

Vet Dynamics' practice health assessment winner announced

The winner of a competition run by Vet Dynamics at the London Vet Show (LVS) has been announced.

West Midlands-based Severn Edge Veterinary Group, which has 11 branches across Shropshire, Staffordshire and Worcestershire, won the Vet Dynamics practice health assessment.

Almost 200 entries



John Brentnall has won a full practice review for Severn Edge Vets thanks to the Vet Dynamics competition at London Vet Show.

Chief executive of the veterinary business consultancy, Alan Robinson, said: "We would like to thank everyone who took the time to visit our stand at LVS, took a revealing practice health assessment with one of our coaches and entered our competition.

"Out of the 197 practice owners who entered, John Brentnall, of Severn Edge Vets, was the lucky winner and we are looking forward to visiting him and meeting his team to carry out a full practice review, followed by a report and recommendations."

Focus for business growth

He said: "I am delighted to have won this competition and have since attended one of Alan's veterinary business accelerator events, which was incredibly useful.

"Severn Edge Vets was formed through the merger of several long-established local businesses. We

are one of the few practices left in the area that offers the full range of small animal, farm and equine services. The 11 clinics making up our small animal department are widely spread over central and south Shropshire.

“The intention of our review with Vet Dynamics and their coaches is to focus on both the clinical and financial aspects of this diverse department, to help us concentrate on the future and ensure we continue to offer the absolute best possible service to our clients, as well as grow our business.”