

## Management/Front Office Program

**Tuesday, October 14**

**8:00 - 8:50 AM**

**GENERAL SESSION BREAKFAST  
Hall A**

**SPONSORED BY MERIAL, Ltd.!**

**Speaker: Dr. Mike Conzemius**

**Topic: "Nonsurgical Management of Osteoarthritis and Pain"**



Time	Track / Program	Speaker	Presentation Title	Abstract
9:00-9:50	Front Office/Assistant	Mr. Ed Robinson	What You Should Know About Parasites	This will cover the most common parasites seen in small animal veterinary medicine. We will focus on what you need to know to educate the client and how it is important to them.
9:00-9:50	Management	Dr. Robert (Pete) Bill	Non-Verbal Communication. What Are You Saying When There Aren't Words Coming Out Of Your Mouth?	90% of what you communicate to your clients, staff, and peers comes from non-verbal cues you are unconsciously sending. This presentation will provide you with an increased awareness of what you may or may not be saying, and how you can use non-verbal co
10:00-10:50	Front Office/Assistant	Mr. Ed Robinson	Dentistry: How You Can Help The Client	This will cover why dentistry is important to the animal and owner. We will also discuss how you can make the client more comfortable with having the procedure done.
10:00-10:50	Management	Dr. Robert (Pete) Bill	Recognizing the Various Vermin with Which You Work... And How To Avoid Exterminating Them.	We all have them around us: people who just rub us the wrong way. They irritate, they aggravate, they give us ulcers. And yet, they don't go away. This lecture will provide you with some insight into how to deal with such "toxic vermin" in your practice
11:00-11:50	Front Office/Assistant	Mr. Ed Robinson	Overview Of Diagnostic Testing	This discussion will cover the most common fecal and blood testing performed in the clinic. We will also discuss why it is important to the owner and patient.
11:00-11:50	Management	Dr. Robert (Pete) Bill	Hiring and Working with the Generation Nexters - Challenges for Boomers and Traditionalists	It used to be, "Don't trust anyone over 30". Now it's "Don't trust anyone over 30 to touch your MP3 player, computer, or anything else they might screw up." As has gone before, each generation creates its own challenges for the generation that came befo
<b>11:30 AM - 6:30 PM</b>		<b>EXHIBIT HALL OPEN</b>		<b>Come check out all of the exhibitors' products and services!</b>
<b>12:00 - 1:30 PM</b>		<b>LUNCH</b>		
<b>12:00 - 1:00 PM</b>		<b>Lunch with the Professor Additional Cost of \$35</b>		<b>Dr. William Fortney Topic: Geriatrics</b>
<b>12:00 - 1:00 PM</b>		<b>Lunch with the Professor Additional Cost of \$35</b>		<b>Dr. Robert (Pete) Bill Topic: Pharmacology, Communications</b>
1:45-2:30	Front Office/Assistant	Ms. Peggy Dorsey	Anatomy - Part 1	Anatomical structures of animals small animals will be discussed in this two-part session. Internal and external structures will be reviewed.

1:45-2:30	Management	Dr. Nancy Loes	The "Magic" That Can Make You Rich!	This presentation provides an overview of personal financial planning, enabling the veterinary professional with practical tools and concepts to assist in basic money management and in securing a comfortable future.
3:05-3:45	Front Office/Assistant	Ms. Peggy Dorsey	Anatomy - Part 2	Anatomical structures of animals small animals will be discussed in this two-part session. Internal and external structures will be reviewed.
3:05-3:45	Management	Dr. Nancy Loes	How to Improve Your Memory	Despite assumptions (and jokes!) to the contrary, memory decline or loss is not inevitable with aging. It makes good sense, both personally and professionally, to do whatever you can to help strengthen your brain. This presentation presents simple, but k
4:30-5:20	Front Office/Assistant	Ms. Peggy Dorsey	Euthanasia and Grief	Methods, physiological effects, disposition options and grief issues will be discussed.
4:30-5:20	Management	Dr. Nancy Loes	Appreciating People You Can't Stand	Conflict is inevitable and unavoidable, part of the daily fabric of demanding professional lives. Learning how to appreciate people with whom one has difficulties has enormous potential for increasing satisfaction in the workplace and offers extraordinar
<b>4:30 PM - 6:00 PM</b>		<b>EXTENDED EXHIBITOR RECEPTION: WINE TASTING EVENT</b>		<b>Come check out all of the exhibitors' products and services while sampling different varieties of wine!</b>

## Management/Front Office Program

**Wednesday, October 15**

**8:00 - 8:50 AM**

**GENERAL SESSION BREAKFAST**

**Hall A**

**SPONSORED BY FORT DODGE ANIMAL HEALTH!**

**Speaker: Dr. Larry Glickman, DVM, MS, PhD**  
**Topic: ""Best Practices for Canine Leptospirosis Prevention - Are you appropriately protecting your patients?""**



Time	Track / Program	Speaker	Presentation Title	Abstract
9:00-9:50	Front Office/Assistant	Mr. Ed Robinson	Medical Terminology for the Vet Assistant and Receptionist	We will discuss how medical terms are formed. This discussion will provide a foundation to decipher how medical terms are formed so you can figure out what they mean.
9:00-9:50	Management	Ms. Sheila Grosdidier	Let's Talk Money - A Review of Compensation and Benefits	Wonder if you are being paid competitively for your position? Want to figure out what goes into figuring out compensation fairly and equitably for team members? Have an interest in seeing what the future brings in trends for compensation? Prepare to gain
9:00-9:50	Management	Mr. Darren Osborne <b>Sponsored by VHMA</b>	Diets and Drugs How to Compete with Internet Pharmacies and Pet Food Retailers	Creative pricing and delivery strategies can provide a revenue neutral solution to keeping up with the Internet Pharmacies. Food is another story. There is no relationship between price and demand. Find out how much you need to charge for your food to
10:00-10:50	Front Office/Assistant	Mr. Ed Robinson	How to Deal with Difficult Clients	We will discuss ways to handle the difficult client. We will talk about how to get the client to pay the bill, approve testing and procedures that need to be performed and how to calm that client that just wants to yell in the waiting room.
10:00-10:50	Management	Ms. Sheila Grosdidier	Do You Have a Training Plan, No, Really!	It doesn't just happen, you need a plan to develop and implement successful training into your practice. Learn how to identify training needs, build a plan and implement it effectively.
10:00-10:50	Management	Mr. Darren Osborne <b>Sponsored by VHMA</b>	Smoke and Mirrors. How Necessary is Technology – How Much is Your Laser or Digital X-Ray Really Costing You?	Information from pet owner surveys shows that clients want a veterinarian with excellent medical knowledge. How much is too much? This session will provide real life cost benefit analyses for some of the newer equipment to show you how to survive the ar
11:00-11:50	Front Office/Assistant	Mr. Ed Robinson	Client Service and the Standard of Care	We will discuss the best ways to provide the client with the best service possible in the clinic. We will delve into the current standard of care expected by clients and how we can help to make that happen.
11:00-11:50	Management	Ms. Sheila Grosdidier	Everybody's Guide to Change Management	Oh, yeah, they are afraid...Everyone at the practice that is... You are at a meeting gathering ideas you can't wait put into place at your practice, the problem is that the team may be an obstacle rather than an asset in moving your idea into implementati

11:00-11:50	Management	Mr. Darren Osborne <b>Sponsored by VHMA</b>	How Much is Your Practice Worth?	The newly developed Practice Value Estimate provides a unique opportunity for practice owners to get an estimate of how much their practice is worth from a cash flow perspective. Find out how to do this on your own and more importantly how to make change
<b>11:30 AM - 6:30 PM</b>		<b>EXHIBIT HALL OPEN</b>		<b>Come check out all of the exhibitors' products and services!</b>
<b>12:00 - 1:30 PM</b>		<b>LUNCH</b>		
<b>12:00 - 1:00 PM</b>		<b>Lunch with the Professor Additional Cost of \$35</b>		<b>Dr. Susan Little Topic: Feline Topics</b>
<b>12:00 - 1:00 PM</b>		<b>Lunch with the Professor Additional Cost of \$35</b>		<b>Dr. Stuart Porter Topic: Avian/Exotic/Wildlife Medicine</b>

1:45-2:30	Front Office/Assistant	Ms. Peggy Dorsey	Exam Room Assisting	Basics of how the assistant and technician can help the veterinarian and client in the exam room.
1:45-2:30	Management	Ms. Sheila Grosdidier	Common HR Mistakes - And How to Fix Them	Understand the essential elements of Human Resource Management; such successful recruiting, effective hiring and successful team training and development. What are you required to do to stay in alignment with state and federal employment laws? What is sup
1:45-5:20	Management	Mr. Darren Osborne <b>Sponsored by VHMA</b>	Budgeting Why and how to set up a detailed practice budget	Most veterinarians and managers do some form of retroactive budgeting. You may look at last month's info and compare it to the same month last year. In this session you will learn how the same analytical tools can be used to predict your revenue and exp
3:05-3:45	Front Office/Assistant	Ms. Peggy Dorsey	Patient Physical Exam	Review and instruction focused on the physical exam of small animals in the veterinary hospital.
3:05-3:45	Management	Ms. Sheila Grosdidier	Common HR Mistakes - And How to Fix Them	Understand the essential elements of Human Resource Management; such successful recruiting, effective hiring and successful team training and development. What are you required to do to stay in alignment with state and federal employment laws? What is sup
4:30-5:20	Front Office/Assistant	Ms. Peggy Dorsey	Animal Restraint Techniques	Common restraint techniques and equipment will be discussed and demonstrated.
4:30-5:20	Management	Ms. Sheila Grosdidier	Common HR Mistakes - And How to Fix Them	Understand the essential elements of Human Resource Management; such successful recruiting, effective hiring and successful team training and development. What are you required to do to stay in alignment with state and federal employment laws? What is sup

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	<b>6:30 - 9:00 PM: WEDNESDAY NIGHT DINNER PARTY at the TAJ!</b> <b>Sponsored by Nestle Purina!</b>	
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## Management/Front Office Program

**Thursday, October 16**

**8:00 - 8:50 AM**

**GENERAL SESSION BREAKFAST  
Hall A**

**SPONSORED BY NESTLE PURINA!**

**Speaker: Dr. Margie Scherk, DVM, DABVP (Feline)**

**Topic: "Growing Old Gracefully:**

**An overview of healthcare management**



Time	Track / Program	Speaker	Presentation Title	Abstract
9:00-9:50	Management	Dr. Charlotte LaCroix	Paw and Order - Part 1	Hollywood meets animal health in "Paw & Order" which will be presented by Dr. Charlotte Lacroix at ACVC on October 16, 2008. This unique presentation —open to all conference participants —will highlight some of the potential pitfalls veterinary practiontion
9:00-9:50	Management	Mr. Darren Osborne <b>Sponsored by VHMA</b>	What Your Clients Think of Your Prices	Your clients are not as price sensitive as you think. Research from thousands of pet owners from across the US shows conclusively that price is low down on the list. Find out what is on top.
10:00-10:50	Management	Dr. Charlotte LaCroix	Paw and Order - Part 2	Hollywood meets animal health in "Paw & Order" which will be presented by Dr. Charlotte Lacroix at ACVC on October 16, 2008. This unique presentation —open to all conference participants —will highlight some of the potential pitfalls veterinary practiontion
10:00-10:50	Management	Mr. Darren Osborne <b>Sponsored by VHMA</b>	Different Ways to be Productive – Many Ways to Succeed	Working from 8:00 am to 6:00 is great if you have no family or no life. Find out how some veterinarians have thrown out the old fashioned schedule and created a more effective way to practice and live.
11:00-11:50	Management	Dr. Charlotte LaCroix	Paw and Order - Part 3	Hollywood meets animal health in "Paw & Order" which will be presented by Dr. Charlotte Lacroix at ACVC on October 16, 2008. This unique presentation —open to all conference participants —will highlight some of the potential pitfalls veterinary practiontion
11:00-11:50	Management	Mr. Darren Osborne <b>Sponsored by VHMA</b>	What Services Do Your Clients Want	Stop trying to be all things to all people? Find out what clients want from their veterinarian so you can spend your time on the important stuff. In this session, Darren will try to convince you to give up your boarding, give up your grooming and close
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<b>12:00 - 1:00 PM</b>		<b>Lunch with the Professor Additional Cost of \$35</b>		<b>Dr. Clarke Atkins Topic: Heart Disease</b>
<b>12:00 - 1:00 PM</b>		<b>Lunch with the Professor Additional Cost of \$35</b>		<b>Dr. Tim Crowe Topic: Emergency/Critical Care</b>
1:30-2:20	Management	Dr. Charlotte LaCroix	Medical Records.... A Veterinarian's Report Card	Veterinarians, practice managers and staff need to know how to keep and maintain proper medical records on their clients. Do you have a centralized filing area where all files are kept and maintained? Do you have a duty of confidentiality to your clients?

1:30-2:20	Management	Mr. Darren Osborne <b>Sponsored by VHMA</b>	Effective Promotion Comes From Within	How many clients come to you from advertising? What is the cost benefit of advertising? The most cost effective way to promote yourself is also the easiest.
2:30-3:20	Management	Dr. Charlotte LaCroix	Informed Consents....Boring Until You Get Sued?	This presentation provides an overview of the use of consent forms in veterinary practices. This entails an explanation of 1) the different types of authorizations; 2) the reasons for requiring consents; 3) the components of legally enforceable consents;
2:30-3:20	Management	Mr. Darren Osborne <b>Sponsored by VHMA</b>	How Increasing Production Affects the Bottom Line and the Value of the Practice.	Many practices underperform because their production does not match their facility, their staff, or their style. Find out how to determine your most appropriate level of production and how decreasing production can sometimes improve your bottom line. Som
3:30-4:20	Management	Dr. Charlotte LaCroix	Am I Practicing Within the Standard of Care? Who Decides?	With the recognition that pets are important to their owners will come increased accountability for medical mistakes. This presentation gives a brief overview of what it takes to have a case of malpractice against a veterinarian, followed by an interact
3:30-4:20	Management	Mr. Darren Osborne <b>Sponsored by VHMA</b>	How increasing Prices affects your bottom line	Small price changes in your practice can make a huge impact on your income. Raising your fees too much is bad but not raising them enough is worse. Find out how to determine the appropriate prices for your practice.