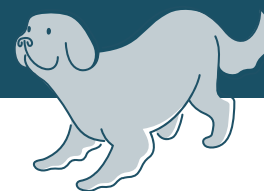


When Cost Isn't the Barrier Anymore, Care Moves Forward

vetbilling



THE CHALLENGE

Most veterinary financial policies protect against unpaid balances, not access to care. Dr. Mackenzie Gallegos had seen where that leads: pets euthanized for financial reasons, not medical ones.

Before opening East End Animal Surgery & Urgent Care in Houston, she knew her practice needed a different foundation.

THE SHIFT

VetBilling launched alongside East End on day one, not as a backup plan, but as infrastructure: no credit checks, no merchant fees, no third party between Dr. Gallegos and her clients.

"I didn't open this practice to make money. I opened it because I spent years watching pets get euthanized for financial reasons, and I couldn't accept that anymore. VetBilling is how we live those values every day."

- **Mackenzie Gallegos, DVM, Owner at East End Animal Surgery and Urgent Care.**

THE HUMAN IMPACT

Economic euthanasia reduce

Treatment now depends on prognosis, not on a client's ability to pay.

Clinical freedom restored

She charges what care requires; payment plans handle the rest.

Word of mouth took over

Clients tell each other: they have payment plans, just go there

THE TAKEAWAY

Fear-based financial policies don't prevent loss, they prevent care. At East End, VetBilling isn't bolted on, it's how Dr. Gallegos has practiced medicine from day one.

THE RESULTS

1,300+
PAYMENT PLANS
MANAGED

\$1.1M
IN CARE
DELIVERED

90%
REVENUE ON
TIME

6 mo. Majority of balances paid in full, without added staff follow-up.

WHAT CHANGED IN THE EXAM ROOM

When financial barriers came down, care decisions shifted at every stage of the client journey:

- More clients said **yes** to treatment at the first conversation
- Staff **gained confidence** discussing payment options
- Word of mouth became the practice's primary source of new clients
- Treatment Plans aligned to what pets actually needed

HOW THEY MADE IT WORK

VetBilling wasn't added later. It was foundational from day one:

- **Foundational:** launched with the practice, not bolted on later
- **Zero-fee:** no merchant costs, no credit checks, ever
- **Visible:** promoted on the website, in estimates, and every conversation
- **Trusted:** staff who've never practiced without it call it invisible infrastructure

"We actually make more money using VetBilling."

- **Mackenzie Gallegos, DVM, Owner at East End Animal Surgery and Urgent Care.**

See what this could look like in your clinic.

Schedule a 20-minute conversation with the vetbilling team.

vetbilling.com

Predictable revenue. Expanded access to care.