



5 Questions to Ask Before
Signing on a Veterinary GPO



5 QUESTIONS TO ASK A VETERINARY GPO BEFORE SIGNING ON

Q1:

WHAT'S YOUR
PRICING MODEL

Understand the mechanics before committing



VETCELERATOR INSIGHT:

Ask whether savings are fixed or volume-based. **Hybrid models** often offer more consistency.



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Q2:

HOW ARE THE
VENDORS SELECTED?

Who your GPO partners with affects your
practice directly



VETCELERATOR INSIGHT:

Vendor relationships shape your
pricing, service quality, and risk
exposure.



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Q3:

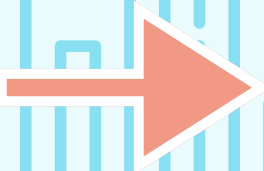
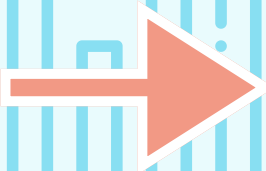
**IS THE PRICING
TRANSPARENT?**

Visibility helps you measure value



VETCELERATOR INSIGHT:

Ask how fees, rebates, and savings are tracked. Transparency isn't optional—it's essential.



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Q4:

**WHAT'S THE FULL
COST TO JOIN?**

Know your fees before you sign



VETCELERATOR INSIGHT:

Look beyond “free” claims. Ask about onboarding fees, vendor access costs, and penalties.



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Q5:

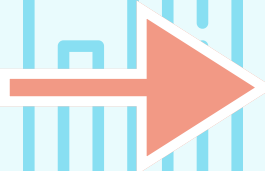
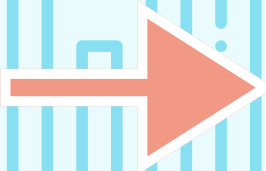
WHAT'S ACTUALLY INCLUDED?

Discounted gauze is helpful, but it's not enough



VETCELERATOR INSIGHT:

The best GPOs act as operational partners. Ask about marketing, support, and account service.





GPO MEMBERSHIP SHOULD **DRIVE REAL GROWTH**

Vetcelerator goes further, savings plus strategy

We help you compete beyond price. With operational support and marketing strength, we become part of your clinic's growth strategy.

**Let's talk about how Vetcelerator
combines marketing and GPO
power to grow your clinic.**