

September 2021 Monthly Meeting

AGENDA AND REPORTS
PREPARED BY DAWN DUNCAN

Welcome!

Our Mission...



**CREATE AN EMERGENCY VETERINARY HOSPITAL
IN LAS CRUCES, NEW MEXICO THAT SERVES A
WIDE COMMUNITY OF PET OWNERS AND EASES
THE BURDEN OF VETERINARY SERVICES IN THE
REGION.**

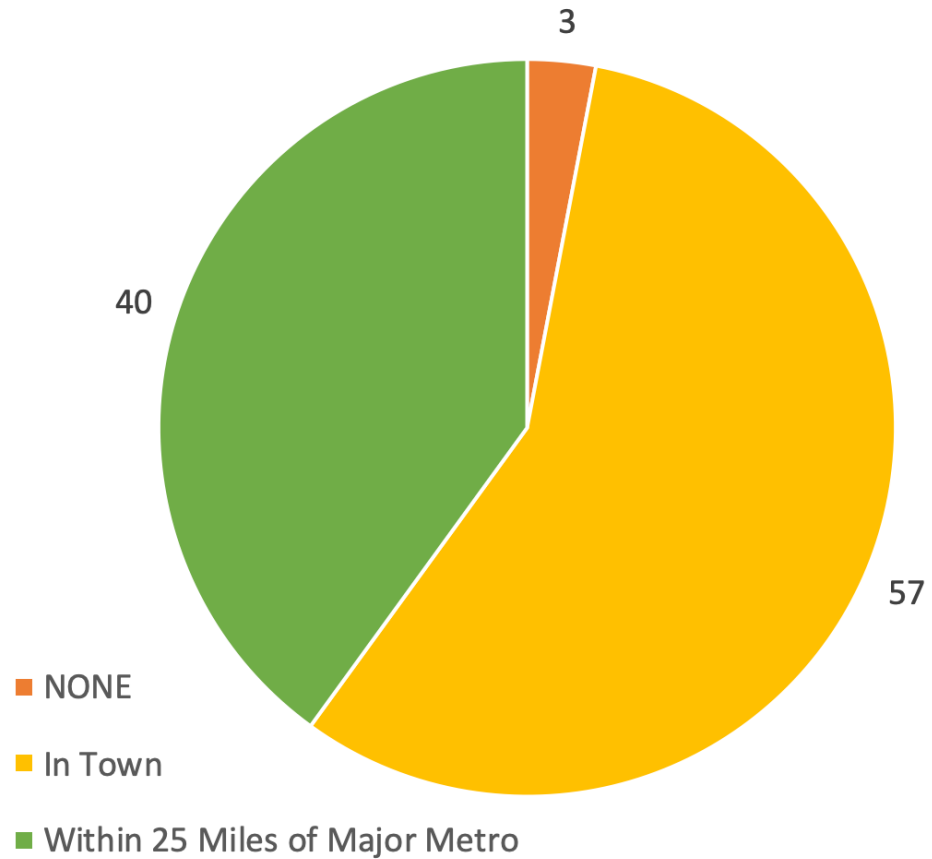
Comparison of Like Cities



RESEARCHED AND PRESENTED BY CAROL EZELL

Animal Companions of Las Cruces

After Hours ER Vet Services
US Cities with 100,000 to 125,000 Population



Animal Companions of Las Cruces Income Demographics

- ▶ Las Cruces is one of 3 cities (out of 100) of similar size nationwide without After Hours ER Vet Services within 25 miles
 - ▶ Las Cruces, NM (Median Income \$43,022)
 - ▶ Wichita Falls, TX (Median Income \$46,476)
 - ▶ Chico, CA (Median Income \$53,324)
- ▶ Income Demographics may be a barrier to overcome
 - ▶ \$63,751 is the Average Median Income of Cities with and IN TOWN option
 - ▶ 6 cities with lower median income than Las Cruces have their own IN TOWN ER Vet
 - ▶ Our population growth rate over the last 10 years was 14.10%, which is strong
 - ▶ A tale of two cities - may want to look at income distribution
 - ▶ Housing starts appear to be very strong - may want to gather some data on that



Locating Regional Veterinary Clinics— Dawn Duncan

Mapping and creating
perimeter: ½ way points
between Las Cruces and 3 cities
that provide Emergency Animal
Services—El Paso, Albuquerque,
and Silver City. 63 towns within
the radius required
research/contact.

Survey of Veterinarians —Judy Bosland

Beyond Las Cruces

- Emails were sent to eleven clinics outside of Las Cruces
- Four clinics have responded (as of 09/13/21)

Las Cruces Veterinarians

- Emails were sent to seven clinics within Las Cruces
- One clinic has responded (as of 09/13/21)

Survey of Veterinarians – Results as of 09/13/2021

Beyond Las Cruces

- One clinic provides own emergency services; three refer to El Paso
- Two have less than 5 emergency referrals per week; two have 10-15 per week
- Two said cost was about \$450; two said \$1,150
- Three would send their emergencies to Las Cruces; one said “Maybe”

Survey of Veterinarians – Results as of 09/13/2021

Beyond Las Cruces - Comments

- “The sooner the better!”
- “Having a trusted afterhours option would take the worries off our shoulders.”
- “There is a need for immediate care and a facility equipped and staffed for it.”
- “Recruitment of vets and staff is the hard part. Offer great incentives.”

Survey of Veterinarians – Results as of 09/13/2021

Las Cruces Veterinarians – One Clinic so far...

- Refers all emergencies to El Paso (very few)
- Might like a clinic in Las Cruces depending on the quality of care available
- Would not be willing to help with rotations (a one-person clinic)

Survey of Veterinarians – Results as of 09/13/2021

Las Cruces Veterinarians - Comments

- “Start with standard services and equipment.”
- “It’s very difficult to find and keep qualified personnel.”
- “Crucial to determine ownership. Check state law to determine if it’s legal for a non-DVM to own a veterinary clinic.”
- “It is a huge financial undertaking to open and maintain a quality practice, especially an emergency clinic.”

Survey of Veterinarians — Next Steps

Beyond Las Cruces

- Follow-up email will go out tomorrow to non-responders
- Will include a link to the website when ready
- Should we make an effort to reach the non-responding clinics by phone?

Las Cruces Veterinarians

- Follow-up email will go out Thursday to non-responders
- If you talk with your vet, tell them about the survey
- Need advertisement to get a better response!

Media and Technology

Connecting with News Sources—Dawn Duncan

- *The Bulletin, Las Cruces Sun News*
- *Neighbors* magazine will run a story in the January edition

Logo Creation—Kelly Carvlin

- 8 choices
- The reveal will be shown shortly on our new website

Website Design: the Big Reveal—Miguel Marquez

- Initial creation on WIX
- Getting a domain: GoDaddy (2 years for design, hosting, domain protection = \$285. animalcompanionsoflascruces.org)
- The BIG REVEAL (Miguel will now share his screen)



Discussion and Announcements

- Next meeting = Monday, Oct. 18, 5:30 pm via Zoom:
<https://us02web.zoom.us/j/84827518033>