



# **SAHO Hospitals**

*(Small Animal Hospital of Owasso)*

Business Retention and Expansion

# **Economic Impact in Veterinary Medicine**

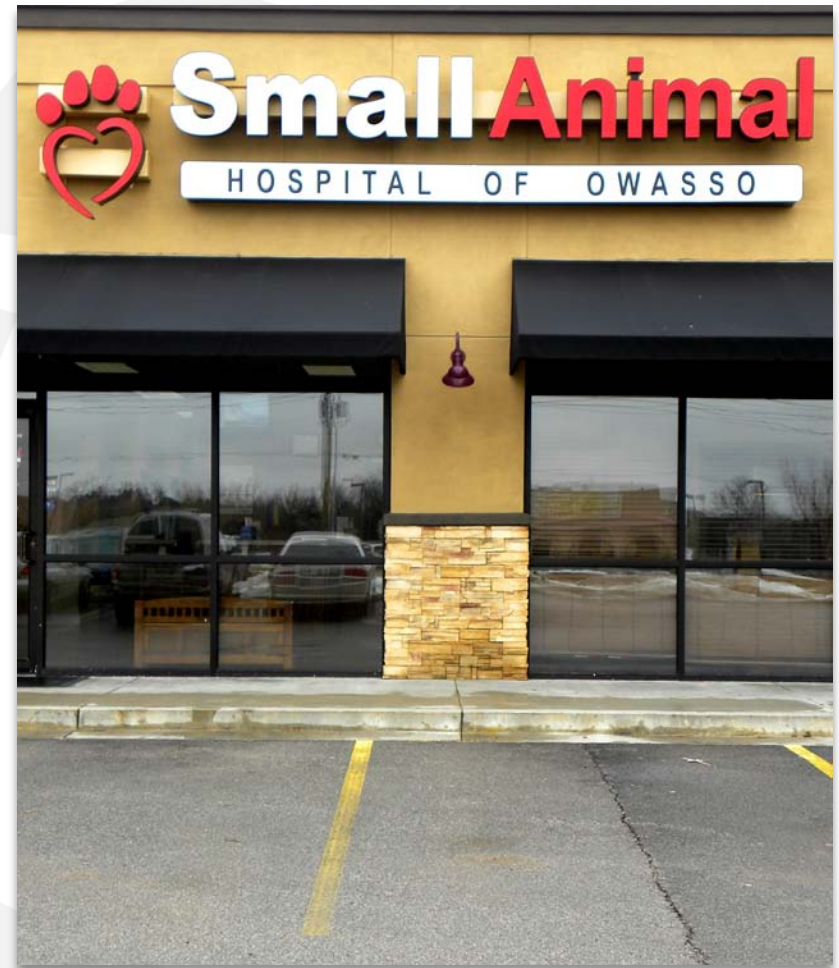


# History

# 2006



- Opened our doors February 1, 2006
- Started with 3 employees
- Currently employ 30
- Goals in 2006
  - Not to starve!



# 2007

- Hired first associate veterinarian
- Expanded service to include exotic animals
- Only hospital in Owasso to offer this service
- Examples:
  - Rabbits
  - Birds
  - Snakes/Reptiles
  - Pocket Pets



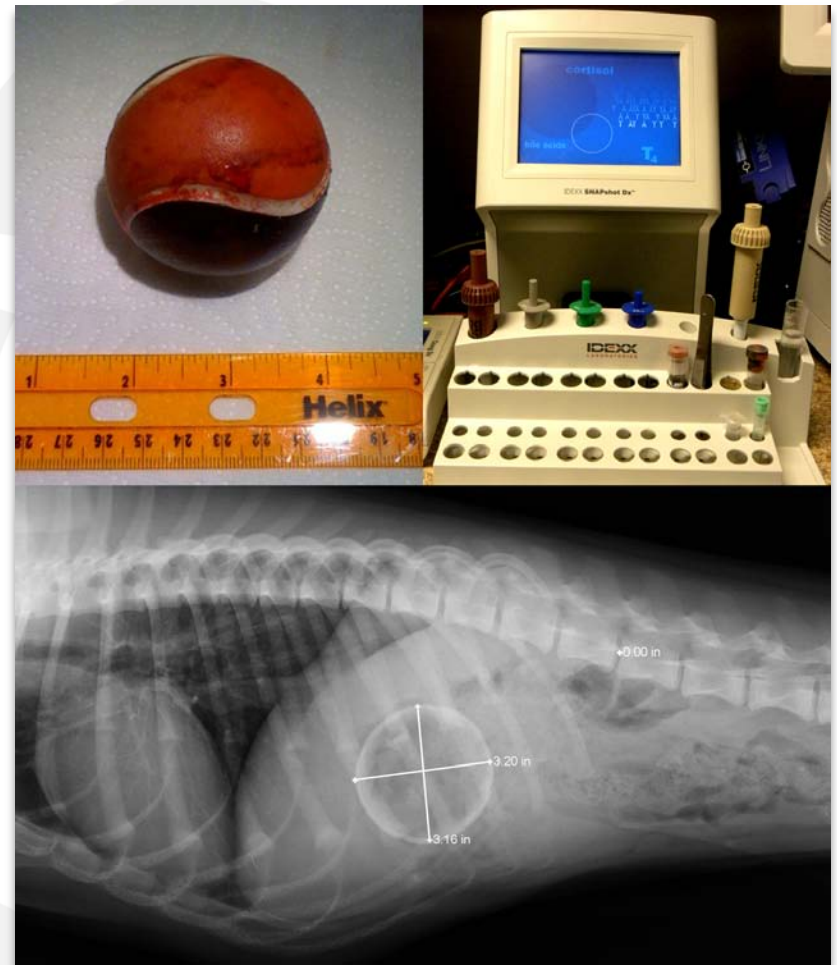
# 2008

- Expanded services to include endoscopy and laser surgery
  - Only animal hospital in Owasso with both



# 2008 (continued)

- Purchased additional equipment and patient management software
  - Integrated management software with laboratory and imaging equipment
  - Only animal hospital in Oklahoma to integrate both
  - Showcase for the equipment manufacturer



# 2008 (continued)

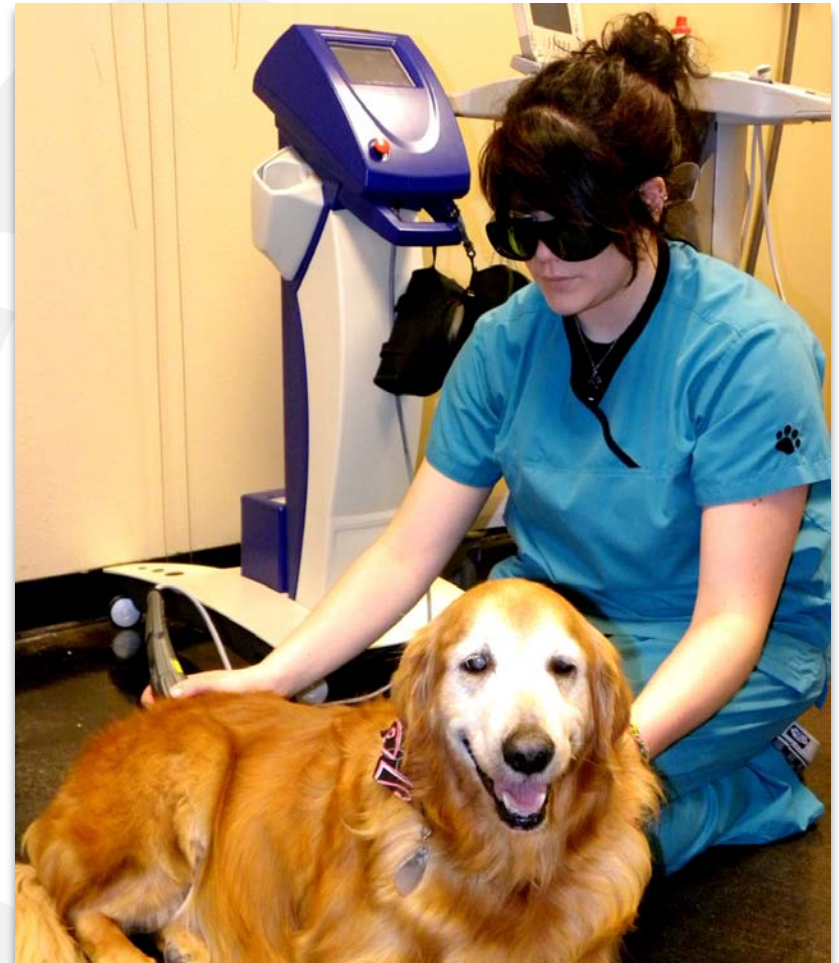
- Additional room for dog and cat boarding
- Additional room for increased staff and doctors



# 2009



- Hired two more doctors
  - Focus on feline medicine
  - Focus on canine sports medicine
- Added Laser Therapy
  - Additional service for pain management



# 2009 (continued)



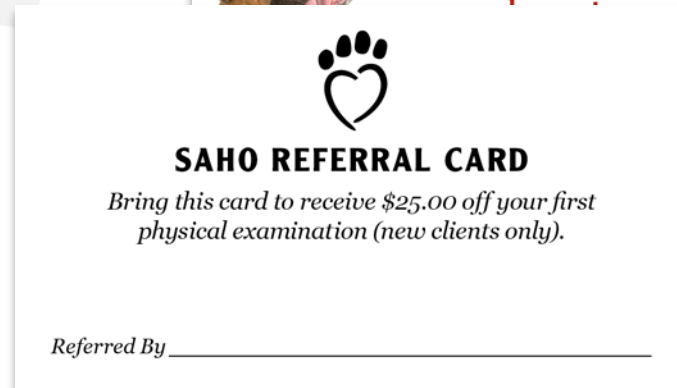
- Acquired second hospital - SAHO Skiatook Animal Hospital
- Additional market
  - Referrals for specialties performed at SAHO Owasso
- Trial run to determine reproducibility and integration with business model



# 2009 (continued)



- Growth and expansion
  - Facilities
  - Services-equipment
  - Markets
- New clients referrals
  - Client referral bonus system
- Location signage
- Yellow Pages
- Digital Marketing Initiative



# 2009 (continued)



- Digital Marketing
  - The future of advertising
  - Web-based appointments, FAQ's and the SAHO Experience
  - Social media - Facebook
  - Our digital agency, BlueView





a digital agency.

# Branding



FREQUENT SYMPTOMS
JOIN OUR MAILING LIST
CONTACT US
site search

choose your theme
our story
range of animals
comprehensive care
the experience
in the community

Frank was scared of our old vet but at SAHO he's just as mellow as he is at home...

**TALK TO US**

918.274.8987  
info@sahovets.com

become a fan  
follow us

[make an appointment](#)

- [Owasso Pet Portal](#)
- [Owasso Online Pharmacy](#)
- [Skiatook Pet Portal](#)
- [Skiatook Online Pharmacy](#)

**NEWS & EVENTS**

**SAHO opens new location in Skiatook!**

We've expanded our family to better serve yours. Learn about our new location in Skiatook... [read more](#)

**Who's Your Daddy?** Wisdom Panel™ MX – doggie DNA.

Knowing your dog's breed heritage can give insight about your pets' appearance and behaviors... [read more](#)

[@owasso](#) [TERMS OF USE](#) [PRIVACY STATEMENT](#) [SITE MAP](#)

facebook
Home Profile Account

**SAHO - Small Animal Hospital of Owasso**

So what do you think of your Pet Portal? It's similar to a facebook page for your pets. You can see their medical history, get reminders, make appointments for medical care, boarding, and grooming, request prescription refills, and even share funny stories. If you didn't receive your activation email, call us and make sure we have the right email address for you. You don't want to miss out!

Wall Info Photos Discussions +

What's on your mind?

Attach:

Everyone Share

SAHO - Small Animal Hospital of Owasso So what do you think of your Pet Portal? It's similar to a facebook page for your pets. You can see their medical history, get reminders, make appointments for medical care, boarding, and grooming, request prescription refills, and even share funny stories. If you didn't receive your activation email, call us and mak...

SAHO - "Where pets are part of the family." Visit us at http://www.sahovets.com

10.3 Post Quality  
7 Interactions This Week

United States 5

6 of 458 fans

SAHO - Small Animal Hospital of Owasso So what do you think of your Pet Portal? It's similar to a facebook page for your pets. You can see their medical history, get reminders, make appointments for medical care, boarding, and grooming, request prescription refills, and even share funny stories. If you didn't receive your activation email, call us and mak...

Sun at 11:55am Comment Like

5 people like this.

Marilynn Plearcy Scheller I love it!! We've already communicated and made some updates. BUT I'm still going to call... I really prefer people communication. :-D

Yesterday at 4:49pm Delete Report

SAHO - Small Animal Hospital of Owasso As you all know, February is pet dental month. If you schedule your pet's dental in February you get \$25 off. Most of our February spots are full, however if you SCHEDULE the dental DURING the month of February, we will honor the discount even if we can't get it scheduled until next month. Just 2 more weeks to take advantage of the discount!

February 14 at 10:41am Comment Like

4 people like this.

Create an Ad

Try Facebook Ads

Create an Ad

Reach the exact audience you want with Facebook's customizable targeting. Click here to learn more about advertising on Facebook.

More Ads



"Where pets are part of the family."



DR. CHRIS KELLER *and the* QUAIL CREEK VETERINARY CLINIC  
have joined forces with SAHO ANIMAL HOSPITAL.



We've expanded our family to better serve yours.



If you are having trouble viewing this email, [click here](#)



DR. CHRIS KELLER *and the* QUAIL CREEK  
VETERINARY CLINIC have joined forces  
with SAHO ANIMAL HOSPITAL.

### Quail Creek is now the new SAHO Skiatook!

SAHO is proud to announce the opening of our new location in Skiatook. We've joined forces with Dr. Chris Keller and the Quail Creek clinic to bring our neighbors in Skiatook a convenient new location but with the same SAHO care and experience you've come to expect.

#### BOOK YOUR APPOINTMENT TODAY!

✉ [info@sahovets.com](mailto:info@sahovets.com) ☎ 918.396.4800

#### COME SEE US

**M** 7 am - 6 pm  
**T** 7 am - 6 pm  
**W** 7 am - 12 pm  
2 pm - 6 pm  
**Th** 7 am - 6 pm  
**F** 7 am - 6 pm  
**Sa** 8 am - 3 pm  
**Su** closed

1355 W. Rogers Blvd  
Suite 106  
Skiatook, OK 74070  
FAX 918.376.9010

[directions](#)

#### Meet our new doctors!



##### KRIS KELLER, DVM

Dr. Keller's areas of special interest are canine sports medicine, clinical pathology, and internal medicine.

[Learn more about Dr. Keller](#)



##### ANGIE SEMPLE, DVM

Dr. Semple enjoys internal medicine and soft tissue surgery and has a special interest in feline medicine.

[Learn more about Dr. Semple](#)

Want to make sure you receive all of SAHO's latest news and updates? To prevent SAHO emails from being caught in your spam filter, please put [info@sahovets.com](mailto:info@sahovets.com) in your email address book.

©2010 SAHO UNSUBSCRIBE PRIVACY STATEMENT TERMS OF USE



# **Future Plans**

# 2010 and beyond



- Traditional mass media
  - Outdoor
  - Television
- Online client interactions
  - Facebook
  - Vetstreet Pet Portal
  - Online Pharmacy
- Additional markets