



Hilton Head Veterinary Clinics

## Like father, like daughter



**D**r. Kirk Dixon loves it when it's assumed that his veterinary practices on Hilton Head Island and Bluffton are a husband-and-wife thing. The promotional literature shows a good-looking guy with an attractive younger woman—both holding dogs—and it's sort of a natural assumption, backed up by the matching doctor shingles that hang on the office wall.

Daughter Dr. Lindy Dixon, however, is not so fond of folks jumping to that conclusion, although she's otherwise quite pleased to be in the business with Dad. And they're both delighted about the recently opened practice in Bluffton.

The fact is the doctors Dixon have a pretty good string of veterinarians going in the family—Kirk's 12-years-older brother started it, then Kirk, now Lindy, and there's even talk of a grandchild showing veterinarian tendencies.

In the world of strategic marketing, Dixon would be labeled an "influencer" and his connections to the world of animals, other veterinarians and animal care would be exploited in the name of

sales or research.

But Dixon, neither expert nor exploited. Quite the opposite actually, he prides himself on being the most experienced veterinarian in the Hilton Head area, having practiced 25 years of his 20-year career on the island. His acquisition of the Hilton Head Veterinary Clinic from Dr. George Lent 20-plus years ago makes his business the longest running vet clinic anywhere in the area—dating to 1968.


Dixon considers his services among the most reasonably priced and actually besties at the thought of charging up bills based on available technology. "We're a good value," he said. "We don't acquire a critical new piece of equipment and then plot a plan for it to pay for itself. We help our human customers decide the extent to which they want to use our wide range of services. We provide them with options, and different people decide differently. You don't need to pull out all the resources all the time, and we let people know that."

Dixon describes his human customers as a proud mix when it comes to how they view their pets—"everything from treating their pet as a member of the family to...

not," he said. And that relationship within the human/pet family is something, as veterinarians, he and Lindy would rather know than have to infer.

Both Dixons work exclusively with small mammals: dogs, cats, ferrets. No birds. No reptiles.

They also make responding to animal emergencies a centerpiece of their practice. They're almost always available, something both say is getting more and more unusual these days.

Experience, combined with the youthful enthusiasm of Lindy, who joined the practice last June, plus the expansion to the Bluffton location in January indicates quite clearly that the Dixons have made a commitment to animal care in the area for the foreseeable future. 

### Hilton Head Veterinary Clinics

On Hilton Head Island  
109 Matthews Dr. • (843) 697-2890  
in Bluffton  
Oakate Village (Near Saw City) •  
843-705-9959

[www.hiltonheadpet.com](http://www.hiltonheadpet.com)

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### **Hilton Head Veterinary Clinics - Like Father, Like Daughter**

Author: David Tobias

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*Hilton Head Veterinary Clinics is located at 109 Matthews Drive on Hilton Head Island and the Okatie Village (Near Sun City) in Bluffton. For more information on the Hilton Head office, please call 843-681-2890. For more information on the Bluffton office, please call 843-705-9959. Or visit [www.hiltonheadpet.com](http://www.hiltonheadpet.com).*