

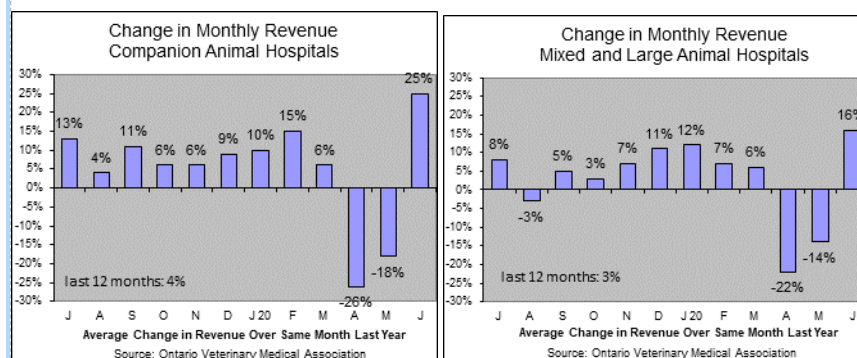


A check mark-shaped recovery for the veterinary sector

With companion animal hospitals posting a 25 per cent jump in June revenue, and mixed and large animal hospitals right behind them at 16 per cent, it looks like the veterinary sector is on its way to a check mark-shaped recovery. A check mark-shaped recovery is when the shape of the revenue graph goes down and then swoops up like a check mark. The recovery was quick and the numbers are extraordinary, but this all makes sense mathematically. Here's a short explanation.

When the pandemic hit in March, everyone expected revenues to go down, but they didn't. March revenues actually went up because clients started hoarding food and medication for their pets. Professional revenue was down in March, but food and medication revenues surged, which propped up total revenues.

April revenues fell dramatically, with the mandatory shutdown restricting veterinary services to urgent care only. As a result, many elective surgeries, routine diagnostics and vaccine appointments were postponed. Revenues went down in April, not because demand for services was down, but because veterinarians couldn't physically see clients. It was self-inflicted to protect veterinarians, staff and their clients.



May revenues were down 18 per cent. Not as bad as April, since veterinarians were able to see non-urgent cases. But most veterinary hospitals were still keeping clients from entering the building, so even though veterinarians could do surgeries and vaccine appointments again, it was still taking twice as long to do half as much. May was better than April because veterinary teams were quickly becoming more efficient at practicing curbside medicine.

June revenues soared. From the graphs, it looks like this is simply clawing back lost revenue from April and May. There was also the lost professional revenue from March that was overshadowed by the run on food and medications. More than two months of backlogged surgeries, exams and prescriptions were finally released and a lot of it got picked up in June. The fact that new client growth was puny compared to revenue growth suggests revenue per client was higher for June. This can be explained with delayed parasite sales. Anecdotal reports also suggest that clients working from home are noticing issues with their pets that they might have otherwise missed and are bringing them into the clinic for treatment.

Lost revenue from April alone could explain the 25 per cent gain in June. Many veterinarians say they're booked into the next three weeks. This was unheard of in the "before the pandemic times," but it seems to be the new normal today. This all makes sense.

There's still about 20 per cent of revenue to recoup. If we spread that over the rest of the year and add in five per cent organic growth, we're looking at an average of eight per cent monthly growth and a year-end annual growth of 3.4 per cent.

For more information, contact Darren Osborne, director of economic research, at dosborne@ovma.org or 1.800.670.1702, ext. 214.

July 24 is International Self-Care Day

International Self-Care Day is a great reminder to focus on your physical and mental health. There are many benefits of self-care - don't let your busy schedule stop you from taking care of your body and mind. OVMA has many resources to help members practise self-care.

Earlier this year, OVMA launched [I Matter](#), a platform to equip you and your team with knowledge and strategies to help you better cope with and respond to the challenges you face in your professional and personal lives. Equipped with numerous resources on a wide range of topics, including compassion fatigue, burnout and conflict management, the [I Matter website](#) aims to support the overall wellness of veterinarians, RVTs and clinic staff. We also encourage you to follow I Matter on [Facebook](#) and [Instagram](#) to receive your daily dose of encouragement, wellness tips and feel-good content.

As an OVMA member, you can also take advantage of the [Member Assistance Program](#). The program provides you with access to free expert advice on a variety of topics, including emotional and physical well-being, mental health, healthy eating and relationships. Members can access 24/7 support by calling 1.800.387.4765 (TTY: 1.800.338.0275), through workhealthlife.com or by downloading the MY EAP app through your mobile device's app store.

[Medcan's Annual Health Assessment](#) is another great resource available to members at a discounted rate. The five-hour assessment includes up to 15 diagnostic tests in one session to provide you with a complete picture of your current health and future risks. To learn more, visit medcan.com/aha or contact Medcan directly at 416.350.3621 or clientservice@medcan.com.

You can also read our [Check Up From the Neck Up](#) e-zine and the [Mental Health and Wellness issue of Focus magazine](#) for tips on how to make self-care a priority, signs that your team is stressed out, getting started with mindfulness and more.

This International Self-Care Day, put yourself first. To learn more about the tools and resources OVMA offers to help with your well-being, and the health and wellness of your team, contact Terra Shastri at tshastri@ovma.org or 1.800.670.1702, ext. 228.

The OVMA office is reopening

The OVMA office is located in Milton, which will be moving to Stage 3 of Ontario's reopening plan tomorrow. This means that OVMA will resume normal in-office activities starting next week.

Since March 19, the office has been closed, with employees working remotely in an effort to help slow the spread of COVID-19. Beginning Monday, July 27, staff will return to the office in split shifts, with half of the staff working in-office and the other half working remotely every week. If you call the office and the individual you'd like to speak with isn't working in the office, leave a message on their voicemail. Staff working remotely are checking their messages frequently.

OVMA has instituted a no-visitor policy for the time being. The office will only be open to staff.

We appreciate your patience as we continue to balance meeting member needs with ensuring the health and safety of employees and helping to reduce the spread of COVID-19. If you have any questions, [contact the appropriate staff member](#) or email info@ovma.org.

Back by popular demand: new virtual JumpStart! Boot Camp workshop dates!



While we can't bring staff together in person, we can bring [JumpStart! Boot Camp](#) to them!

This two-day workshop is designed to equip frontline staff with the skills and tools required to keep clients happy and engaged. It's open to every member of your practice team, from reception staff to veterinarians. You'll be led through step-by-step processes to:

- Handle phone shoppers
- Overcome client objections
- Handle client complaints
- Communicate benefits to gain client compliance
- Remind clients and achieve results
- Keep the appointment book filled
- Provide the ultimate client experience at your hospital (even with curbside care)

When: Aug. 18 and Aug. 19 from 9:30 a.m. to 12:30 p.m.

What's needed: A quiet room with a computer, a good Internet connection, camera, headphones and a microphone*.

Members can register at a **discounted rate** of \$175 per person (practice owner needs to be a member to qualify the rest of their staff). Non-members can register for \$250. The session counts for 5.5 continuing education credits. For more information and to register, contact Sheila Krane at skrane@ovma.org or 1.800.670.1702, ext. 216.

This session is generously sponsored by LifeLearn and Hill's Pet Nutrition.



*Camera and microphone are needed to provide an interactive experience.



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Our mailing address:
Ontario Veterinary Medical Association
420 Bronte Street South, Suite 205
Milton, ON, L9T 0H9

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