



Media Contact: Joanna Smiley
Joanna@fetchingcommunications.com

760.703.3136

Veterinary Practice Partners Announces First Partnership with South Carolina Animal Hospital

BRYN MAWR, PA (September 27, 2011) — Newly formed management company, Veterinary Practice Partners, has announced its first partnership with the Sangaree Animal Hospital in Summerville, South Carolina.

Founded in 2011, Veterinary Practice Partners' (VPP) joint venture hospital ownership model is new to the veterinary industry. Today, almost all veterinary practices are either 100% corporate owned or 100% veterinarian owned. With the joint ownership of a hospital, VPP focuses on the business and administrative aspects of practice management while the veterinarian partners lead the clinical and client service side.

"As other DVMs can understand, balancing practice management with clinical priorities is a challenge. I believe that VPP's partnership approach and business model will benefit our practice," said Dr. Kevin McGinn, DVM at Sangaree Animal Hospital. "With professional management support from VPP, my associates and I can focus even more on best serving our patients. This is the first step in my long-term retirement planning and will ensure continued DVM ownership of the practice that I started."

Rich Lester, CEO and Founder of VPP, says, "We are excited to have Dr. Kevin McGinn and his staff as our first partnership. He and his team have built a strong and well-respected practice, and our partnership will enable the DVMs to do their best clinical work, while VPP focuses on building the revenue base and managing the practice effectively."

Lester spent most of his career in human and veterinary healthcare services, including, most recently almost three years as President of BrightHeart Veterinary Centers. In a

prior role, he created joint ventures between doctors and DaVita, a leading dialysis company. Combining VPP's business expertise with DVMs' clinical expertise and local market knowledge will position each joint venture hospital to thrive in a changing environment.

To schedule an interview with VPP's Founder and CEO, Rich Lester, please contact Joanna Smiley at 760.703.3136 or Joanna@fetchingcommunications.com.

About Veterinary Practice Partners (VPP)

Veterinary Practice Partners was founded in 2011, with backing from a New York healthcare investment firm, to create joint ventures with veterinary hospitals. VPP's leadership has seen the partnership model thrive in human healthcare where business people and doctors own healthcare facilities together. This approach, when applied to veterinary practices, creates a clinical and business environment that puts patient care first, while implementing business processes that result in a financially successful venture. For more information on VPP visit <http://www.vetpartners.com/>.

About Sangaree Animal Hospital

Founded in 1985 by Dr. Kevin McGinn, Sangaree Animal Hospital is a full-service veterinary hospital dedicated to providing pet owners and pets with comprehensive and compassionate veterinary services. It has grown to three full-time veterinarians with four licensed veterinary technicians. <http://sangareeanimalhospital.com/>

#