

Vet Voices: A Conversation with Dr. Stuart Robson

A VPP Community Spotlight

Dr. Robson is the founder of Fox Creek Veterinary Hospital. He joined VPP in 2020.

Q: What is the most memorable career milestone made possible by your partnership with VPP?

A: Partnering with VPP has truly transformed Fox Creek. It allowed us to expand from a single location to three thriving veterinary hospitals. We also brought on a partner from our management team, which was a key step in fostering leadership from within, and we're currently exploring the possibility of expanding our partnership to several of our doctors.

Our team has grown significantly — from 17 employees when we first joined VPP to over 100 today, and from three doctors to 18. This level of growth simply would not have been possible without VPP's ongoing support in areas like HR, marketing, and business operations. VPP's support has given me the confidence and resources to grow the business while staying focused on high-quality patient care.



Q: How do you envision your continued development within the VPP community?

A: I hope to continue expanding our network of doctor partners across our hospitals. It's important to me that our doctors grow with us, becoming integral to the success of our group as we move forward. I see doctor partnerships as one of the most essential drivers of growth, and it's something that sets VPP apart from other corporate models. By investing in our doctors, we're not only empowering them to take ownership but also strengthening the culture of the entire hospital. I look forward to working with VPP to create more opportunities for our doctors to become partners, which will help ensure the long-term success of our practices.

Q: What excites you most about the future of your veterinary career?

A: I'm really excited about Fox Creek's continued growth in the St. Louis market and the opportunity to mentor and develop the next generation of veterinarians within our hospital group. These younger doctors represent the future of our profession, and I'm committed to helping them thrive. The VPP partnership model is, I believe, going to be a game changer for veterinary medicine. It provides a perfect balance between ensuring that medical care remains the top priority and delivering the business support needed to help practices grow. This model is the future of veterinary care, and I'm eager to see how it continues to evolve and benefit both patients and practitioners.