
Your Complete Checklist for a Veterinary Practice Startup

Business planning, practice model, and launch steps
specific to building a veterinary practice from scratch.

Dental & Medical Counsel, P.C.

Healthcare and Dental Attorneys, Walnut Creek, CA
dmcounsel.com, 925-999-8200

Building a veterinary practice from scratch is exciting, but it comes with real challenges, from choosing a practice model to securing financing to building a client base from nothing. Veterinarians also have an option most other healthcare professionals do not: a stationary facility, a mobile clinic, or a combination of both. This checklist walks through what to consider at each stage of a practice startup.

PART 01

Build Your Business Plan

- ☐ Formulate a strong business plan before seeking financing or a location
 - ☐ Decide where you want your practice to be located
 - ☐ Think through who you want to hire to be part of your team
 - ☐ Estimate the client and patient volume you will need to sustain the practice
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SCHEDULE YOUR COMPLIMENTARY CONSULTATION

Thinking Through a Startup?

Let's talk through your business plan and financing before you commit to a location.

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PART 02

Choose Your Practice Model

Veterinary medicine offers a choice most other healthcare practices do not: a stationary facility, a mobile clinic, or a combination of both.

- ☐ Decide whether your practice will be exclusively stationary, exclusively mobile, or a hybrid
 - ☐ If considering a mobile model, decide whether you will travel to clients' homes or set up in a fixed high traffic location
 - ☐ Weigh the lower overhead of a mobile clinic against the built in convenience clients expect from a stationary facility
 - ☐ If partnering with another veterinarian, consider alternating between a mobile clinic and a stationary practice
 - ☐ Choose a memorable, available name, whether the practice is stationary or mobile
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PART 03

Select Your Location

- ☐ Research where your target clients live and where they currently go for veterinary care

- ☐ Check whether other veterinary practices already serve the area you are considering
 - ☐ If building a stationary facility, plan for exam rooms, storage, and treatment space
 - ☐ For a mobile operation, confirm your vehicle meets the standards required for a veterinary facility
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SCHEDULE YOUR COMPLIMENTARY CONSULTATION

Evaluating a Location or Build Out?

We review leases and facility considerations before you sign, whether you are building a stationary practice or outfitting a mobile clinic.

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PART 04

Handle Financing and Legal Formation

- ☐ Explore financing options, including loans, investor funding, or personal savings
 - ☐ Estimate your startup costs accurately and plan for managing cash flow before revenue arrives
 - ☐ Set up the legal structure of the practice
 - ☐ Obtain the necessary permits and licenses, including any required for controlled substances
 - ☐ For a mobile clinic, confirm the premises and vehicle licensing requirements that apply to mobile operations
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PART 05

Build Your Client Base

- ☐ Provide excellent patient care and exceptional customer service from day one
 - ☐ Build a marketing plan that includes a website, social media, and community visibility
 - ☐ Offer educational resources and consider promotions that encourage new clients to try the practice
 - ☐ Focus on building strong relationships with clients to encourage loyalty and referrals
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PART 06

Open with Confidence

- ☐ Confirm every license and permit is in place before opening day
 - ☐ Finalize your legal structure and key contracts before you see your first patient
 - ☐ Revisit your business plan regularly as the practice grows
 - ☐ Use experienced professionals throughout so early missteps do not derail your launch
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Ready to Build Your Practice?

Our veterinary attorneys guide veterinarians through every step of a practice startup, stationary or mobile. Schedule a complimentary consultation to talk through your plans.

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Dental & Medical Counsel, P.C., 1904 Olympic Blvd, Suite 240, Walnut Creek, CA 94596

This checklist is provided by Dental & Medical Counsel, P.C. for general informational purposes only and does not constitute legal, financial, or tax advice. Every startup is different, so speak with a qualified veterinary attorney before making decisions about your specific practice launch.



About Ali Oromchian

Founding Attorney, Dental & Medical Counsel, P.C.

Ali Oromchian, JD, LL.M. is the founding attorney of Dental & Medical Counsel, P.C. and one of the nation's leading legal authorities on topics relevant to dentists, doctors, optometrists, and veterinarians. Since its creation, DMC has been regarded as one of the pre-eminent health care law firms devoted exclusively to healthcare professionals.

His clients seek his advice on dental and medical practice transitions, the creation of corporations and partnerships, associate contracts, estate planning, employment law matters, office leasing, and state board defense.

Ali is a frequent speaker on employment law, practice transitions, negotiation strategies, contracts, and estate planning throughout North America, having spoken for the American Dental Association, California Dental Association, Hawaii Dental Association, American Association of Orthodontics, California Society of Pediatric Dentistry, NVision, Vision Source, and countless other state and local dental, medical, and optometric societies.

He is a graduate of the University of California at Davis, where he received a Bachelor of Arts with Honors in Political Science and Rhetoric and Communications, and of the University of California, Davis School of Law, where he received his Juris Doctor. He went on to earn an LL.M. with Honors from The George Washington University Law School. Ali is a member of the California Bar and the Bar of the District of Columbia.