

Hi Again

This Guide is a valuable addition to the MPV Fees Survey!

The MPV Fees Survey to start is aimed at helping you to understand where your fees are situated within the industry. This is great but it does not tell you what fees you would need to charge to be in the position that you would prefer moving forward. This is where the MPV Fees Positioning Guide comes to the fore.

Some FAQ's may help:

1. What is the purpose of the MPV Fees Positioning Guide?

This tool is specifically aimed at helping set fees moving forward by giving you a straight forward list of charges that can be effected. This list makes it easy for you to update your practice management software in a matter of a few minutes.

2. Why won't the MPV Fees Survey alone be enough?

The MPV Fees Survey is certainly worthwhile and maybe enough help for many practices. Most practices will find that their fees are 'all over the shop' so to speak. What we mean by this is that some fees charged will be at the higher end of the spectrum whilst others will be at the lower end. By choosing a 'position' we can help you to be more consistent and more accurate in the way that you determine your own businesses fees.

3. How does this Guide help achieve what I want?

At the completion of the MPV Fees Survey, once you have reviewed the results, you can decide your preferred position within the industry. For example – your MPV Fees index (statistically calculated as part of the Fees Survey) indicates your current fees are at 63.5% percentile within the industry. You feel that it would be more appropriate to be situated closer to the 75th percentile region but ranging from 70%-80%. In this case you may request your three percentiles as 70%,75% and 80%. MPV Fees positioning Guide simply provides the fees at these percentiles in a list to update your software.(see example report below). This could not be any easier!

4. Will this MPV Fees Positioning Guide make me more profitable?

Absolutely YES! Let's take an actual example from the 2016 survey – a 3 veterinarian practice is charging \$67.00 for a Consultation Fee. They perform 4000 consultations per year. If the preferred percentile should have been positioned at the 75th percentile then the Consultation Fee should have been \$70.00. A quick calculation shows that by getting this one fee wrong it has cost the practice \$12,000. Add to this all the other fees that they muddled up as well and you can see that just getting these right will make any practice more profitable!

MPV Fees Positioning Guide



You choose where you want your fees to be positioned within the industry.

Clinic Participant
Example Veterinary Clinic

Section 1: Small Animal Fees

Your result

Percentile Groups

70% 75% 80%

MPV Fees Index

The MPV Fees Index for Small Animals - showing the overall performance for small animal fees

5627.40	5589.53	5756.17	6023.46
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Standard Fees

1. Standard consultation fee (dog and cat)
2. Progress treatment examination fee
3. Standard dispensing fee - prescription tablets
4. Standard dispensing fee - prescription ointments / creams
5. Standard injection fee - I.M. / S.C. injections
6. Charm

67.00	69.30	70.00	70.70
52.00	54.54	55.00	55.00
18.40	18.56	19.50	
18.40	18.00	18.39	
24.80	24.02		
10.00	23.05		

We provide you with the fees that you need to charge to be at your required position!

Wow! This is an incredibly valuable tool AND easy to implement!

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