

# VHMA 2005 Management Retreat

I would like to thank you for registering to attend the VHMA's 2005 Management Retreat and volunteering to share your experience and advice with your fellow colleagues. For those who have not attended a VHMA Management Retreat, it is a unique experience. The format is different than other lecture-type seminars in that the topics and scheduled presenters are your fellow attendees. The program schedule and resort setting are intended to create an informal atmosphere where everyone feels comfortable participating in the discussions. Because the intent of the retreat is to provide an opportunity for the free exchange of information and knowledge, we do not limit topic discussions throughout the weekend; however, we do request that all attendees be professional in expressing their ideas and opinions to the group. While we encourage members to freely express their opinion, please note that such opinions are those of the individual and do not represent the association.

## *Program Schedule*

### **FRIDAY, FEBRUARY 4, 2005:**

8:00 am to 12:30 pm – Classroom Sessions ..... Royal Palm Ballroom

*“Overview Of Financial Statements And Ratios For Improving The Health of Your Practice”* by Peter Ainslie, CVPM

*“Project Management For Practice Managers”* by Lauren O’Leary, RVT, CVPM

*“Taking National ---- Month To The Next Level”* by Lisa Yackel, CVPM

12:30 – 2:00 pm – Lunch (on own)

2:00 – 5:00 pm – Case Study ..... Royal Palm Salon

6:00 pm – Reception/Group Dinner (optional)..... Oceanfront Pavilion

### **SATURDAY, FEBRUARY 5, 2005:**

8:00 am to 12:30 pm – Classroom/Roundtable Sessions ..... Royal Palm Ballroom

*“Pet Insurance, Is It Good for the Practice and Staff?”* by Aron Tallent, DVM, CVPM

*“Could It Be That Everything I’ve Learned In Life I’ve Learned From Veterinary Medicine?”*  
by Lynn Liddell

*Roundtable Discussions, see next page for topics*

12:30 – 2:00 pm – Lunch (on own)

1:45 – 5:15 pm – Manatee Queen Cruise (optional) ..... off site

### **SUNDAY, FEBRUARY 6, 2005:**

8:00 am to 12:30 pm – Classroom Sessions ..... Royal Palm Ballroom

*“Poof! So Now You’re The Manager...”* by Lauren O’Leary, RVT, CVPM

*“Communication Skills: Essential For Team Based Healthcare Delivery ”*  
by Jennifer Inbody, CVPM

**PROGRAM HIGHLIGHTS ON NEXT PAGE.**

## *Program Overview*

### **FRIDAY, FEBRUARY 4, 2005:**

#### ***"Overview Of Financial Statements And Ratios For Improving The Health Of Your Practice"***

by Peter Ainslie, CVPM

In the same way we treat our patients, we need to understand how to effectively interpret information with respect to the financial health of our practices. We will look at financial statements, chart of accounts, ratios, benchmarking and budgeting. In order to measure the success of our practices we must have proper procedures in place and reliable information to make informed decisions.

#### ***"Project Management For Practice Managers"***

by Lauren O'Leary, RVT, CVPM

You are at the clinic on Sunday..... again. Your family has had it with you and there seems to be no end in sight to the piles of stuff to do on your desk. You are overwhelmed and the feeling actually borders on panic.

You're not sure what needs doing first or how to even dig into the pile. You are starting to resent the job that you've dedicated your life to .....

#### ***"Taking National ---- Month To The Next Level"***

by Lisa Yackel, CVPM

Your clients are a well-defined market segment that wants to do business with you. For most hospitals, the marketing budget and ideas tend toward external marketing versus internal marketing. By taking the concept of National ---- Month a step further, you can maximize promoting the services your hospital provides to your clients and patients.

### **SATURDAY, FEBRUARY 5, 2005:**

#### ***"Pet Insurance, Is It Good For The Practice And Staff?"***

by Aron Tallent, DVM, CVPM

We have instituted pet insurance for our staff as a benefit; I will discuss how it worked for us.

#### ***"Could It Be That Everything I've Learned In Life I've Learned From Veterinary Medicine?"***

by Lynn Liddell

Could it be that everything I've learned in life I've learned from Veterinary Medicine? Well...not exactly, however having been involved for 34 years I have observed tremendous change both in the profession and in my management role. I look forward to sharing some of these observations with you and also some tools I have found helpful in my ever-changing role. I guarantee we will have some fun.

#### **Roundtable Discussion Topics:**

- Emergency preparedness plans (fire, flood, hurricane, earthquake, etc.).
- Paperless records, is it attainable?
- HR issues during an employees' market.
- What new product or service have you recently introduced that has exceeded your expectations?
- Did your practice meet its financial goals in 2004? What are you doing differently in 2005 to meet this year's goals?

### **SUNDAY, FEBRUARY 6, 2005:**

#### ***"Poof! So Now You're The Manager..."***

by Lauren O'Leary, RVT, CVPM

You've come up in the ranks, now they expect you to "get this place under control." Control? What does that look like?

How are you going to get everyone on the team to play nice in the sand box? Don't panic. Listen to your gut. Draw on your existing skills set and learn some new ones - because now you are the manager.

#### ***"Communication Skills: Essential For Team Based Healthcare Delivery"***

by Jennifer Inbody, CVPM

Communication skills are essential when working on a veterinary hospital team and with pet owners. Yet, many of us lack the knowledge needed to ensure that when we communicate we do it effectively. During this session we will:

- Gain an understanding of our own communication styles
- Learn to be a more active listener
- Identify and clarify the role of non-verbal communication
- Distinguish between "I" and "You" messages