

Practice Loyalty Scheme

Scheme Details

April 2010

Definitions and Interpretations

In this agreement, unless the context otherwise requires, the following definitions shall apply:

“Client”	means the owner or responsible person for the animal referred to the “Company” by the “Practice”
“Company”	means Langford Veterinary Services Ltd, company registered number 06798554
“CPD”	means any event deemed by the “Practice” to constitute continued professional development
“Invoice Value”	means the total “VAT” exclusive invoice total of treatment provided by the “Company” to the “Client”
“Practice”	means any United Kingdom based veterinary surgery that refers the “Client” to the “Company”
“Quarter”	means a three monthly period with start dates of 1 st February, 1 st May, 1 st August, 1 st November, commencing 1 st May 2010
“Rewards”	means CPD points granted to the “Practice”
“Scheme”	means the Practice Loyalty Scheme run by the “Company” defined in this document
“Services”	means veterinary and related services provided by the “Company” to the “Client”
“VAT”	means Value Added Tax calculated at the prevailing rate at the time of delivery of the “Services” to the “Client”

Eligibility

1. The Scheme is open to any general veterinary surgery or practice located within the United Kingdom.
2. In order to be eligible the Practice must register using the registration methods found at www.langfordvets.co.uk, or by completing the reply slip on a promotional flyer.
3. The Practice must refer a minimum of three cases per Quarter before becoming eligible for Rewards.
4. The minimum cost for a referral to be classed as such for the Scheme will be the Company referral consultation fee prevailing at the time of referral.

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5. The Practice will receive Rewards for all cases referred in a Quarter above the minimum level of three cases.
6. For eligible cases, the Invoice Value shall include all treatment related to the referral (including re-visits) carried out by the Company.
7. The level of Rewards is set at 10% of the Invoice Value, with a redemption value of £1 = 1 CPD point.
8. CPD points can be used against any CPD event. For events run by the Company or by the University of Bristol deductions will be made from unused CPD points. Deductions will equal the published cost of CPD events run by the Company and/or the University of Bristol.
9. CPD points can also be exchanged for events at any other institution. Payment will be made directly to the Practice for such occasions, with CPD points being redeemed at 1 CPD point = £1. Applications for this should be made to the Finance Office at the Company.
10. CPD points not used within twelve months of the quarter end relating to the referral will be lost.
11. Any Client that defaults in part or full on the Invoice Value will be taken into consideration when calculating the total Invoice Value for CPD point redemption. A deduction equal to the value of the default will be made from that Quarter total.

12. Rewards will be calculated each Quarter and a statement showing the Practice position will be sent within 30 days of the Quarter end to the Practice address provided at registration.
13. The Scheme may be withdrawn at anytime by the Company without prior notice.
14. A Practice may withdraw from the Scheme at anytime by providing written notice to the Company.
15. The Company will not accept the Client as a new client to any of the Companies first opinion veterinary surgeries for six months post referral whilst the Practice is a member of the Scheme.