

Case Study: McKee-Pownall Equine Services

Effectively Managing Multiple Locations and Improving Commission Structures with Practice Management Software

"HVMS allows me to manage all of our practices at the same time while monitoring the performance of each of them individually. It is a huge time saver and makes our clinics more efficient while optimizing client and patient care."

Dr. Mike Pownall, McKee-Pownall Equine Services

McKee – Pownall Equine Services (MP Equine) is a leading practice in the Toronto, Ontario region with four separate locations, and over 10 veterinarians and 20 staff members. The practice offers a full slate of equine services, including lameness, pre-purchase exams, dentistry, surgery, reproduction and in-clinic and on-farm diagnostic services.

Multiple Locations

With the four McKee – Pownall locations being located up to 75 miles apart, it creates some unique problems in managing the business. In order to best and properly manage a practice with multiple locations, Dr. Mike Pownall believes that each practice location should be managed both individually and collectively as a whole. The best way to assist with these management principles is through practice management software.

As MP Equine grew to its current four locations, it was revealed that the practice's existing software wasn't a sufficient solution. Among the problems with the existing practice management software program were: each location had to be treated as a completely separate account; it was very cumbersome to get an overview of the entire practice; and there was no ability to simply track work done by each doctor. To alleviate these issues, MP Equine implemented HVMS from Business Infusions.

After moving to HVMS, MP Equine was immediately able to more efficiently and effectively manage the multi-location practice. In addition to quickly being able to pull management reports, the practice also saw these improvements with HVMS:



- Now able to track key metrics such as clients, A/R, profit centers, doctor earnings and receivables
- HVMS also helped the practice determine its efficiencies and optimize the business by comparing metrics between the individual locations
- Able to lower inventory costs by accurately and separately tracking stock levels at each location

Doctor Commissions – A Better Way

It's a common issue in most practices: how to properly compensate doctors while also ensuring what is best for the overall practice. At McKee – Pownall, the profit based commission structure utilized by HVMS was the perfect solution. The first practice management software to offer this fresh approach, HVMS ensures that doctors are paid commissions based on the actual profitability of procedures and medications – a better solution for the overall practice.

Furthermore, using the commission payment structures within HVMS allowed MP Equine to implement these best practice policies:

- Vary commission rates based on location, and set different rates for interns
- Have the option to add a cost for equipment used by doctors
- The ability to split commissions on bills
- Pay vets based on collected amounts, rather than billed amounts

According to Dr. Pownall, "We've seen dramatic improvements in our commission structures, for both the doctors and the practice, since implementing HVMS. In addition to growing overall practice profits, additional benefits have included vets knowing the practice won't refer them customers that won't pay, and vets not billing bad credit customers to pad billing numbers."

If your practice has similar multi-location issues and/or is looking to increase profits through a better doctor commission method, contact Business Infusions today to find out how HVMS can help your practice. In today's turbulent economic times, can you really afford not to implement HVMS at your practice?



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