

Webinar

Helping veterinary professionals understand the CMA's provisional decision in its market investigation into veterinary services

October 2025

01

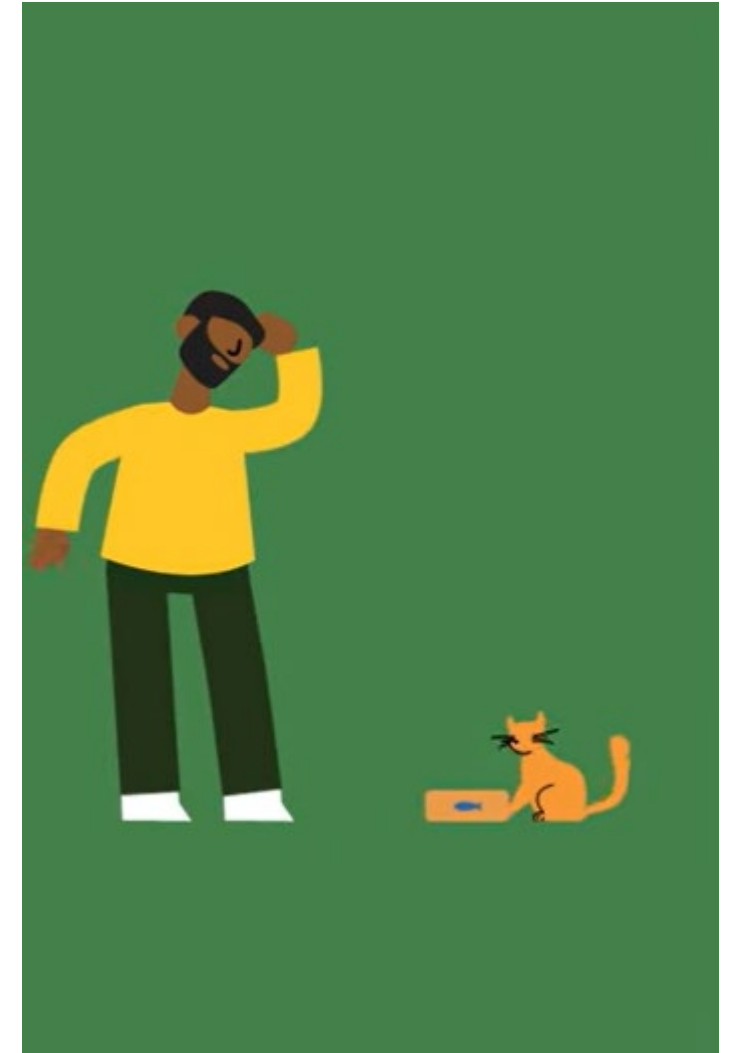
Welcome and
introduction

02

The provisional
solutions

Measures to facilitate FOPs switching out-of-hours provider

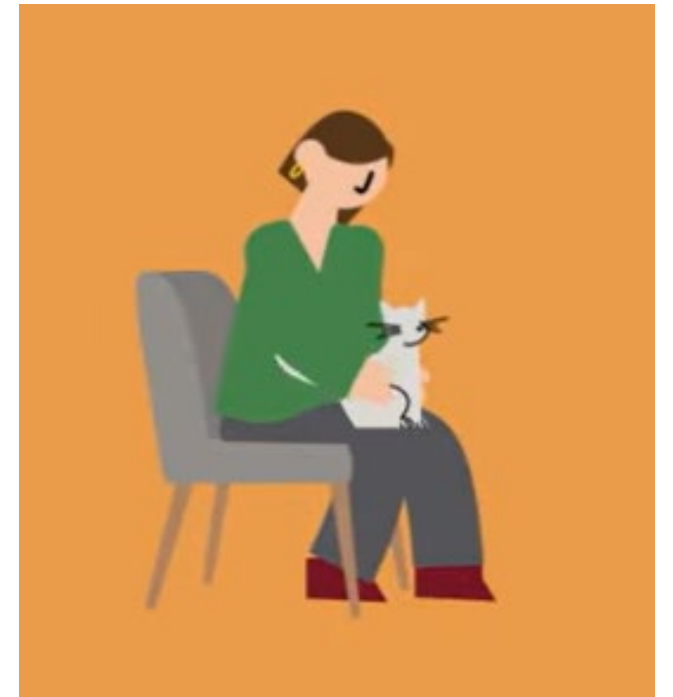
- Contracts with out-of-hours providers cannot require notice periods for termination by the FOP of more than 12 months
- No early termination fees are payable, unless a FOP stops using the services before the notice period expires
- [See pages 179-186 of the PDR \(Part B\).](#)



Measure to facilitate best pet end of life choices for pet owners

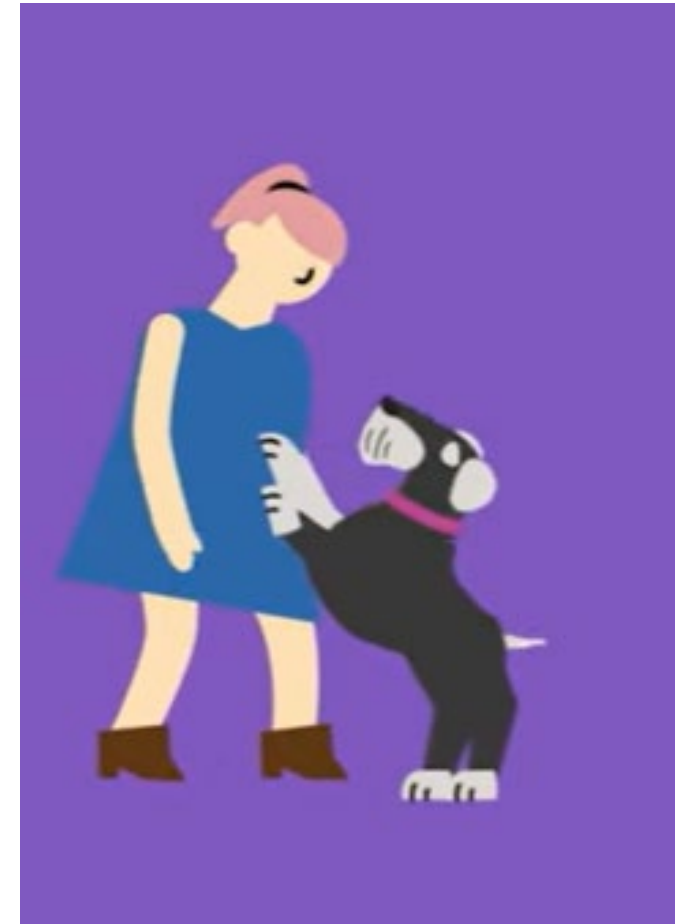
Veterinary businesses must:

- Offer communal cremation
- Ensure pet owners are aware of all options available to them
- Ensure that the end-of-life options are published on practice websites and discussed with the pet owner at a suitable point before they make a decision
- Ensure that clear pricing information is provided for both individual and communal cremations, make it clear what is included in these services, and list separately the prices for any discretionary add-ons
- Where practical and reasonable to do so, offer pet owners time to make a decision
- [See pages 187-199 of the PDR \(Part B\).](#)



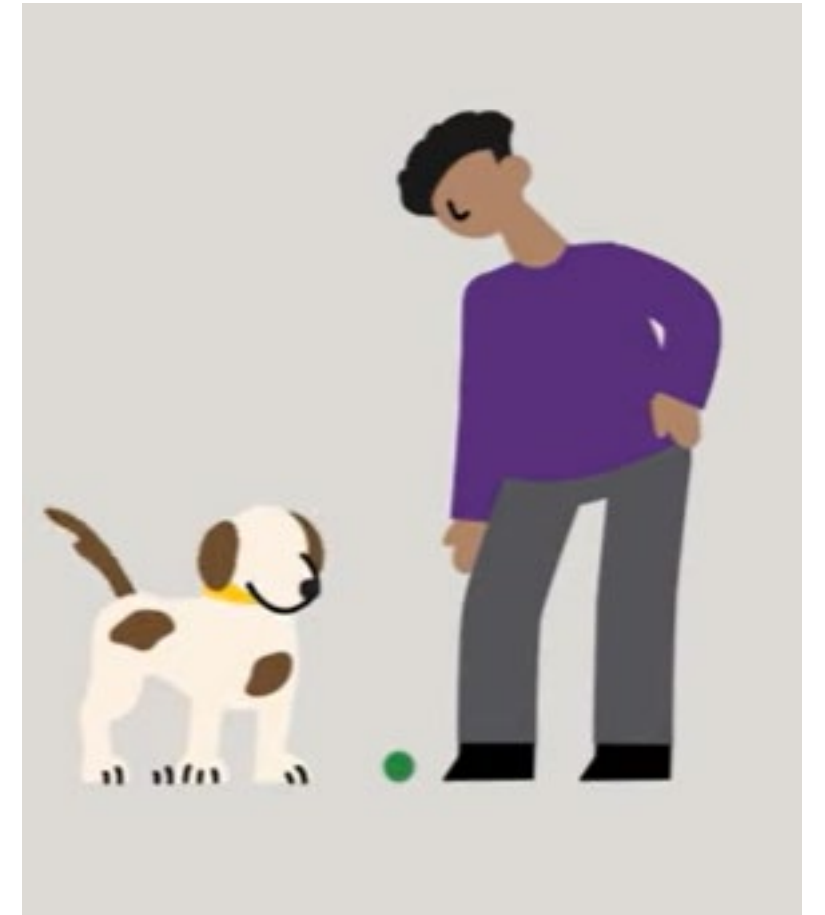
Measures to improve pet owners' ability to complain and receive redress if they are unhappy with their pet's care

- Veterinary businesses operating FOPs to **publish and provide to pet owners a complaint handling process** which meets specified minimum criteria. [See pages 205-208 of the PDR \(Part B\)](#).
- Veterinary businesses operating FOPs to **keep a complaints log**, share this log with the regulator (if requested to do so), and review it periodically to facilitate learning and identify systemic issues. [See pages 205-208 of the PDR \(Part B\)](#).
- Veterinary businesses operating FOPs to **engage in mediation in good faith** where a complaint is not resolved in-house and the pet owner wishes to take the complaint to mediation. [See pages 217-218 of the PDR \(Part B\)](#).
- RCVS to publish a decision tree to help pet owners navigate the different routes to redress ([See pages 229-230 of the PDR \(Part B\)](#)) and collect, analyse and publish data and insights on complaints in the veterinary market for household pets ([See page 233 of the PDR \(Part B\)](#)).



Regulatory reform

- We have provisionally recommended to government that it establish a replacement statutory regime for the regulation of veterinary services for household pets.
- This includes: regulating veterinary businesses and the practices they own; regulating the professional conduct of vets and vet nurses; robust and effective monitoring and enforcement; an effective complaints and redress system; statutory duties on the regulator to promote competition and further the interests of pet-owners (alongside its animal welfare and public interest duties); and an independent and effective veterinary regulator.
- [See pages 242-291 of the PDR \(Part B\).](#)



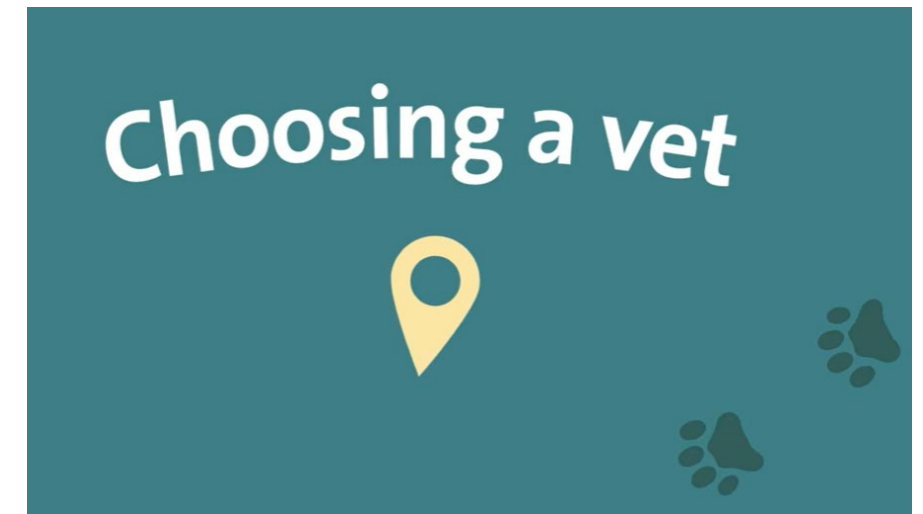
Compliance with our proposed remedies and how these will be monitored

- Responsibility for compliance would lie with the vet business, not the individual.
- This would be monitored via attestations to a monitoring body, potentially the RCVS.
- The monitoring body would assess these attestations, conduct spot-checks, and report cases of possible non-compliance to the CMA.
- The CMA would enforce against any non-compliance of the remedies by a veterinary business.



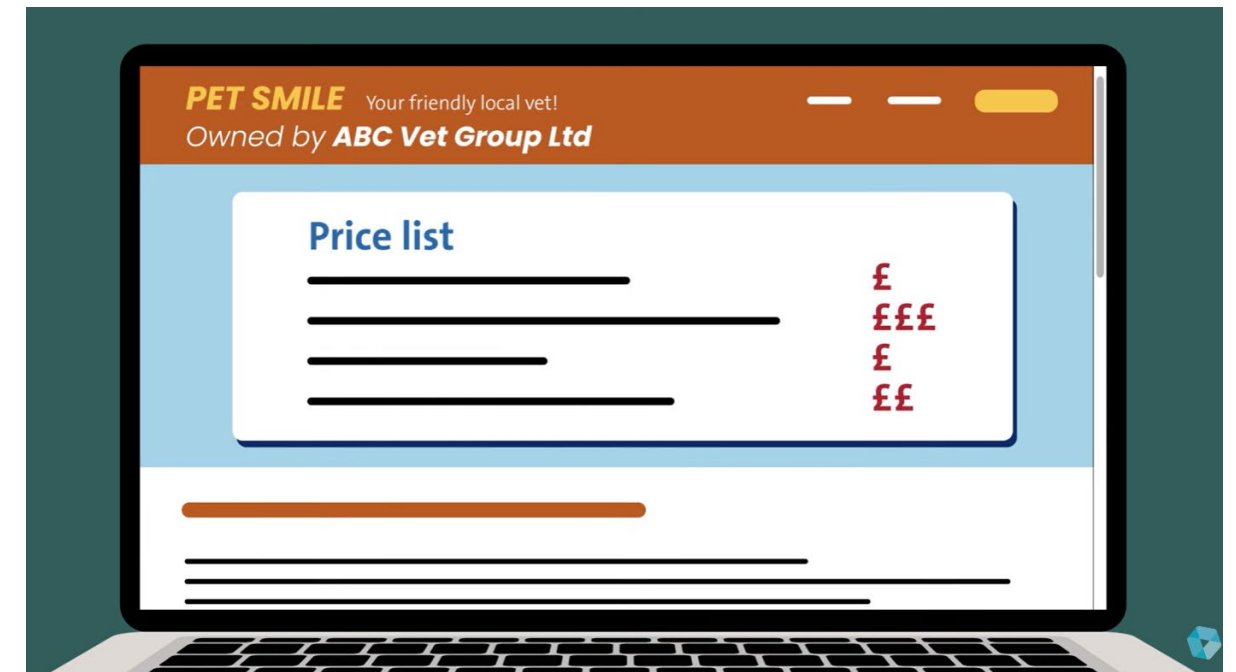
Measures to increase consumer engagement and support choice of most suitable FOP (1)

- Veterinary businesses and online pharmacies that own more than one veterinary practice, or a combination of practices and services, would need to make clear their common ownership – on signage, websites and other materials.
- FOPs would need to provide information to pet owners:
 - **Practice information**
 - A **price list** for a defined list of services – for the full list see [Table 3.1 on page 53 of the PDR \(Part B\)](#)
 - Prices of **preferred flea, tick, and worming medicines products**
 - The **standalone price of all services included in pet care plans**



Measures to increase consumer engagement and support choice of most suitable FOP (2)

- Veterinary businesses would need to provide key practice information to the RCVS, including ownership, and some of the information (eg price lists) provided in premises and on websites and consumer communications.
- The RCVS would need to publish this information on its Find a Vet website and share the data with third-party websites that meet appropriate safeguards.
- The RCVS would need to commission a national survey of pet owners.
- [See pages 67–86 of the PDR \(Part B\).](#)



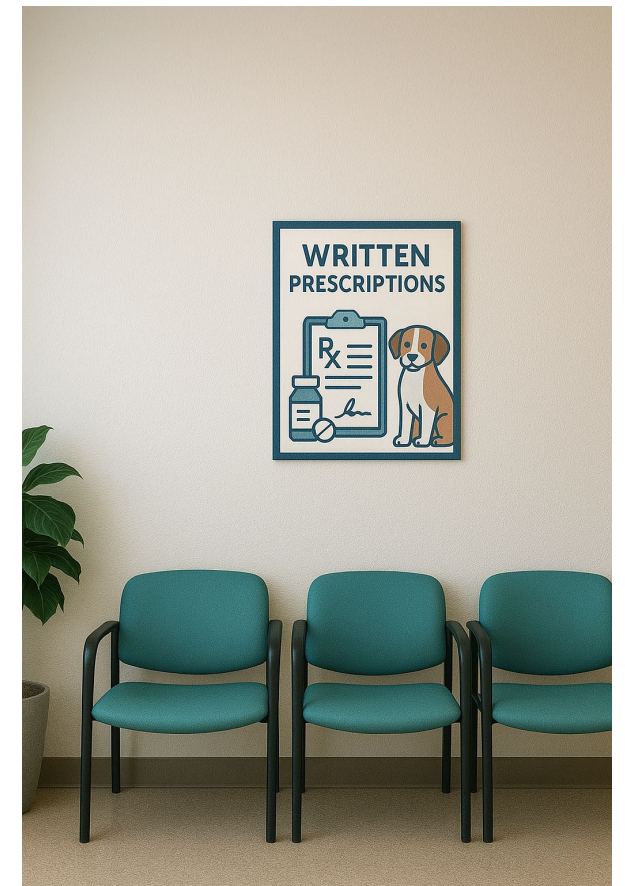
Helping pet owners choose suitable treatments, referrals and diagnostics and supporting vets to provide appropriate and timely advice

- Veterinary businesses operating a FOP must:
 - **Provide pet owners with a written estimate of the total cost of any treatment which is likely to be £500 or more.** [See page 106 of the PDR \(Part B\).](#)
 - **Give pet owners itemised bills.** [See page 117 of the PDR \(Part B\)](#)
 - **Have in place written policies and processes to ensure their vet professionals can act in accordance with relevant provisions of the RCVS Codes and Guidance.** [See page 120 of the PDR \(Part B\)](#)



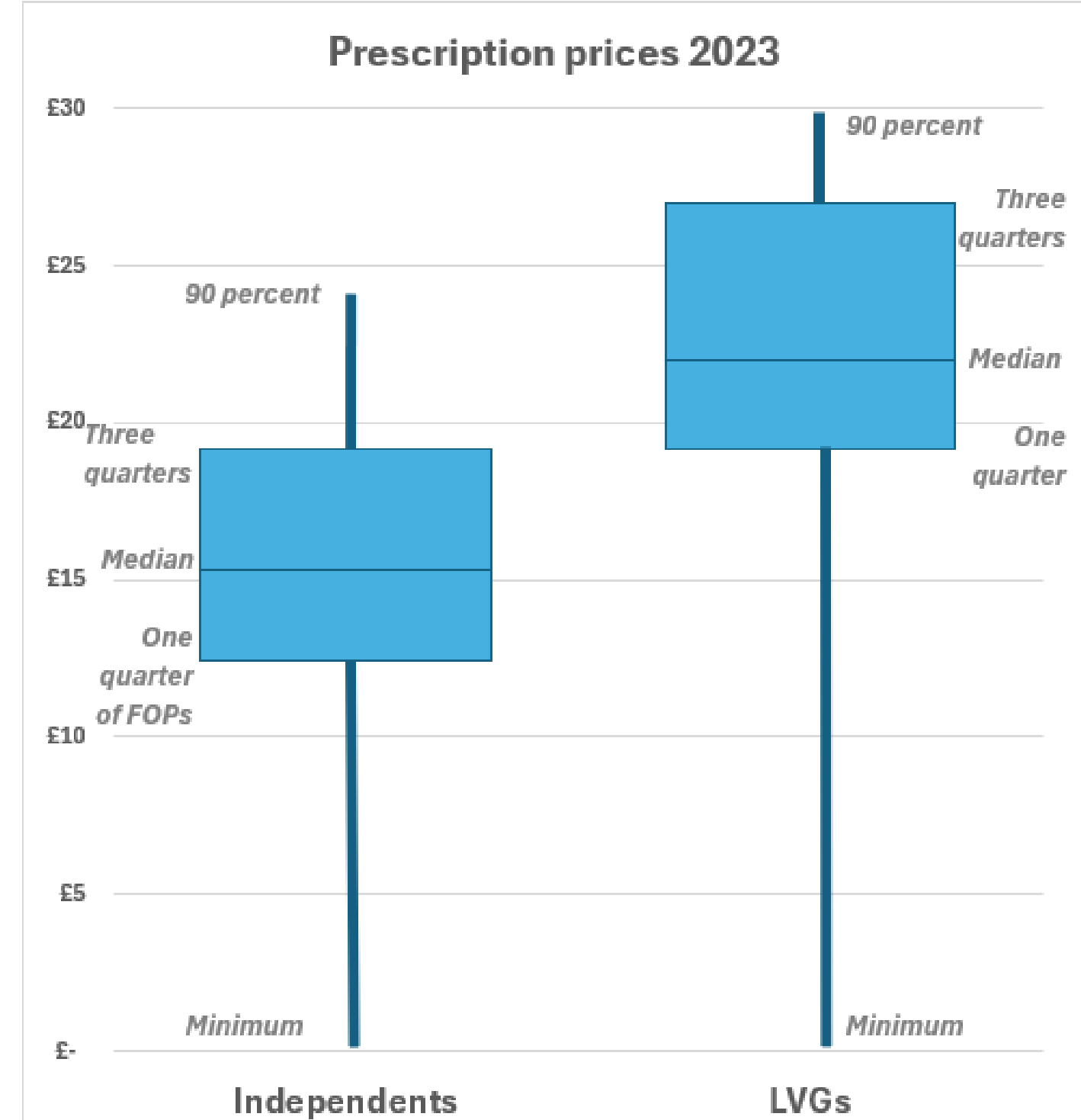
Measures to open the medicines market to greater competition and help pet owners make informed choices and get the best prices

- Veterinary businesses operating FOPs would need to provide pet owners with standardised information about the ability to request a written prescription and display a prominent poster advising pet owners of written prescriptions.
- Veterinary businesses would need to supply pet owners with a physical copy of the written prescription at the end of the consult or send a digital version by the end of the day. Veterinary businesses would need to offer pet owners a choice of whether to have repeat prescriptions dispensed in clinic or via written prescription by default.
- [See pages 128-141 of the PDR \(Part B\).](#)



Prescription fee price cap at £16

- Very wide range of pricing, and risk of further fee increases
 - Independents and one LVG priced around £15
 - Five of the LVGs price substantially higher
- We therefore propose setting a cap at £16
 - Rising with inflation
 - Longer implementation period for smaller vets
- Cost based price cap was not feasible
- Potential risks around changes in prescribing behaviour
- [See pages 161-174 of the PDR \(Part B\).](#)



03

Q&A with the BVA
and BVNA

04

Next steps

What happens next?

