

VETTRUST COMPASSIONATE PET CARE



SWITZERLAND-BASED VETTRUST SETS NEW STANDARDS IN VETERINARY MEDICINE.

COMPASSIONATE PET CARE

PROJECT MANAGED BY: DAVID TAVERNOR

The Swiss veterinary group VetTrust is by far the largest Swiss provider of veterinary services. The group currently operates veterinary clinics, veterinary practices, mobile veterinary practices, animal outpatient clinics and pet hotels at 40 locations in German-speaking Switzerland, more than 20 of which have been integrated in the last three years alone.

Group CEO Boris Rapp explains: “No industry is undergoing such a transformation as veterinary medicine. The time of the former single veterinarian is over and almost 100% of the graduates today are female. Young professionals want networking, continuing education, regular working hours and flexibility. The desire to have one’s own practice has clearly taken a back seat for all these reasons.”

A UNIQUE SETUP

He points out that VetTrust offers exactly the necessary alternative model. After becoming part of VetTrust, veterinarians can concentrate on medicine and a large part of the administration is taken off their hands. Due to the size of VetTrust, they are also supported and supervised by a network of specialists.

“What makes us unique is that we are very flexible in terms of the models for integrating a new location.

The range of options for the seller includes an immediate exit, continued employment at a low workload, or remaining invested and continuing to hold the entrepreneurial reins; whichever they wish.”

He points out that despite the rapid growth, VetTrust has never lost sight of its Swiss culture. “We have a very collegial way of dealing with each other, on an equal footing, not only with regard to our employees but also with regard to future clinics and practices that we would like to integrate. Vendors appreciate that very much. Decisions can be made directly and at the table, without any reservations.”

His colleague, Chief Medical Officer Jeannine Kolb adds that in terms of veterinary medicine, VetTrust is setting completely new standards. “Continuous support is important - to accompany pet owners throughout their pets’ entire lives. Pet owners should come to VetTrust not only when their pets feel unwell.”

“Prevention plays an increasingly important role in modern veterinary medicine, just as it does in human medicine. Individually tailored nutrition and dental prophylaxis are important examples here. In this respect, we are a very competent partner for pet owners in terms of ensuring that the animal has a longer life and a higher level of well-being.”

PROUD TO SERVE

Over the course of its existence, VetTrust has achieved a lot, shaping veterinary care for the future. Boris says: “We are particularly proud of our regional structure. Our regional managers, medically active in their own practices, are also responsible for other sites in their region as well as for information sharing. The regional structure has also helped us to develop all VetTrust clinics and practices significantly and successfully in recent years, allowing us to manage the strong growth well and to integrate new locations quickly and successfully.”

The very good coverage in the German-speaking region with 40 locations made it possible to set a free emergency number that can be reached from anywhere. “The call is always forwarded to the VetTrust practice that is in closest proximity to the caller.” >>



↑
Boris Rapp, Group CEO, VetTrust.



The whole world of veterinary medicine in one system



easyVET

vetsXL

PETS^{XL}

XDR

Innovative. Efficient. Unique.

Limitless possibilities through vision, creativity and technology. Practice management, imaging, connectivity and pet owner communication in a single system. So that animal lovers, pet owners, veterinarians and veterinary businesses can focus on their love of animals. So that they can do what they enjoy most.

We do everything else – VetZ!

www.vetz.vet

PETS^{XL}



Also available as white label version

ONE APP FOR EVERYTHING

The animal health app for vets and pet owners

- Online appointment booking via app or vet's website
- Health questions, digital signature and Self Check-in with QR code
- Digital treatment file with all medical data, including emergency passport
- Reminders for medication, therapies and preventive examinations
- Digital vaccination status with fully automatic reminder function
- Payment of vet bills via smartphone
- Direct link to animal health insurance

www.vetz.vet

VETZ

VETZ: THE ALL-IN-ONE SOLUTION FOR THE WORLD OF VETERINARY MEDICINE

Simplify and optimise veterinary medicine and work efficiently with minimal effort. In all areas. Developing innovative products and constantly improving them, with a love for detail - that is VetZ's claim.

With 25 years of experience, VetZ has become one of Europe's leading providers of practice management software, image management, web applications and digital X-ray systems in veterinary medicine. From the very beginning, VetZ's most important trademark has been simple and integrated applications and devices, all bundled into a single platform. Instead of countless programmes or user interfaces, VetZ offers a unified ecosystem as the optimal solution - for small veterinary practices as well as for veterinary clinics, faculties, and medicine groups.

START AS A FAMILY BUSINESS

Behind the name VetZ is a family business founded by brothers Ingo and Thomas Fraedrich. What started as a handful of employees, is now a team made up of more than 90 colleagues, including veterinarians, programmers, scientists, and engineers. Ingo Fraedrich is the visionary. By implementing his ideas and innovations, VetZ has built an excellent reputation worldwide. He is responsible for sales, marketing, new technologies and human resources. Thomas Fraedrich is the chief programmer. He and his teams perfectly implement all the ideas and visions - the ideal complement to his brother. He oversees programming, quality assurance and finances.

SUCCESS ALL ALONG THE LINE

The VetZ success story began in 1997 with easyVET, the only software that combined image management, animal health, communication and practice management in a modern and uniform user interface. This made work much easier, faster and more productive. Today, more than 5,000 practices, clinics and universities around the world work with easyVET.

WHAT MAKES EASYVET UNIQUE

The heart of easyVET is an electronic card index that offers all the necessary tools to manage treatment documentation, treatment process control, and billing of products and services. All laboratory equipment and imaging systems are perfectly connected to easyVET, as are a wide range of web applications. Patient and examination data are exchanged automatically via standardised interfaces. There is no need for anything to be entered twice or copied from A to B. Examination orders for laboratory and imaging examinations are created directly in the electronic file card. This means that all information about the client, the animal and the requested examination appears immediately in the laboratory and on the imaging equipment. A comprehensive collection of predefined examination forms for small animals, horses and farm animals enables optimal and uniform documentation. easyVET is already available in German, English (British and American), French, Dutch, Polish and Slovenian and can be adapted to other languages upon request.

VETSLX ACTS AS A GATEWAY TO THE WORLD OF VETERINARY MEDICINE

Through the cloud-based B2B software vetsXL, VetZ is connected to more than 180 companies around the globe, such as animal health insurers, animal registries, pharmaceutical companies, billing service providers, laboratories, teleradiologists or government agencies for antibiotic monitoring. Every day, vetsXL is used to create laboratory orders for more than 40 laboratories worldwide and the results are automatically transmitted to easyVET. Billing, credit checks and payment from veterinary health insurers happen in real time, as do sending of images, recordings and series to colleagues and pet owners or processing standardised examination forms from societies to record genetically influenced skeletal, eye and heart diseases. These are just some examples of services that are available at vetsXL to all veterinary practices, veterinary organisations and companies as well as veterinary medicine groups. vetsXL offers partners in veterinary medicine and the pharmaceutical industry two-way communication with their business partners so they can exchange data and orders with each other. vetsXL plays a crucial role in the daily operations of almost all veterinary practices and will continue to expand its position in the world of veterinary medicine by winning new partnerships and developing further interfaces.

PETSLX: THE ULTIMATE APP FOR PET OWNERS

While others only talk about it, VetZ is already digitising and revolutionising veterinary medicine. Millions of pet owners across Europe can benefit from the company's innovations. With petsXL, a portal for animal health and communication was launched. The petsXL app is the first app in the world that offers two-way connection and communication in real time with pet owners via the veterinary practice's management software. With petsXL, workflows have been digitised and made more effective at all levels: from online appointment scheduling, self-registration/check-in via QR codes, billing and payment of vet bills, to multiple reminders to maintain animal health.

By integrating a leading global payment provider, Stripe, into the app, customers can completely automate their payment flows in petsXL. petsXL bundles the communication between veterinary practice and pet owner in one system and ensures that examination results, preventive measures and knowledge can be shared with pet owners more easily and faster than ever before. The direct connection to animal health insurances or the retrieval and forwarding of all image, video and DICOM formats in the app works easily and quickly. Through petsXL, all clients, staff and patients experience a more efficient and pleasant daily practice routine. More than 15% of all VetZ customers already use petsXL for practice-related communication and the number of pet owners who communicate with their vets via the app is growing rapidly. In Germany alone, more than 30% of all veterinary practices have the technical requirements for using petsXL. petsXL is also offered in a white-label version, so that veterinary medicine groups, for example, can offer petsXL with their own branding in all app stores.

PIONEERS IN EUROPE AND AROUND THE WORLD

As one of the first companies worldwide, VetZ started 15 years ago with the development and distribution of digital X-ray systems and installed with XDR1 the first digital flat panel detector ever in a small animal clinic in Europe. Two systems from the XDR series were even awarded the coveted Red Dot Design Award. Five years earlier, VetZ had already launched easyIMAGE, an image management system (PACS, RIS and reporting workstation) developed purely for veterinary medicine, which is one of the systems most frequently used by veterinarians and specialists worldwide today.

FOCUS ON CUSTOMERS AND EMPLOYEES

For VetZ, the customer is always at the centre. Whether on the phone, by email or in person, the VetZ team is always there to listen, offer reliable support or exchange ideas. Veterinarians are a perfect fit for VetZ because, just like VetZ itself, they put their heart and soul into their work every day and constantly challenge the VetZ team to make their work even easier with modern information technologies. This is only possible with an ingenious team. The VetZ team of veterinarians, business economists, veterinary assistants, programmers, creative minds and team leaders is unique in its composition and diversity. Work-life balance has been a central cornerstone of the corporate philosophy since the very beginning. Family-friendly working hours with flexible teleworking options, regular courses, and workouts with fitness trainers in the company's own fitness club as well as an open and modern working environment with lounges, barbecue station and bistro are the basis for high employee satisfaction and a shared corporate feeling of "We are VetZ!"

"HELLO FUTURE!"

Throughout its 25 years of corporate history, VetZ has developed with its products and visions into one of Europe's leading IT specialists in veterinary medicine. Since the beginning of 2022, VetZ has belonged to Heska Corporation, a listed veterinary company from the USA. Together with Heska, VetZ will continue to digitise animal health and offer veterinary practices, veterinary clinics, animal owners and all partners even better and simpler solutions with many new ideas and applications. The focus will always be on animal health and customer and partner satisfaction.

www.vetz.vet



**"WE ARE A
VERY COMPETENT
PARTNER FOR PET OWNERS
IN TERMS OF ENSURING THAT THE
ANIMAL HAS A LONGER LIFE &
A HIGHER LEVEL OF
WELL-BEING."**

"This sets us apart from many veterinary emergency services that have very expensive service numbers," says Boris, adding that technically, this was only possible with the company's partner Swisscom, to whom they outsourced their entire ICT infrastructure including the management of the workplaces in 2020. Jeannine highlights an important addition to VetTrust's range of services that was added during the Covid-19 crisis – online consultation. "This service is still a bit unfamiliar for pet owners but will have an increasing share of consultations in the future. Technically, we can manage it

in such a way that the practices provide free time slots during which online appointments are supervised.

SUPPORTING ITS PEOPLE

Reflecting on developments in the sector over the last few years, Boris points out that a major challenge is the increasing shortage of specialists in veterinary medicine. This is not only noticeable throughout Switzerland, but also in the entire German-speaking region. That is why VetTrust is working intensively on its employer brand.

"We can offer potential employees maximum flexibility, both in terms of weekly working hours as well as a medical focus or regional deployment. We >>

also offer very flexible options for returning to work after pregnancy and motherhood – a great advantage in an industry dominated by female professionals.”

The company has a strong focus on training and networking. Its online learning platform is free to all employees, and internal consultations across the sites allow for quick answers to complex cases.

Jeannine explains that the vets’ work is also supported in another way: “A large part of the communication runs centrally through important key roles, such as our medical team. i.e., a group of specialists. They decide centrally which new medicines can be included and create targeted training programmes for the individual sites, ensuring that they are provided with the information that is relevant to them and that the highest quality is



⬆
Jeannine Kolb,
Chief Medical Officer,
VetTrust.





guaranteed. This allows the vets to concentrate fully on their clients and animals.”

VALUED PARTNERSHIPS

VetTrust’s success has not been achieved in isolation, and Boris points out that over the last few years, the company has built up a solid network of key partners, which enables the company to implement new processes and structures quickly and efficiently.


“On the technical level, we must mention Swisscom and the network service partner Net26, without whom fast integration of the locations as well as the entire professionalisation of the IT environment would not be possible.” >>





VETTRUST 

has chosen us as their digital partner

and you?



contact us
to book your free demo



FIDIGIT

VetTrust is committed to holistic medical care, incorporating profound innovations, the latest findings as well as digitalisation instruments. However, the focus stays on providing care.

Whatever your pet needs, a VetTrust pet or veterinary clinic is just a stone’s throw away. With almost 40 locations nationwide and comprehensive veterinary medicine, our veterinary group is the best choice for healthy pets. Always there for animals and people - A lifetime. As a reliable partner, we at Fidigit are also committed to being honest, passionate and, together with VetTrust, progressive.

As a reliable partner, we at Fidigit are also always committed to being honest, passionate and, together with VetTrust, progressive.

FIDIGIT - YOUR PROFESSIONAL ABACUS PARTNER

As an Abacus partner, Fidigit (Schweiz) AG supports you in all phases of your IT project: from requirements analysis to Abacus implementation, including support during ongoing business and emergency assistance. Our experienced team of over 30 employees helps you to develop your company through efficient process improvement so that you can concentrate on your main business.

Fidigit is proud to have assisted hundreds of companies and Abacus users. And the numbers are growing. Having focused on Abacus projects for more than 30 years, we know how Abacus works, how it can best be used in the company and how it contributes to the achievement of the company’s goals.

Fidigit is a focused, one-software company. This allows us to develop knowledge, experience, and unique insights on how to empower diverse business areas of our clients with the technical capabilities of Abacus.

www.fidinam.com/de/fidigit-schweiz

Innovation grounded in expertise

Niederer Kraft Frey is a preeminent Swiss law firm with a proven track record of legal excellence and innovation.

We attach great importance to combining a highly professional approach and persistence in pursuing our clients’ goals with being easy to work with, even in the most demanding situations.



Andrea Giger
Partner, Capital Markets,
Corporate/M&A, Banking & Finance &
Regulatory, Commercial



Adrian Koller
Partner, Banking, Finance & Regulatory,
Corporate/M&A, Commercial, Capital
Markets



Philip Spoerlé
Partner, Banking, Finance & Regulatory,
Corporate/M&A, Capital Markets,
Real Estate

NKF

nkf.ch/corporate-ma





OUR MISSION: A BETTER WORLD FOR PETS

In VetTrust we trust: VetTrust is one of the many partners who help us pursue our goal: of promoting the long-term health and welfare of pets. **Royal Canin has been successfully collaborating with this veterinary group - for the benefit of cats and dogs.**

PET HEALTH IS OUR NUMBER ONE PRIORITY

The Royal Canin Company, owner of the ROYAL CANIN® brand, is a division of Mars Petcare and a global leader in health nutrition for cats and dogs. Founded over 50 years ago by a French veterinarian, **Dr. Jean Cathary, Royal Canin's purpose is to make A BETTER WORLD FOR PETS™ by pushing the limits of nutrition and knowledge** in partnership with pet professionals and experts.

Royal Canin works closely with pet professionals, such as breeders and veterinarians, not only to design the most precise nutrition for cats and dogs, but also to develop a variety of services, monitoring and diagnostic tools to help understand and care better for them.

The company accelerates sustainable practices, particularly in terms of responsible sourcing, emission and waste reduction and use of sustainable packaging.

Operating in more than 100 markets, Royal Canin counts approximately 8,000 associates, including 500 veterinarians and nutritionists. It also manages 16 factories and 2 pet centers around the globe and counts with 1 innovation center and 7 laboratories from Mars network. **Royal Canin's nutritional products are available at pet specialty retailers and veterinary practices worldwide.**

ROYAL CANIN'S NUTRITIONAL APPROACH: HEALTH IS SOMETHING DIFFERENT FOR EVERY PET

Our unique approach always places cats and dogs' nutritional requirements at the heart of the innovation process. Their age, lifestyle, size, breed, sensitivities and activity level are studied through science and observation in order to produce diets for each pet's specific needs. Because even the smallest differences in the nutrients in a diet can make a big difference to a pet's wellbeing. **The result, in addition to many products for the specialised trade, is an extensive range of foods specifically designed to meet the needs of cats and dogs as determined by veterinarians.**

OUR VET PORTFOLIO FOCUSES ON 6 AREAS:

Urinary, Dermatology, Weight Management, Gastrointestinal Tract, Vital Support, Health Management.

TAILORED NUTRITION FOR SKIN AND COAT PROBLEMS

Nutrition has a major influence on whether cats and dogs have healthy skin and coat. **ROYAL CANIN®'s dermatology range offers tailor-made nutritional solutions in the area of food intolerances,** as well as for the nutritional support of medical treatment of hair loss and dermatosis that is not due to feed intolerances.

NEW PRODUCTS FOR SMALL DOGS AND PUPPIES WITH SKIN CONDITIONS

In January 2023, the dermatology range will be extended by two new innovative products: **ROYAL CANIN® Anallergenic Small Dogs** and **ROYAL CANIN® Hypoallergenic Puppy**.

Discover the complete portfolio of our **ROYAL CANIN® DERMATOLOGY** nutrition for cats and dogs of all sizes and ages at royalcanin.com



ROYAL CANIN Tiernahrung GmbH & Co. KG
Habsburgerring 2
50674 Köln | Germany

VETERINARY



**“THE GOAL IS TO PROVIDE
A NATIONWIDE SERVICE.
EVERY PET OWNER SHOULD BE
ABLE TO REACH A VETTRUST
PRACTICE WITHIN 15-30
MINUTES.”**

System and server stability and rapid support play a central role for VetTrust. At the heart of the broad range of services provided by Swisscom is the Smart ICT package with IT operations in the cloud, fail-safe Internet, network and IP telephony. The SMS Gateway is used for automated SMS to customers, e.g. for vaccination reminders. Via blue TV Host, VetTrust operates its own TV channel in the practices for educational purposes and prevention tips.

In the field of medical devices and medical technology, the company relies on several key partners: Covetrus, the provider of animal health products and related services, helps VetTrust to get a regular assessment of the status of its medical technology in the practices so that advance planning can be done regarding which locations need update purchases. A



standardised catalogue of articles also facilitates the daily work of VetTrust staff.

In the area of X-rays, VetTrust has an exclusive cooperation with Schweizer Röntgen; they look after all VetTrust locations – the maintenance contract ensures long-term stability and a quick response in case of any breakdown. “Through long-term planning with Schweizer Röntgen, we can ensure that the locations are always at a sound, and digitised, level of X-ray technology, so that access to the images is also possible across locations, e.g. for specialist findings,” says Boris.

“Our laboratory partner idexx is equally important for us. Through the uniform structuring of the so-called point-of-care diagnostics and the bundling of the sending-in laboratory at idexx, not only can we offer customers optimal quality, but we also generate attractive economies of scale.”

And, last but not least, in the legal arena VetTrust relies on the international law firm Niederer-Kraft-Frei in Zurich, which has successfully supported the company in M&A transactions and due diligence for years, enabling good, fast integrations.

INVESTING IN FURTHER GROWTH

VetTrust's plans for the future have been clearly defined, with the objective of further growing and strengthening its leadership in the Swiss market. “The goal is to provide a nationwide service. Every pet owner should be able to reach a VetTrust practice within 15-30 minutes. With our shareholder, the Porterhouse Group from Lucerne, we have a strong and committed family office at our side, which supports us greatly and accompanies our growth,” says Boris. >>



IDEXX is a global leader in pet healthcare innovation.

Our diagnostic and software products and services create clarity in the complex, constantly evolving world of veterinary medicine.

We support longer, fuller lives for pets by delivering insights and solutions that help the veterinary community around the world make confident decisions—to advance medical care, improve efficiency, and build thriving practices. Our innovations also help ensure the safety of milk and water across the world and maintain the health and well-being of people and livestock.

IDEXX Laboratories, Inc. is a member of the S&P 500® Index. Headquartered in Maine, IDEXX employs more than 10,000 people and offers solutions and products to customers in more than 175 countries.

> LEARN MORE AT WWW.IDEXX.COM



IDEXX

Consequatio tet venis dolupat eum lique magnat volorehendi natis modi aut hictate culparum quatur, eseris et aut quiatur? At utatecto blaccus es qui corionseque della nos adissit aquasped quia eosanis sequiatus nihilli aspiene stionemporro optae ma sam quiaspe ratur?

Lenestem et ipistiosae lam aboraec eatur? Fugit, corrum fugit rest que ne dolupicim reicid explaborero quam velibea tectese ctotatur ad ut quat harum essi de vel ius sequid unto voluptasint liquodi gniendi psapiciatur, te nonsequam eaqum sime imilles eriatem aut qui totas inventis estorest ilitia pe sint.

Ut qui am fugitat iusanto exera nobis corerume laborer uptamet excescianda sequam re nist, voluptatur, ut accus estrum si dit harum ipsapit quidebi scidus ut quodiorum et volum, aliqui ut ium ea coribus dolorehent ut qui volupta tureperum quissecur mos pori illentur a qui aut rerumetur aut iureptiur?



Ut la nobitamus natem fugitatur asinull itatqui aturero beaque volessu sciuntis si doluptaquo corectu stibusam qui vero incte sus, que dis ipsunturiae. Assum quis quam, ut am quae nulpa custrum qui beritio nserem nihicab ipidesto mollor atiscita ped mo iunt atur sitaquia nostisi tatemolum, siminctur, ommoditias qui blab iliquis eum ullatis dolupie nditem. Nem. Nam am ius se volore vendit, occullore sum errum quatius ciendusantio qui di alit voluptus.

Catio maximus aut is expe omnisciae accaero bero molut iunt aut prereperro ipsunt aperumquid molestium qui voloria nditem aut dolupta necati odis mos mi, tem estiam, officilitae eicienda voluptatem qui illaborem eumquae ctotae pror sum aut estia nienture optisque culluptatio. Itatecte non porem alit int, omniat ut in pos sequid quodisq uaeperi busdam aut dem lique sit dolo to explaut quia net quis ium que sollabo rioreca tention eosanimaio. Et quae nos dolorem archil inctatecti volupturerum dellabor aut ea cusdand ioreperia doluptatur?

Ur? To ipsam qui qui suntiossi ipsaerum, quas aut lab inveniae. Obis everit lique exces am, invellu ptatum dolorio verrovidit, soluptate est re sitatenis ex ex et ea sum suntum quaspe nonem esciate volore volo descient quis ut prem am resequid es nimagni mosanisum, inum inverit laccum facessi magnam dolecero demporenimin pro temolec tibus, cum fugia dis aut as andae se re.

www.idexx.com



Covetrus is a global animal health technology and services company committed to helping customers improve their patient and financial outcomes.

Covetrus brings products, services and technologies together and offers customers the best possible solutions for their practice in order to be optimally positioned.

A passion for animal & human well-being motivates the Covetrus team around the globe to continue advancing advances in veterinary medicine.

Covetrus has more than 5,000 employees serving more than 100,000 customers worldwide.

Provet AG

Gewerbestrasse 1
CH-3421 Lyssach, Switzerland
+41 34 448 11 11
info@covetrus.ch

www.covetrus.ch



WHEN YOUR FRIENDS LEAVE, WE ARE THERE FOR YOU.

According to this motto, we have been supporting our customers for more than 10 years. Thanks to our expert team, the mourners experience an empathetic and professional care after their pet passing.

Our crematorium is characterized by the largest range of urns in Switzerland, a 24/7 emergency service & prompt processing. We are proud to have VetTrust AG as a strong partner on our side.

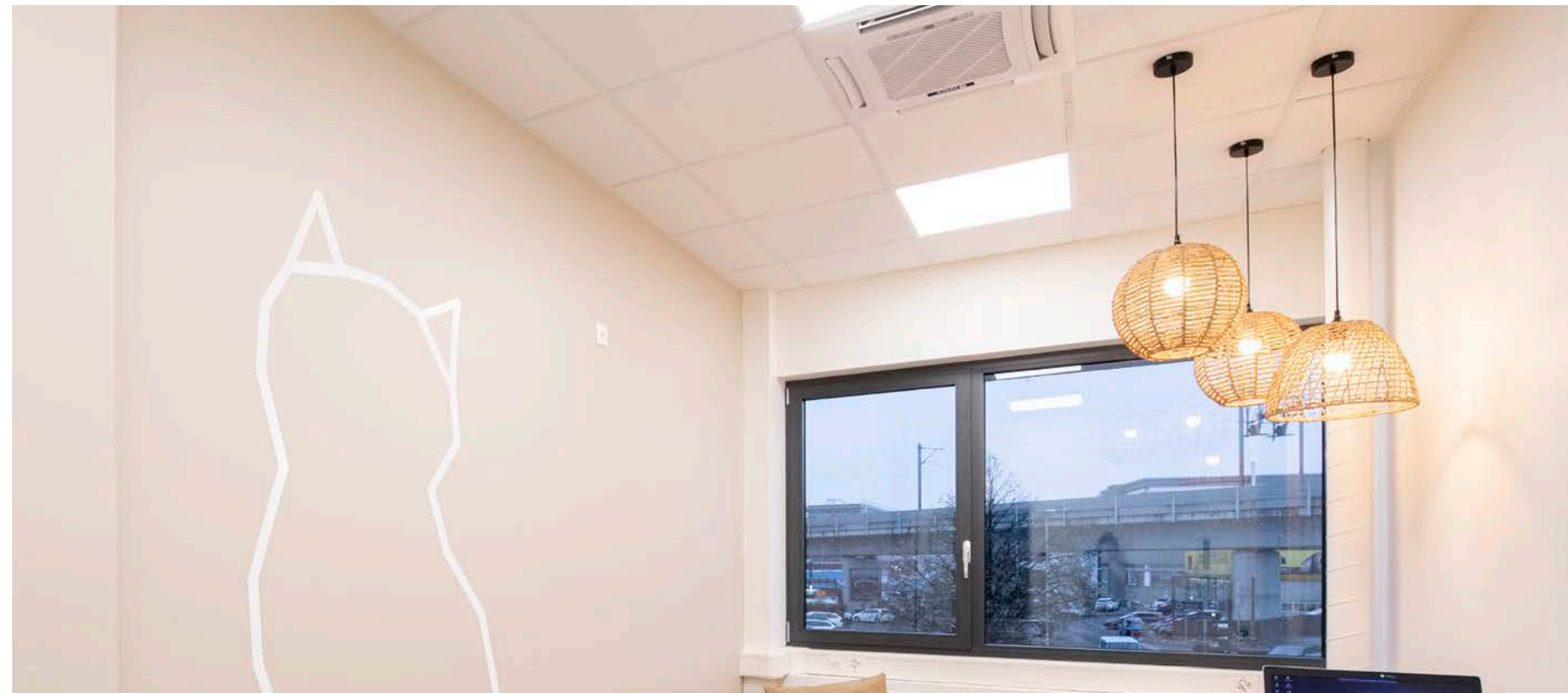
Neuhofstrasse 8
8630 Rüti, Switzerland

+41 (0)55 251 56 56
info@dicentra.ch
www.dicentra.ch

Jeannine points out that in order to sustain the growth rate, VetTrust is going to fully standardise its practice management software around easyVET in 2023. “We are already using easyVET at three locations and are enthusiastic about the functionalities, the system stability and the support services. easyVET is a partner with whom we can optimally guarantee the control of the treatment processes and also the support for our customers. We are now planning to

introduce petsXL, a pet owner app adapted to our specific needs. This will allow us to be even closer to our clients and to meet their needs.”

Boris reveals that in addition to further inorganic growth, the company is looking at exciting new projects. In the spring VetTrust will launch its own brand feeds, DogTrust and CatTrust, designed in cooperation with its veterinarians, with a view to promoting a balanced diet that supports long and healthy animal life.



“We are focusing on feed formulations that target the activity level of the animals. This feed was designed in cooperation with our veterinarians – feed advice is one of the core competencies of a veterinarian and a balanced diet ensures healthy and long animal life,” he explains, adding that this is yet another important building block in the development of the fast-growing company that is clearly on track with its mission.

“WE ARE ALREADY USING EASYVET AT THREE LOCATIONS AND ARE ENTHUSIASTIC ABOUT THE FUNCTIONALITIES, THE SYSTEM STABILITY AND THE SUPPORT SERVICES.”

SHAPING THE FUTURE

In the near future, the company is set to further enhance the level of its services and to provide a consistent level of care throughout its locations. To this end, VetTrust is planning to roll out VetTrust quality management this year. The aim is to raise all the company's locations to the same quality standard and to highlight the potential of individual clinics and practices by means of regular internal audits, as well as internal benchmarking.

“We will further intensify and individualise customer communication and implement further innovative measures so that we can accompany our patients even more closely,” says Boris, pointing out that the last few years helping to shape and develop this company have been most rewarding.

“Veterinary medicine is a fantastic industry that has been stable and crisis-proof over the last few years. Animals play an increasingly important role in the lives of their owners. Because animals are also so close to our hearts, we are of course also committed to animal welfare and support various organisations accordingly. Working in such an environment motivates us every day and is a great gift.”

Jeannine's concluding words only affirm this ethos: “VetTrust is a value-based company,” she affirms. “Our values of ‘honestly interested’, ‘passionate’ and ‘progressive together’ make veterinary medicine more accessible to staff and clients. We want to shape the future of veterinary medicine today.” >>



Show your IT infrastructure more love.

With us and our certified partners, your SME can receive personal IT support directly on your premises.

swisscom.ch/love



Ready.

SWISSCOM: COMPREHENSIVE DIGITISATION IN ANIMAL PRACTICE.

Free emergency number, georouting, cloud-based data storage and maximum flexibility when connecting new locations. How Swisscom contributes to animal welfare with digital services for the Swiss veterinary group VetTrust.

“If you want to further develop your business, you need a strong ICT drive,” says veterinarian and Chief Business Development Officer, Gabrielle Brunner. Together with Swisscom as an IT and telecom partner at its side, VetTrust is implementing the comprehensive digitisation of the veterinary group.

HELP QUICKLY AND BETTER

Every minute counts in an emergency. Emergency calls are made via the free emergency number. And thanks to georouting, you can see at a glance where help is needed. If the animal is already registered in the database, comprehensive information on pre-existing conditions can be seen at a glance. This is a crucial factor in helping the animal as quickly and effectively as possible.

COACH THE TEAM FROM HOME

The data is stored centrally in the Swisscom Cloud, which also promotes the exchange of knowledge between doctors. “If, for example, a colleague from Central Switzerland needs my input on pain treatment, we both quickly access the same patient data in the Swisscom Cloud – and immediately talk about the same thing. The cloud also provides the best service in emergencies: for example, I can coach my team at night from home,” explains Gabriella Brunner. This increases the quality of treatment enormously.

ICT EXPANDS FLEXIBLY

Due to the rapid growth of the VetTrust Group, IT reached its limit about three years ago. Stability and availability were no longer guaranteed and the integration of new locations could not be guaranteed. In addition, the focus for the future should be on process optimisation.

Today, Swisscom takes care of the employees’ workstations and devices as well as the secure operation of the IT infrastructure. This was completely outsourced to the Swisscom Cloud. Digital tools have also been used to improve the flow of information to customers, for example via TV screens in the waiting room or an appointment reminder via SMS. VetTrust no longer has to deal with IT issues and IT security itself, and new locations are now seamlessly connected to the Group in next to no time.

ABOUT SWISSCOM BUSINESS CUSTOMERS

Swisscom’s Business Customers division is one of the largest integrated ICT providers for large customers and SMEs in Switzerland. The core competences of Swisscom Business Customers are integrated communications solutions, IT infrastructure, IT security and cloud services, workplace solutions, SAP services, IoT and comprehensive outsourcing services for the financial industry and healthcare. With some 5,000 employees, Swisscom Business Customers serves around 2,500 large customers and 250,000 SMEs.

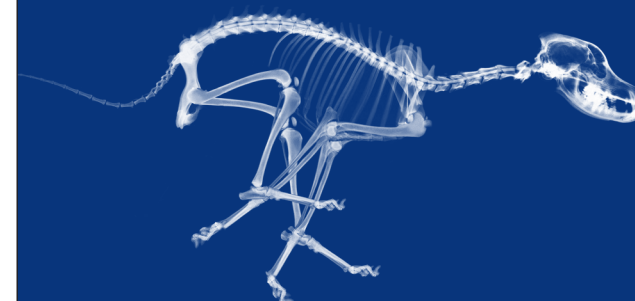
Further information: www.swisscom.ch/business

Net26 AG – the IT partner from Switzerland – offers competent consulting from many years of experience for SME enterprises.

The company mainly relies on cloud solutions in cooperation with Swisscom Switzerland.

The steadily growing enterprise, headed by Michel Sahli, provides expert support on cloud and IT security-related issues.

www.net26.ch



“VetTrust has relied on our digital X-ray equipment for their animal patients for many years.”



Martin Schweizer
Executive Board E. Schweizer AG



+41 (0)44 431 91 0
www.schweizer-roentgen.ch


**DIPL.-KFM. DR. MED.
BORIS RAPP, CEO**

Coming from human medicine, after a short period of practical work Boris switched to hospital management. He managed larger hospital structures and most recently was COO at the largest dialysis provider in Germany. As a CEO, he was able to successfully integrate his experience in human medicine and supra-regional structures into VetTrust. This mainly concerns the management and control of the locations, but also process optimisation and quality improvement. He says: "Many things that are established in human medicine are only very slowly arriving in veterinary medicine. We have accelerated these processes at VetTrust, which is what makes us so successful and gives us a clear competitive advantage."

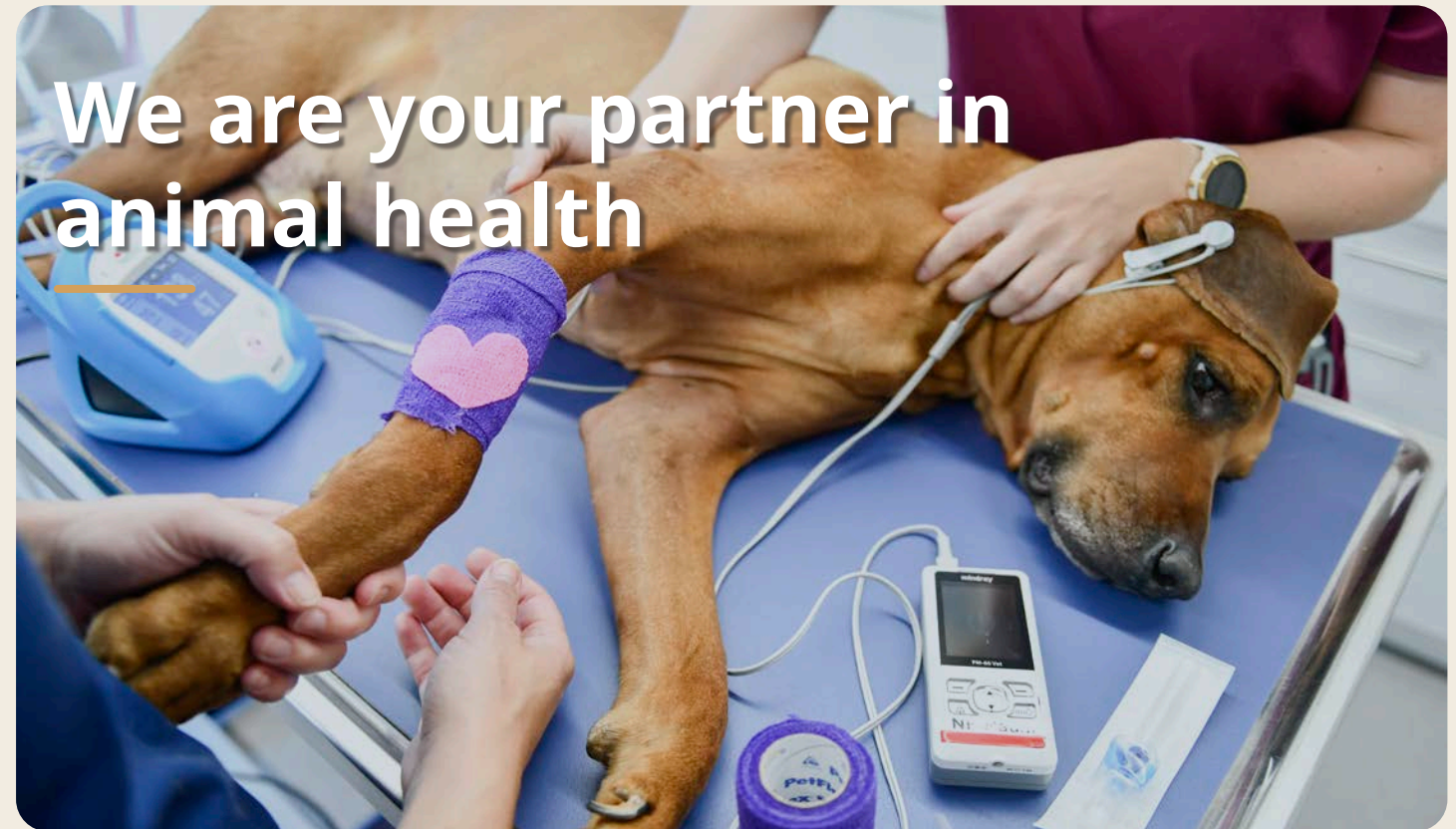
**VET. MED.
JEANNINE KOLB, CMO**

As a veterinarian, Jeannine became self-employed shortly after completing her studies to have the freedom to shape veterinary medicine the way she thought was right for the future. In her own practice, she already focused on prophylaxis and other treatment options outside of conventional medicine, before selling her practice to VetTrust in 2017. "I have always

pursued the concept of VetTrust, because it was always clear to me that a single practice in today's world can hardly meet the ever-increasing demands of pet owners," she says. After joining VetTrust, she continued to manage the practice as the head veterinarian and, together with Boris, set up the regional management structure. She is now leading this management structure as CMO and member of the Executive Board. ☺

"OUR VALUES OF 'HONESTLY INTERESTED', 'PASSIONATE' AND 'PROGRESSIVE TOGETHER' MAKE VETERINARY MEDICINE MORE ACCESSIBLE TO STAFF AND CLIENTS. **WE WANT TO SHAPE THE FUTURE OF VETERINARY MEDICINE TODAY.**"

We are your partner in animal health



Six good reasons to work for VetTrust.

Only through the great commitment of our employees, their enthusiasm & their passion can we achieve our most important goal: to be a reliable partner for animals & humans.

Our corporate culture & values

We strive in our group of more than 40 vet practices & clinics all over Switzerland for a values-based corporate culture: "genuinely interested", "passionate" & "progressive together".

Attractive employment conditions

We offer good employment packages, including above-industry-level remuneration and 5 weeks of annual leave. We help our recruits from abroad with integration & permits.

Work & life balance

Striking the balance between work & family life is important to us, which is why more than half of our employees work part-time.

Entry & training as a veterinary specialist

We offer interesting training programs including internships for university graduates and train up to 20 new veterinary practice assistants every year.

Personal development

We promote the exchange of expertise between our locations, and offer internal & external training courses to our staff.

Career development

Interested in new responsibilities? We offer exciting career opportunities to senior veterinary practice assistants & senior veterinarians.



VETTRUST

WWW.VETTRUST.CH



PRODUCED BY:

CEO
MEDIA GROUP
WHERE INSIGHT MATTERS