

## HIRE POWER CONSULTING

# VETERINARY NON-COMPETE SOCIAL IMPACT REPORT

This PDF provides a summary of all 2022 social media engagement aimed at ending the use of Non-Competes in the veterinary industry

#### **Non-Compete Petition Timeline**

In March of 2022, Paul started an online petition to gain support for ending the non-compete. To date, it has been signed by nearly 6,000 people. Those signatures represent all the individual voices who believe veterinarians deserve better and the unethical use of non-competes should end.





March 2022 Petition starts

April 2022 Petition reaches 1,500 signatures

June 2022 Petition reaches 2,800 signatures

August 2022 Petition reaches 3,900 signatures

October 2022 Petition reaches 4,500 signatures

December 2022 Petition reaches 5,900 signatures

## Over 5,900 Signatures!

That's over 5,900 voices currently being ignored by most of the major veterinary employers.

# Sign the Petition here: Change.org/EndTheVeterinaryNonCompete

## It all started with a phone call.

from a distraught veterinarian. This young veterinarian was being punished and ignored for voicing her concerns. She was simply asking for the mentorship and opportunities she was promised. She knew she needed to get out. She wanted to find a new practice but quickly realized she was trapped by the non-compete she had signed without fully understanding it's impact on her future. She desperately looked for work outside of her non-compete radius but the only positions she found would require a daily commute of about 2 hours. Not wanting to miss even more time with her family, or uproot them completely, she decided to continue practicing in a toxic environment.

This was the moment Paul knew he had to do something. He negotiated a buy-out between her current and new employer, then waived his own fees so the new practice owner could afford to hire her and pay the buyout price. Her story had a happy ending and sparked the pursuit of justice that sent Paul on a mission to end the unethical use of non-competes in the veterinary industry.

How many veterinarians are struggling with the decision to either move their families, continue working in a toxic environment or just leaving veterinary medicine all together? We may never know but even if the answer is just one, that's one too many.

This is not a fight Paul can win alone. He needs the veterinary community to align behind this cause and make it known that they will no longer accept a non-compete. Stand up and tell your employers to end your non-competes. Sign the petition, comment and share Paul's posts on Linked-In and most importantly, let the world know that you support the end of the veterinary non-compete.



## SOCIAL IMPACT REPORT

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Actionable steps you can take to help end the use veterinary non-competes! We need every veterinarian to unite behind this cause to end the practice once and for all.



#### FTC & NON-COMPETES SIGN THE PETITION

Information about the Federal Trade Commission's proposed nationwide ban on all industry non-competes and how you can make your voice heard.



Sign the petition Paul created to bring an end the veterinary non-compete and help us to protect all veterinarians from this predatory practice.

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# **Paul Diaz**Our Founder & Principal Consultant

# On Why Ending the Veterinary Non-Compete Became His Battle to Fight

As far as I'm concerned, veterinarians are some of the most incredible humans walking the Earth. Anyone who dedicates their life to the care of animals will always be a special person to me.

I started Hire Power Consulting three years ago after spending about two and a half years as the VP of DVM Recruiting for a corporate veterinary employer. My exit from that company was not something I wanted but it became one of the best things that ever happened to me. My best work comes at times when my back is against the wall. Faced with the reality of being unemployed, I immediately started reaching out to my network for a new job. At some point during my job search I was hit with an epiphany that immediately changed my course. Why would I want to work for another corporate employer when, without any exaggeration, I literally taught my last employer everything about recruiting. I was the very first person they ever hired who had actual recruiting experience. Our results were incredible but, in the end, new leadership came in and suddenly it wasn't enough. They took everything I gave and showed me the door. That's when I decided I didn't want to put my future in someone else's hands. I knew I could recruit veterinarians better than anyone else and that's how Hire Power started.

It didn't take long before the non-compete horror stories started to roll in. Non-competes were never even on my radar because I spent most of my career in California. I finally had enough after hearing a horrible story from a veterinarian which became the subject of my "Suffer In Silence" article. Her story compelled me to act. Her story, and the trauma she suffered triggered a part of me that had been embedded into my personality during my service in the US Marines. The Marine Corps has long history of fighting for those who cannot fight for themselves. As a Marine, I am obligated to continue that tradition.

On an even more personal level, the bond I have with my service dog, Stella, is one which words cannot accurately describe. She is my lifeline, the center of my world and my very best friend. The Human/Animal bond can be an incredibly powerful force and I'm fortunate enough to share that bond with her. As far as I'm concerned anyone who chooses a profession in which they may be responsible for her care, is somebody worth fighting for.

I feel the need to remind everyone that there are veterinarians out there who do not deserve this praise. The ones who sit atop of these major corporations, who can influence a positive change yet choose to do nothing, are clearly not to be admired. Veterinarians who now recruit other vets into organizations that require non-competes without articulating the potential career limiting damage the non-compete can do, are clearly not interested in the well-being of the candidate. Instead of demonstrating loyalty to your colleagues you choose loyalty to a company that will replace you the second a better option comes along. We all know who you are and we will all remember your names for what you failed to do.

Veterinarians deserve better. It's time to be loud and to be heard. Tell your employers, tell the recruiters, tell everyone you will NOT sign a non-compete!

in https://www.linkedin.com/in/pauldiaz123

paul.diaz@hirepower.com

www.hirepower.com

**(301)517-6436** 

# HOW YOU CAN HELP END THE NON-COMPETE

#### Sign the Petition:

Change.org/EndTheVeterinary NonCompete

#### Don't Sign a Non-Compete:

It's just that easy. Let potential employers know that you will not sign one upfront.

#### **Engage Corporate Executives:**

Let them know you want your noncompete ended. Organize and send the message as a united front.



#### Where Are Our Industry Leaders?

The inability of corporate executives to defend their own employment requirement is a slap in the face to those who work in their organizations. These executives earn the greatest share of the revenue generated by the veterinarians whose earning potential they restrict with a non-compete. Executives who are unable to defend a policy they enforce, which has detrimental impacts on their employee's opportunities, earning potential and mental health, are simply unfit to lead.

- Comment on the AVMA's Model Veterinary Practice Act and Principles of Veterinary Ethics by emailing mvpa@avma.org and pvme@avma.org. Let your advocates know that you support ending the non-compete
- Speak at your veterinary school and educate the next generation of veterinarians about non-competes. Empower them to refuse signing one.
- Any time an employer contacts you, make sure you ask if they require a non-compete as your first question. If they say anything other than, "No", tell them you're not interested.
- Take a prominent stand with your social media profiles. Make sure you clearly state "I will not sign a non-compete" so it's the first thing employers see.
- Support each other and rally around your veterinary colleagues. If you've had a bad experience with a non-compete, share your story. If your employer doesn't require one, make it know so others can reach out for opportunities.
- Most importantly, don't ever forget exactly how much power you have. There is not a single veterinary employer who can survive without you. The key is organization. Trust that there are others who think like you but if you all remain silent, you'll never find each other.

## FEDERAL TRADE COMMISSION

#### NON-COMPETE BAN



#### WHAT YOU NEED TO KNOW

The Federal Trade Commission proposed a new rule that would ban employers from imposing noncompetes on their workers, a widespread and often exploitative practice that suppresses wages, hampers innovation, and blocks entrepreneurs from starting new businesses. By stopping this practice, the agency estimates that the new proposed rule could increase wages by nearly \$300 billion per year and expand career opportunities for about 30 million Americans.

The FTC is seeking public comment on the proposed rule, which is based on a preliminary finding that noncompetes constitute an unfair method of competition and therefore violate Section 5 of the Federal Trade Commission Act.

"The freedom to change jobs is core to economic liberty and to a competitive, thriving economy," said Chair Lina M. Khan. "Noncompetes block workers from freely switching jobs, depriving them of higher wages and better working conditions, and depriving businesses of a talent pool that they need to build and expand. By ending this practice, the FTC's proposed rule would promote greater dynamism, innovation, and healthy competition."

Companies use noncompetes for workers across industries and job levels, from hairstylists and warehouse workers to doctors and business executives. In many cases, employers use their outsized bargaining power to coerce workers into signing these contracts. Noncompetes harm competition in U.S. labor markets by blocking workers from pursuing better opportunities and by preventing employers from hiring the best available talent.

To comment on the FTC's Proposed Rule to Ban Non-competes Nationwide, click here:

https://www.ftc.gov/news-events/news/press-releases/2023/01/ftc-proposes-rule-ban-noncompete-clauses-which-hurt-workers-harm-competition

Source: United States Federal Trade Commission, www.ftc.gov

## The Most Powerful Post of 2022:



Paul Diaz • 1st

Founder and Principal Consultant at Hire Power Consulting US Marine Corps Veter...

"You are pissing off the most powerful people in the industry."

An operations director for one of the largest veterinary employers in the country said this to me recently.

My immediate reaction was confusion. How was I pissing them off? I get supportive messages from veterinarians almost daily. My inbox is full of encouragement from veterinarians all over the country and even some from abroad.

That's when it hit me. He really believes these company executives hold the power. They generate ZERO revenue, they aren't there to hold a grieving pet parent, they don't comfort scared animals, not a single person who visits an animal hospital and pays for veterinary services does so because of the executives.

But what they can do is use a non-compete to control your ability to earn, to prevent you from taking opportunities, to force you into life altering decisions and to damage your mental health.

Refuse to sign non-competes. It's that simple. Organize and align behind this cause. If they won't support you, you all must support each other. Take back your industry.

#endtheveterinarynoncompete



🖎 🗘 Candi Sasser and 212 others

50 comments · 19 reposts

This post was viewed over 18,000 times. The top 5 companies who viewed this are:

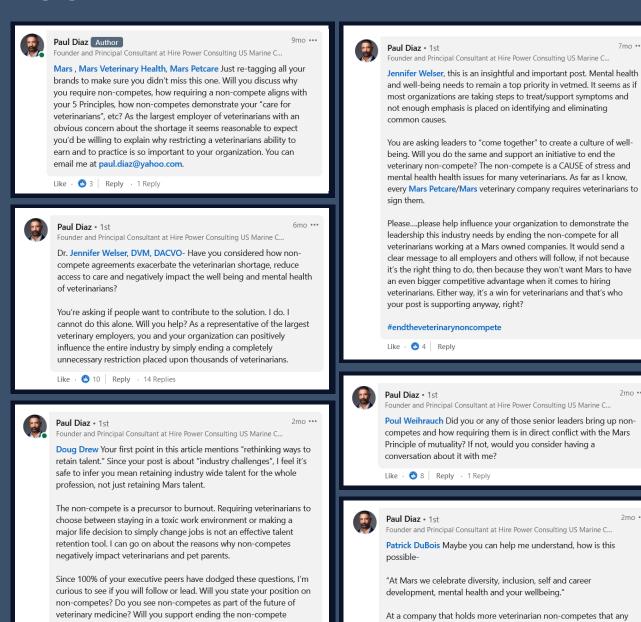
- **#1- VCA Animal Hospitals**
- #2- Banfield Pet Hospital
- **#3- Thrive Pet Healthcare**
- #4- NVA/NVA-Compassion First
- **#5- Mission Veterinary Partners**

And what do they all have in common? Yes, non-competes and silent executives. They will be remembered for doing nothing when they could have set the example and made a difference.

Approximately 95 engagements were directed at Mars Veterinary Health and it's executives during 2022.

100% of these engagements were ignored.

The following images are a few examples of those engagements.



other organization in the world?

Like ⋅ 🐧 14 | Reply ⋅ 2 Replies

I'm curious to know if Mars really wants to make this a "better world

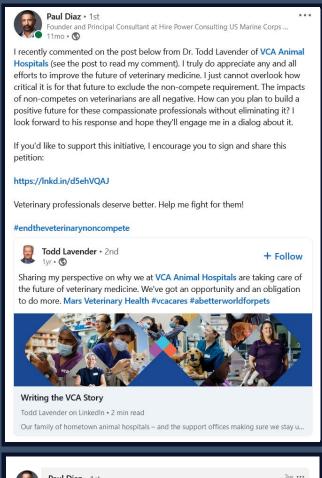
for pets" or just a better world for some pets.

Like · 6 4 Reply · 2 Replies

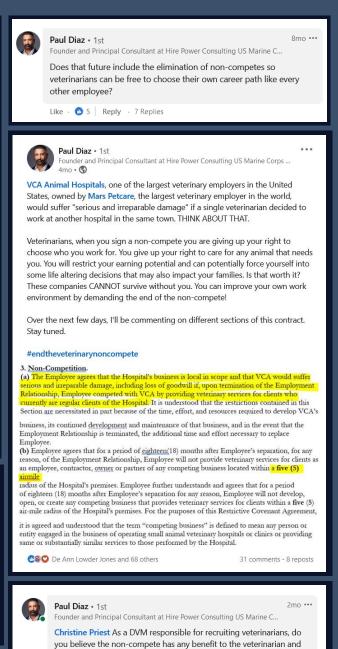
# Approximately 150 engagements were directed at VCA Animal Hospitals and it's executives.

## 100% of these engagements were ignored.

The following images are a few examples of those engagements.







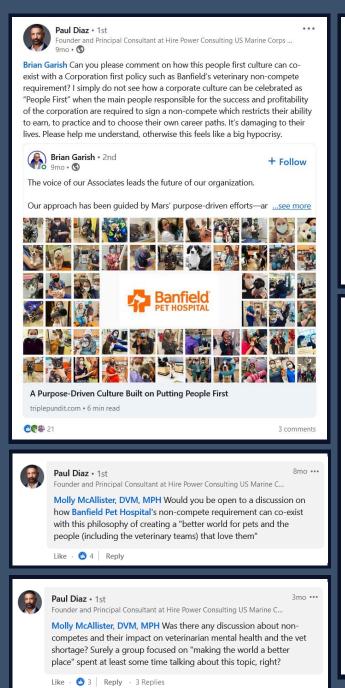
would you recommend signing a contract containing a non-compete?

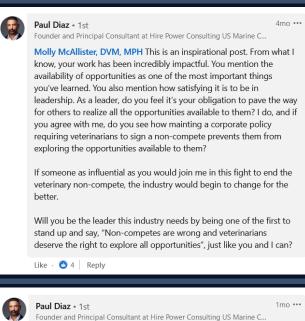
Like · 6 5 Reply

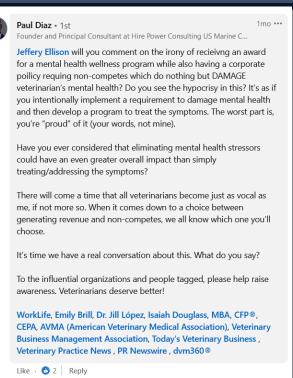
Approximately 110 engagements were directed at Banfield Pet Hospitals and it's executives.

## 100% of these engagements were ignored.

The following images are a few examples of those engagements.



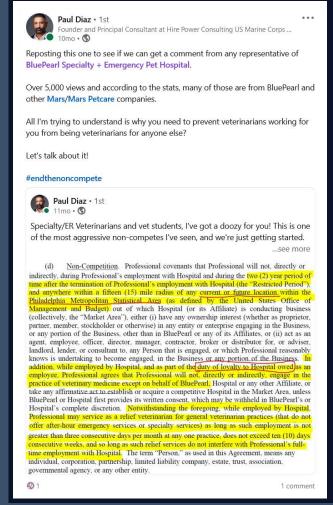


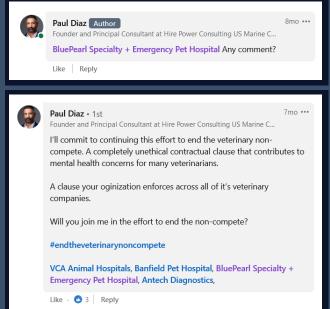


Approximately 65 engagements were directed at BluePearl Specialty + Emergency Hospitals and it's execs.

## 100% of these engagements were ignored.

The following images are a few examples of those engagements.







Founder and Principal Consultant at Hire Power Consulting US Marine Corps ...

Paul Diaz • 1st

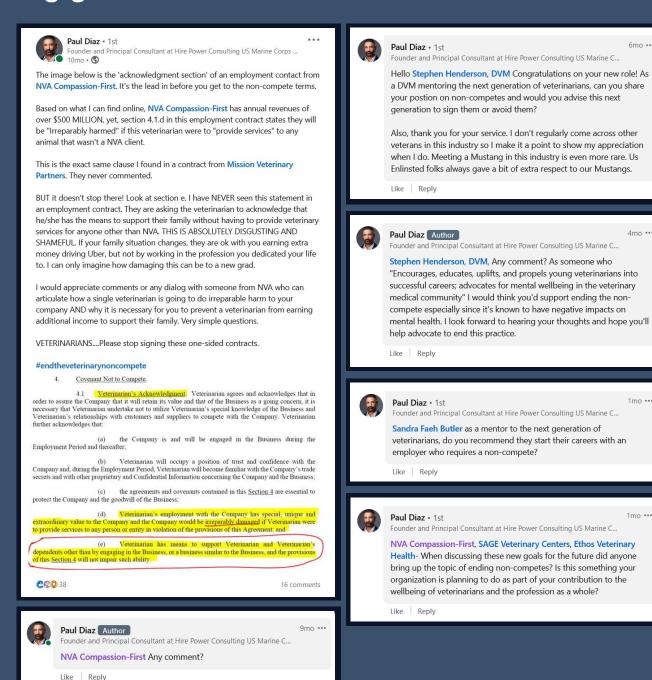
Approximately 80 engagements were directed National Veterinary Associates and it's executives.

## 100% of these engagements were ignored.

The following images are a few examples of those engagements.

4mo \*\*\*

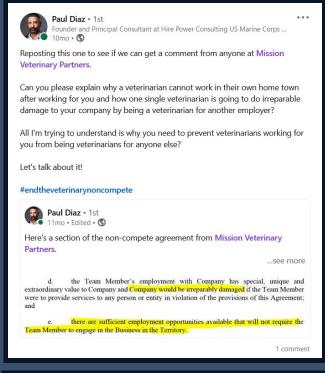
1mo •••



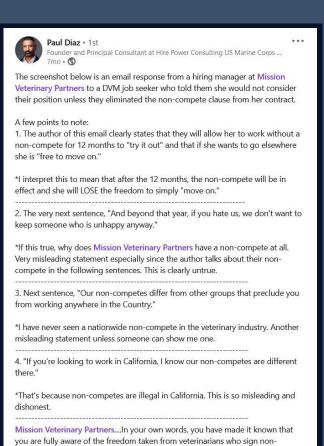
Approximately 55 engagements were directed at Mission Veterinary Partners and it's executives.

## 100% of these engagements were ignored.

The following images are a few examples of those engagements.







competes. If you don't need them for 12 months, or at all in California, why do

Will you end your non-compete or at the very least engage me in a dialog to

I'm tagging several executive leaders for awareness. I hope at least one will reach

Perry Kirby, Courtney Kennedy, Molly McVay, Dan Markwalder, Michael Aubrey,

explain why you need it. Help us all understand.

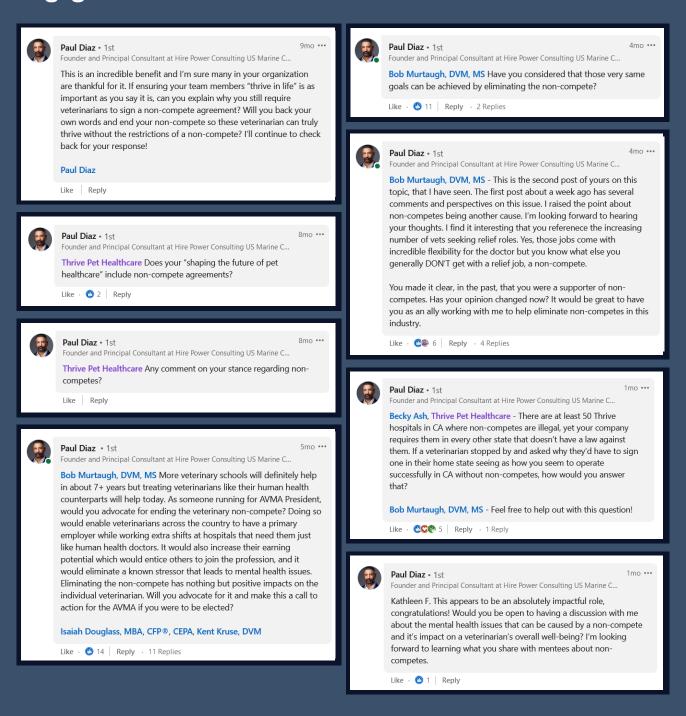
Matthew Davis, Julia Kellogg, Dr John Talmadge

you need them?

Approximately 75 engagements were directed at Thrive Pet Healthcare and it's executives.

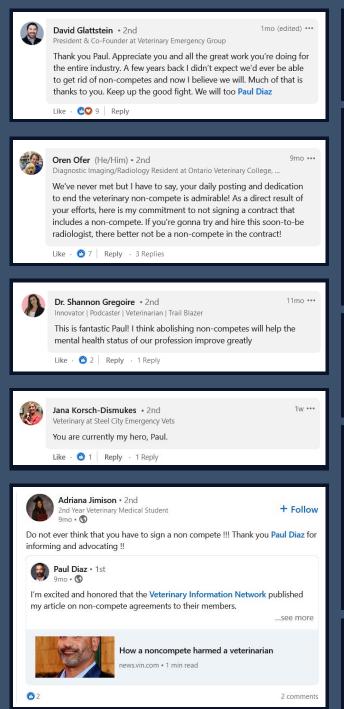
## 100% of these engagements were ignored.

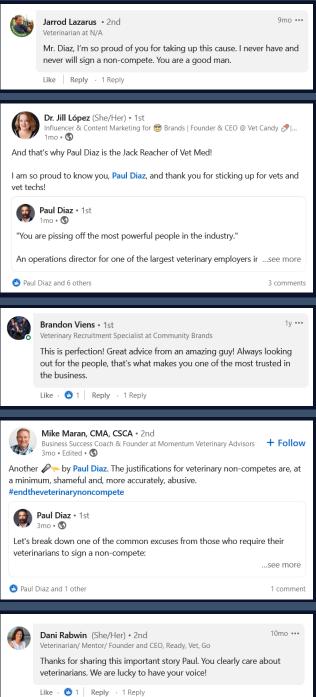
The following images are a few examples of those engagements.



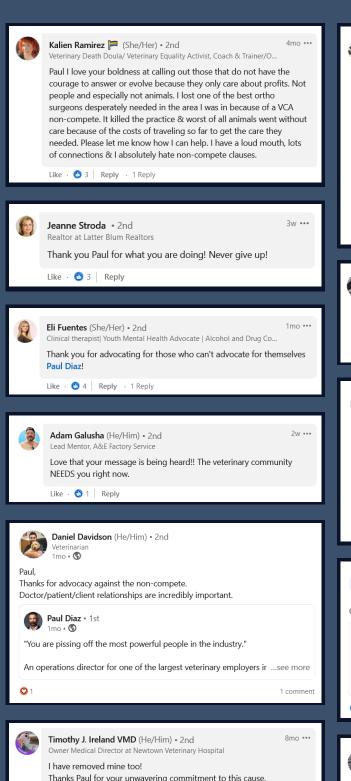
## **Supportive Comments**

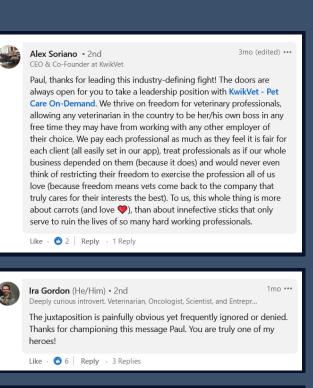
We've received thousands of supportive comments on social media and privately in direct messages. Since we can't fit them all here are just a few of our favorites!

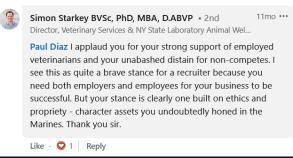


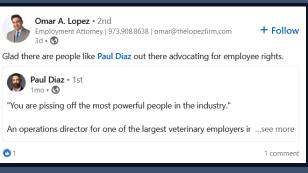


# **Supportive Comments Cont.**











Like · CO 6 Reply · 1 Reply



The following employers will not require you to sign a non-compete.

## **Bay Beach Veterinary Hospital**

Website: www.baybeachvets.com

Phone: (757)340-3913

Location: Virginia Beach, VA



#### **Better Vet Mobile Vet Care**

Website: www.bettervet.com

Phone: (888)788-1165 Location: Multiple



## **Colonial Animal Hospital**

Website: www.colonialblvdanimalhospital.com

Phone: (239)541-0726 Location: Fort Myers, FL



## **EasyVet**

Website: www.easyvet.com

Phone: (844)327-9838 Location: Multiple



## **Eclipse Specialty & Emergency Pet Care**

Website: www.eclipsevetcare.com

Phone: (862)404-0991 Location: Whippany, NJ



## Friscso Emergency Pet Care

Website: www.friscoemergencypetcare.com

Phone: (469)287-6767 Location: Frisco, TX

## **Galaxy Vets**

Website: www.galaxyvets.com Phone: (512)560-5107

Location: Multiple



Website: www.healinghandsveter.com

Phone: (208)543-7150 Location: Twin Falls, ID

**Modern Animal** 

Website: www.modernanimal.com

Phone: (855)228-7066

Location: Multiple

## **Newtown Vet Hospital**

Website: www.newtownvet.com

Phone: (215) 968-3895

Location: Newtown, PA

## **Olympic Veterinary Cardiology**

Website: www.olympicvetcardio.com

Phone: (425)409-1545

Location: Snohomish, WA

## **Orting Animal Hospital**

Website: https://ortinganimalhospital.com/

Phone: (253)449-1580

Location: Orting, WA

### Partner Veterinary ER & Specialty Hosp.

Website: www.partnervesc.com

Phone: (804)206-9122

Location: Richmond, VA















## **Rarebreed Veterinary Partners**

Website: www.rarebreedvet.com

Phone: (844)432-7610 Location: Multiple

## Road Runner Vet ER & Specialty Hosp.

Website: www.roadrunnerveter.com

Phone: (505)384-6420

Location: Albuquerque, NM

## Spay Neuter Illinois Pets (SNIP) Society

Website: www.snipsociety.org

Phone: (815)630-4411 Location: Joliet, IL

## **Steel City Emergency Vets**

Website: www.steelcityemergencyvets.com

Phone: (205)413-8989 Location: Hoover, AL

## **Veterinary Emergency Group**

Website: www.veterinaryemergencygroup.com

Phone: (914)949-8779 Location: Multiple

#### **Articles to Read**

https://www.linkedin.com/pulse/end-veterinary-non-compete-agreement-paul-diaz/

https://www.linkedin.com/pulse/suffer-silence-how-non-compete-damaged-veterinarian-paul-diaz/

https://news.vin.com/default.aspx?pid=210&catId=14426&Id=10839731

https://todaysveterinarybusiness.com/non-competes-are-outdated/

https://www.myvetcandy.com/living-blog/2022/12/27/the-paul-diaz-era-begins-now

https://www.veterinarystudygroups.com/posts/2022/03/01/best-practices-for-modern-veterinary-recruitment

#### Podcasts to Listen to

https://vetcandyirl.podbean.com/e/talking-about-first-jobs-with-pauldiaz/

https://www.veterinariansuccesspodcast.com/episode/143-paul-diazimproving-veterinary-medicine-by-eliminating-non-competes

https://www.spreaker.com/user/avma/194-paul-diaz-2

https://veterinaryinnovationpodcast.com/episodes/veterinary-recruitment/

https://recruitcrm.io/blogs/recruit-crm-recruitment-entrepreneur-series-paul-diaz/?

utm\_source=linkedin&utm\_medium=free&utm\_campaign=global&utm\_term=blog&utm\_content=episode+1

https://podcasts.apple.com/us/podcast/is-it-time-to-end-veterinary-non-compete-clauses-paul/id1181698161?i=1000589211267

#### **Non-Compete Petition**

https://www.change.org/p/veterinarians-end-the-veterinary-non-compete-requirement

#### Email Him - paul.diaz@hirepower.com

Need help with the recruiting strategy for your hospital? Hate negotiating with employers for the pay and benefits you deserve? Looking for some guidance on finding the right employment fit? Paul can help with all this and more!

#### Follow Him - www.linkedin.com/in/pauldiaz123

Follow Paul to stay up to date on his advocacy against with noncompetes, no holds barred corporate engagement, and special appearances of his best friend and partner in crime... uh, we mean partner in service, Stella!

#### Chat With Him - u/l\_am\_Paul\_Diaz

You can see more of Paul's engagement on Reddit. Of course he's not using a anonymous screen name!

#### Visit the Website - www.hirepower.com

Learn more about Paul and his recruiting company Hire Power

### Follow Hire Power Consulting on LinkedIn

Follow Hire Power Consulting on LinkedIn for updates and job opportunities.

#### Join Hire Power - @TeamHirePower

Follow Hire Power Consulting on Instagram.