

SEMVMA 2017 Business Management Seminar

Featuring Ernie Ward, DVM

Presented by:



WHEN:

Wed., April 26, 2017
9 am to 5 pm
8:30 am sign-in and
continental breakfast

WHERE:

Management Education
Center
811 W. Square Lake Rd.
Troy, MI
(248) 879-2456
www.mectroy.com

SCHEDULE:

Innovating the First Year: The 9-month Pet Visit

The first year of life for a pet and pet owner are arguably the most important. Healthy habits, immunizations and preventive care, and training occur within those first 12 to 18 months. The problem is veterinarians have been left out of the majority of this critical developmental period. After spay and neuter, we typically don't see our pet patients again until 16 to 18 months of age. This creates an advice void that is increasingly filled by providers outside the veterinary profession. Dr. Ernie Ward has a solution to this dilemma: the 9-month visit.

Maximizing Your Communication: How We Say It Matters - Parts 1 and 2

These lectures will review how conversational style directs what clients retain and perceive as the most important 'take away' points from a veterinarian's recommendations. Research proves that your conversational or communication style can undermine your medical message and treatment recommendations. In fact, one of the primary reasons for poor compliance is our inability to effectively communicate the importance of our recommendations to our clients. Further, poor communication styles can make you seem less competent, confident, and self-assured than you really are.

Five Physical Exam Hacks to Improve Diagnostic Accuracy & Communication Effectiveness

The physical exam is the foundation of veterinary medicine and is perhaps the most important service we provide. The physical examination is also becoming a lost art as high-tech replaces touch, feel, and talk. Dr. Ward reveals why the physical examination is more important than ever before and five hacks to improve and enhance your hospital's expertise and compliance.

Five Ways to make your Clinic Happier, Healthier & More Productive

We all know that maintaining an enthusiastic, energetic, healthy, and positive team is integral to practice success. So why do we have so many upset and tired staff members? Why do we witness staggering employee turnover and poor morale? Whether you're an owner, associate, manager or team member, you owe it to yourself to attend this session. Simple, inexpensive (free!), fun and effective tips and strategies for transforming your life and making your work environment a place that makes you healthy, a job you truly enjoy and a home where you can thrive.

REGISTRATION: \$200 for SEMVMA members & member practice staff, \$250 for non-members, *registration fee includes continental breakfast and lunch.* Registration deadline is Wednesday, April 12, 2017. Same day registration will be an additional \$25.

ADDITION INFORMATION:

For additional information call SEMVMA office, (248) 651-6332.

ABOUT THE SPEAKER:



Dr Ernie Ward is an internationally recognized veterinarian known for his work in the areas of general small animal practice, long-term medication monitoring, special needs of senior dogs and cats and pet obesity. He has authored three books, has been a frequent guest on numerous television programs and served as the resident veterinarian for the "Rachel Ray Show" for over seven years.

Dr Ward has authored and been featured in more than 100 practice management and medical journal articles. He was awarded the Speaker of the Year award for both the North American Veterinary Conference and Western Veterinary Conference and has spoken at every major North American veterinary conference as well as in Europe, South America, and China, and has been a guest lecturer at most US veterinary schools. He established the Association for Pet Obesity Prevention in 2005 and is a founding member of VetPartners and the International Veterinary Senior Care Society.

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Registration Form

Date: Wednesday, April 26, 2017

Location: Business Education Center, 811 W. Square Lake Rd., Troy, MI (www.mectroy.com).

Sign-in and continental breakfast start at 8:30 am. Seminar begins at 9 am. Registration fee includes continental breakfast and lunch. Early registration is strongly suggested as seating is limited to 80 attendees. Payment is required prior to attending seminar. Registration deadline is April 12, 2017.

Registration Fees:

___ SEMVMA members (& member practice staff) \$200

___ Non-Members \$250

___ Same day registration = additional \$25

Total Enclosed \$ _____

Attendee Information:

Name: _____

Address: _____

Phone: _____

Email Address (We will send out reminders): _____

Payment Information:

Visa/MasterCard: _____

Exp. Date: _____ 3 Digit Security Code: _____

Signature: _____

Make checks payable to SEMVMA, and send this form with payment to:

Southeastern Michigan Veterinary Medical Association
Attn: Barb Locriccho
P.O. Box 4030
Southfield, MI 48037
Phone - (248) 651-6332
Fax - (248) 651-6333