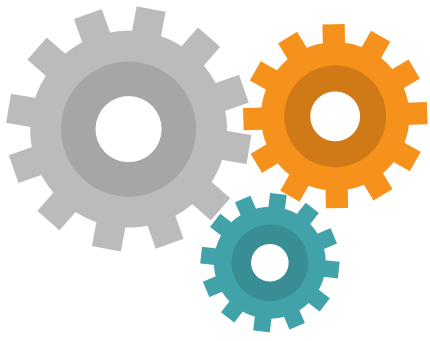




ALLIED CONNECTION

PUBLISHED BY THE ARIZONA VETERINARY
MEDICAL ASSOCIATION

APRIL 2025 • AN ALLIED INDUSTRY NEWSLETTER

Balancing Client Expectations and Price Sensitivity

Omni Practice Transitions



By: Max Truesdel, Practice Transition Consultant

Pet owners today expect high-quality veterinary care, but rising costs and economic uncertainty make it challenging to balance affordability with profitability. For veterinary practices, finding the right pricing strategy is essential to maintain financial stability while ensuring pets receive the care they need. In this guide, we'll explore how to implement price increases effectively, manage inflation's impact, and maintain client trust during transitions.

When and How to Implement Price Increases in Veterinary Practices Frequency of Price Adjustments

Price increases should be a strategic part of financial planning, not an afterthought. Many successful veterinary practices adjust prices at least once per year, with some evaluating pricing twice a year to respond to economic conditions. The key is to make incremental adjustments rather than large, sudden jumps that could alienate clients.

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ALLIED APPRECIATION MONTH

Join the AzVMA in celebrating the incredible contributions of a vital part of our veterinary community, our Allied Industry members. With nearly 190 dedicated members, our Allied partners support the profession in countless ways, from innovation and education to products and services that help veterinary teams thrive.

THANK YOU TO OUR 2025 ALLIED INDUSTRY PREMIER SPONSORS!

All Pets Great and Small Cremation Service LLC.

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VCA Animal Referral & Emergency Center of Arizona

Veterinary Insurance Services Company

Vetek Labs Veterinary Diagnostics

Torigen Pharmaceuticals Presents: Veterinary Oncology in General Practice: A Four Part Speaking Series

Torigen Pharmaceuticals



Join us for these presentations featuring Dr. Vanessa L. Rizzo, DVM, ACVIM (Oncology) from Hope Veterinary Oncology Services, Olympia, WA.

Explore groundbreaking insights and innovative therapies in veterinary oncology, many of which can be offered in general practice.

Don't miss this opportunity to gain cutting-edge knowledge and practical tools for veterinary oncology care.

Webinars have been approved for RACE credit!

[CLICK TO REGISTER](#)

Spring Has Sprung!

PawsTime



Springtime in Arizona means more outdoor adventures for pets, and more veterinary appointments to keep them healthy and happy! While increased call volume can result in stress for team members, PawsTime's monthly on-hold message program keeps pet owners hanging on, instead of hanging up... but that's just the tip of the iceberg!

PawsTime keeps your callers engaged with helpful pet care tips, and fun updates about your services

during hold time. Whether it's a gentle reminder about preventive care or promoting your seasonal specials, our messages provide a friendly, fun mini-education session that results in both increased compliance and interest in services - up to 20% in fact!

So, why let your clients stare at the phone in silence, or even worse, hang up, when they could be reminded of the great care your practice provides? Get in touch NOW, and let's make your hold time work harder for you - PawsTime style!

[LEARN MORE](#)

Calming Comfort Pro For Cats & Dogs

Standard Process Veterinary



These 30 minutes may change not only your pets' lives but also your own, towards both decreasing stress, anxiousness and fear as well as improving the human-animal bond. Informational only, watch for RACE Approved CE Webinar in June.

Learning Objectives:

- Appreciate and acknowledge manifestations of fear, and stress in cats and dogs
- Learn how general mood and behavioral responses to situational fear, anxiousness, and stress may be modulated by supplementation with L-theanine, L-tryptophan, GABA, Magnesium, and Ashwagandha.
- Become aware of the important role that nutrition plays in both physical and emotional health.
- Be proactively prepared to comfort and calm pets in stressful situations like thunderstorms, fireworks, travel, separation and veterinary visits.

[CLICK TO REGISTER](#)

Arizona Veterinary Medical Association



2025 STATE MEETING

Meet Allied Members at the State Meeting Exhibit Hall!

- Wednesday, June 18, 2025
- Sheraton Mesa Hotel at Wrigleyville West

REGISTER ONLINE

Discover the New Allied Industry Online Search

Arizona Veterinary Medical Association



AzVMA members are encouraged to use the Allied Member Search tool to locate our Allied Industry members and explore the valuable products and services they offer to the veterinary community.

We encourage you to consider our Allied members first when seeking veterinary-related products or services.

Please note: you must be logged into your AzVMA account to view search results.

[START SEARCHING](#)

ALLIED MEMBERS - TAKE ADVANTAGE OF YOUR MEMBER BENEFITS!

Allied members have the opportunity to submit editorial content for consideration of placement in the AzVMA [Allied Connection Newsletter](#). Content should align with information that Allied members would present and share when visiting veterinary clinics or while exhibiting at AzVMA events. Messaging should be directly related and/or relevant

to Arizona's veterinary community. Maintain connections between veterinary clinics and [Allied Industry](#) members by keeping clinics informed of new Allied company products, services, and news.

Submitting content to the Allied Connection Newsletter is a member benefit of yours! Take advantage of this [complimentary perk!](#)

Why Should You Contribute?

- **Visibility:** By contributing to Allied Connection, you elevate your visibility within the Arizona veterinary community. Your insights will reach veterinary clinics and professionals who may not have encountered your offerings otherwise.
- **Networking:** Allied Connection facilitates networking opportunities by connecting you with veterinarians, technicians, and other industry professionals. Your contributions can spark conversations, leading to valuable connections and potential collaborations.
- **Provide Value:** Offer practical insights, tips, or resources that readers can apply in their practices. Demonstrating the value of your expertise fosters trust and encourages engagement.

The next deadline to submit your Allied Industry news and content for the **July 2025** edition is **June 20, 2025**.

SUBMIT CONTENT



Questions? E-mail, newsletter@azvma.org

Content Review Policy

The AzVMA respectfully requests all Allied members to refrain from making misleading or false representations in content submitted for the Allied Connection. All submissions are subject to review. All content submitted must have permission obtained for the AzVMA to publish in the Allied Connection. The AzVMA also reserves the right to refuse content that it deems inappropriate or offensive. Acceptance of editorial content for the Allied Connection does not imply endorsement of the product or service by AzVMA.