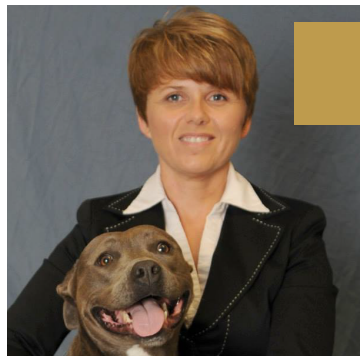


# IVPA UPDATE

News for Independent Veterinary Professionals

November 2020



## New and Improved Member Community



It's been a busy time behind the scenes at IVPA over the past few months, and this issue of the newsletter will provide you with information about what we've been working on, including new member benefits, upcoming events and more. I would like to take this opportunity to let you know about the biggest change we made over the summer. In August, we transitioned to a new membership platform designed specifically for the needs of nonprofit associations. Our motivation for switching was two-fold: 1) the membership program we had been using was "glitching" quite a bit; affecting the new member experience, and 2) though it was an add-on to our website, the platform did not integrate with the site in a way that enabled us to build a stronger online community as our association grows. We knew we had to do better for our members.

You should have received an email announcing the change as well as an invitation to set up your profile in the new site. All of the information you supplied in our original application was transferred to the new site; however, this "new and improved" member profile allows you to share even more about you and your hospital – at your discretion, of course. There is even a section to post photos, and we love seeing those! Some members have added detailed bios and it's been wonderful to learn more about the great work these professionals have done and are doing every day. Please take some time to view your current member profile, and update and/or provide any additional details, if you would like to do so.

I also encourage you to check out the "Member Center" of our new website. It was created as a hub where you can go to find information and support related to all things IVPA – member services, programming, marketing support, etc. – and it's also how you can access the new forums. (See related article.) You'll need to have set up your account on our new platform in order to do so, but it's very easy. Just go to our website and log in. The system should recognize your email address and guide you through the process. This section is an ongoing and continually developing project, so your feedback is much appreciated. (independentvetpractitioners@gmail.com) Don't hesitate to let us know what you think. As always, thank you for your support of IVPA.

Bonnie Bragdon, DVM, MS  
President, IVPA

## Hippo Webinar Series



We are pleased to announce that one of our affiliates and a champion of IVPA's mission, Hippo Manager, is sponsoring a special webinar series on topics of interest to practice owners and administrators. Mark your calendars for these upcoming events:

All webinars are presented by Chris Henning- Hippo Hospital Coach.

### About the presenter:

With over 10 years of experience in the veterinary field, Chris Henning strives to help other veterinary leaders expand their own leadership skills to increase their own team engagement and financial success. Her specialties include wellness plan implementation, change management, professional development, and customer service.

More information on these events and details about how to register will be provided via email.

November 11, 2020 2-3pm EST	December 9, 2020 2-3pm EST	December 29, 2020 2-3pm EST
<b>Labor and Inventory:</b> Controlling the Controllable	<b>Put Me In, Coach:</b> How to Help Your Team Focus on the Most Important Key Performance Indicators for your Practice	<b>To Share or Not to Share:</b> Why Owners Should Share Hospital Finances with Non-Owners

## Starting a Home-Based Veterinary Practice: One Member's Story



### Dr. Wendy Feaga

Founder | Twin Oaks Animal Hospital  
Ellicott City, MD

As a practicing veterinarian for 40 years and the mother of two daughters, IVPA member Dr. Wendy Feaga knows all too well the challenges that associate veterinarians with young families face in this demanding profession. Seven years into her career, after what felt like endless juggling of babysitters and having no control of her work schedule, Dr. Feaga was inspired by her husband to build her own practice in a unique location — the basement of their home. It didn't take long for this dream to become a reality, and she has been the proud owner of Twin Oaks Animal Hospital in Ellicott City, MD, since 1987.

Her only regret is not making the leap sooner. "There are no disadvantages to this model," Dr. Feaga said. "Not only did I have the opportunity to be my children's primary caretaker while also running a successful business, I have enjoyed low overhead which I am able to pass on to clients in the form of reduced fees, contribute to the revenue base of my community, and feel significantly less stress," she explained. "My clients were always loyal to the point I needed help and ended up encouraging a colleague to also start a home-based practice just down the road from mine; she has had the same positive experience and was grateful for the push in this direction."

Dr. Feaga has written a detailed article about her experience and the steps she took to get her practice up and running. She encourages other veterinarians, both male and female, to consider home-based ownership, and is willing to serve as a mentor to anyone currently navigating career and family. "The moment I was working from home, it all came together."

Click [HERE](#) to read the complete article and feel free to reach out to Dr. Feaga for more information. We have also started a forum on the subject of "Home-Based Practice" so that everyone can benefit from her wisdom on this subject.



## ROI and Marketing of Rigid Endoscopy

Dr. Brian Evans, IVPA board member and owner of Coastal Animal Hospital (Carlsbad, CA and Encinitas, CA) recently presented at the ENDOSCOPY Talks™ webinar series hosted by Colorado State University. He discussed how veterinarians can achieve a meaningful ROI for rigid endoscopy equipment through marketing strategies as well as techniques and keys to success for maximizing the utility of the equipment both in and out of the surgical suite to create value for clients.

Dr. Evans started using laparoscopy in 2012 and published a paper in JAVMA in 2017 on the economics of rigid endoscopy. You can gain access to this and all other webinars available at the CSU Veterinary CE website by registering [HERE](#). (It's free!) If you've already registered on this site, you can watch the webinar [HERE](#)!



## Tax Reduction Tool For Veterinarians

by Carl Cease | Founder of The Covenant Group

**Do you own your building or lease office space? Would you like to pay less in income taxes?  
Then keep reading!**

Commercial buildings and leased space upfit costs are subject to depreciation. Typically, costs are depreciated using a 39-year straight-line depreciation schedule. With depreciation being a non-cash deductible expense, taking the depreciation sooner rather than later is much more beneficial. Wouldn't you rather have a dollar now than that same dollar 39 years from now?

This is the beauty of a Cost Segregation study. It allows the owner or lessee of commercial office space to take that depreciation in 15, 10, 7 or 5 years. By reclassifying parts of the upfit costs into more realistic depreciable lives, a substantial income tax savings is produced.

Shown below are the results of a few of The Covenant Group's recent projects. All are veterinary offices. The first two are hospitals where the practitioner owns the building. The third is for a smaller clinic that leases space.

Savings in Taxes Over 5 years	Cost to Complete The Study
\$78,560	\$5,500
\$120,000	\$8,750
\$35,650	\$4,000

Click [HERE](#) to learn more about a Cost Segregation study and its benefits.

**Also, don't forget to sign up for The Covenant Group's Master Class where we will be bringing together a cohort of peers to discuss topics like practice growth, transition and sale, protocol establishments, and more! You can find more information [HERE](#).**



## We Want To Show Off Our Members!



Your practice is one of a kind, so rather than using stock photos on our website, social media, and other marketing materials, IVPA would like to feature photos of our actual members! We are looking for photos of your hospital, your staff, patients, and clients that you feel best represent life and culture of an independent veterinary clinic so send them our way!

Members can upload photos to your their profile along with the photo

release form or send your photos to Deb Rock at [independentvetpractitioners@gmail.com](mailto:independentvetpractitioners@gmail.com) and feel free to reach out to her with any questions. If the files are too large to email (which is probably going to be the case), check out WeTransfer for free file sharing with no registration required. It's easy! Or, if you are using a file sharing platform (DropBox, One Drive, Google Drive, etc.) make sure you give Deb editor status so she can download the materials. Be sure to include the name of your hospital and the names of any doctors and staff featured in your submissions! Everyone in the photos should sign the photo release form. A template is available in the Member Center on our website under the tab "Surveys and Forms".

## *Congratulations* to Our Newest Board Members

IVPA's Board of Directors is comprised of exceptional industry leaders and we have officially grown by seven! We are so excited to welcome our new board members! Join us in congratulating:

Heather DiGiacomo, VMD, Newtown Square Veterinary Hospital  
Suzanne (Suzy) Magruder, DVM, Saybrook Veterinary Hospital  
Jeanna Montgomery, DVM, Preston Center Animal Clinic  
Jeffrey Powers, DVM, Veterinary Clinics North  
Paula Rode, DVM, Chelsea Animal Hospital  
Jill Stetz, DVM, Narberth Animal Hospital  
Justin Toth, DVM, Dallas Highway Animal Hospital



Tap an image above to get to know all of our board members.

## Practice Spotlight: Dallas Highway Animal Hospital



Almost 20 years ago today, Dr. Justin Toth's dream became a reality when he opened his veterinary practice, Dallas Highway Animal Hospital in Powder Springs, Georgia. As a veterinary student, he had his mind set on owning his own practice so that he can build a hospital that was designed based upon his ideals and to be able to nurture that practice as it grew and evolved. The Dallas Highway Animal Hospital team takes pride in the part they play in their patient's well being as they determinedly center their values on trust. Dr. Toth's team includes Laura Roberts, DVM, Alice George, DVM, Yvonne, Shani, Elaine, Amber, Ellen, Jessie, Jen, Alyssa, Brittanie, Cindy, Madi, Micalah, Sarah, Theresa, and Trinity. "We understand that our clients are entrusting us with the lives of their beloved companions and we do not take that trust lightly," Dr. Toth explains.

When the Dallas Highway Animal Hospital was just two months old, Dr. Toth fondly remembers one of his patients named Max, a 45 lb. Labrador Mix that had sustained a nasty injury from a car accident. Max was missing 2/3 of his skin along one side of his body, so since his wound was far too large to close surgically, and skin grafts were not economically feasible, Max had to live at the Dallas Highway Animal Hospital. For several months, Dr. Toth and his team carefully dressed and cleaned Max's wounds each day. Max quickly learned that they were there to help him heal. Dr. Toth remembers Max as the most cooperative patient he could ever ask for and how gratifying it was, as a proud independent practice owner, to see Max fully recover and return to a happy life.



## Introducing Member Forums



We've received a lot of valuable feedback from our member satisfaction survey, and one request that was made frequently was to have forums/online communities where members can interact, ask questions, provide assistance to others, list practices for sale, post employment opportunities, etc. — and generally just support each other in navigating this ever-changing industry.

We're happy to announce that those forums are now in place, and you can subscribe to any or all of them by visiting the "Member Center" section of our website. While you're there, if you haven't yet completed the member satisfaction survey, it is also available in that section under the "Surveys and Forms" tab. We look forward to starting conversations, and if you have any new forum topic suggestions, please feel free to send them our way: [independentvetpractitioners@gmail.com](mailto:independentvetpractitioners@gmail.com).

# Welcome New Members



Our membership has grown significantly in the past few months! We're excited to announce that the following members have joined IVPA from 6/1/20 - 9/30/20:

## SOLO PRACTITIONER HOSPITALS

Sandra Corrie, Akron Animal Hospital, Akron, NY  
Emily Rothstein, Animal Allergy and Dermatology, Plantsville, CT  
Nicolette Polson, Animal Care Hospital of Morris, Morris, IL  
Marcos Arellano, Animal Clinic East, Birmingham, MI  
Allison Rebecca Edwards, Animal Hospital of Milledgeville, Milledgeville, GA  
Lynlee Wessels, Animal Wellness Center of Monee, Monee, IL  
William Bracken, Arcadia Animal Clinic, Phoenix, AZ  
Lisa Wirth, Arizona Veterinary Ambulance, Tucson, AZ  
Tara Bell, Ashby Animal Clinic, Inc., Harrisonburg, VA  
Nicole Fortin, Back Cove Animal Hospital, Portland, ME  
Miguelina Moniello, Bayshore Veterinary Hospital, Holmdel, NJ  
Victoria Hollifield, Best Friend's Veterinary Hospital, Gaithersburg, MD  
Rachel Hill, Best Friends Animal Hospital and Pet Hotel, Fayetteville, AR  
Jesse Brandon, Brandon Veterinary Clinic, Leesville, LA  
John Mounger, Bushnell Animal Clinic, Bushnell, FL  
Greta Stamberg, Clarksburg Animal Hospital, Clarksburg, MD  
Jessica Price, Clinton Pet Vet, Clinton, NY  
Ryan Tedder, Coastal Animal Hospital, Encinitas, CA  
Janet Lawson, Coastside Veterinary Clinic, Inc, Half Moon Bay, CA  
Lauren Ledergerber, Colony Veterinary Hospital, San Diego, CA  
Sarah Vineyard, Colony Veterinary Hospital, San Diego, CA  
Deborah Masso, Cross Keys Animal Hospital, Williamstown, NJ  
Jenn Gates, Cuyahoga Falls Veterinary Clinic, Inc., Cuyahoga Falls, OH  
John Hodges, Dunedin Animal Medical Center, Dunedin, FL  
Brian Reister, East Lane Veterinary Hospital, Leaburg, OR  
Shannon Skevakis, Eternal Pawprints, Bel Air, MD  
Peter McCann, Generation Pet Veterinary Clinic, Houston, TX  
Diman Felipe, GentleCare Pet Hospital, Land O'Lakes, FL  
Robert Ulbrich, Holistic Pet Vet Clinic, Tigard, OR  
Katherine Magley, Magley Animal Hospital, Westminster, SC  
Gwynn Hardee, Meadowlawn Animal Services, Myrtle Beach, SC  
Jill Gastonguay, Mechanic Falls Veterinary Hospital, Mechanic Falls, ME  
Kathryn Dobyns, Middle River Veterinary Hospital, Verona, VA  
Darnice Pettigrew, North Fork Veterinary Hospital, Timberville, VA  
Esteban Pokorny, Northwest Veterinary Imaging, Mountlake Terrace, WA  
Nancy Freeborough Kaczmar, Nottingham Pet Clinic, P.C., Syracuse, NY  
Steve Manyak, Pine Animal Hospital, Long Beach, CA  
Gwen Schlueter, Romaine Creek Veterinary Center, Fenton, MO  
Jack Phillips, Saint Peters Animal Hospital, Saint Peters, MO  
Curt Benyei, Schulhof Animal Hospital, LLC, Westport, CT  
Jennifer Fry, The Vet On Main, Birdsboro, PA  
Wendy Feaga, Twin Oaks Animal Hospital, Ellicott City, MD  
John Summar, Valley Veterinary Hospital LLC, Denver, CO  
Norman Manning, Wake Forest Animal Hospital, Wake Forest, NC

## SMALL HOSPITALS

Cherokee Animal Hospital, Canton, GA, Allyson Jenkins, Amanda Johnson  
Milestone Veterinary Associates, Greer, SC, Amanda Yancey, Constance Klein, Heather Gaines, Kristine Conover, Margaret Roberts, Robyn Gallucci  
Noah's Landing Pet Care Clinic, Elkhart, IN, Jill Windy

## TWO-DOCTOR HOSPITALS

Branmar Veterinary Hospital, Wilmington, DE, Jennifer Scheiber  
West Main Animal Hospital, Alhambra, CA, Laszlo Frics

## VETERINARIAN TEAM MEMBERS

Nancy Scanlan, Weed, CA

## AFFILIATES

EF Bookkeeping for Veterinarians, [www.efbookkeeping.org](http://www.efbookkeeping.org)  
Fahey Schulz Buryzch Rhodes, PLC, [www.fsbrlaw.com](http://www.fsbrlaw.com)  
Inologica/Smart Outcomes, [www.smartoutcomesvet.com](http://www.smartoutcomesvet.com)

## ALLIED PROFESSIONALS

Amber Drake, Bemus Point, NY  
Christian Benyei, Westport, CT  
Dr. Candace Benyei, Westport, CT  
Laura Neischel, Marshall, VA  
Linda Markland, Peoria, AZ  
Melissa Hine, Adana Veterinary Clinic, Freeville, NY  
Nancy Krutzsch, Clarksburg, MO

## NEWSLETTER COMMITTEE

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## Industry News

Following are links to articles that may be of interest to you:



Veterinary school applicants soar by 19%



COVID-19: Safety hacks for your veterinary practice



Maximizing virtual client touchpoints



Veterinary ventilators return home



## IMPORTANT LINKS



Members-Only  
Facebook Group



Newsletter Suggestions  
and Contributions



Practice Spotlight  
Submission Form