

My name is Dr. Pat Pagel and I am a 17 year resident of Chatham County. I am the owner of Cole Park Veterinary Hospital located in Cole Park Plaza. I believe that fair competition is a healthy aspect of an economic environment. I enjoy an excellent relationship with colleagues and their hospitals in the area. Tonight, I come to this hearing to address my concerns about the gross inaccuracies that have been made in the presentation by Sandy Ponds Enterprises under the NEED AND DESIRABILITY requirements section.

Specifically under Findings #2 and 3, incorrect information concerning Cole Park Veterinary Hospital was used to justify a desirability for their proposed hospital. The statements that we have not upgraded our facilities in many years and that we provide no luxury boarding or day care could not be further from the truth.

When I bought the practice in 1993, it was a one doctor practice employing 3 staff members and consisting of only about 2500 sq ft. Because of our rapid and sustained growth over the years, we have expanded not one but twice – adding 1500 sq feet in 1996 and 1100 sq ft in 2001. We presently have 4 veterinarians that represent a total of 31 years of experience. We currently employ a total of 23 staff members.

Contrary to the statement in the questioned document, Cole Park Veterinary Hospital is a thriving hospital with excellent potential for growth. We are a full service facility that not only offers high quality medical care, but provides surgeries, dentals, physical rehabilitation consultations, veterinary orthopedic manipulation and in home therapeutic pet massage by a certified animal massage therapist. Uniquely, we also serve as a

referral hospital for acupuncture having 2 doctors that are certified veterinary acupuncturists. Cole Park Veterinary Hospital is also a member of the American Animal Hospital Association (AAHA) which is a national organization that speaks to the quality standards of veterinary practice. We will be fully accredited with AAHA in the fall.

Furthermore, our second expansion was made to also provide a high quality boarding service for both cats and dogs. Since 2001 we have offered formica runs, large dens and large cages with the capacity to house 40 pets. Our services include multiple walkings, daily brushing and play time aromatherapy, soothing music selections all of which Sandy Ponds Enterprises claims would be unique to the area. I offer our hospital and boarding brochures to the board for review. One would think that Sandy Ponds Enterprises has already read our brochure based on the parallel offerings that they are proposing.

I would like now to address the substantial flaws in the demographics report.

It has omitted 3 (three) veterinarians that are serving this 5 mile radius.

- Dr. Elaine Gregg, Horsefeathers Mobile Veterinary service (65% small animal)
- Dr. Adiano Betton, Mobile Small Animal Veterinarian
- Village Veterinary Hospital, MT Carmel Church Rd. (across from Governor's club. This is a (1) veterinarian practice scheduled to open August 2005.

When you add the 4 doctors at CPVH and Dr. David Webster at Hope Crossing, this makes a total of $7\frac{2}{3}$ full time equivalent (FTE) veterinarians BEFORE adding 2 more veterinarians into the formula. Using this proposal's own demographic analysis, the proposed $9\frac{2}{3}$ FTE spread over the listed total household income of the demographic

area (\$890,490,000) the resulting **total household income per FTE veterinarian is \$92,274,866 which well BELOW the \$100-120 million , “the income necessary to support two new veterinarians in the area.”**

Another flaw is the linear population projection offered for these income and population numbers. Briar Chapel is planned over 10-15 years not over 5 years. The growth will be initially slow and time tables are always subject to the fluctuating economic conditions at both the local and national level. Using real-time numbers or conservative projections are much more accurate than the proposal's linear demographic projection

Last, I need to question the stated goals of Sandy Ponds Enterprises when they say that they want to build a 6000 sq ft facility for only a 2 doctor practice that has no client base to support it.

Gate Hafen architects, the leading architectural firm for veterinary hospital design gives the rule of thumb that a 2 doctor practice has 2 exam rooms and 4000sq ft; a 3 doctor practice has 3 exam rooms and 5000 sq ft and a 4 doctor practice should have 4 exam rooms and 6000 sq ft.

If the proposed facility were to follow these guidelines, a 4 veterinarian practice would be an over-saturation of this area at this time, at this time.

Again, I will welcome new veterinary hospitals into this area as the need for them arises- they indeed will be needed but only as the population growth occurs to support the viability of these new hospitals.