



**Private Label
Business Solutions**
POWERED BY STRATFORD ANIMAL CARE

8 GROWTH TIPS

for Modern Veterinary Practices

Practical ways to overcome today's
growth challenges



Turning Obstacles into Opportunities

Veterinary medicine is evolving quickly—and while that brings real challenges, it also opens the door to new, exciting opportunities for practice growth. Today's pet owners are more invested in their pets' health than ever before, and they're actively seeking clinics that offer convenience, transparency, and a personalized touch. With the right strategies in place, practices can not only adapt to the changes around them—they can thrive.

Of course, modern growth isn't without its obstacles. Many hospitals are navigating shifting client loyalty, as pet owners spread their care across multiple providers. Others are confronted with financially stressed clients who still want the best for their pets but need flexible, affordable pathways to care. At the same time, rising costs—from supplies to staffing—make it harder to maintain strong margins, and team shortages can stretch even the best practices to the limit.

And then there's the pace of change itself. New technologies, new modalities, and new client expectations emerge every year, pushing practices to stay agile and forward-thinking.

But there's good news. All of these challenges create the opportunity for innovation.

With smart systems, thoughtful client communication, and a strong in-clinic value experience, hospitals can foster loyalty, enhance financial performance, and differentiate themselves in a competitive market.

The Roadmap to Hospital Growth

This ebook outlines eight practical, impactful strategies that today's most successful veterinary practices are using to overcome obstacles and create a path to sustainable growth. You'll learn how to differentiate your services, improve client experience, keep more retail revenue inside your practice, and build the kind of long-term loyalty that drives predictable success.

Your practice has more potential than ever. Let's explore the strategies that can help it grow—today, and for the years ahead.



#1 Add Differentiating Products and Services

Today's pet owners want more than routine care—they're looking for a clinic that offers solutions tailored to their pets' unique needs. Practices that expand their service offerings and reinforce them with high-quality take-home products stand out quickly in a competitive market. The goal isn't to add everything—but to add the right things that elevate your value, improve patient outcomes, and create new revenue opportunities.

Offer Trending and Innovative Medical Services That Set Your Practice Apart

Integrative and regenerative services are gaining traction as pet owners seek more comprehensive, drug-free, and holistic care for their pets. Adding even one of these services can instantly differentiate your hospital and attract clients looking for modern treatment options.

Examples include:

- **Ozone therapy** for wound care, dermatology, and inflammation support
- **Acupuncture**, especially for pain management, mobility, and chronic conditions
- **Laser therapy** for both acute and chronic conditions
- **Biologics** such as platelet-rich plasma (PRP), stem cell therapy, or off-the-shelf biologics

Each of these modalities creates opportunities for recurring visits, improved clinical outcomes, and strong client satisfaction—key ingredients for long-term practice growth.



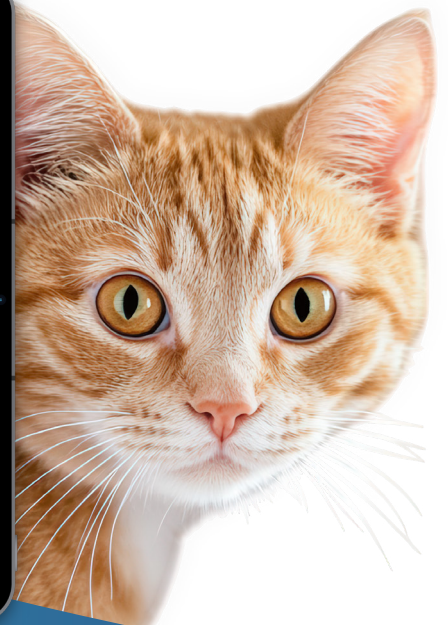
Add Proactive Screening Services

Early detection remains one of the most powerful levers in veterinary medicine. By offering proactive health services, such as cancer screenings, lameness evaluations, and blood-based tests for common diseases, you empower clients to make informed decisions about further diagnostics or treatments. Early detection improves long-term outcomes and can make care more affordable.

The key to getting client buy-in for proactive screening tests is to make these screenings affordable. When clients understand the value of early detection and feel financially comfortable engaging with these services, it strengthens trust, compliance, and long-term health outcomes.

Optimize Efficiency with AI Tools

AI is rapidly earning its place inside the modern veterinary exam room. Used wisely, it helps your team work faster, reduce burnout, and deliver a more consistent client experience.



High-impact examples include:



AI scribe tools that generate accurate SOAP notes automatically



Automated responses for routine client questions (refills, appointment reminders, FAQs), which may be delivered via online chat or two-way texting



Emerging diagnostic AI tools that support decision-making

These tools don't replace your team's expertise—they free up time to focus more on care, communication, and relationship-building.

Create Personalized Wellness Plans with Take-Home Products

Modern pet owners value personalized care plans—and they especially appreciate it when the hospital makes follow-through easy. Integrating take-home products directly into your wellness plans improves compliance and strengthens your role as the pet’s trusted advisor.

Wellness plans can include curated, clinically backed products for:



Dental health



GI and digestive support



Skin and coat care



Daily supplements and longevity products

Level up your clinic’s approach to personalized care with your own white-labeled line of clinical products. Private Label Business Solutions offers an affordable way to put your clinic’s logo on over 100 clinical-grade SKUs, including dental products, supplements, or skin care items to reinforce your medical recommendations, keep retail dollars inside your practice, and give clients a high-quality product they associate directly with your hospital’s expertise.

In addition to driving loyalty, Private Label Business Solutions products are often less expensive than the products you’re currently stocking on your shelves.



Learn more or get started custom branding your own products today at stratfordrx.com/index.php/private-label-business-solutions/



#2 Optimize the Client Experience

A modern veterinary practice isn't just defined by the services it offers—it's defined by how those services feel to the client. Today's pet owners want care that is convenient, transparent, and tailored to their pets' needs. Their expectations have evolved, and practices that deliver a smooth, connected experience consistently earn stronger loyalty and higher compliance.



Understand the Modern Pet Owner

Today's pet owners are digitally savvy, value-driven, and proactive in their approach to their pets' well-being. They research online before appointments, compare options, and expect communication that meets them where they are—on their phones, in their inboxes, and through simple, intuitive tools.

Unfortunately for modern pet owners, delivering great medical care isn't enough to earn loyalty. They value the experience of visiting the veterinarian from ease of booking through personalized care that extends from the exam room to the living room.

What today's clients value most:

- Frictionless scheduling and clear communication
- Fast access to information, including reminders, updates, and test results
- Personalized recommendations that feel specific to their pet
- Flexible care options, such as virtual consults or tech-enabled follow-ups
- Consistency across everyone they interact with at your hospital
- Take-home products and clinical recommendations that help them feel empowered

Delivering on these expectations not only improves client satisfaction—it strengthens your position as the trusted go-to provider for their pet's care.

Streamline Appointments for Less Stress (and More Efficiency)

A seamless appointment experience is one of the most effective ways to enhance client perception. Reducing friction at every step—before, during, and after the visit—creates a smoother flow that benefits both busy clients and busy teams.

Consider optimizing:



Online booking tools that prevent phone bottlenecks and enable clients to book after business hours



Two-way SMS reminders to reduce no-shows and clarify pre-visit instructions



Digital check-in forms that reduce paperwork and allow better use of exam time



Post-visit summaries that are delivered electronically for clarity and to improve pet owner compliance with recommended care

Small improvements add up quickly. When clients consistently experience low-stress visits, they're more likely to return—and more likely to follow your medical recommendations.



Personalize Care at Every Touchpoint

Personalization isn't just a nice-to-have anymore—it's an expectation. Modern pet owners want to feel known, not processed. And personalization extends far beyond the exam itself.

Ways to personalize the experience:

Tailor recommendations based on age, breed, lifestyle, and medical history

Remember their name, not just their pet's

Offer take-home care plans that reflect the pet's unique needs

Document client preferences such as communication style, appointment type, and concerns

Use tools that track patient progress, such as mobile apps or wellness portals

Provide custom retail products tailored to their pet's needs. Level up your brand by private-labeling these products with Private Label Business Solutions.

When clients see that your team pays attention to the details that matter to them, trust grows—and trust is the foundation of long-term loyalty.

Provide Flexible Care Options That Match Modern Lifestyles

Not every concern requires an in-person visit, and clients appreciate practices that acknowledge that reality. Offering convenient alternatives shows that you value their time while still prioritizing excellent medical care.

Flexible options include:

Telehealth consults for follow-ups, medication checks, or minor concerns

Curbside or express appointments for busy families

Digital triage tools that help clients decide when to come in

Text-based updates during drop-off visits to keep clients informed

Modern flexibility doesn't replace in-person care—it enhances it. These small but meaningful choices make clients feel supported, informed, and heard.



#3 Market Your Veterinary Hospital

Even the best medical care and client experience won't drive growth if pet owners don't know what sets your hospital apart. In a crowded and rapidly changing veterinary landscape, consistent marketing is essential—not just for attracting new clients, but for staying visible, relevant, and top-of-mind with the clients you already serve.

Marketing your hospital doesn't have to be complicated. With a few focused strategies, you can reach the right pet owners with the right message at the right time. Below are some ideas to get you started.

Use SMS to Stay Connected and Drive Client Compliance

Text messaging continues to be one of the most effective communication tools for veterinary practices. Texts have a 98% open rate making them one of the most effective ways to connect with clients.

Strong SMS strategies for veterinary hospitals include:

- Appointment reminders and confirmations
- Follow-up instructions after procedures
- Quick-check triage or "send us a photo" options
- Seasonal health alerts (fleas, ticks, allergies, heat risks, etc.)
- Reminders for refills, rechecks, and preventive care



Pro Tip

If you're texting clients about retail product refills, make it easy for them to place a re-order directly from their phone. For example:

"Cindy, it's time to refill Fluffy's Village Veterinary Hospital Otic Ear Cleaning Solution. Click here to refill now."

Two-way texting adds convenience for clients and reduces phone load for your team—creating a better experience on both sides.



Use Email to Educate, Retain, and Upsell Preventive Care

Email is ideal for deeper communication that goes beyond a simple reminder. It allows you to educate clients, reinforce treatment plans, and highlight the value of your services.

Effective email opportunities include:

- Monthly newsletters featuring pet health tips
- Seasonal care guides (dental month, allergy season, holiday safety)
- New service announcements
- Educational spotlights on trends such as regenerative medicine or proactive screening
- Retail promotions or seasonal sales



Email helps you stay present in your clients' lives between visits—building trust and improving long-term retention.

Leverage Social Media to Stay Visible and Build Community

Social media is where many pet owners form emotional connections with brands. It's your chance to showcase what makes your hospital special and build a sense of community that clients want to be part of.

Engaging content ideas include:

- Behind-the-scenes looks at your team
- Pet-of-the-week spotlights
- Before-and-after success stories
- Quick educational videos
- Seasonal tips (parasites, summer heat, dental care, aging pets)
- Introductions to new products or services

Consistency matters more than perfection. Short, simple posts can keep your brand connected to clients every week.



Pro Tip

Use a social media scheduling tool. This enables your team to schedule posts a week or a month at a time, eliminating the burden of daily scheduling.

Run Seasonal Campaigns and Sales to Create Momentum

Seasonality can be a powerful growth driver when practices plan for it. Clients expect promotions around key times of year—and seasonal messaging makes health recommendations feel timely, relevant, and actionable.

Popular seasonal campaigns include:

- Dental Month promotions
- Spring allergy care
- Summer parasite prevention
- Senior wellness season
- Holiday "pet safety" campaigns

These campaigns keep your hospital top-of-mind all year long and help drive appointment demand.

Develop Local Partnerships to Expand Your Reach

Community connections help your hospital stand out and bring in new pet owners who may not have discovered you online. Strategic local partnerships can also reinforce your hospital's reputation as a trusted community resource.

Potential partners include:

- Groomers
- Trainers
- Shelters and rescues
- Daycares and boarding facilities
- Pet boutiques
- Local businesses hosting events

Co-branded education, cross-promotions, or sample packs of take-home products can increase awareness while strengthening community ties.



Cultivate a Referral Network That Fuels Steady Growth

Referrals remain a powerful growth lever. A strong referral ecosystem doesn't happen by accident; it comes from consistent, intentional relationship-building.



Ways to strengthen referrals:

- Ask satisfied clients to leave online reviews
- Provide "refer-a-friend" rewards (discounts, product samples, or wellness credits)
- Build professional relationships with nearby GPs, specialists, and ERs
- Give clients a great post-visit experience so they naturally recommend you

Happy clients become your biggest advocates.

When combined with strong communication and a recognizable brand presence, referrals can generate steady, predictable growth.

#4 Intentionally Focus on Reputation

Your hospital's reputation is one of the most powerful growth assets you have. In a world where pet owners research providers online, ask friends for recommendations, and trust reviews as much as personal referrals, intentionally managing your reputation is essential—not reactive.

A strong reputation builds credibility before a client ever steps through your door. It reinforces the value of your care, increases compliance, and helps your hospital stand out in an increasingly competitive landscape. When clients see proof of your expertise, your team's compassion, and the quality of your outcomes, choosing your practice becomes an easy decision.

Request Reviews After Every Appointment

The fastest way to build a strong online presence is simple: ask for reviews consistently. SMS makes this incredibly easy.

Sending a quick text after a visit, thanking the client and inviting them to share their experience, dramatically increases response rates. Within minutes, pet owners can leave feedback on Google or Facebook, where prospective clients are already searching.



Tips for maximizing reviews:

- Automate post-appointment review requests via SMS
- Make it effortless with direct links to review platforms
- Respond to all reviews—positive or negative—to show you're engaged, often, you can turn a negative into a chance to improve
- Highlight recent reviews in your marketing or on your website

A steady stream of reviews signals trustworthiness, reliability, and quality—key factors for today's discerning pet owners.

Use Social Proof to Showcase Expertise

Clients want reassurance that they're choosing a hospital with clinical skill and compassionate care. Social proof—real stories, real results, and real client voices—helps bridge that gap.

Strong social proof examples include:

- ✔ **Before-and-after** case photos or photos that aren't too graphic
- ✔ **Client testimonials** or success stories
- ✔ **Team spotlights** to highlight credentials and personality
- ✔ **Videos** explaining new services or showcasing technology
- ✔ **Posts featuring pets** who've benefited from take-home products or preventive care

When clients see your hospital living its mission daily, they develop confidence long before they book their first appointment.



Strengthen Your Presence in the Local Community

Your hospital doesn't just serve pets—it serves families and neighborhoods. Being visible and involved locally helps build deep, lasting loyalty and generates organic referrals that no ad campaign can match.

Opportunities to connect include:

- Partnering with shelters, rescues, or pet boutiques
- Hosting or sponsoring community events
- Offering educational talks on pet health
- Participating in adoption days or local fairs
- Providing co-branded sample bags or giveaways

Community involvement reflects your values and helps prospective clients view your team as an integral and trusted part of the neighborhood.



Why Reputation Matters for Growth

When your online presence, social proof, and community engagement all work together, they create a unified impression of excellence. That impression builds trust—long before a pet owner calls to schedule an appointment.

A strong reputation doesn't just attract new clients; it also fosters trust and loyalty among existing clients. It also increases retention, strengthens compliance, and makes every other growth strategy in this ebook more effective.

#5 Keep Retail Business in Your Hospital

If you've heard that veterinary retail is "dead," think again! Perhaps the "old way" that hospitals used to do retail business is gone, but with Private Label Business Solutions, retail can not only support revenue growth but also help build your hospital's brand and foster client trust.

Use these tips to reclaim your retail business, improve margins, and provide clients with better continuity between your recommendations and their purchases at home.



Improving retail business isn't just about "selling products."
It's about owning the care experience from exam room to living room.

Offer Private-Labeled Products to Strengthen Trust and Protect Margins

One of the most effective ways to keep retail revenue in-house is to give clients a product line they can't find anywhere else—one that feels aligned with your medical recommendations and reinforces your hospital's reputation for clinical quality.

Private Label Business Solutions makes it simple for your practice to:

- Put your branding on over 100 clinical-grade SKUs
- Stock trusted formulas for dental care, skin health, GI support, mobility, supplements, and more
- Offer products that are often more affordable than national-name brands
- Improve margins with competitive pricing and lower minimums
- Build everyday brand recognition through daily-use pet products

When a client takes a product home bearing your logo, they think of your hospital every time they use it. That creates a level of trust and loyalty that third-party retailers simply can't replicate.

Because clients perceive branded products as part of your recommended care plan—not a generic retail item—they're more likely to buy from you, return for refills, and stay engaged in ongoing preventive care.



Get started private labeling clinical-grade SKUs with your hospital's brand
stratfordrx.com/index.php/private-label-business-solutions/

Use Proactive SMS Communications to Reduce Retail Leakage

Even loyal clients sometimes forget to pick up refills or postpone reordering until the last minute. Proactive, well-timed SMS outreach helps keep retail revenue in your hospital while supporting patient health.



Smart SMS reminders can:

- Notify clients when refills are due
- Alert them about low-inventory or back-ordered items
- Promote seasonal products (flea/tick, allergy care, dental month)
- Encourage purchases tied to wellness plans
- Remind clients when new private-labeled products arrive
- Make it easy for them to place an order directly from the text message

These messages feel less like marketing and more like genuine care, especially when connected to the pet's medical record or recent appointment. Personalize text messages for the patient with their name and the name of the product they're due for a refill on.

Accept Online Refills From Your Website

Modern pet owners expect to be able to purchase products online. If your hospital does not offer web-based ordering options, clients will naturally turn to third-party sites—even when they'd prefer to buy from you.

An online refill portal, especially one that highlights your private-labeled products, creates convenience, continuity, and an easy path for clients to continue following your recommendations.

Benefits include:

- 24/7 ordering without phone calls
- Streamlined fulfillment for your team
- Reduced abandoned requests
- Boosted profits
- Increased compliance with long-term treatment plans
- Better visibility into what clients are actually using at home

When clients can refill from your website quickly, easily, and reliably, your practice becomes their go-to source for everyday pet health essentials.



Why Retail Strategy Matters for Growth

Retail isn't just an add-on. It's a high-impact lever for:

- Improving patient outcomes
- Strengthening client loyalty
- Increasing recurring revenue
- Reinforcing your hospital's brand daily
- Protecting margins in an era of rising costs

Private label solutions, proactive communication, and a frictionless refill system work together to keep more care—and more revenue—inside your practice.



Get started private labeling clinical-grade SKUs with your hospital's brand
stratfordrx.com/index.php/private-label-business-solutions/

#6 Create Systems for Scalable Growth

Long-term growth isn't just about adding new services or attracting new clients—it's about building systems that make your hospital more efficient, more predictable, and easier to manage. When your operations run smoothly, your team has more time for patient care, your margins improve, and your ability to grow becomes sustainable instead of stressful.

Scalable systems create consistency, reduce friction, and help your practice do more with the resources you already have—an essential advantage in today's tight labor market.

Strengthen Inventory Management With Smarter Stocking

Inventory is one of the most overlooked drivers of profitability. Too much inventory ties up cash flow, while too little sends clients elsewhere. The goal is to maintain a streamlined, intentional inventory that supports your care standards and drives revenue—not shelves of slow-moving product.

Modern inventory best practices include:

- Tracking turnover rates and removing under performing SKUs
- Standardizing core categories (dental, GI, dermatology, supplements)
- Reducing redundancy between similar brands
- Creating predictable reorder schedules based on usage data
- Purchase from vendors who don't require huge quantity orders

This foundation sets the stage for more strategic retail decisions that elevate both compliance and profitability.



Streamline Stock and Improve Margins With Private Label Solutions

Private Label Business Solutions makes it easier to consolidate your inventory around high-performing, clinically trusted products—reducing complexity while supporting stronger margins.

Benefits include:

Simplified ordering with a unified product catalog

Reduced duplicate SKUs, since private label formulas cover core clinical categories

Higher margins compared to many national brands

Lower minimums that prevent overstocking

Consistent packaging and branding that improves client recognition and compliance

By standardizing more of your inventory through private label, your hospital benefits from both operational efficiency and improved financial performance.

Many hospitals don't realize how much they overspend on everyday essentials—particularly dental chews, omega supplements, dermatology products, and GI support.

Private label alternatives often offer:

- Equivalent (or better) formulations
- Lower per-unit cost
- Better margin flexibility
- Greater continuity between clinical recommendations and home compliance

This allows you to stock trusted staples without compromising on care—and without straining your inventory budget.



Leverage Section 179 Deductions

Strategic planning around Section 179 deductions allows you to reinvest in technologies, equipment, and systems that support long-term growth—without overwhelming your budget. This is especially valuable for investments in:



Diagnostic equipment



Practice management technology



In-house tools that improve efficiency



Retail infrastructure or online ordering capabilities

Getting ahead of tax deadlines ensures your hospital can match smart financial planning with strategic operational improvements. Consult your accountant to determine the best way to leverage tax deductions.



Learn more about Section 179
www.section179.org

Track Success Metrics to Guide Growth

Scalable growth depends on measurable data. Tracking key performance indicators gives your team visibility into what's working, what isn't, and where small adjustments can make a big impact.

Metrics to monitor include:

- Product revenue share** (in-clinic vs. external retailers)
- Client retention** and return visit rate
- Client satisfaction** through surveys and review trends
- Compliance rates** for preventive care
- Revenue per visit** and average transaction value
- Adherence to refill reminders** and take-home product usage

When you measure consistently, **you can grow intentionally.**

Optimize Your Practice Information Management System (PIMS)

Your PIMS is the center of your hospital's operations. Optimizing it—and fully integrating all your tools into one workflow—significantly boosts efficiency and reduces manual work.

Key steps include:

- Ensuring your PIMS integrates with SMS, email, and online refill tools
- Using automated workflows for reminders, follow-ups, and refill alerts
- Centralizing inventory and ordering in the same system
- Training your team on PIMS shortcuts and best practices
- Reviewing integrations yearly as new technology becomes available

A well-optimized PIMS is the backbone of scalable growth. It helps your practice reduce errors, streamline communication, and support a consistent client experience across every touchpoint.



#7 Improve Client Loyalty

Client loyalty is one of the strongest predictors of long-term practice growth. When pet owners feel consistently supported—clinically, financially, and emotionally—they return more often, follow your recommendations more closely, and become enthusiastic advocates for your hospital. Loyalty is no longer just about good bedside manner; it's about creating a seamless, supportive experience that carries clients through every stage of their pet's life.

Strong loyalty strategies reduce missed visits, increase preventive care compliance, and create more predictable revenue—helping your practice grow even in uncertain economic climates.

Offer Care Memberships to Support Pet Owners Financially

For many families, cost is one of the most significant barriers to maintaining consistent veterinary care. Care memberships, wellness plans, and subscription-style offerings help reduce that friction by spreading the costs of preventive care over predictable monthly payments.

Memberships can:

- Make preventive care feel accessible and affordable
- Boost compliance with vaccines, diagnostics, and parasite protection
- Improve scheduling predictability
- Create recurring, reliable revenue
- Strengthen the long-term bond between the client and your hospital

These plans show clients that you're committed to their pet's health and mindful of their financial realities—an approach that builds deep trust and long-lasting loyalty.



Use Proactive Communication to Make Clients Feel Supported

Proactive communication—especially via SMS—helps clients feel cared for, not chased. When you reach out before they have to ask, it reinforces your hospital’s role as a true partner in their pet’s health.

These messages serve as gentle guidance, helping clients stay on track. When communication feels helpful and personalized, clients feel valued—and loyal.

Make Booking Easier to Reduce Friction

Appointment friction is one of the most common reasons clients fall off track. If they can’t get through by phone or forget to book during business hours, visits get delayed—and loyalty erodes.

Small improvements can make booking feel effortless, including:

- A clean, intuitive online scheduling experience
- Two-way texting for appointment changes
- Links to book directly from reminder emails and SMS
- Automated appointment prompts when care is due
- Clear communication about available appointment types (drop-offs, telehealth, express visits)

When booking is easy, clients stay engaged—and your hospital becomes their default choice.



Use Private-Labeled Products to Reinforce Trust and Continuity of Care

Trust isn't built only in the exam room—it's reinforced at home every time a client uses a product you recommended. Private-labeled products extend your hospital's presence into the client's daily routine, reminding them of your expertise long after their visit.

Private-labeled solutions help drive loyalty by:

- Making your recommendations simpler and more personalized
- Providing consistent, recognizable packaging that clients associate with your care
- Creating confidence that they're using products selected by their veterinarian
- Offering a convenient alternative to retail shopping
- Supporting ongoing compliance with at-home care routines

When clients feel that your hospital offers high-quality, curated solutions—not generic retail items—they're more likely to return to you for guidance, refills, and future care.



Why Loyalty Matters More Than Ever

Loyal clients provide stability in unpredictable economic times. They come back consistently, trust your guidance, and are less likely to drift to outside retailers or competing clinics. By focusing on financial accessibility, communication, convenience, and brand-driven trust, your hospital builds the kind of loyalty that supports stronger health outcomes—and sustainable practice growth.

#8 Empower Your Team

Your team is the heart of your hospital—and one of the most influential drivers of practice growth. Even the best services, systems, and products can fall flat without a confident, well-supported team behind them. When your staff feels educated, valued, and empowered, they communicate more effectively with clients, reinforce your medical recommendations, and help create a consistent, high-quality experience across every touchpoint.

Here are tips to help empower your staff.



Educate Your Team on Take-Home Products and Recommendations

Clients trust your staff deeply—often just as much as they trust the veterinarian. When your team can speak confidently about take-home products, treatment plans, and preventive care, clients are far more likely to follow through.

Team product education can include:

- Quick reference guides or sell sheets behind the desk
- Short team trainings on what each product does and when to recommend it
- Clear scripts or talking points for common client questions
- Role-playing exercises to practice confident communication
- Cheat sheets for new hires to ensure consistency

If you use Private Label Business Solutions products, a significant advantage is the built-in simplicity—with fewer SKUs and clear branding, staff can more easily remember what each product does and match it to everyday clinical needs. Your team doesn't have to juggle dozens of competing brands or memorize complex differences; they can focus on recommending the right product at the right time with confidence.

Foster a Culture of Education and Continuous Improvement

Empowered teams never stop learning—and veterinary medicine never stops evolving. Creating a culture where education is encouraged (and celebrated) keeps your staff engaged, confident, and prepared for new challenges.

Ways to support ongoing learning include:

- ✔ Regular lunch-and-learns
- ✔ Case reviews or patient success stories shared at team meetings
- ✔ Access to CE opportunities or online courses
- ✔ Encouraging cross-training to strengthen team versatility
- ✔ Recognition programs for clinical excellence, client service, or innovation

When staff feel invested in, they invest back in your hospital—through better client communication, stronger medical advocacy, and improved patient care.



Maintain Open Lines of Communication

A high-performing team needs space to speak up, share concerns, and collaborate on solutions. When communication flows openly, you can identify workflow challenges early, address client experience bottlenecks, and keep your culture healthy.

Support strong internal communication by:

- Holding brief but consistent team huddles
- Creating a safe space for staff to ask questions or request support
- Checking in regularly with team members about workload and stress levels
- Inviting feedback on new products, systems, or service changes
- Making improvements quickly when the team expresses a need



When your staff feels heard, they feel valued—and valued employees become strong advocates for your hospital and its clients.

Why Team Empowerment Drives Growth

Empowered teams are consistent.

They communicate clearly, reinforce your hospital's values, and deliver a client experience that feels seamless and trustworthy.

When your team is confident and supported, they:

- Recommend preventive care more effectively
- Increase compliance with take-home products
- Elevate the client experience
- Strengthen long-term loyalty
- Reduce friction across every part of the appointment

In a world where staffing shortages and burnout are real challenges, building an empowered, well-trained team is one of the most reliable—and impactful—ways to drive sustainable hospital growth.

Conclusion: Building a More Resilient, More Connected Veterinary Practice

Growing a veterinary hospital requires more than great medicine—it requires clarity, creativity, and intentional systems that support your team, your clients, and the pets you care for. The landscape is changing quickly, but that change brings opportunity. Practices that stay adaptable, proactive, and client-centered are not only weathering the shifts—they're thriving.

By expanding differentiating services, elevating the client experience, strengthening your reputation, protecting your retail business, building scalable systems, and deepening client loyalty, your hospital can create a growth engine that feels sustainable rather than overwhelming. And none of these strategies stand alone. They work best together, reinforcing each other to create a practice that is more efficient, more trusted, and more profitable.

Throughout this guide, we also highlighted how private-labeled products can play a meaningful role across several growth levers—from improving client compliance and retention to strengthening your brand, simplifying inventory, and protecting your margins. While not the sole solution, they are a powerful tool that helps modern practices deliver a more cohesive care experience from appointment to at-home follow-through.

Veterinary medicine will continue to evolve—but your hospital is well-positioned to evolve with it. With thoughtful systems, empowered teams, strong communication, and a consistent focus on client experience, you can create a practice that grows more resilient, more recognizable, and more connected year after year.

Your next chapter of growth starts with the strategies you choose today. **Now is the perfect time to put them into action.**



Learn more about how you can get started with Private Label Business Solutions
stratfordrx.com/index.php/private-label-business-solutions/



About Private Label Business Solutions

Working with Private Label Business Solutions is more than putting your logo on a bottle. Custom-branded products are a strategic way to grow your business, strengthen client loyalty, and compete with online retailers.



Elevate Your Brand

Your hospital's name becomes a brand that clients interact with daily.



Protect Your Hospital from Online Giants

Avoid price-matching conversations with clients by offering your own high-quality brand.



Grow Your Business

Private label products often cost less than name brands, boosting margins on items you already recommend.

"We're intentional about what we recommend, so quality, consistency, and reliability matter. Stratford's private label line lets us offer trusted products under our own name, reinforcing continuity of care and helping clients come to us with questions rather than turning to random online sources."

Beth Zaccari, RVT Practice Manager

100+ Clinical-Grade SKUs Available

- Dermatology
- Bathing & Grooming
- Dental Care
- Supplements
- Treats & Pill Wrap

Get Started in 3 Easy Steps

1. Select from 100+ clinical-grade SKUs.
2. Submit your logo, and our team of professional designers will create a custom label for your approval.
3. Once approved, we'll quickly produce your custom-labeled products.

Get started

stratfordrx.com/index.php/private-label-business-solutions/