

ImproMed®



E-Newsletter

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Winter Blues
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Are you suffering from the winter blues? As much as 20% of the population is suffering from the "winter blues this time of year. Is your team suffering from the winter blues at your veterinary practice? It can be a difficult time of year, the holidays are done, the special deliveries of cookies from those wonderful clients are all eaten and many of us have already broken our New Year's Resolution. What is a person to do...how can you tackle the winter blues at your veterinary practice? How about starting to plan for the spring planting?

Now is the time to start planning for the spring, for that time when things start picking up and getting busy. This is the perfect time to work on the business and begin preparations - plant for the future if you will excuse the saying. The following is your business "garden guide" for spring 2012.

ASSESS LAST YEAR'S GARDEN

Any gardener looks back on the most recent year and notes what grew well and what didn't grow well. The gardener takes into account the climate, the types of plants and the amount of time required to tend to the plants when doing the year in review. Many gardeners keep a journal throughout the year and will take the time to read through the notes and begin making plans for the next year.

2011 may have been a tough year for your practice. The economy proved difficult in some areas, not-so-bad in other areas. Take the time to look at what worked and what didn't work for your practice. Gather reports on services provided, inventory sales, KPI's and P&L to review what grew and what didn't grow...what provided a good harvest and what failed to produce.

Once you have assessed the year, start making a detailed and realistic plan for 2012. This does not mean giving up on a service or project that did not produce well last year, but it does mean evaluating what all went into growing that service or project and if it is feasible to "plant" it again this year. For

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