bizztreat
the data detectives

VETS

Boosting Veterinary Clinic Revenues by 20% with Advanced Analytics

VETS AS creates advanced software solutions to modernize and streamline the management of veterinary clinics. Their software optimizes costs and boosts revenue, helping clinics achieve peak efficiency and profitability. With analytics at the core of its operations, VETS AS relies on a system that maximizes the use of data for informed decision-making.

Optimizing Performance with GoodData and BizzTreat

GoodData's analytics platform is known for its scalability, flexibility, and powerful data processing capabilities. Meanwhile, Bizztreat specializes in end-to-end solutions in data analysis and business intelligence (BI), from designing the strategy and overall BI concept to selecting appropriate technologies. Together, the two companies cooperate to help businesses like VETS AS leverage advanced analytics, ensuring efficient data management and insightful analysis tailored to their specific needs.
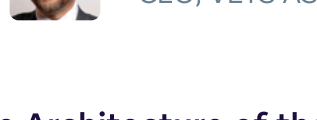
THE CHALLENGE:

When building their own PMIS (practice management software) product, VETS AS cooperated with an external software team. The original assumption was that this team would also develop the product's data-analytical functions and basic reports. However, VETS AS soon realized that this required a unique set of capabilities, which GoodData is highly experienced in providing.

Broadly speaking, VETS AS needed assistance in creating a data integration and analytics environment for their customers, the veterinary clinics. More specifically, they wanted to:
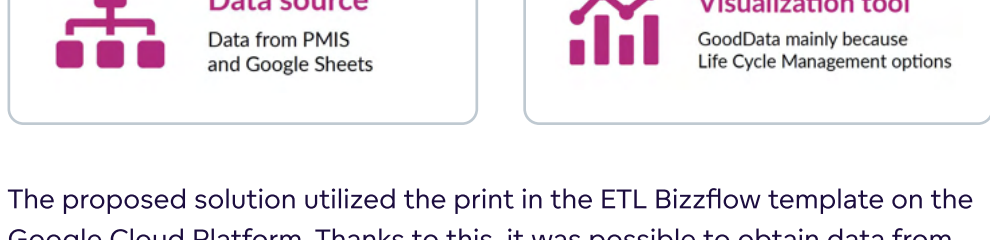
- Utilize both their own PMIS and a third-party PMIS as data sources.
- Connect additional data sources according to customer needs.
- Cleanse, enrich, and visualize data in a unified tool that would allow them to track data development over time, make necessary adjustments and optimizations, and, above all, quickly and efficiently add additional clinics.
- Develop efficient data analytics products tailored to individual clinics and integrate the visual outputs (such as dashboards) into the software.

"The BizzTreat and GoodData partnership allows us to combine pet health care with qualified business intelligence. Together, we are creating a powerful tool for planning and managing a group of veterinary clinics in the Czech Republic and Slovakia."

Jozef Fico
CEO, VETS AS

The Architecture of the Solution

Data source
Data from PMIS and Google Sheets

Visualization tool
GoodData mainly because Life Cycle Management options

The proposed solution utilized the print in the ETL Bizzflow template on the Google Cloud Platform. Thanks to this, it was possible to obtain data from both sources and perform the necessary transformations. The data was then stored in output tables, ready to be visualized. GoodData's main point of added value here was its Life Cycle Management feature, which enables the configuring and management of multiple workspaces (working environments) through one main (master) workspace.
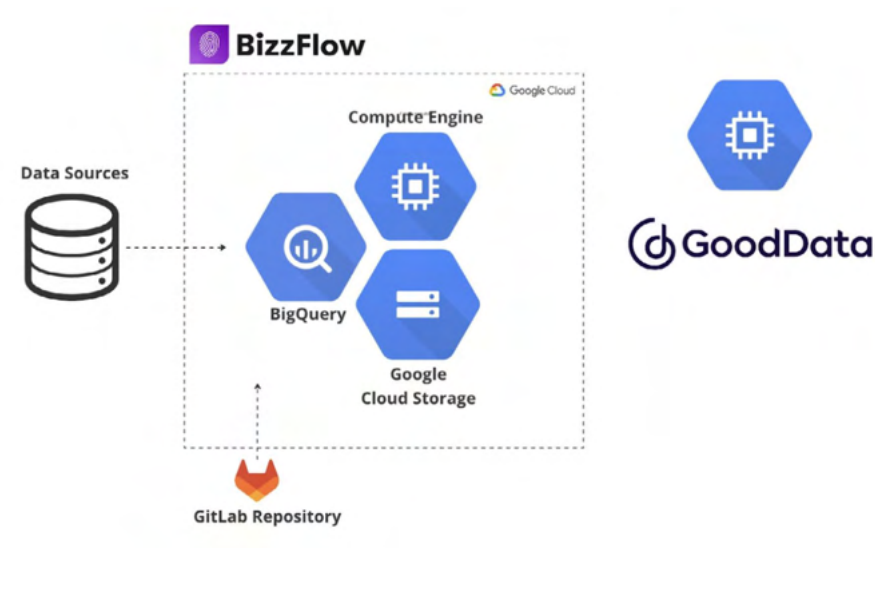
The ETL solution was built on standard cloud services and implemented for the three largest cloud environments (Google Cloud Platform, Amazon AWS, and MS Azure).

Advantages of the Solution:

- Simple request implementation and seamless addition of new customers.
- Can provide different data visualization products to different categories of clients.
- The secure multi-tenant architecture ensures that each clinic can only access its own data.

GoodData also provided a standardized set of dashboards that address clinics' most crucial questions:

Finances

- What are the key financial indicators of the given clinic?
- Which products/services/categories generate the highest revenues? Which patients generate the highest revenues?
- How is the number of invoices issued evolving?

Customer Behavior

- How many new patients/clients were added in the given month?
- How many clients served in the last 18 months have returned?
- How many of them already have their next visit scheduled?

Other Aspects

- What is the age and demographic structure of the patients? Which breeds generate the highest revenues?
- How many laboratory tests were conducted?
- How many products remain in stock?

The dashboards also cover many other questions, and there has never been a situation in which an end customer identified a significant missing area.

THE RESULTS:

BizzTreat successfully integrated GoodData-powered embedded reporting into the VETS AS software solution. The enhancement enables veterinary clinics to interpret information more effectively, gain deeper insights into their data, and address critical questions, ultimately leading to more efficient clinic management.

GoodData and BizzTreat continue to work closely with VETS, consistently enhancing the product. By leveraging GoodData's Life Cycle Management, changes can be implemented just once in the development environment and then effortlessly integrated across all client workspaces.

5%
EBITDA margin increase

20%
Gross income increase

15%
Workforce productivity increase