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EFOMV

Encontro de **F**ormação
da **O**rdem dos
Médicos **V**eterinários

RESUMOS | SUMMARIES

**Gestão Veterinária
| Veterinary Practice
Management**

Sala / Room 4



Resumos das palestras | Lecture's summaries



Encontro de Formação
da Ordem dos
Médicos Veterinários

14 de abril // sábado | 14th of April // saturday

Gestão Veterinária | Veterinary Practice Management // sala | room 4

09:30-10:20

Where does all my money go? Knowing how practice works financially / Alan Robinson 

This talk will show how practices can control and measure costs, determine a realistic veterinary professional fee based on their financial needs and then demonstrate the consequences of giving away or discounting their professional time and missed opportunities for practicing good veterinary medicine for the benefit of the client, the patient and the practice.

10:25-11:15

Save money and avoid client debt / Alan Robinson 

In the past years the European economy has seen unemployment rise and wages fall. What this means for your practice is that clients may not be in as strong a position to pay or they may not be in as much of a hurry to pay. Also, the psychological impact that the recession may be having on your front line staff who (even at the best of times) can struggle to feel justified in charging a 'reasonable' fee. In this we look at steps you can take to reduce practice debt and keep your cash flow healthy. The old medical adage that 'prevention is better than cure', certainly applies here.

11:45-12:35

How did you come up with that price? / Alan Robinson 

Vets' persistently fail to charge profitably for their professional time. This talk will show how practice owners can determine a realistic veterinary professional fee based on their financial needs and then demonstrate the consequences of giving away or discounting their professional time and missed opportunities for practicing good veterinary medicine for the benefit of the client, the patient and the practice.

12:40-13:30

Why change doesn't work / Alan Robinson 

Change happens all around us all the time. It is often us, the humans that struggle to change our thinking and mind-set to adjust to that change. Most change initiatives are based on flawed assumptions about how humans work and tend to apply a 'one-size-fits-all' approach to instigating and managing change. There are three important ingredients to the change formula that are in short supply in the veterinary world.

15:00-15:50

Where have all the Vets gone? Recruitment, retention and resilience - a question of identity / Alan Robinson 

The veterinary industry is transforming in terms of corporatization, competition, commoditisation, client compliance and public perception. These changes are accompanied by concerns about vets' mental well-being, new graduate support and preparedness and attrition from the profession. The symptoms are tangible and frightening in terms of poor business performance, human wastage and diminishing veterinary integrity. So where are all the vets?

15:55-16:45

How to motivate my team for success / Alan Robinson 

Motivating the team seems to be the most common and most difficult job of a practice manager. If it was easy we'd all be doing it but there are so many de-motivated and un-inspired people in practices it begs the question is motivation possible – can you motivate other people or is it actually an inside- out job. If so, what can the manager do to create an environment that at least allows internal motivation to shine through? The new science of motivation sheds some light on this strange phenomena.

17:35-18:25

Marketing Digital no CAMV / Enric Ferrer 

Muitos dos nossos clientes são nativos digitais, que puxam e contagiam a sociedade para a nova realidade digital. Mais não são todos iguais, tem diferentes interesses e temos de nos aproximar a eles de diferentes maneiras. Nesta palestra vamos conhecer 5 clientes-tipo, que nos vão ajudar a explicar 5 ferramentas de marketing digital que nenhum CAMV deveria ignorar.

