

Seminar & Webinar Catalog



Communication Solutions for Veterinarians has provided continuing education for veterinary professionals for more than 10 years. We train veterinarians and practice teams on the latest in client service, compliance, revenue growth, hospital management, communication skills, personnel development, and marketing. Our practical concepts are easy to implement even in the busiest practice environments. Interactive, high-energy sessions deliver ideas that teams can put into practice immediately following training.

Communication Solutions for Veterinarians is an American Association of Veterinary State Boards of Registry of Approved Continuing Education Provider. The following programs were reviewed and approved by the AAVSB RACE program for continuing education:

Topic	CE Credits
Bark Back at the Economy	2 hours
Compliance Summit: How You Can Dramatically Improve Compliance	7 hours
Creating Standards of Care for Your Practice	2 hours
Easy Ways to Increase Your ACT	2 hours
Effective Inventory Management	2 hours
Fix the Compliance Leaks in Your Practice	2 hours
How to Say It: Talking With Clients About Wellness Care	2 hours



If your organization wants CE credit for additional topics, just let us know and we can submit an application for approval. RACE continuing-education application fees will apply. Please contact AAVSB at race@aaavsb.org should you have any comments regarding programs' validity or relevancy to the veterinary profession. Communication Solutions for Veterinarians is provider #419. Participants should be aware that some state boards have limits on the number of hours accepted in certain categories and/or restrictions on certain methods of delivery of continuing education.

Communication Solutions for Veterinarians' seminar catalog is organized by subject. Each seminar description includes the length and target audience so you can mix and match sessions to fit your needs. We offer webinars in addition to live seminars.

Each year, Wendy S. Myers trains thousands of veterinarians and staff members. An overwhelming 70% of audiences rated her presentations as "Exceeded Expectations" in 2009.

- ✓ "The information was state-of-the-art and up-to-the-minute, current and relative. Your marketing strategies topic was extremely relative in today's economic climate." Dr. Rod Winchester, Julington Creek Animal Hospital, Jacksonville, FL
- ✓ "A must. Gotta hear her! Wendy is great with staff members. They loved her presentations and implemented her ideas!" Dr. T. Wodiske, Family VetCare with three locations in Phoenix, AZ

- ✓ “Our staff learned so many new ways to provide excellent service.” Robyn Fuller, practice manager, Cobbs Ford Pet Health Center, Prattville, AL

Meet Your Speaker



Wendy S. Myers owns Communication Solutions for Veterinarians in Denver, Colorado. Her consulting firm helps practice owners and teams improve compliance, client service and hospital management. Communication Solutions for Veterinarians has provided mystery phone shopper training for more than 2,600 receptionists nationwide to help veterinary hospitals gain new clients and deliver exceptional service.

Wendy is the author of four books, *How to Conduct Effective Reminder Calls & Callbacks*, *The Veterinary Practice Management Resource Book & CD*, *Your High-Performance Practice: Building Stronger Client Relationships Through Superior Pet Care*, and *Phone Shopper Flash Cards*.

Wendy has produced five videos, including:

- “Twice-a-Year Wellness Exams & Vaccination Solutions: An Educational Program for Practitioners & Staff” (Fort Dodge Animal Health, 2005)
- “Excelling at Client Service & Conflict Resolution,” a three-video series (Pfizer Animal Health, 2004-2006)
- “Protecting Pets, Protecting People: Your Resource Guide to the Prevention of Zoonotic Disease” (Merial, 2002)

Wendy is a partner in Animal Hospital Specialty Center (www.ahscvets.com), a 12-doctor, 17,000-square-foot referral hospital in Highlands Ranch, Colorado. Serving Denver for more than 40 years, the AAHA-accredited hospital offers internal medicine, surgery, oncology, acupuncture, and emergency care to Colorado’s best friends 24 hours, 365 days a year.

For five years, Wendy served as editor in chief of *Veterinary Economics*, an award-winning monthly business magazine for veterinarians. She has published articles in *AAHA Trends*, *Veterinary Economics*, *Veterinary Practice News*, *Veterinary Forum*, *Exceptional Veterinary Team*, and *The Team*. Wendy has taught marketing communications in the master’s degree program at Colorado State University. She is a past national president of the Society of Professional Journalists. You can subscribe to Communication Solutions for Veterinarians’ monthly e-newsletter at www.csvets.com.

To book Wendy for your event or to learn more, please contact us at:

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Compliance Strategies

1. **NEW!** Compliance Summit: How You Can Dramatically Improve Compliance (7 hours CE credit).....7 hours

This one-day compliance summit teaches veterinarians, managers, and teams how to maximize client compliance.

- Conducting a compliance audit and understanding industry benchmarks
- Setting standards of care that encourage compliance
- Coaching your team on how they can influence compliance
- Assessing client compliance in the exam room through medical records, tracking codes in veterinary software, and taking thorough patient histories
- Pricing strategies for wellness services and drugs
- Promoting 12 packs of preventatives and encouraging year-round dosing
- Strengthening your reminder and callback system for maximum compliance

Audience: Veterinarians, practice managers, all staff



2. **Fix the Compliance Leaks in Your Practice (2 hours CE credit)..... 2 hours**

- Ways to strengthen recommendations
- Increasing follow-up visits
- Tracking your compliance for benchmarking

Audience: Veterinarians, all staff

Speaker note: Makes a great keynote or dinner program.



3. **Creating Standards of Care for Your Practice (2 hours CE credit)2 hours**

- What medical areas to develop protocols in
- How to communicate your protocols to staff and clients
- Monitoring compliance for your standards of care

Audience: Veterinarians, all staff

Speaker note: Makes a great keynote or dinner program.



4. **NEW!** Capturing Compliance Opportunities at the Front Desk..... 1 hour

- Learn how to professionally promote wellness services
- Ways to increase follow-up visits
- Tips to rejuvenate client service

Audience: All staff

Speaker note: Great for staff meetings.

5. **NEW!** Get Team Members Involved in Improving Compliance1 hour

- Reviewing medical records for compliance gaps
- Echoing your protocols for prevention through every staff member
- Getting clients to say yes to optimal care

Audience: All staff

- 6. **NEW!** Show Value to Get Clients to Say “YES!”1 hour
 - Promoting the affordability of your services and products
 - In this economy, clients are more cautious about spending dollars but are willing to do so if you communicate the value of your care
 - Presenting treatment plans, lab test results, and invoices

Audience: All staff

Speaker note: Great for staff meetings.

- 7. **NEW!** Taming the Internet Pharmacy Monster1 hour
 - Rescuing lost revenue and winning back clients
 - Setting up your own online pharmacy
 - Creating safeguards that protect clients who request prescriptions

Audience: Veterinarians, practice managers, inventory managers

- 8. **NEW!** Are Single Doses Killing Your Compliance?1 hour
 - Why you shouldn't sell single doses
 - How to boost sales of packs
 - Measuring your preventative compliance and potential growth

Audience: All staff

Speaker note: Makes a great dinner program or staff meeting.

- 9. **NEW!** Improving Compliance for Medical Progress Exams1 hour
 - Scheduling follow-up visits at checkout
 - Engaging callbacks for ear, skin, and chronic conditions
 - Getting compliance for procedures that were recommended but not scheduled

Audience: Veterinarians, all staff

Thriving in Today's Economy



- 10. **NEW!** Bark Back at the Economy (2 hours CE credit)2 hours
 - Is your revenue up, down, or flat?
 - Discover industry benchmarks and economic trends
 - Learn 7 strategies to take a proactive approach in a tight economy and watch your business grow!

Audience: Practice owners, veterinarians, practice managers

Speaker note: Makes a great keynote or dinner program.



- 11. **NEW!** Effective Inventory Management (2 hours CE credit)2 hours
 - Consolidating drugs
 - Managing reorder points
 - Competing with internet pharmacies

Audience: Veterinarians, managers, technicians

Speaker note: Makes a great keynote or dinner program.



12. **Easy Ways to Increase Your ACT (2 hours CE credit)..... 2 hours**

- Benchmarking your average charge per transaction
- Identifying missed opportunities
- Discovering strategies guaranteed to boost your bottom line

Audience: Practice owners, veterinarians, managers

Speaker note: Makes a great keynote or dinner program.

13. **NEW! Thrive: Selling Clients the Value of Prevention.....1 hour**

- Converting clients from 6 to 12 month dosing through pricing strategies and rebates
- Teaching clients about the value of prevention compared to the cost of diagnosis and treatment
- Explaining the importance of wellness services in today's trickier economy

Audience: All staff



14. **NEW! Deliver a Great Service Experience in a Down Economy..... 1 hour**

- Convincing cautious clients to accept the care that pets need
- Screening medical records for compliance opportunities
- Showing value for professional services and products

Audience: All staff

15. **NEW! Thrive: Rejuvenating Client Service to Keep Clients Coming Back.....1 hour**

- Consistently exceeding clients' expectations
- Discovering dozens of ideas to WOW! clients daily
- Tapping your creativity for educational displays in your lobby and exam rooms

Audience: All staff

16. **NEW! Thrive: Revving Up Your Reminder System.....1 hour**

- Giving your reminder system a tune-up to keep clients coming back
- Going beyond postcards to contact clients multiple times, multiple ways
- Using e-mail marketing for improved compliance

Audience: All staff

17. **NEW! Thrive: Is Business Slow? Call Your Clients!.....1 hour**

- Creating codes and callbacks for services that were recommended but not scheduled at checkout
- Getting patients to return for medical progress exams
- Setting up protocols and callbacks for pets on long-term drugs

Audience: All staff

18. **NEW! How Can I Compete With Low-Cost Clinics and \$4 Generics?1 hour**

- Distinguishing your practice on service—not price
- Tracking free exams for new clients and shelter discounts
- Prescribing veterinary-approved drugs instead of generics

Audience: Practice owners, associate veterinarians, practice managers, technicians

- 19. **NEW!** Professional Ways to Promote Products1 hour
 - Techniques that won't make you feel like a salesperson
 - Bundling products with procedures
 - Showcasing products in your lobby and exam rooms

Audience: All staff

- 20. **NEW!** Marketing Ideas From \$50 to \$5001 hour
 - Attracting new clients and retaining existing clients without coupons or gimmicks
 - Starting a referral program
 - Maximizing your internal promotions

Audience: Practice owners, managers



- 21. **NEW!** Thrive: Promoting Preventive Dentistry1 hour
 - Convincing clients to get a pet's professional dental cleaning now
 - Setting fee structures based on the grade of dental disease
 - Designing strategies for dental treatment plans, reminder codes and callbacks to get clients to take action

Audience: All staff

- 22. **NEW!** Keeping Flea Control in Your Practice1 hour
 - Competing with online pharmacies and discount retailers
 - Pricing strategies and rebates that make your fees attractive
 - Encouraging year-round flea control

Audience: All staff

- 23. **NEW!** Thrive: Avoiding Accounts Receivable Pitfalls1 hour
 - Offering payment methods and proactive financial policies so clients will pay now
 - Collecting deposits and helping financially strapped clients
 - Setting employee charge guidelines so staff don't get in over their heads

Audience: Practice managers, all staff

- 24. **NEW!** Thrive: Reversing the Decline of Feline Visits1 hour
 - Understanding why cat owners aren't visiting as often
 - Designing standards of care for feline patients
 - Engaging strategies that keep cat owners coming back every year

Audience: Veterinarians, all staff

- 25. **NEW!** Thrive: Developing Business Partnerships With Sales Reps1 hour
 - Taping CE programs to boost your team's knowledge
 - Sharing your sales and compliance figures so reps can help you grow
 - Gathering ideas for merchandising, compliance and networking with area clinics

Audience: Veterinarians, technicians, all staff

Communication Skills

26. **NEW!** 10 Ways to Connect With Callers.....1 hour
- Developing a bond through tone, phrases, and questions with a purpose
 - Using callers' and pets' names in every conversation
 - Promoting your services to phone shoppers and clients

Audience: Receptionists



27. **Have Clients at Hello: Core Phone Skills** 1 hour
- Delivering great greetings and upbeat attitudes
 - Juggling multiple lines and hold etiquette
 - Making appointment and surgery confirmation calls

Audience: Receptionists

28. **Have Clients at Hello: Advanced Phone Skills** 1 hour
- Taking messages and managing voicemail
 - Making follow-up and reminder calls
 - Handling emergencies and difficult callers

Audience: Receptionists

29. **NEW!** Have Receptionists Speak With Confidence1 hour
- Refreshing phone skills to deliver 5-star service daily
 - Confirming appointments and surgeries to improve compliance
 - Politely wrapping up conversations with chatty clients

Audience: Receptionists

30. **NEW!** New Ways to Communicate With Clients.....1 hour
- Setting up a phone room where calls are answered away from the front desk
 - Managing prescription refill requests
 - Using e-mail and your website to improve client communication and efficiency

Audience: All staff

31. **NEW!** Phrases to Banish in Client Communication.....1 hour
- Sounding professional and confident in client conversations
 - Giving common phrases a word makeover
 - Watching your tone and speed to more effectively communicate

Audience: All staff

32. **NEW!** Capturing Phone Shoppers in Today's Economy1 hour
- Learning powerful scripts that hook callers every time
 - Sharing your standards of care with a warm, caring attitude
 - Asking questions to personalize calls and gain new clients

Audience: Receptionists

33. **NEW!** Missed Opportunities Over the Phone1 hour
- Giving medical advice instead of getting appointments
 - Quoting prices without showing value
 - Failing to ask phone shoppers for appointments

Audience: Receptionists

- 34. **NEW!** **Creating Great First Impressions**.....1 hour
 - Creating a memorable veterinary visit from check-in to checkout
 - Preparing new clients for a welcoming first appointment
 - Providing service touches throughout the visit

Audience: All staff

- 35. **NEW!** **Graduating From Receptionist to Client Care Coordinator**.....1 hour
 - Inspiring the front-office team to achieve 5-star service daily
 - Discover training resources that will instill confidence and commitment in your team
 - Tasks that elevate compliance and the critical role of front-office staff

Audience: Receptionists, office managers

- 36. **NEW!** **Using Body Language in Client Conversations**1 hour
 - Getting off to a great start
 - Understanding body language in the exam room
 - Presenting treatment plans and invoices

Audience: All staff



- 37. **NEW!** **How to Leverage E-mail Communication With Clients** 1 hour

- Saving money in today's economy with e-mails
- Collecting clients' e-mails daily
- Tracking e-mail response rates
- Confirming client appointments and sending new clients to your website to complete paperwork in advance
- Sending negative heartworm and intestinal parasite test results by e-mail to show value for your professional services

Audience: Practice managers, all staff

- 38. **NEW!** **Give Your Reminder System a Makeover in Today's Economy**1 hour
 - Selecting which services and products to remind
 - Reminding clients multiple times, multiple ways with postcards, e-mails, and phone calls
 - Sending reminders weekly can make you more productive
 - Using e-mail for surgery and appointment confirmations, medication monitoring, monthly preventative dosing, and more

Audience: Practice managers, all staff

- 39. **NEW!** **Explaining Medical Terminology**.....1 hour
 - Describing vaccines and heartworm and intestinal parasite testing in easy-to-accept terms
 - Promoting preanesthetic testing and surgical protocols
 - Giving word makeovers to medical terms that clients may not understand

Audience: All staff

- 40. **NEW!** **Explaining Finances With Confidence**1 hour
 - Presenting treatment plans to gain compliance
 - Offering payment choices that don't put your practice at risk in today's economy
 - Collecting deposits for emergencies and special cases

Audience: All staff



41. How to Say It: Talking With Clients About Wellness Care **2 hours**
(2 hours CE credit)

- Communicating the importance of wellness diagnostics
- Explaining preventatives and encouraging compliance
- Presenting puppy/kitten topics and treatment plans

Audience: All staff

42. How to Say It: Talking With Clients About Money **1 hour**

- How to overcome, “It’s how much?”
- What to do when clients get upset about the bill
- Proactive financial policies so clients gladly pay!

Audience: All staff



43. How to Say It: Talking With Clients About Sticky Subjects **1 hour**

- Dealing with angry clients
- Talking about a pet’s weight when the client is fat
- Handling concerns about the bill

Audience: All staff

44. How to Say It: Talking With Clients About Dentistry **1 hour**

- Emphasizing the medical benefits and immediate need of dentistry
- Presenting the dental treatment plan
- Using visual aids to help clients understand this medical procedure

Audience: All staff

45. How to Say It: Talking With Clients About Surgery **1 hour**

- Presenting the treatment plan to show value
- Explaining preanesthetic testing and anesthetic safety
- Discharging patients so clients understand home-care instructions

Audience: All staff



46. How to Say It: Making Effective Reminder Calls & Callbacks **1 hour**

- Understanding the reminder cycle and need for follow-up calls
- Learning scripts for reminder calls and callbacks
- Adding callbacks to watch your compliance and revenue soar

Audience: All staff

47. How to Say It: Talking With Phone Shoppers **1 hour**

- Giving a great greeting and connecting with callers
- Asking questions to determine needs
- Promoting your practice so you win new clients

Audience: Receptionists, all staff

Client Service

48. Service Touches for a Wildly Successful Practice 1 hour

- Identifying what would impress clients about your practice
- Going from “ho-hum” to *WOW!* service
- Simple ideas to drastically improve your client service

Audience: All staff

49. Ways to *WOW!* Your Clients With Exceptional Service 1 ½ hours

- Understanding the true cost of bad service
- Exceeding client expectations through superior service
- *WOW!* ideas you can implement today

Audience: All staff



50. Secrets of *WOW!* Service for Receptionists 1 hour

- Why you need to deliver exceptional service
- Taking pride in your role and responsibilities as a receptionist
- Examples of *WOW!* service you can provide daily

Audience: Receptionists

51. Secrets of *WOW!* Service for Technicians 1 hour

- Opening client appointments with insightful questions
- Effective communication during admission and discharge appointments
- Following up for good patient care and *WOW!* client service

Audience: Technicians

52. Secrets of *WOW!* Service for Boarding & Grooming Staff 1 hour

- Upgrading your boarding offerings
- Providing boarding and grooming report cards
- Encouraging referrals and promoting ancillary services

Audience: Boarding and grooming staff

53. Secrets of *WOW!* Service for Managers 1 hour

- Conducting client satisfaction surveys and mystery shopping
- Training your team for client service
- Rewarding exceptional service every day

Audience: Practice managers, team leaders

54. Secrets of *WOW!* Service for Veterinarians 1 hour

- Providing exam report cards
- Improving callbacks and follow up on cases
- Leveraging your team for *WOW!* service every visit

Audience: Veterinarians

55. How to Project a Confident, Professional Image 1 ½ hours

- Creating a powerful first impression
- Making clients feel welcome every time the door swings
- Polishing your image with uniforms, nametags, and standards of appearance

Audience: All staff

56. Calming Angry & Upset Clients1 hour

- Six steps to fix difficult situations
- Win-win solutions to help clients maintain confidence in your hospital
- Sample scripts and case studies

Audience: All staff



57. Turning Negative Words into Positive Experiences 1 hour

- Interpreting body language and subtle signals
- Using effective language in the heat of confrontations
- Sample scripts and case studies

Audience: All staff

58. Reclaim Control of Your Appointment Book..... 1 hour

- Choosing the right appointment length based on the reason for the visit
- Scheduling methods to keep doctors on time
- Managing emergencies and walk-ins

Audience: Receptionists

59. How to Keep Doctors on Time.....1 hour

- Understanding clients' expectations, preferred appointment times and average waits
- Tracking your client wait times for benchmarking
- 10 strategies to keep doctors on time

Audience: All staff

60. The Team's Role in Client Education1 hour

- Advice on how to promote dentistry, pain management, parasite prevention, and nutrition
- Ways to reinforce compliance
- How to present the invoice to show value and prevent complaints

Audience: All staff

61. The Team's Role in Promoting Dentistry1 hour

- Teaching clients about preventive care
- Scheduling dental procedures
- Creating effective reminders and callbacks for dentistry

Audience: All staff

62. The Team's Role in Promoting Pain Management1 hour

- Educating clients about your pain protocols
- Effectively using brochures, posters, and teaching tools
- Presenting consent forms and increasing acceptance of pain management

Audience: All staff

- 63. The Team's Role in Promoting Parasite Prevention1 hour**
- Creating effective retail displays
 - Ways to reinforce compliance
 - Understanding and echoing your hospital's protocols for parasite prevention and testing
- Audience: All staff

- 64. The Team's Role in Promoting Nutrition1 hour**
- Maximizing your retail space for nutrition
 - Learning ways to teach clients about nutrition
 - Improving your knowledge of maintenance and therapeutic diets
- Audience: All staff

Practice Management

- 65. Motivating a 5-Star Team1 hour**
- Banishing "That's not my job" attitudes
 - Getting employees to take initiative
 - Challenging your team to provide 5-star service
- Audience: Practice managers

- 66. Solving the Front vs. Back Attack1 hour**
- Tips on dealing with gossip and personality conflicts
 - Teambuilding exercises you can use today
 - Ways to strengthen communication between front and back staff
- Audience: Practice managers, team leaders, veterinarians

- 67. Train the Practice Manager You Want1 hour**
- Understanding common hiring mistakes and how to avoid them
 - Defining the role of a practice manager
 - Setting up a training process that gets results
- Audience: Practice owners, managers



- 68. The Best Way to Train a New Receptionist 1 hour**
- Creating a roadmap and training plan for success
 - Assigning a mentor
 - Providing training resources
- Audience: Veterinarians, practice managers, team leaders

- 69. Creating Training Plans for Your Team1 hour**
- How to conduct a training survey and create a master plan
 - Where you can find free and low-cost training
 - Advice on CE allowances and policies
- Audience: Veterinarians, practice managers, team leaders

- ☐ **70. Using Staff in the Exam Room1 hour**
 - Improving client compliance and timeliness of exams
 - Developing staff members' tasks for exams
 - Organizing client flow for better service

Audience: All staff



- ☐ **71. Best Practices: Staff & Department Meetings1 hour**
 - Tips on planning meetings that get positive outcomes
 - Sample agendas
 - Sources of continuing education for in-clinic meetings

Audience: Veterinarians, practice managers, team leaders

- ☐ **72. What You Need to Know About Reviews, Salaries & Policies1 hour**
 - Developing a personnel manual
 - Setting policies for vacation, veterinary care allowances, staff charges, CE, and more
 - Conducting timely and productive reviews

Audience: Practice managers, team leaders, veterinarians

- ☐ **73. The Best Marketing Programs for Veterinary Hospitals1 hour**
 - How much and where you should spend marketing dollars
 - 10 proven ways to attract new clients
 - Tracking results and return on investment

Audience: Practice managers, team leaders, veterinarians

- ☐ **74. Referral Programs That Get Results1 hour**
 - Referrals are your No. 1 source of new clients
 - Learn why discounts, credits on accounts, and coupons don't work
 - Try these creative, affordable referral programs

Audience: Veterinarians and practice managers

Medical Best Practices

- ☐ **75. Bring *WOW!* to Your Wellness Exams 1 ½ hours**
 - Creating the components of *WOW!* wellness exams
 - Teaching clients the value of prevention
 - Leveraging staff for client education and follow up

Audience: All staff

- ☐ **76. Best Practices: Exam Communication 1 ½ hours**
 - Controlling interruptions of cell phones, kids, and pets
 - "Selling" the benefits of your recommendations
 - Teaching techniques to improve compliance

Audience: All staff

- 77. Take Command of the Exam Room, Part 1.....1 hour**
 - Projecting a confident image
 - Interpreting and using body language to your benefit
 - Phrasing your recommendations to get a YES! response

Audience: All staff

- 78. Take Command of the Exam Room, Part 2.....1 hour**
 - Teaching tools and techniques
 - Presenting estimates as treatment plans
 - Following up to make sure what gets recommended gets scheduled

Audience: All staff

- 79. Implementing Twice-a-Year Wellness Exams 1 ½ hours**
 - Establishing standards of care for wellness
 - Explaining the change to clients
 - Adapting your reminder system for compliance

Audience: All staff

- 80. Make Feline Visits Roar!1 hour**
 - Reversing the trend of declining feline patient visits
 - Showing value for frequent wellness visits
 - Overcoming obstacles that harm compliance

Audience: All staff



- 81. Best Practices: Senior Care Programs..... 1 hour**
 - How to set senior care protocols
 - Involving your entire team in delivering senior care
 - Client education tools and techniques to increase compliance for senior screens, arthritis awareness, and other senior conditions

Audience: All staff

- 82. NEW! Creating an Arthritis Awareness Program 1 hour**
 - Assessing pain in the exam room
 - Taking multiple approaches to managing arthritis
 - Making arthritis a cornerstone of senior care

Audience: Veterinarians, all staff

- 83. Stop the Hurt: Develop a Pain-Management Protocol.....1 hour**
 - Creating a no-pain protocol
 - Doing pain scoring
 - Every team members' role in client education and patient care

Audience: Veterinarians, all staff

- 84. Boost Year-Round Protection from Fleas and Ticks 1 hour**
 - Why pets need non-stop, year-round protection
 - Involving staff in monitoring client compliance
 - Incorporating diagnostics into wellness exams

Audience: All staff



- 85. Grow Dentistry to 5% of Revenue 1 hour**
 - 10 proven strategies for building your dentistry business
 - Improving your recommendations and compliance
 - Getting clients to say “YES!” to repeat dentistry

Audience: All staff

- 86. Creating Awareness of Your Dental Services 1 hour**
 - Facts on client compliance for dental services
 - Client education techniques to get clients to say “YES!” to preventive dentistry
 - Examples of educational tools you can implement today

Audience: All staff

- 87. How to Promote Your Dental Services Year-Round 1 hour**
 - Tips on creating protocols for preventive dentistry
 - Why you should dump the dental month discount and charge fees based on the grade of dental disease
 - Strategies to increase repeat dentistry

Audience: All staff

- 88. Involving Your Team in Dentistry 1 hour**
 - What receptionists, veterinary assistants, and technicians can do to educate clients and deliver dental services
 - Advice on increasing staff knowledge and skills in dentistry
 - Ways to set dentistry goals and track your progress

Audience: All staff

- 89. Preventing Sloppy Medical Records 1 hour**
 - Establishing recording-keeping standards
 - Getting everyone involved in keeping thorough and accurate medical records
 - Coaching doctors and staff who keep sloppy records

Audience: Veterinarians, all staff