

ISVMA
Buyer Strategies for Success
August 16, 2017

REGISTRATION

Please photocopy if more than 1 attendee

Name of ATTENDEE as it will appear on name badge

Credentials—CVT, BS, VTS, etc. (when applicable)

Clinic

Address

City/State/Zip

Phone

Email address
(required for registration confirmation AND link to online conference notes)

Do you require a vegetarian meal?

YES NO CIRCLE YOUR REPLY

CONFERENCE NOTES

Online access to notes included with paid meeting registration \$ 0.00

**PLEASE TURN OVER AND
COMPLETE OPPOSITE SIDE OF FORM**

Speakers



Mark Howes, DVM, DACVR

Dr. Mark Howes is a second-generation veterinarian who was inspired to follow in his father's footsteps after watching his father help families in his hometown with their pets and livestock. He earned his DVM at Iowa State University, and was a general practitioner for 21 years, including 13 years as the owner of Berglund Animal Hospital in Evanston. His passion for ultrasonography led him to pursue specialization in diagnostic imaging. He completed a residency at the University of Illinois, and obtained Board Certification from the American College of Veterinary Radiology. Dr. Howes currently practices at the Veterinary Specialty Center in Buffalo Grove, Illinois.

Brain Patrick, DVM



After graduation in 1999 from UI, CVM, Dr. Patrick entered into mixed animal practice in Waterloo. Following this, he practiced small animal medicine and surgery for over 11 years in Collinsville where he moved from the role of Associate Veterinarian to Managing Veterinarian. Almost five years later, he joined Bayer as a Senior Technical Services Veterinarian. He has presented information on numerous clinical, product related and communications/practice management topics throughout the Midwest.



1121 Chatham Road
Springfield IL 62704

**Register online at
www.isvma.org**

Veterinary Technicians



**Veterinary Technicians and
Practice Personnel**

**Technicians Topics
Inside and Out**

Speakers:
Mark Howes, DVM, DACVR
Brian Patrick, DVM

August 16, 2017

5 hours
Continuing Education for
Veterinary Technicians and
Practice Staff

Heartland Community College
1550 W Raab Road
Workforce Development
Center, Room 1402
Bloomington, IL

PROGRAM SCHEDULE

9:30 - 10:00 a.m.

Registration

10:00 - 10:50 a.m.

Mark Howes, DVM, DACVR

Oh yeah, I remember someone, somewhere talking about that!

Radiology is a tool that gets used every day and is critical for the diagnosis of many diseases, both soft tissue and skeletal. Most cases can be evaluated with the standard views, but sometimes additional views can be used to see subtle images. This discussion will bring up concepts of positioning, contrast, artifacts and safety. Examples of cases from the real world will be used to demonstrate the flexibility of radiology to improve the efficiency to get to the diagnosis.

11:00 - 11:50 a.m.

Mark Howes, DVM, DACVR

4096 Shades of Gray

Sometimes the radiologist can't make the diagnosis based on radiographs alone (gasp!!). We are

PROGRAM SCHEDULE CONT'D

fortunate to have multiple modalities that can make up for the shortcomings of radiographs. Ultrasound is most commonly used for abdominal problems. Computed Tomography is an excellent tool to look at bones and soft tissues. Magnetic Resonance Imaging is outstanding to evaluate the soft tissues of the central nervous system. In this presentation, we will discuss when and why these modalities are needed to get to the bottom of the problem.

11:50 a. m.- 1:00 p.m.

Lunch
Sponsored by Merck

1:00 - 1:50 p.m. Brian Patrick, DVM

Building TRUST with Clients

This one hour interactive presentation focuses on establishing a bond between the veterinary team members and the client, with the understanding that clients who trust the veterinary staff are more willing to agree to the level of care that is in the best interest of their pet. Specific techniques including welcoming rituals, understanding nonverbal communication, how to take a history in a way that gets the most information; and, more will be discussed. Case examples and video segments will feature a "right vs. wrong" way to do things!

PROGRAM SCHEDULE CONT'D

2:00 - 2:50 p.m.

Brian Patrick, DVM

Making a Clear Recommendation

Ever get frustrated when a pet owner won't follow your recommendation? This one hour presentation focuses on techniques to hone recommendation skills to help get owners to "Yes!".

3:00 - 3:50 p.m.

Brian Patrick, DVM

Easy for You to Say

Every team struggles with dissention, conflict and even argument at times. This one hour interactive discussion focuses on a specific tool, DISH, that can help. Topics such as understanding the roles of power, the differences experience and age can make in a tense conversation, and specific steps to have difficult conversations in a mutually productive way will be discussed and practiced.

Sponsors



**ISVMA
Technician Topics**

REGISTRATION FEES\$ _____
 CVT (member).....\$ 50
 CVT (non-member)\$ 65
 Practice Personnel\$ 50

REGISTRATION FEES\$ _____
 For registrations rec'd after
 August 4, 2017\$ 10

Total Enclosed\$ _____

Payment

Send this form with payment to:

ISVMA
 1121 Chatham Road
 Springfield IL 62704

Submit payment by credit card by fax to 217.546.5633 or mail to address above.

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