


Agenda



2016 FELINE
PRACTICE
MANAGEMENT
MEETING

Friday, March 4, 2016

- 7:00 - 7:30 am** **Breakfast** Sponsored by  **ROYAL CANIN**
- 7:30 - 8:20 am** **Key Trends in Veterinary Medicine: What You Need to Know to be Successful in the Future** Sponsored by  **Boehringer Ingelheim**
Dr. Karen E. Felsted, CPA, MS, DVM, CVPM, CVA
Revenue and pet visit growth continues to be anemic in many practices. According to a new pet owner study from the Partners for Healthy Pets, pet owners are even more concerned about cost and more comfortable stretching out veterinary visits than they were four years ago. There have been many changes in the veterinary profession and in pet owner expectations, especially concerning feline medicine and cat owners. Understanding these trends and identifying changes practices can make to be successful is critical going forward.
- 8:20 - 9:10 am** **Is your Practice Profitable?** Sponsored by  **Boehringer Ingelheim**
Dr. Karen E. Felsted, CPA, MS, DVM, CVPM, CVA
The gold standard measure of a practice's financial success is the operating profit margin. Unfortunately, the "bottom line" in an income statement or tax return almost never indicates the true profitability of a practice due to differences in tax strategies and accounting methodologies. Since this profitability drives the value of a practice and is essential to making good operating decisions, an analysis of true profitability is critical. Analysis of decisions is also a key factor to revisit after implementation.
- 9:10 - 9:30 am** **Coffee & Snack Break**
- 9:30 - 10:20 am** **Using your Feline Financial & Operating Metrics to Grow your Practice** Sponsored by  **Boehringer Ingelheim**
Dr. Karen E. Felsted, CPA, MS, DVM, CVPM, CVA
One of the oldest clichés is that you "can't manage what you can't measure." Counting the paperclips on a regular basis would be ridiculous but in this lecture, we will discuss the critical metrics every practice must review each month. Knowing your profit margin isn't enough, you also must understand what drives the profitability and how to review the success (or not) of programs implemented in your practice.
- 10:20 - 11:10 am** **Bringing More Cats into your Veterinary Practice** Sponsored by  **Boehringer Ingelheim**
Dr. Karen E. Felsted, CPA, MS, DVM, CVPM, CVA
Much of the growth potential in practice visits, revenue, and profits is related to an increase in cat visits. Cats have never liked visiting the veterinary practice and their owners have given up. What can you do to build a more cat-friendly practice, increase visits, and help owners help their cats?
- 11:10 - 11:25 am** **Pick my Brain Q&A** Sponsored by  **Boehringer Ingelheim**
Dr. Karen E. Felsted, CPA, MS, DVM, CVPM, CVA
Have another question for Karen? Now is your time to ask her!
- 11:25 - 4:30 pm** **Free Time**
- 4:30 - 4:40 pm** **Coffee Break**
- 4:40 - 5:30 pm** **Creating the Best Feline Veterinary Team** Sponsored by  **Boehringer Ingelheim**
Dr. Karen E. Felsted, CPA, MS, DVM, CVPM, CVA
Having the right team is number one on everyone's wish list and is critical to increasing the bond with clients. Creating an efficient, productive, and polished team starts with the interview process—80% of employee turnover is attributed to poor hiring. Of course, once you hire them, you need to keep them—losing an employee is an expensive experience. What can you do to retain valuable employees? Employees generally leave jobs because they don't get an opportunity to learn and grow or because they are managed poorly.
- 5:30 - 7:00 pm** **Reception on the Lake** Sponsored by  **Boehringer Ingelheim**

Saturday, March 5, 2016

7:00 - 7:30 am **Breakfast**

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7:30 - 8:20 am **Buying or Selling a Practice: What You Need to Know**

Dr. Karen E. Felsted, CPA, MS, DVM, CVPM, CVA

Buying or selling a veterinary practice can be difficult logistically, financially, and emotionally. The hardest part is often just knowing where to start. This seminar covers the entire process including identification of potential sellers or buyers, what you need to know about practice valuation, and more. Topics specific to feline-only practices or creating/developing a feline focus in a general practice will be included.

8:20 - 9:10 am **Using Discounts Effectively to Increase Revenue & Profits**

Dr. Karen E. Felsted, CPA, MS, DVM, CVPM, CVA

Discounts done well are an effective marketing strategy utilized by many successful businesses and a way of increasing both revenue and profits. However, the key is to design and use them effectively; in order to achieve the goals you set.

9:10 - 9:30 am **Coffee Break**

9:30 - 11:10 am **Feline Management Think-In Roundtable**

Dr. Karen E. Felsted, CPA, MS, DVM, CVPM, CVA; Mr. Eric Garcia

A short presentation, led by Dr. Karen Felsted and Eric Garcia, will cover three topics:

- Practice Profitability
- From a Cat's Perspective: Small Changes with Big Impact
- Marketing to Cat Owners

Attendees will use the presentation as a springboard for lively roundtable discussions where even more learning and sharing can continue. In order to make this session as engaging as possible, attendees will break into table groups where the topical areas above will be discussed. This will be a valuable and exciting venue to explore innovative strategies, share your experiences, and learn from your colleagues. A summary of ideas will be shared at the end of the session.

11:10 - 11:25 am **Coffee Break**

11:25 - 12:15 pm **Managing the Social Media Lion**

Mr. Eric Garcia

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In this session we will explore a social media management plan for veterinary practices that will help you organize your social media channels, develop content and a posting time line, and set goals. Learn how to make your practice known in the community by effectively using social media channels. Finally, we will review how you can use social media to engage cat owners, increase compliance, and generate revenue.

12:15 pm **Grab & Go Lunch & Free Time**

Hitting the slopes or enjoying some of Lake Tahoe's attractions? Lunch will include to-go containers in case you want to take it with you and get a jump start on your afternoon. You can also enjoy lunch in the ballroom and spend a little more time mingling with your colleagues.

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Sunday, March 6, 2016

7:30 - 8:00 am **Breakfast**

8:00 - 8:50 am **Communication in the Digital Age**
Mr. Eric Garcia

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Web technology has always been there to help us communicate with clients but we do not always use it to its full capacity. All generation of clients rely on web technology to communicate with others as a way of life. In this session we will learn how to properly communicate vital information to cat owners. By using your website, text messages, email, social media, and pet portals you can change the way you communicate with your clients and become an effective communicator.

8:50 - 9:40 am **Successful Feline Marketing Strategies**
Mr. Eric Garcia

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Become a marketing genius by learning how to implement the three elements of a successful marketing strategy: 1st) attract new clients and measure success, 2nd) measure client satisfaction and determine client-bonding rates, and 3rd) implement targeted marketing and communication campaigns to ensure clients keep coming back. Learn techniques on how to execute the ultimate marketing strategy in your practice. Feline case studies and examples will be provided.

9:40 - 9:55 am **Coffee Break**

9:55 - 10:45 am **Successful Feline Marketing Strategies (Continued)**
Mr. Eric Garcia

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10:45 - 11:35 am **Using Mobile Technology to Increase Compliance & Build Loyalty with Cat Owners**
Mr. Eric Garcia

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The average veterinarian will make a minimum of five recommendations to an owner in a 30-minute appointment. These recommendations do not often stick with cat owners due to a lack of understanding and the feeling of being overwhelmed. What can you do to increase compliance after making recommendations? Learn about new and exciting mobile digital tools to make your recommendations stick while building client loyalty. Items to be discussed: a app for pet owners that comes from your practice, tablets, YouTube videos, mobile texting, Pet Health Network 3D, and more!

11:35 - 11:50 am **Coffee Break**

11:50 - 12:40 pm **Developing a Reputation Management Strategy**
Mr. Eric Garcia

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It's frightening but true—although it takes years to build your reputation (both online and offline), it takes only moments for a negative online review to destroy it. Help happy feline clients spread their accolades for your practice through online reviews. Engage negative reviewers with honest, transparent, and timely responses and earn back respect and goodwill. In this session, discover how to develop a reputation management plan for your practice. It is time to navigate the world of online reviews!

12:40 - 1:00 pm **Pick my Brain Q&A**
Mr. Eric Garcia

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Have another question for Eric? Now is your time to ask him!

1:00 pm **Grab & Go Lunch & Conference Conclusion**

Hitting the slopes or have to get to the airport? Lunch will include to-go containers in case you want to bring it with you. You can also enjoy lunch in the ballroom and have a bit more time with your colleagues.