

Making room for *healthier smiles*

Redesigning the surgical schedule to make staged dental care the standard — expanding access, easing decisions for pet parents, and growing a high-value service.

3.2^x

Dental & oral-surgery revenue — Jan-Jun 2026 vs. 2025

7–11

Procedure slots per week — up from 3–6

15–45_{min}

Time under anesthesia per COHAT — start to finish

5

Full-time DVMs — each with dedicated surgery time

The opportunity

Dental care matters more than ever — to our patients and the hospital — yet estimates ranging **\$800–\$2,500** often stalled at the moment of decision.

Like human dentistry, a pet in for a routine cleaning may need more once we look closely. Our **staged dental** model splits that care in two: complete diagnostics and cleaning first, then reserve dedicated time for any oral surgery that follows.

The idea was already introduced — but the old schedule allowed only **one or two procedures a day** on select days, limiting doctor time and capping the model's impact. That constraint became the reason to rebuild the schedule itself.

The redesign

Stepping into the Hospital Manager role in **October 2025** coincided with a long-anticipated transition: a founding owner heading into retirement, and a new-graduate veterinarian joining for full-time hours and surgical experience.

We rebuilt the doctors' schedule from the ground up — giving each of our **five full-time DVMs** dedicated soft-tissue surgery time while protecting daily dental and oral-surgery availability, balanced against surgical training and real patient demand.

How staged dental works

VISIT ONE · COHAT

1

Assess, clean & diagnose

Fasted 12 hours and checked in that morning. The DVM performs a TPR and pre-surgical exam, pre-meds at noon, then full-mouth radiographs while the technician scales and polishes. Home the same day — typically **15–45 minutes** under anesthesia. At discharge we review the radiographs together and hand over an accurate estimate for anything the imaging revealed.

follow-up scheduled **2 weeks–2 months** later ↓

VISIT TWO · ORAL SURGERY

2

Treat what we already found

Because imaging and cleaning are done, we know exactly which teeth need attention — shortening anesthesia time and removing the mid-procedure phone call for "on-the-spot" approval. No hard sell in the moment, no rushed decision on cost. Just a clear, expected plan both the team and the pet parent walked in ready for.

The results

Comparing the same six-month window year over year, revenue from dental and oral-surgery care grew more than three-fold — driven by capacity, not price.



+\$59,837

added dental & oral-surgery revenue in six months

2.4^x 4.3^x

growth in canine and feline revenue, respectively

~2^x

weekly capacity — from 3–6 to 7–11 procedure slots

Why it matters

📍 Access to care

Weekly openings roughly doubled, so more pets get on the schedule sooner instead of waiting for a rare open day.

✅ Client acceptance

Seeing the difference in cost and reduced anesthesia time, more pet parents say yes — without a rushed, in-the-moment decision.

❤️ Patient safety

Splitting care shortens each anesthetic event — diagnostics and cleaning first, targeted surgery second.

🕒 Lasting awareness

Every reviewed radiograph builds real understanding of how much a true dental and oral evaluation means for a pet's health.