Measurable Results.® - **Fox Run Veterinary Hospital**

I'm Jessa Kocher, a veterinarian. I graduated veterinary school in 2011. In 2020, I opened Fox Run Veterinary Hospital. We started working out of the Tri Lake's Animal Urgent Care, and then we moved into our building in January of 2022.

So in less than five years, we were a six-doctor practice, and so with that, we then also had 30 staff. We had a much more complicated bookkeeping process. The first time I wrote a check for my monthly MWI bill of $30,000, I was like, you know, you kind of have a moment where you're like, okay, this is a lot, and where is my money going? And our previous bookkeeper would always operate anywhere from like two to five, even sometimes, at one point, I think even six or seven months behind. You want to know where your money is going so that you can make smart business decisions. Like, am I able to afford bringing on another doctor, you know. We want to add this piece of equipment, but can we? And so, you know, it was one of those things where it always felt like a mystery, and I was just following my gut.

So initially, I sat down with the SVA team, and what they presented was like so different from what we currently were using. They were talking about us having an online web portal where we could see like very quick, instant snapshots of our financial health as a company. They were talking about quarterly sit downs and meetings where we would go over like tax strategy, growth strategy, and so it really sounded appealing to me. And so we signed on. We were like, "Well, we definitely need a different accounting firm, one that understands the industry.

So that portal really has been a game changer for us, especially because it's kept so up to date. The data that's there, you know, it tells us the daily cash flow required to keep our doors open, right? Like, how much do we need to make every single day just to pay our bills? That's been a huge one that I've been able to share with our team because sometimes you know they see these big amounts of money coming in, like, oh my gosh, we made $15,000 a day, and but then when I'm like, oh yeah, and it costs $14,200 to keep our doors open. Are we staying in those like industry-wide standards, right? Like, is our payroll in the right percent? Is our mortgage in the right percent? Is our inventory in the right percent?

And so, if we are kind of veering off course in any of those metrics, we're not finding out six months later that we're in a bad spot. We're finding out right away, and I think that has been huge. If we have a month where something really crazy happens or the numbers come back as they kind of plug them in to our portal, and they're like, "That doesn't look right, like they're not just waiting and hoping that I notice, but when I have questions, I mean it's, it, I mean I don't think it's ever been longer than 24 to 48 hours that I hear back. Sometimes I have a response in my inbox. Like I send the email, I go into an exam room, and then I come back out from that room, and I have a response already. I never have to wonder if they're going to get back to me. They always do.

For me, the biggest thing has been time. Like it's given me back time so that I can focus on the things that I love to do. They are super responsive, very proactive as far as like helping with your strategy throughout the year, and they understand the vet industry, which is something that can't be said for a lot of accounting firms.