



Media Contact: Joanna Smiley  
[Joanna@fetchingcommunications.com](mailto:Joanna@fetchingcommunications.com)  
760.703.3136

### **Veterinary Practice Partners Provides Unique Approach to Practice Management**

**BRYN MAWR, PA (March 31, 2011)**— A newly formed management company, Veterinary Practice Partners (VPP) is taking a collaborative approach to hospital ownership through joint ventures that is a clear alternative to today’s approaches that are either 100% corporate owned or 100% veterinarian owned. As veterinary hospital owners try to navigate challenges from economic and generational issues as well as the growing availability of low cost Internet medications, VPP offers a new model that has been proven in human healthcare.

In January 2011, *Veterinary Economics* detailed the problems many of the veterinarians face: “When practice owners talk about exit strategy these days, their voices aren't often filled with hope. The discussion is familiar. Not enough associates are interested in owning a veterinary practice. Money is tight. It's tough to maintain profitability in this economic environment. What will they do when the time comes to retire? Sell to a corporation? Close the doors and walk away?”

Rich Lester, CEO and Founder of Veterinary Practice Partners, says, “For the first time in the industry, many veterinary practice owners face problems that are impacting their exit plans and profitability. Owners who are ready to retire are finding the younger associates are less excited about buying a practice because of their large student loan burdens and trying to balance family responsibilities. Another issue is that pet owners who previously turned to veterinarians for the purchase of medications are now buying from low cost Internet pharmacies. These issues, among others, are causing disruptive changes in the practice of veterinary healthcare, impacting the bottom line of practice owners. VPP’s partnership approach can help owners and their current associates navigate these issues successfully.”

Lester spent most of his career in human healthcare services, where he focused on successfully forming joint ventures with doctors. After almost 3 years as the President of BrightHeart Veterinary Centers he saw an opportunity to apply this approach to the veterinary health industry and formed VPP with financial support from professional healthcare investors. The company does not believe in taking over a veterinary practice. Instead, VPP focuses on the business and administrative aspects of practice management while the veterinarian partners lead the clinical and client side.

To schedule an interview with VPP’s Founder and CEO, Rich Lester, please contact Joanna Smiley at 760.703.3136 or [Joanna@fetchingcommunications.com](mailto:Joanna@fetchingcommunications.com)

**[About Veterinary Practice Partners](#)**

Veterinary Practice Partners was founded in 2011 to be a partner to veterinary practices as they navigate the changing marketplace. VPP has significant funding from a healthcare investment firm based in New York. With extensive experience in human healthcare, VPP's leadership has seen the partnership model thrive in human healthcare where business people and doctors own healthcare facilities together. This unique approach creates a clinical and business environment that puts patient care first, while implementing reasonable business practices that result in a financially successful venture. For more information on VPP visit <http://www.vetpartners.com/>

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