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Buddy's Vets Raises Awareness: 50% of Veterinary Care Now Corporate-Owned - What It Means for Pet Care

Green Bay, Wisconsin – Corporate groups now control up to 50% of veterinary hospital revenue in the United States, a major shift that is changing how care is delivered. Buddy's Vets is raising awareness to help local pet owners better understand who is behind their pet's care and why it matters.

While independent clinics still make up roughly 60% of veterinary practices nationwide, that number continues to decline especially among sole-owner clinics. Many larger and specialty hospitals are now corporately owned, meaning pet owners may not always realize who is making decisions behind the scenes.

"Pet owners deserve to know who is making decisions about their pet's care," said Dr. Becky Krull, Veterinarian and Owner of Buddy's Vets. "You may still see a local clinic name but ownership is increasingly national and that can change the experience in ways people don't always expect."

As a privately owned, independent veterinary clinic Buddy's Vets maintains full control over medical decisions, allowing for more personalized care, flexible treatment options, and stronger continuity, with clients often seeing the same veterinarian over time. They are also deeply connected to the community, often supporting local organizations and tailoring care to the specific needs of the region.

Buddy's Vets was formerly known as Green Bay and Allouez Animal Hospital. After becoming the sole owner, Dr. Krull rebranded it to reflect a deeper mission: creating a better world by serving pets and their people.

"Taking sole ownership gave me the ability to build something rooted in purpose," said Dr. Krull. "Every decision comes back to what's best for the pet and the person in front of us. There are no outside pressures and we can focus on the quality we want to deliver."

"The good news is—you have a choice," Dr. Krull added. "But it starts with understanding what to look for."

What Pet Owners Should Know When Choosing a Veterinary Clinic:

- Ask who owns the clinic and makes decisions. Don't assume a local name means local ownership. Are treatment plans and pricing decided locally, or set by a larger organization?
- Look for continuity of care. Will you consistently see the same veterinarian, or rotate between providers?
- Pay attention to the relationship. Do you feel seen, heard, and cared for or rushed?
- Ask about flexibility and treatment plans. Independent clinics often have more ability to tailor care and spend additional time when needed.
- Know your options. Corporate clinics can offer convenience and scale, while independent clinics often provide more personalized, relationship-driven care.

As the industry continues to evolve, Buddy's Vets encourages pet owners to ask questions, understand their options, and choose the type of care that aligns with their values and their pet's needs.

For more information or to schedule an interview, please contact Buddy's Vets at (920) 337-2266 or visit www.buddysvets.com