“Keeping the Veterinary Pharmacy in the Veterinary Hospital”
Provided by Dr. David B. Goodnight DVM MBA
Senior Consultant, Brakke Consulting, Inc.

Overview:

Dr. David Goodnight and his team from Brakke Consulting, Inc. and Trone Brand Energy recently completed a large multi-client research project that explores the current state and the future of the veterinary pharmacy – The Pet Pharmaceutical Market Shift Study. The extensive research included surveying veterinarians, pet owners and pharmacists. The focus of this presentation is to provide key information from the research that is important for veterinarians to understand and to discuss strategies veterinarians can implement to compete with external forces attempting to shift consumer buying habits.

Outline:

1. The Current and Future State of the Clinic Pharmacy
   • Veterinarians
   • Pet Owners
   • Pharmacists
2. What you can and can’t do in Your Practice
3. Communication with clients
4. Success stories including real quantitative data
5. Keys to a successful program
6. Business Model of VetSource
7. Questions & Discussion
Bio for David B. Goodnight, DVM, MBA

David graduated from Texas A&M College of Veterinary Medicine in 1977 and practiced small animal medicine in the Dallas, Texas area until 1996. He still works as a relief practitioner in his hometown of Kerrville, Texas.

In the mid-80s, he attended SMU and acquired an MBA with the goal of transitioning into the industry side of animal health.

He sold his practices in 1996 to VCA and joined Brakke Consulting, the largest dedicated animal health consulting firm in the world. While there he established the Practice Management Group. In addition, while at Brakke, he conceived the idea of and executed the Brakke Management Study (sponsored by Bayer); a study that identified future economic trends and the behavior traits of successful veterinarians. Upon completion, the study was donated to the NCVEI.

He entered the pet insurance business when he was recruited in 1999 by Veterinary Pet Insurance to be the Executive VP of Business Development. In that role, he managed inbound sales, Internet sales, group sales, customer service, marketing and represented VPI on the advisory board of the NCVEI.

After returning to Brakke Consulting in June of 2004 he was recruited by Nestle Purina PetCare Company to start a new pet insurance company. After extensive research and start-up challenges, the company was officially launched June 12, 2008 under the name PurinaCare Pet Health Insurance and was located in San Antonio.

Early in 2011, he conceived of and designed Partners in Wellness, a patented, turnkey software solution for veterinarians to create and offer customizable wellness programs to their clients without the administrative constraints associated with billing and the tracking of service delivery.

Until May 2013, he was the President and COO of PurinaCare Insurance Services, Inc. and Nestle Purina Claims Services, Inc., both companies wholly-owned by Nestle Purina PetCare Company. PurinaCare managed the entire Partners in Wellness program. PurinaCare was sold by NPPC in May 2013.

In June 2013 he returned to consulting for the animal health industry. He recently completed a major research project entitled “Pet Pharmaceutical Market Shift Study”. The study explores in-depth the future of the veterinary pharmacy.