

BUILD IT AND THEY WILL COME- STARTING and MAINTAINING A PROGRESSIVE 24 HOUR PRACTICE

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WHY WOULD ANYONE WANT TO BE OPEN 24 HOURS A DAY?

Rule #1: Make sure there is a need within your community for the services you plan to offer.

Rule #2: Make sure you have the support of the professionals within your community.

Rule #3: If the lights are on 24 hours a day, what other services can you provide?

Rule #4: External Marketing is essential when you have a unique product.

Rule #5: Make sure you charge fees that are consistent with the quality of services that you are providing

Rule #6: Are you planning on working the night shift if a doctor is sick? (actually this should be Rule #1)

Rule #7 – You don't have to have specialists on the premises to have a high quality 24 hour practice.

Rule #8 -Ask yourself 3 things before you start a new project, invest in equipment, or make any big changes :

- Is it good for my clients and patients?
- Is it good for the community?
- Is it good for business?

Fast Forward to TODAY: SO, what's happening 34 years later at Jefferson Animal Hospitals?

We are established in the Louisville Community as a high quality medical practice and we are well respected for our medicine, our compassion and our fantastic, easy to read medical notes that we send to all RDVM's (the client's regular vet).

We just established a regional blood bank in Louisville and at our 9 month mark have enough of a donor pool to supply our increasing needs for blood products and also all the area veterinarians. We invested about \$25,000 for equipment, centrifuges, refrigerator and freezer storage.

And we have recently added a Hyperbaric Chamber for our emergency patients, post-surgery patients, slow healing wounds, arthritis cases, snake bite, toxicities, traumatic wounds.