

Comprehensive Case Study: The StrategyVET Impact on a Regional Veterinary Practice

Executive Summary

The partnership between a regional veterinary practice and StrategyVET commenced in November 2025, catalyzing a profound financial and cultural transformation. Within the first four months of 2026, the organization transitioned from a persistent loss-making position to robust profitability. This turnaround is characterized by a "scissors effect," where revenue accelerated while operational costs were aggressively optimized.

The most significant financial achievement was the swing from a net loss of \$29,620 in early 2025 to a net profit of \$118,729 in the same period of 2026. Beyond the financial metrics, concurrent projects were highly tuned to human resources, culture, and team building, ensuring a holistic and sustainable organizational evolution.

Revenue Acceleration

The partnership successfully unlocked new revenue streams and increased throughput, leading to substantial year-over-year (YoY) growth.

- **Significant Volume Growth:** Total revenue for the January-April period surged by 40.6%, rising from \$522,886 in 2025 to \$735,342 in 2026.
- **Consistent Monthly Performance:** Every single month in 2026 outperformed its 2025 counterpart.
- **Peak Performance:** March 2026 reached a peak of \$201,181, marking the highest recorded monthly revenue in the practice's dataset.
- **Market Share Capture:** The rapid acceleration in early 2026 suggested improved service adoption and potentially better pricing strategies implemented under the partnership.

Operational Efficiency & COGS Optimization

The most striking impact of the StrategyVET partnership was the dramatic improvement in cost structures and margin health, driven by targeted inventory and operational management.

- **COGS Optimization:** Despite a 40% increase in revenue, the Cost of Goods Sold (COGS) for the January-April period was slashed by 46.2%. Total COGS dropped significantly from \$274,120 in 2025 to just \$147,389 in 2026.
- **Margin Reversal:** The Average Gross Profit Margin saw a massive recovery, moving from a deficit of -5.66% in 2025 to a healthy 16.15% in 2026.
- **Inventory Control:** The team successfully set up min/max inventory parameters directly within Covetrus Pulse.
- **Budget Alignment:** The practice implemented strict COGS budgeting in reference to the actual revenue earned.
- **Process Improvement:** Overall COGS management and processes were entirely overhauled to prevent waste and maximize efficiency.

- **Expense Management:** Generating higher revenue with significantly lower direct costs indicated superior inventory management, better vendor terms, and streamlined clinical workflows.

Cultural and Human Resources Transformation

The focus of the partnership relied heavily on cultivating the right environment and personnel to drive long-term success.

- **Strategic Recruiting:** The organizational recruiting philosophy shifted entirely to finding the right team members, ensuring the practice was not simply hiring to fill a space.
- **Standard Operating Procedures:** The partnership successfully addressed and implemented a comprehensive Team handbook.
- **Lifecycle Management:** Clear, standardized recruiting, hiring, and termination procedures were firmly established.
- **Skill Development:** Robust training procedures were put in place to support consistent team growth and high standards of care.
- **Identity and Values:** The organization finalized and established strong CORE values for the team.
- **Future Initiatives:** The next immediate project on the horizon involves crafting a unifying mission statement for the team.

Strategic Outlook

The current trajectory positions the organization for a record-breaking fiscal year if the momentum is sustained.

- **Profitability Sustainability:** The shift to positive Net Income in every month of 2026 (January-April) demonstrated that the turnaround was structural, not seasonal.
- **Scalability:** With the achieved operational efficiency, additional revenue growth is expected to flow directly to the bottom line with high operating leverage.
- **Future Projections:** If the current growth rate continues, the organization is on track to exceed its 2025 annual revenue by mid-year, establishing a new baseline for long-term financial health.

Key Financial Performance Indicators (Data Summary)

Metric	2024 (Pre-Partnership) Jan-April	2025 (Pre-Partnership) Jan-April	2026 (Post-Partnership) Jan-April	YoY Change (2026 vs 2025)
Total Revenue	\$467,657	\$522,886	\$735,342	+\$212,456
COGS	\$190,415	\$274,120	\$147,389	-\$126,731
Net Income	-\$40,496	-\$29,620	\$118,729	+\$148,349
Avg. Gross Profit Margin	-8.66%	-5.66%	16.15%	N/A