

What constitutes professional and financial success must be determined by the individual. For veterinarians in private practice, achieving success entails dealing with the many facets of not only professional but also business activity.

Financial and professional success is realized only when the core-business elements are managed appropriately. At the core of success is customer value.

A better perception of the intricacies of private practice is achieved by developing an understanding of the core element of customer value and then by progressing to the more peripheral elements. One must constantly reflect on the interaction of all elements.

**Customer/Client Value**

**Employee**

**Satisfaction/Productivity**

**Service System Design**

**Customer**

**Satisfaction/Loyalty**

**Capacity & Demand**

**Pricing**

**Profitability**

**Practice Value**

**Tax & Investment Planning**

**Professional & Financial  
Success**

