



13197 Old Nashville Hwy; Smyrna TN
615-459-0806; premiervetcare.co

Friday, November 16, 2012

A PERSONAL NOTE FROM DR. HATCHER.

To Our Valued Clients and Pets;

In 2003, my wife, Stacey and I, made a bold choice to begin work on bringing a new approach to veterinary medicine to our home town. At the time, I was working in a high case load, affordable care practice group of three hospitals with 7-9 veterinarians. I saw a model of practice that could be exported and improved upon in Smyrna. Many factors played a role in the decision for us to return to north Rutherford County to raise our family, and we have not regretted the change for one day.

When we opened our doors in September 2004, at our original location, Stacey and I did it all. Many of our first few thousand clients remember those days. Our philosophy of providing care for our client's pets was well received. Within approximately a 24 month period from when we opened, about 4-5 new veterinary hospitals opened their doors in Rutherford County. Since that time, we are the only practice of that group to grow to employ 6 veterinarians and are now open longer than any other non-emergency clinic. Our size rivals practices that have been in the county for 20-30 years. Though we are bigger, our core principles have not changed, we strive that each of our clients receives exceptional service and care for their pets.

This Fall we were voted Favorite Veterinary Hospital in Rutherford County. We are humbled and appreciative that our hard work to build our vision was recognized by our clients and the community.

Since before the practice opened its doors, I have averaged 60+ hrs of work each week. This time is spent seeing to the many aspects of serving our clients, managing, and growing the practice. I am not complaining; it has been a blessing, a joy, and an adventure to serve the pet owners of Rutherford County. Veterinary medicine is my passion, and it hardly feels like work most days. My family is young. I have been blessed with 4 young men to raise, and it is now time for me to spend more time focused on things outside the practice.

I have built a team of veterinarians that I trust with each of my patients. Each of our professional staff have unique gifts and expertise that I rely on to provide a wide range of services to our clients. Every veterinarian has different special interests beyond general medicine. In recent months, as I have started reducing my work week to a more reasonable load, it has resulted in reducing my availability for appointments. That has met with some resistance and scheduling conflicts from some of our clients that are used to seeing only me. Our surgical case load is heavy, and being the lead surgeon with more experience in orthopedic and advanced surgery, means that many days the majority of my time is spent in surgery. Over the next six months, we will be expanding our orthopedic case load to a referral basis as well. This will shorten my availability for exam consultations further.

I am writing mainly to reaffirm my support, trust, and endorsement in all my doctors. Unlike in human medicine where a group of partners with different philosophies may come to together, each of our doctors has been chosen to be an extension of myself - each of them dedicated to our vision, and having a shared voice. Nearly my entire professional staff were also mentored, and continue to be mentored by myself, as well as our Medical Director, Dr. Jones.



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If you have not had the opportunity to visit with one of our other doctors, you can trust you will get the same care from them as you have come to expect from myself. Over time, I have long term clients that now prefer one of our other veterinarians over me. Though we each have a similar vision, we each do have differences that allow us to connect with clients in different ways of understanding and communication. This means it is likely there are at least a few of them you and your pet can connect with well.

To those clients I have yet to meet. Thank you for trusting our doctors and staff with your pets care, and I look forward to meeting you some day.

Over the last few months, my schedule has been changing as follows: Monday's I will be available for Wellness Care and Appointments, Tuesday's are reserved for practice management, and staff meetings. The afternoons for the rest of the week are reserved for my advanced soft tissue and orthopedic cases. Unfortunately, my schedule will no longer allow me to see walk in or urgent care cases. I have delegated these cases to my 5 other staff veterinarians. Each is ready to serve you and provide you and your pet with the best care veterinary medicine has to offer. It has been a challenge for me to see walk-in and urgent care appointments while juggling the multitude of other tasks that requires my attention. There just are not enough hours in the day. We as a practice group believe your pets will get the best care with a doctor who can focus on your pets urgent care needs.

Rest assured that I am still behind the scenes, and keep a pulse on each of doctor's cases to ensure our clients are getting the high caliber care and services of which this practice was founded on. Our doctors frequently discuss the challenging cases as a group. Even though one veterinarian may be discussing the case and options with you, it is a routine practice that behind the scenes, our physicians consult with each other with each sick pet. In most cases, your pet's veterinarian is discussing options after several of us have examined the pet, blood work, or other diagnostic tests and discussed it as a team.

In closing, for those of you that have been clients of our clinic from the beginning or for those that are just getting to know us, we all appreciate and are humbled with the trust you place in us to help you with your pets health care needs. I hope that you understand the limits on my time professionally and personally, and that it is time for me to focus on my family and other pursuits.

I have built for you what I believe is the best pet care team in Middle Tennessee. We are blessed with a great facility to help provide that care and the equipment to do so. I thank you again. We have been blessed and your support as a client is what has allowed us the resources to invest in the facility, equipment, and staff. I will continue to lead and grow this practice for the benefit of the pet owners of Rutherford County. We, as a practice group, have big dreams and hope you will continue to be part of those dreams for many years to come.

Sincerely,

Michael Hatcher

Dr. Michael Hatcher; DVM

Owner/ Hospital Administrator