doesn't work, there will be few, if any, veterinary hospitals in the next five to ten years in the country. We'd eventually become the human model of huge medical companies having a monopoly on everything."

Morris says, "It is the network of our veterinarians that is key. Whom do you trust: sales reps or other practicing veterinary doctors? Our members will educate each other on the best practices for patient care and hospital operations. TVC will offer the right tools to continue to offer clients personal service, veterinary expertise and better pricing without compromising patient care while increasing **independent veterinary profits**. That's the power of cooperation! Dr. Tintle adds, the way I understand it, we can use or not use the TVC vendors as we choose. If we feel that another vendor or product is better for our patients and clients either financially or medically, we will use that vendor and recommend that product to TVC so everyone can benefit." Tintle believes that TVC "is a no-brainer. I think every independent veterinary practice should join."

Based in Evanston, Illinois, The Veterinary Cooperative is a member-owned cooperative serving independent veterinarians and animal hospitals nationwide. TVC is managed by professional cooperative personnel and guided by a board of directors elected by and comprised of member/owners. All profits will be returned to TVC member veterinarians in the form of rebate distributions. Interested veterinary hospitals can obtain more information and contact TVC at <http://www.TVC.coop>.

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