

CVMA

Colorado Veterinary
Medical Association

2017 Personalized Fee Guide Survey

Sample

For Office Use Only:

Total Revenue included Email report

CVMA Personalized Fee Guide Survey

Attached is a two page survey of fees and revenue. Please complete and return this survey via email or confidential fax listed below.

Information from your survey will be used to provide you with a Personalized Fee Guide for your practice type. The data will be confidentially gathered and analyzed by Darren Osborne from the Ontario Veterinary Medical Association (OVMA). Darren Osborne is an economist who works with the Veterinary Hospital Managers Association (VHMA) and has worked with the National Commission on Veterinary Economic Issues (NCVEI).

Your personal information will remain completely confidential.

If you have any questions or concerns, please contact Darren Osborne
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Sample

CVMA Personalized Fee Guide Survey

Hospital Name _____

Contact: _____ Phone Number: _____

Email: _____

Consultation: complete physical exam of a patient.....\$ _____
How long is your "annual" physical exam? _____ minutes

X-ray fee for set-up / 2 plates: Imaging, developing and interpreting two radiographs...\$ _____

Complete Blood Count with Differential: include cost of lab and interpretation\$ _____
This fee does not include sample collection.

Heartworm test: include sample collection, cost of lab and interpretation.....\$ _____

Blood collection:.....\$ _____

Complete urinalysis: does not include collection fees.....\$ _____

Annual examination and canine vaccine(s):.....\$ _____
Your most common fee for examining and vaccinating an adult dog with a rabies vaccine and/or a distemper combination vaccine.

Annual examination and feline vaccine(s):.....\$ _____
Your most common fee for examining and vaccinating an adult cat with a rabies vaccine, and a combination (parvovirus, panleukopenia, rhinotracheitis, and calicivirus) vaccine, excluding leukemia.

Anesthetic fee for induction / 30 minutes gas.....\$ _____
Including general anesthesia, intubating, maintaining, and monitoring a 30 pound dog on gas anesthesia for a period of 30 minutes.

General nerve block: one site.....\$ _____

Surgery fee per 10 minutes... ..\$ _____
Non-routine soft tissue surgery such as a lumpectomy for a period of 10 minutes.
This fee does not include the services associated with equipment, assistants or anesthetics.

Canine spay: immature dog weighing 30 pounds.....\$ _____
Indicate which of the following are included in your canine spay fee: preoperative blood work
 intra-operative IV fluids

Canine neuter: immature dog weighing 30 pounds.....\$ _____
Which of the following are included in your canine neuter fee: preoperative blood work
 intra-operative IV fluids

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Feline spay: immature cat.....\$ _____

Which of the following are included in your feline spay fee: preoperative blood work
 intra-operative IV fluids

Feline neuter: immature cat.....\$ _____

Which of the following are included in your feline neuter fee: preoperative blood work
 intra-operative IV fluids

Feline dental prophylaxis

Total fee for dental exam, anesthesia, cleaning/polishing and hospitalization.....\$ _____

Isolated fee for dental cleaning and polish – grade 1 (not including any other services) \$ _____

Isolated fee for dental x-ray (2 views).....\$ _____

Cystocentesis.....\$ _____

The fee for performing the service of the procedure only, and does not include hospitalization or other contiguous services.

Intravenous fluids - set-up / 24 hours.....\$ _____

All services and supplies to place a patient on 1 liter of intravenous fluids for 24 hours. The fee includes monitoring but not the use of an intravenous pump.

Euthanasia Fee.....\$ _____

The service includes 15 minutes of a doctor's time, necessary staff time, cephalic catheterization and medication in an exam room setting.

Overnight hospitalization.....\$ _____

30 pound dog that is admitted in the afternoon for minor surgery and discharged from the hospital the next morning.

Pet Food markup (average markup for prescription or maintenance diets) ...Cost X _____

Pharmacy markup (for prescription drug that cost less than \$20).....Cost X _____

Do you charge a dispensing fee for prescription medications? Yes No

If Yes, enter the amount of the dispensing fee added to prescription medications...\$ _____

Laboratory markup (for laboratory procedure sent to a referral lab).....Cost X _____

How the Personalized Fee Guide Works:

The Personalized Fee Guide is the culmination of two decades of research into veterinary fees, incomes and client surveys. We have blended the research from all three areas of study into a very simple tool that allows you to quickly and easily develop a fee guide specific to your practice. The fee guide is not reliant on what your neighboring practice charges, or on the economics of your area. There is very little research needed on your part. We start with the fee guide you have now and show you the impact of various fee increases on your bottom line. Along the way we help you increase your fees in a manner that is more agreeable to your clients and your staff.

Based on your list of fees provided from the survey, we make up a complete fee guide on the assumption that each fee from a specific area of the practice (the anchor fee) is representative of all the fees in that area. For example, we use your exam fee as the anchor for exam fees; and it sets the tone for all the fees in the exam section. We use the dental prophy fee to set all your dental fees, and the non-elective surgery fees are the anchor for all your surgical procedures.

We have been researching veterinary fees for two decades and have also done a lot of work on relative fees. Relative fees explain the relationship between fees. For example, if your exam fees is "X" then we know your recheck fee should be "Y". We recommend that you audit all of your fees when you get your new fee guide. Problems can arise when the anchor fees from your survey are uncharacteristically high or low, and are not a good representation of the area. For example, if you charge a lot for a CBC but less for all other lab procedures, lab fees will be unnaturally high. When this occurs, we can make changes to override the algorithm for any area.

The key component of the Personalized Fee Guide is the research we have done into the perceived sensitivities surrounding fees. When you get your new fee guide, you will notice from the front page that the fees in different areas increase by different amounts. For example, the fees for examinations might go up by four per cent while diagnostic fees go up by seven and half per cent. This is based on our research that shows veterinarians and staffs are reluctant to raise fees in one area, but are likely to raise fees in another. We don't have to default to the lowest common denominator; we play both sides by increasing the "easy" ones aggressively and holding back on the sensitive areas.

At the end of the day, we are trying to provide you with a fee guide that will improve your professional income but stimulate the demand for veterinary medicine.

We do not look into the economic status of your clients, nor do we worry about how much your neighboring practices are charging. Our research shows that (within the parameters we have studied) there is no relationship between fees and incomes. That research also shows us that there is no economic relationship between the fees in different clinics.

Our model is based on the assumption that your fee guide is the best starting point for improving fees. You provide us with a sample of fees and we will provide you with a detailed fee guide along with a projection of how it can improve your net income. It is simple, fast, and comes with all the support you need to start making real changes to your revenues. We encourage feedback and are happy to revise any or all sections of your practice's fee guide based on your feedback.