

Guardian Veterinary Specialists

A New Kind of Veterinary System

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It wasn't easy starting over a second time, but Dr. Jason Berg wasn't ready to give up on his vision.

For decades, he had held true to his commitment to revolutionize animal care. He partnered with a large veterinary corporation and started a specialty animal hospital, but it was difficult to realize his vision fully. So, he decided it was time to try something different.

Having heard of the incredible track record of The Schutz Company—a boutique consulting firm based in New York—Dr. Berg decided to reach out. He sought to leverage their expertise in the human dynamics of breakthrough performance and organizational transformation. When paired with his team's expertise in animal care, he knew this time would be different.

And so it happened. In 2017, inside of this strategic partnership, he launched a new kind of veterinary system:

Guardian Veterinary Specialists.

The project began by completely renovating a 29,000-square-foot animal hospital in Brewster, New York. The building was upgraded to a fully state-of-the-art facility including 3 surgery suites, 14 exam rooms, and a sophisticated intensive care unit, all equipped with the latest diagnostic and treatment technologies.

But that was only the beginning.

Dr. Berg's real vision for GVS was the people. He knew that if the people who made up GVS were growing and thriving together that the impact would trans-



late to the animals they cared for, the owners who brought them in, and the communities they lived in. Exceptional care would mean more referrals and partnerships, which would mean expansion opportunities for GVS and greater financial returns that could flow back to the employees and investors who shared Dr. Berg's vision.

The Schutz Company supported Dr. Berg in creating an organizational environment that was a match to his dream. They knew that people—like all beings—require a certain kind of environment to grow and thrive. Systems and principles were put into place that nurtured a culture of honesty and openness, choice and responsibility, and growth and results.

A year after its founding, the vision was already being realized. Quarterly revenue, which began around \$1 million, had already doubled to \$2 million by the end of 2018. Another year later it had doubled again to \$4 million.

Even more astonishing was that the ways of operating that Dr. Berg and his team had established from the

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Guardian Veterinary Specialists: Case Study

outset powered the company through a challenging, unprecedented global pandemic. While other companies were scaling back or even closing their doors permanently, GVS continued to expand. By the end of 2020, their quarterly revenue was over \$5 million and growing, having served over 20,000 animals with referrals from more than 1,500 different hospitals.

If you ask Dr. Berg, he'll tell you they're only getting started.

The success of GVS has only affirmed what he's known for years—that the world was ready for a new kind of veterinary system, for a whole new level of animal care.

Now, Dr. Berg and his team are gearing up to take their unique way of operating outside of Brewster. Several acquisitions and other expansion projects are in the works as they grow into a \$100+ million revenue business over the next 5 years and usher in a new era of animal care in the world.

This is a group you'll want to keep an eye on.