

## **VETERINARY SERVICES FOR HOUSEHOLD PETS MARKETS INVESTIGATION**

### **Summary of hearing with Medivet Group Limited held on 11 March 2025**

#### **Introduction**

1. Medivet thanked the CMA for the opportunity to share its perspective. Medivet noted recent changes in its leadership team. Medivet said it has a vet led business and believed strongly in its branch partner model.
2. Medivet told the CMA that its clients and its clinicians are at the heart of its strategy and that the CMA's investigation and changing consumer behaviour had already had a positive impact on the sector.

#### **Choice of care**

3. Medivet said it had a strong clinical governance structure that placed animal welfare, contextualised care delivery and innovation at the heart of the business. Medivet told us it was proud of its TrustPilot and net promoter scores (NPS) and considered it to be a marker of the trust in clinical standards from clients.
4. Medivet told us that all vet practices should make ownership clear with signage, invoicing, uniforms, websites and that practices should be clear as to the ultimate parent company as well as any adjacent businesses such as referral centres or pharmacies. Medivet also told us that, due to its approach to branding, its business has been disproportionately impacted by the market review.
5. Medivet said that all vet practices should publish online and in clinic the prices of the most frequently used services. Medivet told the CMA that in many cases clients will receive multiple estimates so that they can consider the options available.
6. Medivet told the CMA that clients switching veterinary practice was becoming more common and switching would continue to increase as value became

more important. Medivet said there were no barriers to switching veterinary practice but noted there was value in continuity of care.

7. Medivet told the CMA that pet care plans have an important role in ensuring the pet has the check-ups required and has access to preventive medicine. Medivet said that clients can see the value of a pet care plan as it can provide them with a printout showing the discount received on certain services.
8. Medivet said it supports mandatory adoption of the Royal College of Veterinary Surgeons' (RCVS) Practice Standards Scheme (PSS), as it is a clear indicator of the quality of the practice. Quality of individual practitioners can be distinguished through the many different types of certification that exist. Medivet thought this would be the quickest and most efficient way to improve and indicate quality in the sector.

## **Veterinary medicines**

9. Medivet confirmed it does not have an online pharmacy and that all clients have the opportunity to ask for a prescription, and that the existence of this option was clearly displayed in waiting rooms. Medivet told the CMA that its prescription fees varied depending on local area.
10. Medivet told the CMA that the prescription fee reflected the time taken by the vet, and their expertise, in writing the prescription.
11. Medivet reiterated the importance of transparency and noted some pricing for medicines such as vaccinations is available. However, Medivet told the CMA that it would be hard to publish a list of medicine prices in a meaningful way for clients because dosages and formulations of medicines, and species and weights of pets, vary hugely.

## **Crematoria**

12. Medivet confirmed it does not operate any crematoria business, and Medivet told the CMA that in its experience pet owners at the time of cremation do not want to be given numerous options. Medivet also said that if the situation involved planned euthanasia, reception staff would have discussed the options available with the client.
13. Medivet told the CMA that there were a high number of costs associated with arranging the cremation of a pet and it could take up a lot of staff time. Medivet told the CMA that clients could make a decision at a time of their convenience and were not pressurised, and that the veterinary practice holds the pets while clients make a decision. Medivet said that these costs were

also reflected in the difference in price between individual and communal cremations.

## **Regulation**

14. Medivet told the CMA that it broadly supported reform of the Veterinary Surgeons Act 1966 but noted that this was complex and likely to take significant time and effort. Medivet said that it was happy to work with RCVS and the British Veterinary Association (BVA) on reform but that there were some elements that the CMA could help with.
15. Medivet referred to its earlier points on transparency, the enrolment in, and display of, the PSS and public promotion of the Veterinary Client Mediation Service (VCMS). Medivet also told the CMA that it considered protecting and empowering the role of the Registered Veterinary Nurse (RVN) was critical.
16. Medivet told the CMA that it has a complaints process that ensures complaints are addressed in a timely manner and in line with the RCVS Code. Medivet said it acts on feedback from complaints and has a complaints tracking tool to look for trends, feedback and areas to intervene. Medivet told the CMA that it would welcome the public becoming more aware of the Veterinary Client Mediation Service.