

**Mark Proctor, Beeston Animal Health
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Mark Proctor is the Managing Director and Vet for Beeston Animal Health, whose customer base consists of a wide range of local and online pet and horse owners, but primarily local farmers. Beeston Animal Health was founded in 1994 and has built up strong relationships with its clientele throughout its trading life.

Since then, it has implemented a range of successful innovations within its business; one being vet integration.

"We have been earnest in our efforts to not only integrate with our sister practice at The Willows but also to engage with other local and XLVet member practices.

"Breaking the trade versus vet conflict axis can be tough but through patience and good results it is possible to foster good, wider relationships to the benefit of clients," says Mark.

It is clear that Mark and the team value their customers and aim to deliver high quality customer service throughout; for example they interview their customers thoroughly, in order to make every effort to understand their businesses better, and their needs.

"We find that by taking this time and trouble we can offer best value without the need for the raw price to be the driver," explains Mark.

SQPs also play a vital role within Beeston Animal Health, whereby they have contributed great value to the business over the years, with their animal health knowledge and attitude. Vets have also come to rely on the expertise of the SQPs here, in relation to the integration of POM-VPS treatment regimes into the herd or flock plans, as well as advice on POM-V medications.

"I would say that SQPs are the fundamental pillars of any animal health business. In general, the SQP is the gatekeeper to many a conversation on farm health problems. SQPs are the main guardians of our anthelmintic efficacy in the UK," says Mark.

Overall, Beeston Animal Health submitted an excellent entry and demonstrated a great message about vets and SQPs working alongside each other for the sake of animal welfare. It has embraced the internet with online advice and sales, and continue to be innovative.

