



Vet Voices: A Conversation with Dr. Mark Motichka

A VPP Community Spotlight

Dr. Motichka has been co-owner of Parker Center Animal Clinic with his wife for more than 18 years, and is a proud member of VPP's Medical Advisory Board. He joined VPP in August of 2022.

Q: Describe your journey in the veterinary field and how you discovered VPP.

A: I started working at Parker Center Animal Clinic (PCAC) the summer after my freshman year of vet school and quickly realized it was the type of place I wanted to be part of long-term. I started as an associate immediately after graduation, and three years later, my wife and I purchased the practice outright. It was a steep learning curve considering I had no business education and was still developing my medical skills. I was fortunate to navigate the complexities of practice ownership with the support, skills, and knowledge of my wife and other mentors, who helped us develop a successful practice for our clients and staff.

After 18 years – amidst the challenges of ownership, industry shifts, including the impact of COVID-19, and a growing commitment to family – we decided it was time for a change, and we began looking into corporate partnerships. We interviewed close to 15 different companies, received offers from most of them, and chose to move forward with the clear front-runner, which was the most “un-corporate” of the companies. VPP was not one of the companies we were interested in at the start of the interview process, but by the end, they were our top choice. It has been one-and-a-half years into our partnership and VPP has proved to be true to their word: a reliable and supportive partner in our journey.



Q: What has been the most rewarding aspect of your partnership with VPP?

A: My favorite part of the partnership with VPP was that we were able to bring our Practice Manager on as a partner in the business. Our Practice Manager is amazing – I'm not sure I can put into words how important she is to the hospital and how much I rely on her. In addition, three of our senior associate veterinarians have also been elevated to partners. Since I won't be running PCAC forever, it is exciting and truly rewarding to see four of our leaders within the hospital benefitting directly from the hard work and dedication they put in. It's all made possible through VPP's co-ownership model.

Q: What advice would you give to veterinarians seeking pathways to practice ownership?

A: My advice is to go for it! Reach out, ask questions, talk to individuals who are practice owners, and don't be afraid to take the risk. Practice ownership, as a whole, can be stressful and exhausting, but it is also incredibly rewarding on a professional, personal, and financial level. I would do it all again without question. For anybody thinking about starting their own practice, or considering ownership opportunities at their current place of work, VPP alleviates many of the burdens associated with ownership – enabling veterinarians to focus on the gratifying aspects of practice management.