

The Vetpreneur Growth Guide

Trusted partners to help you plan, build, launch and grow a successful independent veterinary practice



Grow Your Practice

Opening your doors is just the beginning. The most successful independent practices are those that actively invest in growth, client relationships and operational efficiency. These partners give you the tools, support and expertise to build real momentum – and keep it.

Quick Wins - Start Here

- Set up a health plan with Talon by MerlinVet within your first three months – recurring revenue changes everything
- Connect with Hill's Pet Nutrition for a free nutritional category analysis and business review
- Develop your team with Agilio iLearn Colourful CPD courses.

Agilio Software

Running Your Practice Smoothly

HR, rota & CPD management software built specifically for vet practices – spend less time on admin and more time on your patients.

Your Exclusive Member Advantage

- Exclusive 10% discount on Agilio Veterinary subscriptions
- iTeam: HR compliance, employment law support and staff management
- iTeam Rota: Smart rota scheduling designed for veterinary practices
- iLearn Veterinary: Access to 100+ non-clinical CPD courses for your team
- 20% off Colourful CPD PAYG courses with code Vetpreneur20

→ **Quote your Vetpreneur membership when contacting the Agilio sales team: veterinary.sales@agiliosoftware.com | 0330 236 8399**

Hill's Pet Nutrition Growing Revenue

Business reviews, category growth and nutrition support – a partner genuinely invested in your success

Your Exclusive Member Advantage

- Priority access to nutrition and business support teams
- Access to Hill's VIP Practice Scheme with preferred pricing
- Free 60-minute coaching session with a Hill's veterinarian
- Free nutritional category analysis and business review

→ **Claim your free coaching session and category analysis – no strings attached**

Contact: vet_affairs_uk&roi@hillspet.com

Pioneer Veterinary Products

Keeping you Operational

Veterinary consumables and equipment advice to help you plan and cost your set-up accurately.

Your Exclusive Member Advantage

- Complimentary practice consumables and workflow review
- Tailored efficiency and cost-saving report
- Free delivery on orders and returns
- Access to Pioneer CPD Academy resources

→ **Request your free consumables and workflow review – most practices find quick savings**

Contact: leads@pioneervet.co.uk

Practice Made Purrfect Marketing That Works

Ongoing marketing campaigns and launch support to keep new clients coming through the door.

Your Exclusive Member Advantage

- Exclusive marketing audit worth £400 with a donation to Vetlife
- Ongoing support with branding, health plans, client communications and pricing strategy
- Practical campaign support – not just advice, but delivery

→ **Book your marketing audit and build a proper growth plan for year one**

Contact: justin@practicemadepurrfect.com

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MiVetClub Boosting Profitability

Ongoing savings and purchasing efficiencies that protect your margin as you scale.

Your Exclusive Member Advantage

- Improved cash flow through net-net pricing and supplier invoicing support
- Preferential rates on laboratory and cremation services
- Exclusive discounts for practice expansion as you grow

→ **Review your purchasing strategy with MiVetClub – most members find significant savings quickly**

Contact: Carly.zydbal@vetshare.co.uk

Digital Practice Getting You Online

Website development, communications and payment solutions to bring clients through your door.

Your Exclusive Member Advantage

- 3 months FREE Digital Practice Messaging & Payments, including a welcome campaign
- No setup fee on pay-monthly websites
- 6 months VetHelpDirect Premium Listing + free reviews email campaign + BestUKVets Awards entry

→ **Activate your free three-month messaging package as soon as you open**

Contact susie@digitalpractice.vet

Veterinary IT Services Future-Proofing Your Practice

Technology optimisation as your practice evolves – so your systems grow with you.

Your Exclusive Member Advantage

- Discovery Session for £999 + VAT (normally £1,495 + VAT) – exclusive member rate
- Includes strategic IT review, technology assessment and improvement recommendations
- Fee credited back if you become a client

→ **Book your discounted Discovery Session when your practice is ready to review its systems**

Contact: jack.peploe@veterinaryitservices.co.uk

Talon by MerlinVet Creating Recurring Revenue

Health plans, online shop and recurring revenue opportunities that stabilise your income from month one.

Your Exclusive Member Advantage

- Free branded Vet Pet Shop for your practice
- Free recommendation leaflets to support in-consult conversations
- Virtual setup and marketing support session included

→ **Book your free setup session – health plan revenue can transform your cash flow within months**

Contact: amy@merlinsps.co.uk | [01573401421](tel:01573401421) (Office) | [07855494332](tel:07855494332)

SPVS Connect With the Wider Industry

Leadership development, business education and benchmarking – so you know how you compare.

Your Exclusive Member Advantage

- 50% off first-year SPVS membership for new members – exclusive to Vetpreneur
- Discounts on SPVS Congress
- Business resources, templates, legal guidance, marketing support and recruitment tools

→ **Join SPVS in your first year at half price – the benchmarking data alone is invaluable**

Contact: office@spvs.org.uk

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Your Exclusive Member Advantage

- Free 30-minute initial consultation – no obligation
- Specialist veterinary sector knowledge (not a generic law firm)
- Support across all stages: set-up through to practice sale

→ **Book your free consultation at law before signing anything**

Contact: Tim Jenkins tjenkins@greenwoods.co.uk | Lisa Allum lallum@greenwoods.co.uk

Your Exclusive Member Advantage

- Specialist veterinary finance advisors (they understand your business model)
- Support across equipment finance, practice loans and property
- Guidance on structuring finance to minimise personal risk

→ **Speak to Medifinance early – before you approach a bank directly**

Contact: rcox@medifinance.co.uk

Your Exclusive Member Advantage

- Your Exclusive Member Advantage
- Free wall artwork visualisation service – see exactly what your practice could look like before you commit
- Bespoke designs tailored to your practice personality and values

→ **Request your free practice visualisation to see the difference great design makes**

Contact: info@creativecorridors.co.uk

Your Exclusive Member Advantage

- 5% discount on orders over £500 – exclusive to Vetpreneur members
- Free branded uniform visuals before you order
- Sizing samples available on a sale-or-return basis – no risk

→ **Request your free branded uniform visuals before your launch**

Contact: info@bequestrian.co.uk | 01562 814114

Greenwoods

The Legal Stuff

Legal support for all aspects of practice growth, including overseas vet visa support, director shareholder agreements and property leases.

Medifinance

Funding Your Dream

Expert finance solutions for veterinary professionals – access the funding and expertise needed to launch.

Creative Corridors

Creating Great Spaces

Practice artwork and visual environments that enhance the client experience and make your practice memorable.

BVet & Bequestrian

Looking the Part

Branded veterinary uniforms and workwear to project a professional, cohesive team image.

OUTCOME: A more profitable, efficient and sustainable practice with strong client relationships, recurring revenue streams and the commercial foundations for long-term independent growth.

Vetpreneur Team Support

Ongoing Coaching & Consultancy Support from the Vetpreneur team: Flexible, founder-led support designed to accelerate growth and strengthen leadership at every stage of your journey.

3 Pathways of Support



Strategic Growth Consultancy



Tracey Morley Jewkes

MBA, Dip Mgt, FCMI

Deep-dive consultancy, partnership focused on long-term practice performance, structure and growth.

- In-practice & virtual CPD delivery
- Operational performance frameworks
- Financial & structural optimisation
- Leadership & team development
- Implementation support & accountability
- 12-month consultancy engagements
- Fractional Director/NED options

Best for:

Established practices ready for structured, strategic growth

Contact: tracey@vetpreneur.co.uk

Founder Coaching & Leadership Development



Emma Barnes

Experienced Senior Business Leader Executive & Business Coach

Personalised coaching designed to strengthen leadership capability, decision-making and founder performance as you scale.

- 1:1 founder or leadership team coaching
- Variable engagement lengths (3 / 6 / 12 months)
- Growth & accountability coaching
- Leadership confidence & clarity
- In-practice DISC communication workshops
- Team dynamics & performance sessions

Best for:

Founders and leaders wanting support to grow themselves or their teams while scaling their business.

Contact: emma@vetpreneur.co.uk

In-Practice Start Up Consultancy



Brian Faulkner

BSc (Hons), BVM&S, CertGP(SAM), CertGP(BPS), MBA, MSc(Psych), FRCVS

Hands-on, in-practice support designed to help start-ups build strong commercial and operational foundations from day one.

On-site practice immersion days

- Optimise Clinical-Client operational systems from Pre-Clinical contact, through Clinical contact within consultations to Post-Clinical Finish & Follow up.
- Optimise the Clinical-Financial productivity through proactive clinical care while charging fair and reasonable prices.
- Cost analysis and profitability tracking using practical, clinical based, operational KPI's.

Best for:

Early-stage practices wanting practical, on-the-ground implementation support

Contact: brian@vetpreneur.co.uk