

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** Response: CMA's market investigation into the supply of Veterinary Services for Household Pets in the United Kingdom

---

Dear [REDACTED]

I'm [REDACTED] a members-only veterinary clinic which provides unlimited primary care to vet owners in London for just £33/month. Before this, I was [REDACTED] a digital health clinic and telehealth platform for pet owners in the US.

I am on a mission to make veterinary care affordable. Regulation alone cannot solve the our problems, we must innovate to achieve our goals. I've seen, first hand, the importance of competition and innovation in the veterinary market. At Snoots we routinely meet customers who are confused by the varying costs and levels of access to care they experience, the lack of awareness of how care is structured or charged, and the inability to find cost-effective alternatives.

Instead, at Snoots, we focus on prevention: maintaining the wellbeing of pets by preventing minor concerns from escalating into expensive issues. We are a members-only clinic operating via a single, monthly cost (£33). This is not insurance: there are no claims, no deductibles, and no yearly limits. We also use telemedicine when appropriate, as part of our attempt to lower unnecessary costs for consumers and bring innovation to the market — as your Issues Statement identifies ([page 27](#)).

In effect, this a radical new model for primary veterinary care that's generating results:

- *"We just love snoots! They are so much more than a vet clinic. I usually like to bombard them with questions, while our little Tilly is being checked over, as she's our first puppy and there are just soo many things to know. They are so super knowledgeable and reassuring. [...] I am sure there is no greater vet clinic out there." Nadine Hilger*
- *"A simple maxim that I have in life is that when something sounds too good to be true then walk away as it's generally a scam. Not true in the case of Snoots. I signed up a couple of months ago and they have gone above and beyond what my previous vet service provided and primarily all included in the membership fee. Even the medications that they prescribe which fall outside of the membership fee are at a reduced price in comparison to other vets. I genuinely dont know how they do it. It does make you wonder about the huge profits that the corporate chains of vets must be making. I have referred at least 5-6 other people and they're all as happy as I am. Long may it continue." Hussein Eshref*
- *"Excellent vet care you can tell that all the staff love and care for animals I have peace of mind if Olive is ever unwell I can bring her as many times as needed at no cost, also medication is cheaper than other vet clinics. I am so happy Olive has a membership and healthcare all year.!", Marion Sayah*

[REDACTED]

This has not been easy, with regulatory barriers to entry and planning restrictions making it challenging to bring a new model of care to market. However, we are delighted to now be completing a seed investment round to help us scale our approach and play a growing role in the market for years to come. [REDACTED]

[REDACTED]

As a new, small company, we have not yet had chance to review the CMA's work in this area or respond in full to the Issues Statement. But we are keen to share our experience and learnings during the next phase of evidence gathering, and to join hearings, roundtables or

other meetings as helpful to the relevant teams leading this work, perhaps bringing a fresh view on the future of pet care.

Thank you in advance and we look forward to future discussions.

