

FOR INDEPENDENT VET CLINICS

How healthy is your clinic's *business*, really?

Most owners are brilliant at the medicine - and flying blind on the business side. Here is how to finally see it clearly.

THE BUSINESS ANALYSIS REPORT

A full read on your clinic.

A designed, plain-spoken report on how your practice shows up to new clients - and the easy wins hiding in plain sight.

9 sections

Tailored to you

No pressure



01 • DIGITAL MATURITY

How do you show up online?

One honest maturity score - weighted across the four things new clients judge first.

- Website & online tools
- Reviews & reputation
- Social presence, then ranked fixes

SAMPLE

WEBSITE & DIGITAL MATURITY

Scoring the digital presence



Website presence & functionality - 30%

Online services & client tools - 30%

Social media presence - 20%

Reviews & reputation - 20%

Bright spot: a clean, mobile-friendly WordPress site with the Fear Free badge front and center - one of the few in the area marketing it prominently.

Priority opportunities, ranked

#	OPPORTUNITY	PRIORITY
1	Review volume lags badly (191 vs. 418 avg) — happy clients simply aren't being asked	High
2	Appointment request form, not real-time booking — friction at the new-client decision point	High
3	Fear Free story confined to the homepage — absent from social and review responses	Medium
4	No short-form video — the fastest-growing discovery channel for local practices	Medium
5	Instagram posting is inconsistent (2-3 week gaps) — undercuts reach and growth	Low
6	Dr. Webb's dermatology focus is invisible online — a high-return recurring-visit driver	Low

02 • SWOT

Where are your easy wins?

Strengths, gaps, opportunities, and threats - so you know exactly where a little effort goes the furthest.

Every weakness is framed as an opportunity, never a verdict.

SAMPLE

04 — SWOT ANALYSIS

Strengths, gaps, and what's next

S Strengths

- Fear Free certified — only 2 of 9 area clinics
- Dr. Hollis's 17-year reputation; named in reviews
- Cindy Farrell, 11-year lead tech, named by clients too
- Active Facebook (~1,240) with good photo engagement
- VetsFirstChoice pharmacy keeps clients engaged between visits

W Weaknesses

- Review count lags badly — ~1 new review/month
- Request form instead of real-time online booking
- No short-form video on any channel
- Instagram posting is inconsistent (2-3 w gaps)
- No on-site after-hours coverage (ER ref only)

O Opportunities

- Turn the Fear Free story into a short-form video series
- Automate the post-visit review ask (process, not satisfaction)
- Upgrade to real-time booking to lift new-client conversion
- Surface Dr. Webb's dermatology focus for recurring visits
- Market the senior-pet program as ongoing care

T Threats

- Two AAHA-accredited rivals at 4.7 and 4.8 with more reviews
- A competitor's 7am-7pm + full-Saturday hours capture commuters
- The video gap compounds month over month
- Low review volume = thin buffer against rough week

The strategic read: The care and the loyalty are real, and the digital foundation is already in place. The practice isn't losing on quality - it's under-amplified. Closing the review-volume gap, smoothing the booking path, and finally telling the Fear Free story would let 17 years of goodwill do the heavy lifting.

03 • COMPETITOR ANALYSIS

How do you stack up locally?

Your rating, review volume, and credentials, side by side with the clinics down the road.

See exactly how a first-time client compares you on Google - before they ever call.

SAMPLE

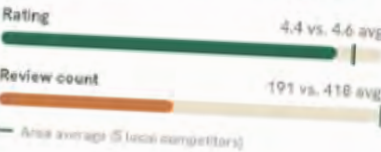
03 — COMPETITOR ANALYSIS

Where the clinic stands locally

Harrisburg is competitive; two AAHA-accredited practices hold the top rating spots and extended hours are table stakes for the busiest rivals. The good news - Paws & Claws's rating is right in line with the top tier and its Fear Free certification is a differentiator none of the leaders advertise as clearly.

CLINIC	RATING	REVIEWS	NOTE
Paws & Claws YOU	4.4 ★	191	Fear Free - WhiskerCloud
Capital City Animal Hospital	4.7 ★	612	AAHA - real-time booking
River Road Animal Hospital	4.6 ★	504	AAHA - urgent-care walk-in
Midtown Pet Care	4.5	389	Grooming + boarding - act
Harrisburg Veterinary Clinic	4.3	287	Extended hours 7am-7pm

CLOSE ON RATING, BEHIND ON VOLUME



THE DIFFERENTIATOR GAP — IN YOUR FAVOR

The leaders win on accreditation and review volume, but **none market Fear Free as clearly**. For the growing set of owners who choose a clinic based on how a visit *feels* for their pet, that's an opportunity Paws & Claws already owns - it just needs to be louder than the homepage.

04 · MARKET & INDUSTRY TRENDS

What's changing in vet care?

- 01 Owners **filter by rating** first.
- 02 Access is a **deciding factor**.
- 03 Platforms **outrank builders**.
- 04 Video **drives discovery**.

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MARKET & INDUSTRY TRENDS

The tailwinds and headwinds

2 of 9

area clinics are Fear Free certified - you're one of them

418

area average review count - the volume bar to close

24 hr

callback loop on the request form vs. instant booking nearby

Fear Free is becoming a deciding factor

A growing set of owners choose on how a visit feels for their pet, not just the clinical menu. The certification you already hold maps directly onto where the market is moving.

Review volume drives local search ranking

Owners weigh both rating and count. A strong 4.4 with a thin review base ranks below busier rivals - and the fix is a process, not a satisfaction, change.

Real-time booking is now an expectation

Comparison-shopping clients book wherever they can confirm fastest. A 24-hour callback loop quietly hands first-time visitors to instant-booking competitors.

Short-form video drives discovery

Reels and TikToks are how local practices reach owners outside their existing base. A Fear Free visit is exactly the kind of story that travels well on video - and no local rival is telling it.

05 • CUSTOMER & REPUTATION

What are clients really saying?

Your rating and review volume against the neighborhood - and the right order to improve them.

Often it isn't a satisfaction problem at all - just an ask that never happens.



06 • MARKETING & PRESENCE

Are clients finding you?

Every channel a new client might use to find you - plus the touchpoints that quietly keep them coming back.

We flag what's on, what's off, and what's paid for but never switched on.



07 • RECOMMENDATIONS

A clear plan, made for you.

- Now** Fast, high-impact fixes
- Next** Reputation lift + growth channels
- Later** Upgrades that compound over time

Every item tagged by impact and effort -
so you always know what to do first.

SAMPLE

RECOMMENDATIONS & ACTION PLAN

A 90-day path to results

Now 0-30 days	Next 1-2 months	Later 3-6 months
Turn on a post-visit review ask Automated or staff-prompted at checkout - the single highest-leverage move. HIGH IMPACT · LOW EFFORT	Upgrade to real-time booking Available in most WhiskerCloud setups - removes the new-client friction point. HIGH IMPACT · MED EFFORT	Build chronic-care touchpoints Structured follow-up for diabetic, epileptic, and senior patients. HIGH IMPACT · HIGH EFFORT
Feature the team on the About page Dr. Hollis's tenure and Cindy's 11 years are trust signals going unused. MED IMPACT · LOW EFFORT	Launch a Fear Free video series Show what a low-stress visit really looks like; a story no rival tells. HIGH IMPACT · MED EFFORT	Market the senior-pet program A natural content calendar and a recurring-visit driver. MED IMPACT · MED EFFORT
Set a consistent Instagram cadence Close the 2-3 week gaps; the audience is already there. MED IMPACT · LOW EFFORT	Add a dermatology service page Surface Dr. Webb's focus for "vet dermatology Harrisburg" searches. MED IMPACT · LOW EFFORT	Evaluate extended weeknight hours Test demand against the commuter window rivals already capture. MED IMPACT · HIGH EFFORT

THE BOTTOM LINE

Paws & Claws has the care, the credential, and the loyalty; what it's missing is amplification. Make the review ask routine, smooth the booking path, and put the Fear Free story on video - and 17 years of goodwill finally starts reaching the clients still searching for a practice exactly like this one.

Paws & Claws Animal Clinic | Business Analysis

Confidential | 09

SEE YOUR CLINIC CLEARLY

Want yours?

Get a free, no-pressure business analysis built around your practice - and a clear plan to grow.

Request your free analysis

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