



## Pricing Strategy & Implementation

Pricing is one of the most misunderstood, yet important aspects of managing your business. Most veterinary practices do one of three things when setting a price; match what their competitors are doing, raise prices by a specific percentage or guess. None of these are great solutions for something that can add a significant amount of profitability to your business without your clients even noticing.

Businesses with a good pricing strategy are much more profitable than similar businesses without one. It is a hard enough profession so why would you want to leave so much money behind?

Oculus Insights will evaluate your current price list of services and medications and work with your practice to optimize pricing to maximize value. This package includes staff training to encourage client compliance and identifying opportunities that may allow future price increases.

Imagine what you could do for your business if you could make more money with the same effort.

- Better veterinary and staff compensation
- Increased business value
- Better medicine through better diagnostic and therapeutic equipment.
- Reduce debt

**Schedule a free 20 minute consult to find the best program for your needs**