



Case Study Summary

Guardian Veterinary Specialists: A New Kind of Veterinary System

ORGANIZATION

Guardian Veterinary Specialists

An independently owned, full-service 24/7 emergency and specialty care veterinary hospital system with nine specialty services

ISSUE

Dr. Jason Berg had a vision to open his own animal specialty hospital in a different way. It was important to him to treat people as people, not like the corporations he had worked for. He knew that by focusing on the people — both pet owners and employees, he would create a better hospital and a more successful business.

OUTCOME

Guardian Veterinary Specialists has grown even faster than expected over its first few years. By the end of three years, their quarterly revenue was over \$5 million and growing, and they had served over 20,000 animals with referrals from more than 1500 different veterinary clinics.

PROCESS

Dr. Berg reached out to The Schutz Company well before opening the hospital. As soon as the leadership team was hired, the whole team attended a Human Element program. By opening day, eight months later, the team had been using Human Element principles in all their meetings and strategic processes. Guardian formed a strategic partnership with The Schutz Company to ensure that the foundations of The Human Element were part of every aspect of Guardian's operations. Since opening, Guardian uses The Human Element program as an onboarding for all new staff, and consultants sit in and consult to the executive team and leadership teams. Throughout the hospital, The Human Element is used for meetings to integrate the workings of different departments, manager training, and tied directly to the strategic planning and implementation of the organization.

Consultant/Company

Ethan Schutz, Master LHEP,
President, The Schutz
Company

Lorin Gold, LHEP, Principal,
The Schutz Company

Country

U.S.A.