

The ‘Compelling Upside’ of Mobile Specialty Care



In January, Columbia Animal Care in Columbia, Maryland, announced it launched a specialty veterinary partnership to serve pet owners in need of cardiology, orthopedic surgery or internal medicine on short notice, instead of waiting several weeks at regional referral hospitals. The partner the practice chose to work with was MOVES.

Founded in 2018 by U.S. Army veteran and former GOJO marketing executive David Hoe, MOVES (short for Mobile Veterinary Specialists) was created from personal and professional need.

“My wife Lori is a veterinarian, and beginning in 2013, we opened several veterinary hospitals in the Charlotte, North Carolina, region,” he says. “She partnered with mobile

specialists, and we saw firsthand the benefit of keeping advanced cases in our hospitals rather than referring them out. Our thesis was simple: For every specialist

willing to start and run their own business, there would likely be one or two who would prefer to focus on medicine while being supported within a larger organization.”

The risks

Hoe left his corporate role in 2017 to pursue the opportunity, believing the demand was there. “The real question was, could we execute?” he says. “The risks were meaningful – recruiting top-tier specialists, navigating non-competitive environments and building credibility in a market dominated by large corporate players. But the upside was compelling.”

The restrictive covenant landscape was much tougher at that time than today. “As we began recruiting specialists, we were sued and pressured by large specialty corporations who were unhappy about losing doctors,” he says. “We retained strong legal counsel, stood firm and quickly learned that much of the intimidation was strategic rather than substantive. It was a challenging period, but it hardened our resolve and clarified our mission.”

Today, MOVES employs 23 internists, 17 surgeons, seven cardiologists and three medical oncologists (for a newly offered oncology service). They currently operate in 28 states.

“Our ideal partners are hospitals led by veterinarians who want to



David Hoe



remain at the center of their client and patient relationships rather than referring cases out to specialty centers,” he says. “Pet owners prefer continuity of care. Through mobile outpatient surgery, imaging and endoscopy, we enable primary care hospitals to keep advanced cases in-house while delivering specialty-level care.”

prepare the chemotherapy in the morning and bring it with them to the hospitals they serve that day. “This is a novel approach to mobile oncology and we look forward to proving it.”

Recruitment

World-class support drives retention, says Hoe. “When we invest in

we are free to prioritize long-term culture and clinical excellence over short-term financial metrics. That focus creates loyalty from both our clinical teams and our referring partners.” What’s more, MOVE specialists enjoy the freedom that comes with mobility and not being tied down to a 24/7 hospital. “They experience sunlight and make personal connections with referring veterinarians, which isn’t possible in a referral hospital model.

“I don’t recall ever meeting a veterinary specialist that regretted going mobile.”

The future

Late last year, MOVES launched HomewardVet, which delivers general veterinary services directly into clients’ homes. “We welcomed several house-call veterinarians affected by the closures of TheVets and BetterVet, and we’re already operating in nine cities.

“We will continue expanding our medicine, surgery, and cardiology footprint nationwide. This year, we are launching mobile oncology services in Denver, Colorado, and Asheville, North Carolina, bringing chemotherapy care directly into community hospitals that historically had no choice but to refer those cases out.

“We intend to remain innovators, expanding access to specialty and general veterinary care in ways that better serve doctors, hospital and pet owners.”

“As a privately held, family- and employee-owned company, we are free to prioritize long-term culture and clinical excellence over short-term financial metrics. That focus creates loyalty from both our clinical teams and our referring partners.”

Day to day

Each specialist travels with at least one dedicated veterinary technician or assistant. Teams bring all tools necessary for performing orthopedic and soft tissue surgeries. They also carry Nocita for managing post-op pain. Anesthesia is provided by the host clinic. Internists travel with ultrasound and endoscopy equipment and do not carry any medications. Cardiologists travel with an ultrasound. In May, Moves will launch its first radiologist, who also only carry ultrasound.

For the new oncology service, MOVES designed and manufactured a trailer equipped to safely compound chemotherapy medications. It is stored centrally and never moved. Technicians

our specialists — operationally, financially and culturally — they stay.

“Our goal was to build a company for grown-ups, where trust, autonomy, and professionalism guide how we work. That philosophy continues to be a defining part of our culture.” MOVES offers its specialists unlimited recreational PTO, top-tier base salaries, production percentages that exceed brick-and-mortar models by 10–15%, and a leading benefits package. “We can sustain this model because we operate with significantly lower overhead than traditional hospitals.

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