



VIVID VISION 2020 CLIENTS



SNAPSHOT

The CBS Animal Hospital team has created this document as a glimpse into the future for what we hope to accomplish in the next three years.

By June 2020, we will have experienced a tremendous amount of growth and success. Not only will

we reach our goals to bring you the best veterinary experience in every way... we will far surpass them.

Keep reading to see all that is in store for your favorite vet hospital...

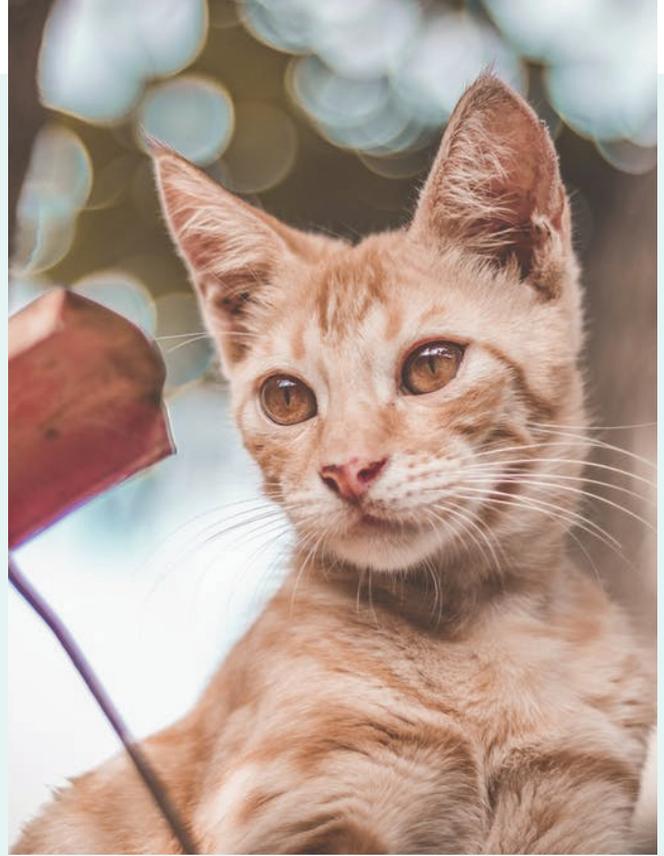


THE EXPERIENCE

PATIENT

When my owner says “V-E-T,” I get almost as excited as when I hear her say “T-R-E-A-T.” They’re so nice there, every time we go in I get lots of attention and love because I’m such a good boy.

My sister (the cat) used to be really nervous at our old vet, but she’s so calm now and even walks out of her carrier by herself. My owner says it’s because of the friendly people and maybe the feliway diffusers... I don’t know what that is, probably some weird cat thing. She loves the cat grass, but I just love the extra cuddles, water bowls everywhere, and cool toy when I get my annual checkup!



My owner even leaves me there for doggy day-care 4-5 days a weeks sometimes! I was a little bit scared the first day, but I made so many new friends and had so much fun that I even want to go on the days she doesn’t take me. There was even real grass inside where we could play and mark our territory. There were so many dogs there, but we had tons of friends to play with and some fantastic humans to take care of us. I wasn’t bored or scared for a single moment while I was there.

Another time I was really sick and had to stay at the hospital. I was a little nervous at first, but my mom and dad were able to come visit me whenever they wanted, which definitely helped me feel better. And everybody was so nice to me while I was there, making sure I got lots of cuddles, medicine, and all the care I needed to help me get better.

CLIENT

When you call to book your appointment, the receptionist answers and beams her friendly personality into the phone. You get a convenient appointment time & feel so taken care of.

You pull into the parking lot and instantly notice the beautiful landscaping and shrubbery and a lovely area for staff and clients to enjoy. You instantly feel at ease.

Walking into reception, you and your pet are greeted by name, and it's like magic to your ears. As you look around, you see beautiful artwork and modern design that you've never seen in a veterinary office before. You are offered a refreshing beverage and snack before being shown into a beautiful exam room.

When your veterinarian enters, you are immediately impressed with their compassion and knowledge. After providing a very thorough physical exam on your pet, they create a treatment plan to keep him as healthy as possible. You trust their recommendations and get the feeling that they really understand you and

your pet. You can tell that your pet felt safe and ok with the exam as well.

Upon leaving the exam room, you approach the front desk again where your final invoice has been prepared. All of your charges have already been explained to you, and the receptionist goes through them again to make sure you understand. There are absolutely no surprise fees, and you can tell she genuinely cares about your questions and feedback.

When you walk back to your car, you feel so taken care of. You were shown all of the options available, you understood everything the vet discussed, you felt you had an opportunity for your voice to be heard, and you are confident that you made the best choice for your beloved pet.

When you return to work or home, you gush about the amazing service, experience, and connection that you had at CBSAH. You tell all of your friends and family that you can't imagine taking your furry family member anywhere else.

TEAM

On a day-to-day basis, CBSAH is a positive and energized workplace. The day starts off with a group huddle and hospital rounds. All employees take personal responsibility to ensure that our core values are upheld while performing a service or task, and while interacting with clients and team members.

Throughout the day, employees are engaged and ensure customers leave with an amazing experience. There is a constant thought and consideration of "How can I wow the client and make their pet feel at ease?"

We run smoothly and on time, no matter how busy we are. It's truly the commitment of our

team that allows us to do this day in & day out. Even in the middle of a stressful, busy day, no one feels unheard, underappreciated, or alone.

Employees work closely with both the management team and owners. They feel trusted, secure, and like they have a voice in the hospital. Our team members are constantly receiving constructive feedback and coaching, and also provide their own feedback and coaching. This gives them a sense of ownership and the confidence to act in a solutions-oriented manner in all situations. No matter how hard their day is, each person leaves feeling exhilarated and confident in the work they're doing and excited to come in again the following day.

THE SPACE

The sounds of the hospital are more comforting than you would expect. We have gentle music playing throughout the hospital, and you don't hear telephones ringing because they are promptly answered in a different space. All of the team members you see are helping clients and helping each other to take the best possible care of your pet.

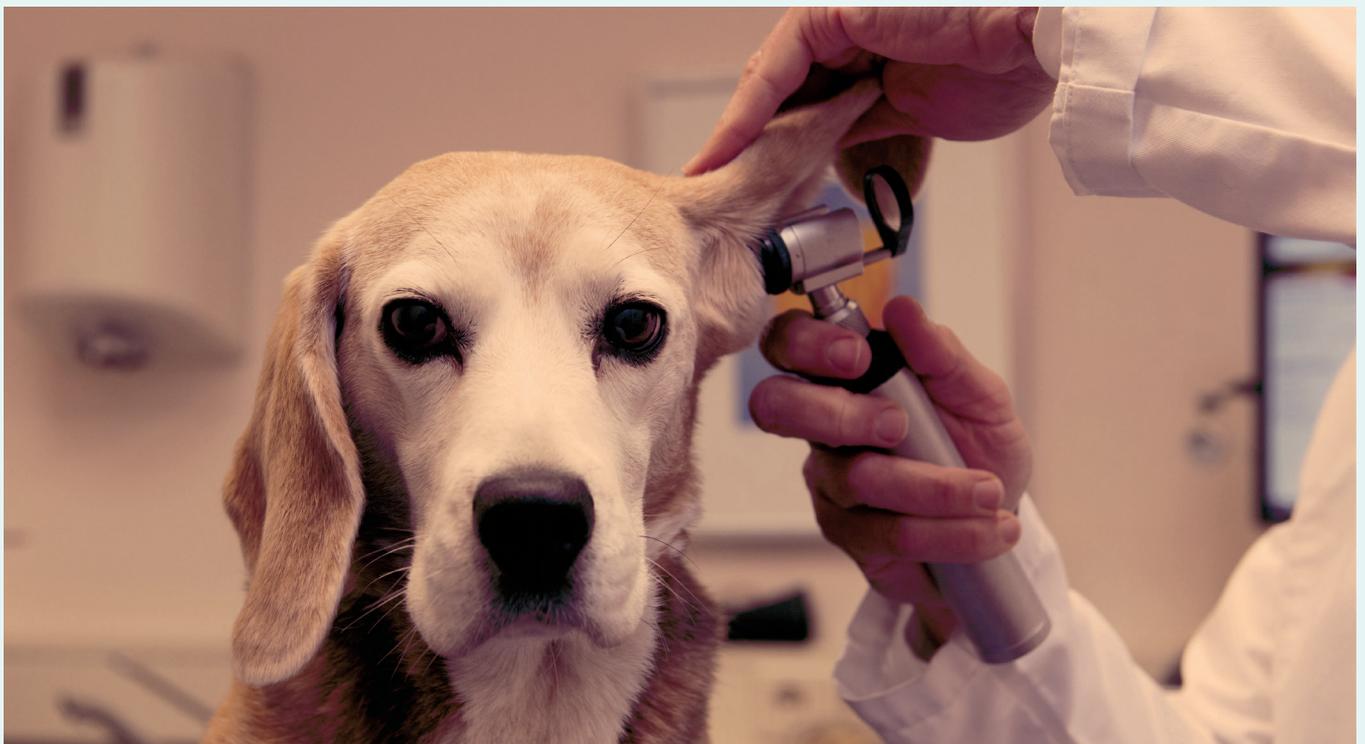
The waiting room looks very inviting with tidy, clean, comfortable chairs, and beautiful art on the wall. With the coffee machine running and tea kettle boiling, the hospital smells wonderful and more like a coffee shop than a traditional veterinary hospital. And the healthy snack counter is perfect for when you have to stop by after work or on your lunch break to bring your pet in or pick up a bag of their food.

In the treatment area, there is a buzz of busyness and an immediate feeling of collaboration,

happiness, and efficiency as our team works together to perform top-notch medicine and surgery. The space is clean and organized, despite several procedures and treatments happening at the same time. Our modern equipment allows us to offer state-of-the-art diagnostics and procedures to our patients.

On the second floor is a beautiful lunchroom with personalized snacks for each employee. Our refrigerator is full of complimentary healthy snacks, and there is comfortable seating for our team to unwind, socialize, and take a well-deserved break.

This space is great for meetings and is utilized often by our team for planning ways to improve our customer experience and up our game as the best veterinary hospital to work for in Canada.



WHY A LIGHTHOUSE?

Our lighthouse logo is more than just a logo.
It is a symbol of our team unity and so much more...

Lighthouses are symbols of **guidance & overcoming adversity.**

Those who are not in the lighthouse are out sometimes in hard conditions, but still **DEPEND ON THE LIGHTHOUSE for strength, guidance, & support.**

If someone exits the lighthouse for personal crisis, everyone else will **SUPPORT THEM AND GUIDE THEM BACK TO THE LIGHTHOUSE.**

Lighthouses offer **hope, assistance, and vision.**

Lighthouses are **CONSISTENT & RELIABLE.**

IN NICE CONDITIONS, the sun shines through to **brighten everyone inside.**
In hard conditions, the lighthouse **offers protection and support.**

A WORKPLACE is like a lighthouse. Everyone works together **to protect others,** guide them in the right direction, **offer strength in hard conditions, & is a vision forward.**

CORE VALUES

Our core values can be seen posted throughout our hospital. Each employee embodies the core values on a daily basis, and every client/staff interaction is a living example of that.

BRING THE JOY

We choose to be happy and create a positive environment, where we can bring light to everyday stresses.

SYNERGISTIC TEAMWORK

We are a group of people who choose to work together towards a common goal... with vulnerability, reliability, and trust.

DO THE RIGHT THING... ALWAYS

We have a personal and professional responsibility to act with integrity in every interaction with our patients, clients, and team members.

ABOVE AND BEYOND

We always deliver high quality, progressive medicine and services. We are also obsessively passionate about always going that extra mile.

LEAD WITH COMPASSION

Clients trust us to guide them to the best possible plan for both their pet and their finances. With our guidance, we trust the client to know what's best for their pet, and they know they have our support every step of the way.

THE TEAM



No one forgets the day they became a team member at CBSAH. The celebration to welcome them and the personal touches (their favorite snacks, ergonomic shoes, and uniforms) makes them feel accepted and inspired to be ALL IN from day one.

In the past three years, we have doubled in size (we now have almost 50 team members, including our doggy daycare staff and groomers). Highly qualified veterinarians and team members are constantly begging to join our team due to our reputation for being the BEST. We have stacks of resumes we can pull from every time we need a new team member.

Although we've grown substantially, we've managed to make our tight-knit community feel even more intimate and cozy. When employees come from another hospital, they are blown away by the family vet experience that we provide. And once they're with us, they can't imagine working anywhere else.

Our team members feel happy, engaged, and satisfied to be part of an organization that understands and values them. When they join our team, they are excited about the perks they receive: five weeks vacation, flexible work schedule, and an awesome benefits package, just to name a few. Although the perks at CBSAH are great, it's really the culture that keeps them energized and dedicated.

Management is fully invested in each team member's personal and professional growth. They spend time with employees on a regular basis going through their personal dream "wish list" and what they hope to improve on and learn from as part of the CBSAH team. They feel challenged and inspired to do better and be better because of the support we offer.

We show our employees that we're dedicated to their mind, body, and spirit. We provide customized snacks, a healthy eating program, and even offer standing treadmill desks and gym membership discounts. We also encourage everyone to have fun whenever they can, as caring for people's loved ones can take a lot of emotional energy.

We are fully transparent with our goals for the future, and our team members fully support our vision. They would do whatever it takes to ensure that each and every client gets the best treatment possible and has an exceptional experience.

CULTURE

Our culture is everything we ever dreamed of and more. Team members are constantly telling us, as well as anyone who will listen to them, that we are the BEST. Because of our reputation, we are attracting top-notch A-players to our team.

The annual retreat and team building events

exceed even our own expectations. We go above and beyond in spoiling our team for their hard work and dedication so they can have an opportunity to relax, have fun, and bond.

We continue to build our culture around expectations, support, safety, focus, and collaboration. We are committed to holding our team members accountable to high standards, knowing it's in their best interest (not just the hospital's). At CBSAH, people do what they say, show up on time, and finish what they start.

SERVICES

Looking back over the past three years, we have expanded our services in order to better serve our patients. From dentistry and nutritional counseling to doggy daycare and obedience classes, we are the HUB for our clients to come for all things pet-related.

While we continue to offer our world-class veterinary services in the form of routine checkups, scheduled and emergency procedures, and scheduled and emergency inpatient care, we've also placed emphasis on further developing the following services.

Dentistry

Dentistry is very important to our hospital, and our entire team fully understands the value and necessity for healthy mouths in our pets and patients. Our passion for amazing dental care ensures our clients are well educated and support dental health for their pets, ensuring our patients are healthy and pain free.

Nutritional Counseling

We assist our clients in finding the best food options for their pets, and even offer more in-depth nutritional counseling for those who have special dietary needs. In an ever-changing health fad world, our clients choose us as their trusted source of information on what's best for their pet. They appreciate our recommendations and love that they can pick up their high-quality food right in our office.



Doggy Daycare

Our incredible team members make it possible to have many dogs at one time in our doggy day-care, and we even have a wait list. Even with so many dogs coming in every day, admission happens smoothly and clients are delighted because they know their dogs are going to have a great day.

Obedience Classes

We've partnered with some of Newfoundland's TOP dog trainers in order to bring the absolute best obedience classes to our hospital. The reputation of these trainers brings in a steady stream of new referrals. Plus, our clients love that they are learning the most up-to-date techniques on how to communicate with their pet.

End Of Life Care

When our patients are suffering and it comes time to make those difficult end of life decisions, our clients are so grateful for all of the support they receive from our team. We pride ourselves in doing everything we can to make both the patient and client as comfortable as possible. We've designed a special room that has a private entrance so clients don't have to grieve in front of others. There are couches, dim lighting, and even candles to help bring comfort. When clients go through this difficult experience with us, they leave with a sense of peace and solace.

COMMUNITY

At CBSAH, our reputation and excellence precede us. We are now known as the “go to” vet hospital in Newfoundland. Although we’ve grown and expanded our services, we continue to be committed 110% to our patients, clients, and team members.

The SPCA has flourished under our guidance and refers all new adoptions to us with pleasure and passion.

Everyone has heard of CBSAH, even if they do not have a pet, due to our charitable support for community members in need, our clients, and local businesses. We are active leaders in our community and receive awards for our acts of service and contribution.

