

Old Shell Road Small Animal Hospital Increases Revenue by 76 Percent



The Old Shell Road Small Animal Hospital staff includes: left to right, Hannah Reid, Krista West, Dr. Mary Katherine Cross, Becca Marshall, Tina Sutherland and Mary Hangen.

When you've been in business for 68 years, you must be doing something right.

Customer service, quality care, client education and communication have been the keys to Old Shell Road Small Animal Hospital's long-running success, according to the veterinary clinic's owner, **Dr. Mary Katherine Cross**. The practice is the Mobile Area Chamber's Small Business of the Month.

Open since 1948, Old Shell Road Small Animal Hospital has been led by three primary veterinarians over the course of its history. Cross bought the practice in December 2012 from her friend and mentor, **Dr. Les Greer**. She had managed most of the practice's services for three years prior to the purchase.

During that time, the business has seen an increase in revenue of 76 percent, including a rise of 18 percent during her ownership. Cross credits the quality, compassionate care provided by her staff of five.

"Our staff is dedicated to providing the highest standard of quality and compassion in veterinary care for our patients," she said. "We maintain a friendly atmosphere, where pets are treated with kindness and pet owners receive informative and supportive services."

Cross, a native of Montgomery, graduated cum laude from the Auburn University College of Veterinary Medicine in 2007 and considers herself fortunate to have worked for and with many of Mobile's veterinarians. While that helped

her build her professional expertise, she has leaned on the Chamber to help her build her business.

"As a business owner devoid of any formal business training, the Chamber of Commerce has served as an excellent resource," Cross said. "Instincts will only take a business so far. The Chamber's online resources have been fundamental in this business' development of a disaster plan and a current business plan, to name just two examples. Furthermore, the monthly publications have kept me informed of legislative and economic changes in my community."

Cross also believes in community involvement. She is an active member of Junior League of Mobile and the Rotary

Club of Mobile, and her practice provides discounted service to many rescue organizations in Mobile and Baldwin counties, helping many shelter dogs and cats find homes. The practice has also donated services and medications to residents of Wings of Life and to many of the area schools' fundraising auctions, and is active in the Old Shell Road Midtown Movement.

For more information, visit www.oldshellanimalhospital.com.

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