

# CLIENT IMPACT CASE STUDY

NEVADA • SMALL ANIMAL URGENT CARE



## BACKGROUND & CHALLENGES

When rapid growth outpaces infrastructure, even the most capable teams can feel overwhelmed. At this Nevada-based hospital, a faster-than-expected patient load revealed critical gaps in workflow efficiency, leadership structure, and client communication. Despite a large and passionate team, the practice was bursting at the seams without the systems in place to support its growth. Through targeted coaching and hands-on support, we implemented urgent care protocols, develop leadership skills in a new practice manager, and equip staff with tools to handle emotional client interactions with clarity and care.

**Practice Type:** Small Animal Urgent Care

**Location:** Northwest Nevada

**DVMs:** 5 FTE veterinarians

**Staff:** 20 staff members

**Hours:** Friday – Monday (9 am – 9 pm);  
Tuesday – Thursday (11 am – 9 pm)

## SOLUTIONS

### INTRODUCE EFFICIENCY TO A CHAOTIC WORKFLOW

The hospital experienced significantly higher patient volume earlier than anticipated, leading to inconsistent care processes and staff burnout. To restore order and support team wellbeing, we helped implement urgent care-specific triage protocols, introduced teletriage support, and trained the team on efficient handoffs to streamline patient flow.

### DEVELOP LEADERSHIP SKILLS IN NEW PRACTICE MANAGER

Without a practice manager in place, the hospital initially lacked structure and leadership. When a manager was eventually hired, she brought strong potential but limited experience. We helped provide a structured training plan and ongoing coaching to build her confidence, leadership skills, and operational knowledge.

### IMPROVE CLIENT COMMUNICATION

Long wait times and emotionally charged situations were taking a toll on the team and client relationships. We supported the hospital in launching an online triage system to set expectations early and developed communication scripts to help the team navigate difficult conversations with empathy and consistency.

## RESULTS



### Cost of Goods Sold

Through improvements in workflow efficiency and team coordination, COGS decreased from **17% to 14%**, saving nearly **\$180K**.



### Net Income

Strategic investments in leadership development and client communication tools saw a first year **profit margin of 22%**.



### YOY Growth

Driven by increased demand and improved operational flow, the hospital experienced **82% year-over-year growth**.