

VETERINARY
SPECIALISTS
IN PRIVATE
PRACTICE
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VSIPP

VETERINARY SPECIALISTS IN PRIVATE PRACTICE

CONTINUING EDUCATIONAL CONFERENCE JAN. 31 - FEB. 4, 2007 HYATT REGENCY RESORT & SPA AT GAINEY RANCH, SCOTTSDALE, AZ

A Continuing Educational Conference Exclusively for Veterinary Specialists.

CATERING TO:

- Practicing Veterinarians • Practice Owners • Practice Managers • Specialty Interns

PROFESSIONAL BENEFITS OF ATTENDING:

- Learn how to run a better, more efficient business • Strategic Planning • Practical Operating Advice • Business Models for Specialists • Using Technology • Marketing with DVM • Network and foster healthy relationships with other practice owners, managers, doctors and industry suppliers • Qualified for RACE-approved Continuing Education Certification*

AGENDA TO DATE

WEDNESDAY, JANUARY 31, 2007

- 1-6 pm Registration/Hospitality Desk Open
- 6:30-8 pm Welcome Reception, Sponsored by BICOM 2000

THURSDAY, FEBRUARY 1, 2007

- 7 am-1 pm Registration/Hospitality Desk Open
- 8-9:15 am Expo Open/Welcome Breakfast
- 9:15-10 am Keynote Speaker
- 10:15-11:15 am Specialty Issues/Round-tables
- 11:30-12:30 pm Specialty Issues
- 12:45-3:45 pm Marketing Workshop*
- 6-7 pm Cocktail Party
- 7-9 pm Award Dinner, Sponsored by Hill's

FRIDAY, FEBRUARY 2, 2007

- 7:30 am-2:30 pm Registration/Hospitality Desk Open
- 8-9:15 am Expo Open/Breakfast
- 9:15-10 am Morning Speaker/ AAHA/CareCredit Study
- 10:15-11:15 am Specialty Issues/Round-tables
- 11:30-12:30 pm Specialty Issues/Round-tables
- 12:45-1:40 pm Expo Open/Lunch
- 1:45-2:15 pm Keynote Speaker & Panel Discussion Sponsored by Pfizer
- 4-6 pm Architecture Workshop, Sponsored by BDA/CMP

SATURDAY, FEBRUARY 3, 2007

- 8:30 am-1 pm Registration/Hospitality Desk Open
- 9-10 am Expo Open/Continental Breakfast
- 10:15-11:15 am Specialty Issues/Round-tables
- 11:30-12:30 pm Specialty Issues
- 1:15-3:15 pm Human Resources 101*
- 1:15-3 pm Conference Wrap Up
- 7-10 pm Themed Party, Sponsored by Novartis

SUNDAY, FEBRUARY 4, 2007

Departure

*An additional charge of \$50. Workshop includes lunch. Limited space. Schedule subject to alterations.

SPEAKERS TO DATE

- DAVID NAYLOR, MBA/ EXECUTIVE VICE PRESIDENT OF LEARNING & DEVELOPMENT
2logical
- JEFF BARNES
Florida Veterinary Specialists
- AMANDA L. DONNELLY, DVM, MBA
ALD Veterinary Consulting
- JUDITH GASS, MARKETING DIRECTOR
CareCredit
- DWIGHT GAUDET, DVM, MA
Veterinary Surgical Associates
- JAN KOVACIC, DVM, DACVECC
Horizon Veterinary Services
- CHARLOTTE LACROIX, DVM, Esq.
Veterinary Business Advisors, Inc.
- SHAWN McVEY, CEO/ MA, MSW
Innovative Veterinary Management Solutions/Eye Care for Animals
- MONA ROSENBERG, DVM, DACVIM, ONCOLOGY
Veterinary Cancer Group
- SUE A. SCHMIDT, EA/DIRECTOR TAX & ACCOUNTING
Practice Management Consultant, Marsha L. Heinke, CPA, Inc.
- JON SHIROMA, DVM, MS, DACVR
MedVet Associates
- ROBERT STARKEY, DVM, DACVIM
MedVet Associates
- KAREN WEBSTER, COO/ MBA
Eye Care for Animals
- KATHY YERGER, CVPM
Animal Care Center of Sonoma County
- JAY ZIMMER, COO/ MBA, MA
New Southwest Veterinary Management Group, LLC
- REPRESENTATIVES OF THE AMERICAN COLLEGES OF VETERINARY SPECIALISTS

*Course meets the requirements of continuing education credit in jurisdictions which recognize AAVSB's RACE approval; however participants should be aware that some boards have limitations on the number of hours accepted in certain categories and/or restrictions of certain methods of delivery of continuing education.

SPONSORS TO DATE

PLATINUM



GOLD



SILVER



BRONZE



VSIPP 2007 CONFERENCE PROGRAM

KEYNOTE:

■ **THE BEST YOU CAN BE (SPEAKER: DAVID NAYLOR):** Overcome seemingly insurmountable obstacles and accomplish great things. This powerful talk has been specifically designed to impact organizational leaders and front-line employees.

TOPICS:

■ **THE 4 P'S OF MARKETING:** Your business vision - who do you want to be? 4 P's tie into your practice identity: Product (Who are we?), Place (How our Location Defines Us), Price (Discounter or Quality) and Promotion (Tactics). The goal is to give you an understanding of the basic needs for developing a marketing plan and the tools to communicate that plan.

■ **"FIRST THING'S FIRST":** The precursor to the 4 P's of marketing. The vision is what your practice would look like without any encumbrances. It's the one thing an owner must provide to the management team. The mission statement is what must happen in the next year or two to move you closer to your vision. Your core values determine the culture in which your team will work to achieve the mission and vision. If you implement the tools provided in this session, you will have created a foundation that lasts the lifetime of your practice.

■ **CORPORATE GOVERNANCE:** This session will look at the keys to thriving successfully under the same roof. Rarely do specialty practices fail due to lack of resources. Without a detailed plan for how you will execute and measure the success of your systems, every specialty practice runs the risk of imploding due to poor communication. Successful governance strategies are the key to avoiding this dilemma.

■ **"KEY OPERATING METRICS - WHAT YOU CAN MEASURE, YOU CAN MANAGE:"** This session will look at total quality management (TQM) and provide insight into those areas of your practice that need to be measured to ensure success.

■ **BASIC DISC FOR IMPROVING STAFFING:** Setting staff members up to win. Communication within the team and with clients. Understand your behavioral tendencies and develop an understanding of how your behavior affects others.

■ **CONFLICT AS A DOORWAY - NEW PERSPECTIVES ON CONFLICT AND NEGOTIATION:** One of the pitfalls of large group practice settings is the strain that proximity and numbers can put on interpersonal communication. This session looks at the growth opportunities inherent in resolution of conflict and challenges every member of the team to show up for the discussion.

■ **PROFIT-SHARING:** Various methods and creative ideas of recruiting, rewarding and retaining your key employees (i.e., deferred compensation, phantom equity or stock options, etc.).

■ **PARTNERSHIPS - WHAT TO CONSIDER BEFORE GETTING HITCHED (ADVANCED LEGAL TOPIC):** Becoming a co-owner of a veterinary practice is like getting married. It's important to agree on the principal terms governing the relationship before getting hitched. This presentation covers some of the basic issues prospective co-owners should explore before and during their business relationship.

ROUND-TABLES: All round-table discussions are facilitated by experts. These sessions ensure that all participants are able to share and gain insight from the group.

■ **EMPLOYEE SURVEYS:** Empower your staff to improve your practice.

■ **CLIENT/PATIENT MANAGEMENT IDEAS:** Hospital forms, templates and brochures. Get the most out of the tools your practice uses daily to communicate with clients.

■ **HOSPITAL ADMINISTRATOR:** How do I know when I need a hospital administrator? What are they supposed to do for my practice?

■ **MEDICAL CONSULTATION WITH RDVM - TO FEE OR NOT TO FEE? THAT IS THE QUESTION:** How much and when do I start charging for phone consults or hallway consults in a multispecialty practice?

■ **FINANCING IN A GROWING SPECIALTY PRACTICE:** Every stage of business growth poses new challenges. For many specialists, capital comes up when building projects are next on the growth agenda. Learn from others who have treaded water in the financial pools.

■ **DEVELOPING SUCCESSFUL GROWTH STRATEGIES FOR YOUR CLINIC:** Growth happens? Is growth a byproduct of success or is growth a strategy that can be planned for?

■ **ASSOCIATE CONTRACTS:** Come prepared, contracts in hand, to discuss what works and doesn't work with Associate Doctor Contracts.

■ **TRAINING/DEVELOPMENT PROGRAM OPTIONS:** Share your experiences and resources of excellent training and staff development programs. What current opportunities for training provide the most bang for the buck for specialists and their teams?

■ **KEEPING THE RDVM HAPPY:** Learn from others' successes. How do you impact and support the rDVMs in your market?

WORKSHOPS:

■ **MARKETING WORKSHOP - DEVELOP & IMPLEMENT A MARKETING PLAN:** This interactive workshop teaches participants how to use a systematic, knowledge-based approach to marketing specialty practices. This seminar will provide you with new material and templates to take home to your practice. Learn from the best!

■ **HUMAN RESOURCES 101:** This workshop is provided by the dynamic Karen Webster, who spent 20 years with one of the largest credit unions in the country as its COO and VP of human resources before joining Eye Care for Animals. This workshop will examine the do's and don'ts of human resources and assist you with determining what your HR needs are in your practice.

■ **ARCHITECTURE WORKSHOP:** Challenges and expectations in embarking on a building project. Learn from one of the foremost veterinary architects in the country about how to maximize building space, minimize cost and wow your clients!

INDUSTRY PRESENTATION

■ **TAKING YOUR PRACTICE HIGHER: 2007 AAHA/CARECREDIT SPECIALTY AND REFERRAL BENCHMARKS:** Top line results from the continued study of specialty and referral practices and their team members. Based on a revised and more extensive survey, we'll provide information about compensation of veterinarians and staff, financial and productivity data for practices, business practices for specialty practices, and more

Cut here and mail this form with payment to: GPS Productions, 609 E Oregon Ave., Ste 100, Phoenix AZ 85012 or Fax registration form to (602) 265-7771

REGISTRATION

VSIPP 2007

CONTINUING EDUCATIONAL CONFERENCE

HYATT REGENCY SCOTTSDALE JAN. 31 - FEB. 4, 2007

For hotel reservations please call 1-888-421-1442

ATTENDEE INFORMATION (*required):

*Specialty Service Provided: _____

*Suffix: Mr. Mrs. Ms. Dr. Credentials _____

*First Name: _____

*Last Name: _____

*Company: _____

*Title: _____

(the above information will be used on your conference name tag)

*Address: _____

*City: _____ *State: _____ *Zip: _____

*Country: _____

*Company Phone: _____

*Company Fax: _____

*Cell Phone: _____

Home Phone: _____

E-mail: _____

EMERGENCY CONTACT

Name: _____

Phone: _____

Relation: _____

GUEST/SIGNIFICANT OTHER INFORMATION (if applicable)

*Name: _____

DO YOU REQUIRE ANY SPECIFIC AIDS OR SERVICES?

Explain: _____

PAYMENT INFORMATION: (Payment must be included)

Check (payable to VSIPP) AMEX MC VISA

Name _____

(as it appears on credit card)

Billing address _____

Credit Card # _____

Exp. date _____

REGISTRATION FEE:

\$695.00: PRIMARY CONFERENCE REGISTRATION

Fee includes admission to all educational seminars, discussion and forums. All food and beverage functions indicated on Conference Agenda are also included.

\$415.00: GUEST/SIGNIFICANT OTHER REGISTRATION

Limited to individuals not involved in industry. Fee only includes food and beverage functions indicated on Conference Agenda.

\$50.00: MARKETING WORKSHOP

\$50.00: HR 101 WORKSHOP

Registrations are valid only if received with full payment.

Cancellations are non-refundable after January 1, 2007.

Official conference badge is required for admittance to all conference activities.

602.265.7778

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