



**VETERINARY PRACTICE CONSOLIDATION:
WHAT'S IT ALL MEAN?**

John Volk, Senior Consultant

More than 10% of all companion animal veterinary practices are now corporately owned, and the pace of consolidation is accelerating. What does that mean to veterinarians and to the companies supplying products and services to veterinarians? What does it mean to the future of the profession?

Brakke Consulting and Senior Consultant John Volk have consulted on many of the recent corporate transactions. The firm has also conducted several studies that shed light on corporate consolidation. John has a unique insider's perspective on what's motivating this trend, and how corporate management and sales teams can respond to it.

In his presentation, John covers such topics as:

- Who are the consolidators
- Who is financing them, and why
- What motivates a practice owner to sell – or not sell – to a corporation
- What are the drivers of consolidation
- Is it a bubble, or a long-term transformation
- How many practices will likely become corporately owned in the next 5 & 10 years
- What are the opportunities for veterinarians to own; can they compete for practices
- How consolidation in veterinary medicine compares to other medical professions
- How do corporate practice needs from suppliers vary from independents
- As a supplier, what does it take to win

With facts and figures as well as personal experiences, John presents a clear-eyed assessment of the corporate take-over of veterinary medicine, the challenges it presents to suppliers, and how companies can capitalize on it without alienating their independent customer base. It makes for an educational and productive session for executives and field representatives alike.

We believe this meaty one-hour presentation would be an excellent and interesting topic for executive planning sessions, national or regional sales meetings and various industry groups concerned with this topic. The cost of the presentation is \$3,500, plus business class travel at cost.

For more information or to schedule a presentation, contact John Volk, john@volkonline.com, (773) 327-4941.