

HOW MANY VETERINARY CLINICS CAN THRIVE IN A COMMUNITY?

South Carolina Counties With Populations Over 100,000 (2012 Census Estimates)																	2013 Est.
	Greenville	Richland	Charleston	Spartanburg	Horry	Lexington	York	Berkeley	Anderson	Beaufort	Aiken	Dorchester	Florence	Pickens	Sumter	South Carolina	
Source: <i>dvm360.com July 1, 2011</i> <i>Monica Dixon Perry, CVPM and Mark Hafen, AIA</i> <i>http://veterinarybusiness.dvm360.com/qa-research-you-build-veterinary-practice</i>																	
Population	466,772	393,853	365,170	288,583	282,024	270,272	234,608	189,357	189,357	168,016	163,299	142,490	137,939	119,745	108,127	4,774,839	
1. Determine the amount of income derived from a population.																	
Per AVMA stats --																	
# Households = population/2.7	172,879	145,871	135,248	106,883	104,453	100,101	86,892	70,132	70,132	62,228	60,481	52,774	51,089	44,350	40,047	1,768,459	
59.5% Households own pets	102,863	86,794	80,473	63,595	62,150	59,560	51,701	41,729	41,729	37,026	35,986	31,401	30,398	26,388	23,828	1,052,233	
76.5% Households visit veterinarians	78,690	66,397	61,562	48,650	47,545	45,563	39,551	31,922	31,922	28,325	27,529	24,021	23,254	20,187	18,228	804,958	
# People who take their pets to vets	212,463	179,272	166,216	131,356	128,370	123,021	106,788	86,191	86,191	76,477	74,330	64,858	62,786	54,505	49,217	2,173,387	
Each household spends \$366 annually on vet care	\$28,800,533	\$24,301,321	\$22,531,537	\$17,806,004	\$17,401,304	\$16,676,188	\$14,475,666	\$11,683,611	\$11,683,611	\$10,366,839	\$10,075,793	\$8,791,847	\$8,511,043	\$7,388,446	\$6,671,598	\$294,614,729	
Assumption:																	
1 FTE Veterinarian generates \$500K - \$800K/year																	
Associate Vet ≈ \$500K; Vet Owner ≈ \$800K																	
Low-earning end of spectrum:	58	49	45	36	35	33	29	23	23	21	20	18	17	15	13	589	
High-earning end of spectrum:	36	30	28	22	22	21	18	15	15	13	13	11	11	9	8	368	
Summary: Based on \$500,000 to \$800,000 in revenue, this range of veterinarians can be easily supported.																	
2. Determine the number of veterinary visits vs. appointment slots per practice.																	
Per AVMA stats --																	
Each household visits the vet 2.8 times per year.	220,332	185,912	172,372	136,221	133,125	127,577	110,743	89,383	89,383	79,309	77,083	67,260	65,112	56,524	51,040	2,253,883	
Assumption: 5-day workweek with 15 to 20 appointments per day per veterinarian; the average number of appointments per year would be 3,900 to 5,200, or an average of 4,550 appointments.	48	41	38	30	29	28	24	20	20	17	17	15	14	12	11	495	
Summary: These calculations tell us that this number of veterinarians could stay busy in each county.																	
3. Determine the number of active patients per veterinarian.																	
According to management consultant Mark Opperman, CVPM, owner of VMC, Inc., 1,900 to	41	35	32	26	25	24	21	17	17	15	14	13	12	11	10	424	
	39	33	31	24	24	23	20	16	16	14	14	12	12	10	9	402	
Summary: With X households visiting veterinarians (active files), the population can support this range of veterinarians.																	
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Licensed Veterinarians Per South Carolina Dept. of Labor, Licensing and Regulation	110	104	197	59	59	66	60	22	44	56	61	28	25	22	9	1,141	
Range of Veterinarians These Counties and the State of South Carolina Can Support	36 -- 58	30 -- 49	28 -- 45	22 -- 36	22 -- 35	21 -- 33	18 -- 29	15 -- 23	15 -- 23	13 -- 21	13 -- 20	11 -- 18	11 -- 17	9 -- 15	8 -- 13	368 -- 589	
Veterinary Capacity: High Range	306%	342%	699%	265%	271%	317%	332%	151%	301%	432%	484%	255%	235%	238%	108%	310%	
Veterinary Capacity: Low Range	191%	214%	437%	166%	170%	198%	207%	94%	188%	270%	303%	159%	147%	149%	67%	194%	