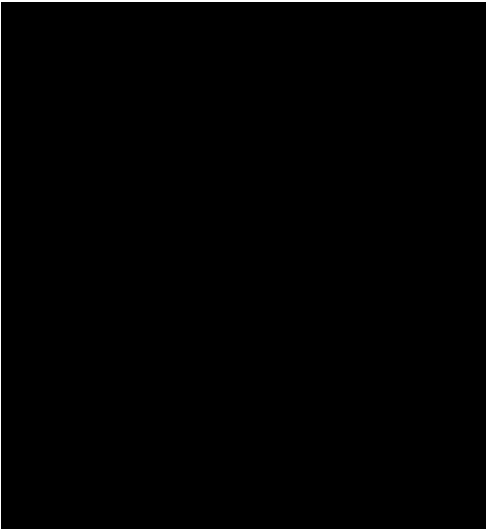




26/05/25

To Whom It May Concern

Re; Response to CMA Proposed Remedies affecting the Veterinary Services Market

I write primarily as a Veterinary Surgeon whom has dedicated her working life to the welfare of animals. I am also a Director of an Independent vets in [REDACTED] open 24/7/365. As such I am directly involved in providing clinical care, communicating with clients and running a busy small animal veterinary practice.

I would like to add my support to some proposals. Ensuring clients are aware of whom owns a practice seems sensible and fair both inside the practice and online. Transparency of prices may also help clients along with better disclosure of pricing structures although this is not straightforward. Clients should also be offered a range of referral opportunities based on their animal's requirements not the profit of the companies involved.

However, there are many concerns within the proposals. One of the biggest concerns must be remedy 7 which suggests that vets would be required to issue prescriptions for all medication where as Remedy 9 promotes generic prescribing. Time in our consult rooms is precious, and we already work to a tight schedule of 15min per patient. This face-to-face time must be targeted to developing a trust with both pet and owner, taking a history, examining the pet, reaching a diagnosis and formulating a diagnostic plan in discussion with the owner. The requirement to provide a written prescription for all medications (even if not requested) will require us to substantially increase the duration of consults, add to administration challenges and inevitably increase costs to the practice. My concern is that patient welfare will suffer as our consulting costs would have to rise. Written prescriptions taken outside the practice also delay time to start treatment which is often detrimental to the animals' care.

Written prescriptions are also open to prescription fraud, as recognised by the VMD (Veterinary Medicines Directorate). We have ourselves reported clients for fraudulently altering the prescriptions.

Any changes put a burden on practices, I would urge the CMA to consider 40% of the vet market which are run by independent vets doing their best to compete with massive groups that benefit from the economies of scale. Corporates already purchase some medicines (eg optimmune) at a lower price than us and can demand better deals on all sorts of overheads.

As for comparison websites for prices I struggle to understand how these platforms will truly help clients. Cost is a small factor in choosing a vet, clients should and do consider continuity of care, experience of the team, OOH cover and clinical excellence. We are not selling cars. We are here 24 hrs a day all the way from vaccinating a puppy to helping decide when it's time to say goodbye. It is a privilege to be part of the veterinary profession please do not sacrifice the values of this challenging and demanding part of society.

Yours sincerely

[Redacted signature]

[Redacted contact information]