

Veterinary Client Mediation Service

**Supporting Relationships Between
Vet Practices and Animal Owners**

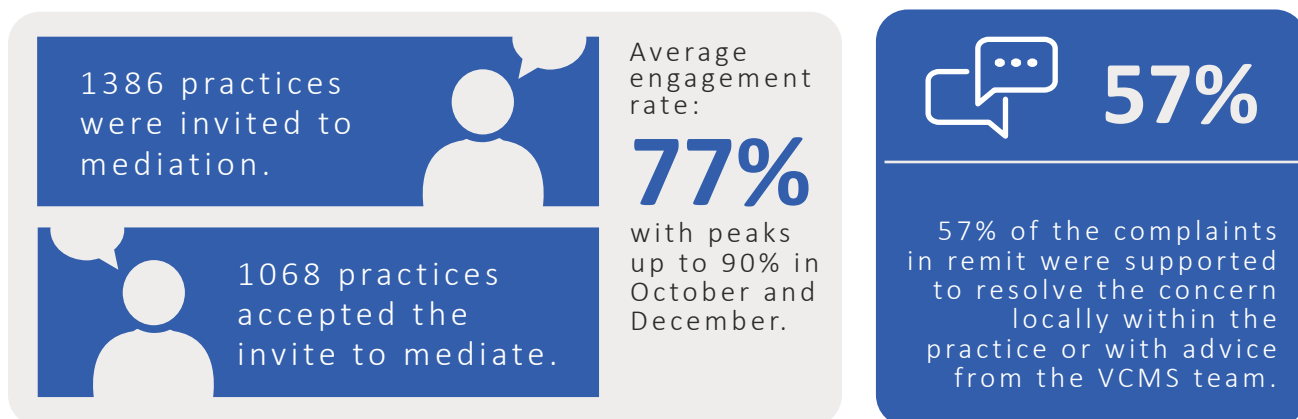
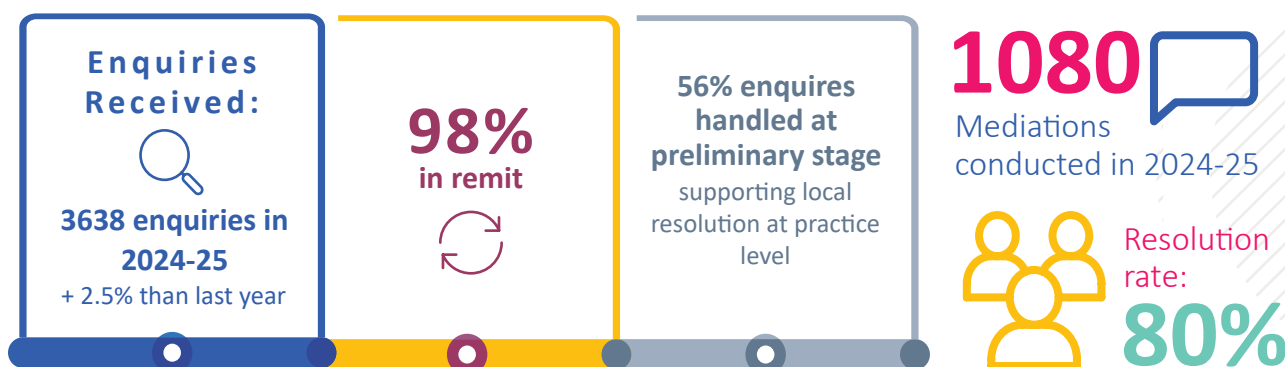
Annual Highlights 2024-25



Independent mediation continues to support veterinary practices and pet owners

The Veterinary Client Mediation Service (VCMS) received **3,638 enquiries during 2024-25**, representing a **2.5% increase** on the previous year. The service continues to provide an independent route for veterinary clients and practices to resolve concerns constructively, helping preserve relationships and reduce escalation into formal complaints or legal action.

Strong resolution and engagement rates



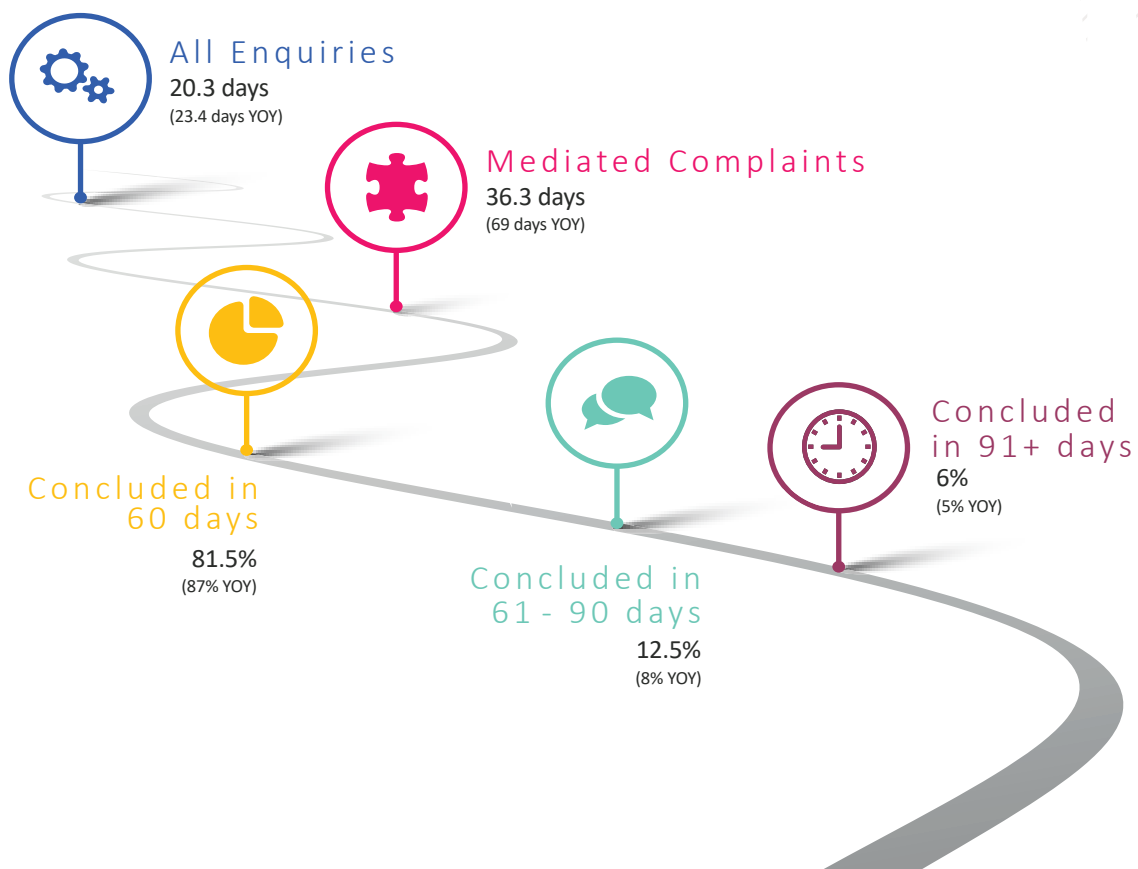
High levels of satisfaction

Feedback



Faster complaint resolution

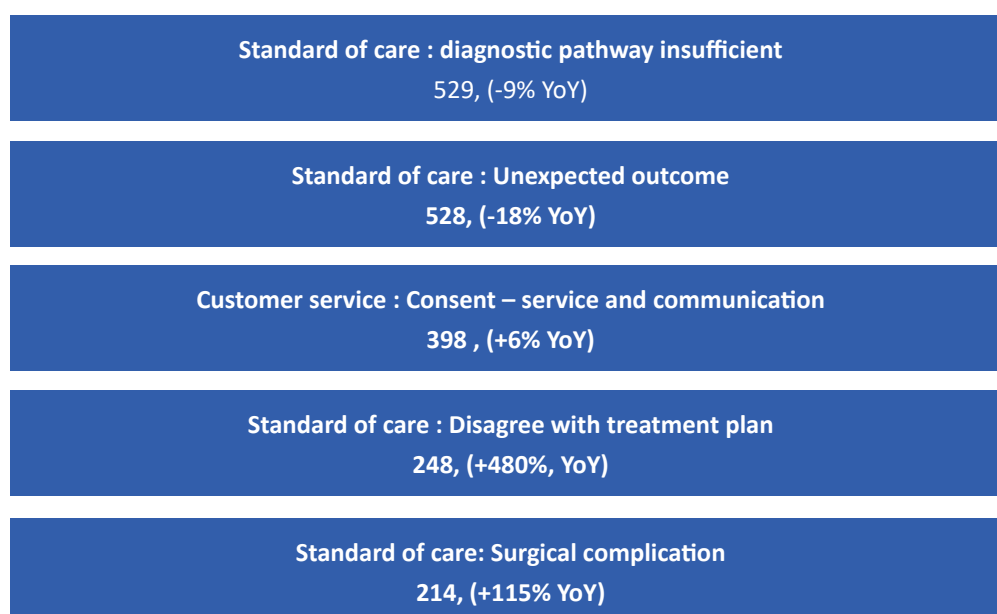
VCMS continued to improve timeliness:



Key complaint trends across the veterinary sector

The report highlights several themes emerging from veterinary complaints:

- » Communication remains at the heart of many complaints.
- » Concerns about consent conversations and shared decision-making continue to increase.
- » Complaints relating to disagreement with treatment plans increased significantly, suggesting pet owners want greater involvement and understanding when decisions about care are made.
- » Complaints concerning diagnostic pathways and unexpected outcomes remain among the most common reasons for contact.
- » Complaints solely about excessive fees have reduced relative to previous years, with complainants increasingly focusing on communication, decision-making and understanding of care plans.



Supporting learning across the profession

The report reinforces that many complaints are not simply about clinical outcomes but about how decisions are discussed and understood. VCMS insight suggests that effective communication, meaningful consent discussions and collaborative decision-making remain central to maintaining trust between veterinary teams and pet owners.

Looking ahead

VCMS will continue to contribute complaint insight to ongoing discussions relating to veterinary regulation, implementation of the Competition and Markets Authority (CMA) remedies, and proposed reform of the Veterinary Surgeons Act. The service aims to help improve complaint prevention, communication and consumer confidence across the veterinary sector.