

Own a veterinary business that puts compassion first



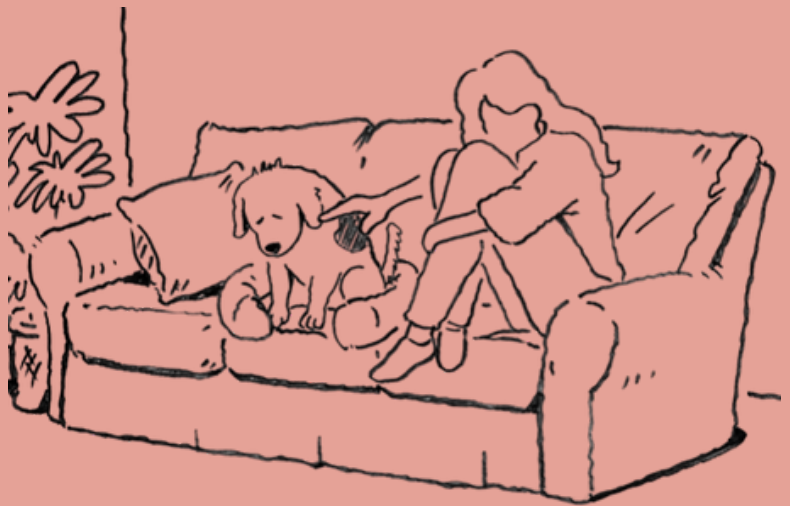
Become a Dignipets Partner and bring peaceful
home euthanasia to families in your community



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Veterinary care should bring peace...especially at the end

Pets are family. But when the time comes to say goodbye, many families are left navigating stress, rushed appointments, or unfamiliar clinics. At Dignipets, we believe in a better way: gentle, in-home euthanasia delivered by experienced vets with heart.



You can be the one to offer this care in your area - and build a career that truly aligns with your values

- Around 57% of families now own a pet - *Source: statista.com
- Demand for personalised pet services has surged in the last 5 years, especially those offering home-based care
- A growing number of pet owners want to avoid the stress of transporting a sick or elderly pet to the vets at the end of life
- The US, where at-home euthanasia is more established, shows that families are willing to invest in peaceful goodbyes
- We've proven since 2015 that home euthanasia services are in demand in the UK



Build an end-of-life veterinary service

where pet carers find you long before
euthanasia becomes urgent

When our dog
started to decline...
...we stayed close



dignipets

The problem: families don't know who to turn to until it's almost too late
Pet carers don't wake up one day and decide,
"Today I'll look for a home euthanasia vet."

Instead, they notice:

- Their pet is slowing down
- Good days are fewer
- They're unsure what "the right time" even means

They feel worried, guilty, and alone, but they don't know **who** to speak to yet.
So they wait.

And when they finally reach out, it's often a crisis.

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This is where Dignipets comes in as a guide, not the hero

The plan. When you join Dignipets, your work is supported by more than just the free Dignipets: Pet Quality of Life (QOL) Tracker app, widely used by pet carers in your local community.

You also become part of a trusted network that includes hospice professionals and accredited pet bereavement supporters, all accessible through the platform. This combined support ensures that pet carers, and the professionals who guide them, are fully supported throughout every stage of their pet's journey, from quality-of-life monitoring to compassionate end-of-life and bereavement care.

Highly Rated by Pet Carers Across the UK

Great tool for all pet-parents

★★★★★

"This is a great app that will help you understand what "hospice" care is and help you monitor your pet from the comfort of your own home. It may also be helpful in guiding pet-parents on that difficult journey towards the rainbow-bridge by helping them come to terms with when and how to release their fur-baby from their suffering."

BUSINESS AWARDS UK
Pet and Animal Care Awards
WINNER
Outstanding Pet Care App 2026

Notifications And Upcoming Online Consults

Monitor Your Pet's Quality Of Life

Book An Online Consult With The Hospice Team

Reach The Dignipets Hospice Team

By the time a pet carer looks for an end-of-life vet in their area, they already understand the role, the timing, and the value of what you offer and they already trust the process.

We support the human side of the journey



In the first five months since launch, the app has supported:

- 509 active pet carers
- 700 active pet profiles
- 660 quality-of-life reports
- 117 online consultations and home visits

Date
November 2025



Downloads
509



Active profiles
708



Bookings
117



You're introduced before euthanasia is needed



And just as important: you don't compete with local vets, they look after the pet whilst we look after the pet carer

This matters and not only when you're starting out.

With Dignipets, roles are clearly defined and professionally respected:

- Local GP veterinary practices continue to lead diagnosis, treatment, and ongoing medical care.
- You focus on in-home hospice support and home euthanasia, delivered at the right time and in the right setting.
- Communication with local veterinary colleagues is clear, consistent, and collaborative.
- Pet carers are actively encouraged to remain connected with their primary vet throughout their pet's journey.
- Clearly defined roles protect professional relationships, strengthen trust, and support a joined-up approach across the veterinary community.

Together, this structure ensures continuity of care for pets, confidence for carers, and mutual respect among professionals.

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We're vets too

Founded in 2015 by one of our veterinary surgeons, Dignipets began as a mission to offer more peaceful, personal end-of-life care. Since then, we've helped thousands of families say goodbye in a way that feels gentle, private, and supported.

Today, we're growing through a nationwide network of vet-led joint venture partners — and we're here to help you build your own successful, meaningful service.



- ✓ Fully vet-led
- ✓ Clinic-aligned model
- ✓ Established protocols & support

Become a dignipets partner in your own territory



As a JV Partner, you'll run your own local Dignipets service, supported by a proven brand, training, and business infrastructure.

You'll serve families in your area, build strong clinic relationships and work on your own terms.

Take charge of your business while embracing our model for success

What you'll receive:

- Initial and ongoing training
- Marketing materials & digital toolkit
- Business support & CRM access
- Peer community and clinical guidance
- A compassionate, trusted brand
- Financial and accountancy support
- And so much more...



Purposeful work. Thoughtful pace. Flexible schedule.

Dignipets partners typically carry out just 1–3 appointments per day - allowing for a calm, thoughtful pace of work. Each visit is carefully scheduled, with plenty of time set aside for travel, meaningful communication with the family, and respectful aftercare. There's no pressure to rush or squeeze in multiple clients back-to-back.

Beyond the appointments themselves, your day also includes time to nurture relationships with local clinics, manage your admin without stress, and create space to pause and recharge. You'll have the freedom to work in a way that truly feels sustainable.

This is work that gives back - emotionally, professionally, and financially.



- ✓ No shift work
- ✓ No rushing
- ✓ No endless consults
- ✓ Ownership
- ✓ Resale value
- ✓ Business planning

Is this the right fit for you?



We're looking for veterinary professionals who:

- Care deeply about animals and the people who love them
- Want more autonomy and flexibility in their work
- Value communication, empathy and professionalism
- Are ready to build something of their own - with full support behind them

Whether you're a small animal vet or an experienced nurse, if this work calls to you - we'd love to hear from you.



"Being a Dignipets Partner is professionally and personally fulfilling. The support I get is second to none."

Donna Ness MRCVS
Dignipets Partner



Lucian Craciun MRCVS
Dignipets Partner

"Partnering with Dignipets has brought great rewards for my family and me."

Available regions & investment



We have exclusive JV territories available across the UK. You'll own the rights to your area, operate under the Dignipets brand and grow at your pace.

Scan the barcode to see which areas are available:



We want to help you build a business model that suits your lifestyle

What's involved:

- Initial JV Territory fee: between £8,000 - £24,000
- Estimated start-up costs: £4,500*
- Management fee (monthly): 18% of turnover
- Marketing fees (monthly): 6% of turnover
- Earnings potential: High 5-figure to 6-figure annual income (once established and following the JV model)

*Depends on living situation, owning a vehicle etc.
All prices plus vat

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Ready to explore further?

Whether you're curious, excited, or just open to a different way of working - we'd love to connect. There's no pressure and no obligation.

Let's have a relaxed 30-minute call to walk through the opportunity and answer your questions.

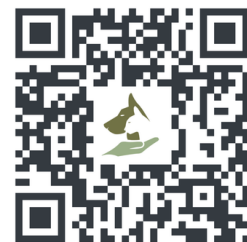


"This is the most fulfilling clinical role of my career so far."

Miriam Lodewijks

Joint Venture Partner and Director of Dignipets Worcester

 Book a Discovery Call



Tel: 01785 335 340

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