

MANAGEMENT UPDATES:

FLOURISHING IN A HIGHLY
COMPETITIVE VETERINARY MARKET

MANAGING YOUR CLINIC'S ONLINE FOOTPRINT



MONDAY, AUGUST 26, 2019

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REGISTRATION

DEADLINE TO REGISTER
AUGUST 21

NAME _____

CREDENTIALS -
DVM, CVT, ETC. _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____

EMAIL ADDRESS REQUIRED FOR REGISTRATION CONFIRMATION AND LINK TO CONFERENCE NOTES

CONFERENCE REGISTRATION FEES

\$ _____

	HALF-DAY	FULL-DAY
DVM MEMBER	\$95.00 _____	\$180.00 _____
DVM NON-MEMBER	\$115.00 _____	\$200.00 _____
CVT MEMBER	\$75.00 _____	\$140.00 _____
CVT NON-MEMBER	\$ 95.00 _____	\$160.00 _____
PRACTICE PERSONNEL	\$ 75.00 _____	\$140.00 _____

DAILY ATTENDANCE Check day(s) of attendance. *LUNCH PROVIDED FOR FULL-DAY ATTENDEES*
_____ FULL DAY _____ AM ONLY _____ PM ONLY

PLEASE LIST ANY REQUESTS FOR PHYSICAL OR DIETARY ACCOMMODATIONS.

To remit by check, send this form with payment to:

ISVMA • 1121 Chatham Road • Springfield IL 62704

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*To submit payment by credit card, either fax this completed form to
217.546.5633 or mail it to the address above.*

Check One: MasterCard _____ VISA _____

Account # _____

Exp. Date _____ **Three Digit Code** _____

Cardholders Name _____

Signature _____

Billing Address _____

SCHEDULE OF EVENTS

MONDAY, AUGUST 26, 2019

REGISTRATION	9:00 AM - 9:30 AM
SESSION 1	9:30 AM - 10:20 AM
SESSION 2	10:20 AM - 11:10 AM
BREAK	11:10 AM - 11:20 AM
SESSION 3	11:20 AM - 12:10 PM
SESSION 4	12:10 PM - 1:00 PM
LUNCH	1:00 PM - 1:30 PM
SESSION 5	1:30 PM - 2:20 PM
SESSION 6	2:20 PM - 3:10 PM
BREAK	3:10 PM - 3:30 PM
SESSION 7	3:30 PM - 4:20 PM
SESSION 8	4:20 PM - 5:30 PM



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AUGUST 26, 2019



LEARN FROM THE EXPERTS

DR. OLGA VINOGRADOVA

Dr. Olga Vinogradova is a small animal practitioner in the Chicago suburbs. She also holds a degree in Computer Science. She feels uniquely suited to bringing these two worlds together by helping veterinarians navigate the small business digital landscape.



DAVID R. BENNETT, MBA OWNER, VETERINARY PRACTICE CONSULTING

David Bennett is Owner of Veterinary Practice Consulting, LLC. Prior to founding VPC, David spent over 30 years in health care management roles. He has held various consulting, management and leadership roles in the last 17 years in the veterinary profession. These roles have included practice manager of two veterinary practices, president of a veterinary consulting firm, and a regional manager for two corporations of veterinary practices. David's areas of expertise include operations and organizational leadership, staff development & management, strategic planning, budgeting and financial management, marketing & communications, and patient/client management services. He has authored articles for local veterinary associations and AAHA's *Trends Magazine*. He has also presented for AAHA, Wild West Veterinary Conference, Chicagoland Veterinary Conference, GVMA, and other veterinary forums on a variety of practice management topics. David earned an MBA from Indiana University and a BA in management and behavioral science from Lewis University in Illinois.



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SPEAKER DAVID R. BENNETT, MBA - AM SESSION

THE NEW NORMAL - FLOURISHING IN A HIGHLY COMPETITIVE MARKET - SESSION 1

There is a new set of conditions, challenges, opportunities, competition, distribution methods and consumer behaviors that will demand a whole new outlook and way of operating your veterinary practice. It's our "New Normal" in Veterinary Medicine! We will endeavor to dissect a few pieces of that "New Normal" and consider ways to leverage the opportunities that come with it.

THE NEW NORMAL - FLOURISHING IN A HIGHLY COMPETITIVE MARKET - SESSION 2

Competition for clients and growth is now more intense. In this session we zero in on the specific strategies to flourish and grow your practice, despite the gathering forces of competition. This session teaches you how to improve client perceptions of value, improve client compliance, improve client retention and increase new clients. We will cover some fundamental rules of marketing and help you understand the importance of unique value propositions.

THE NEW NORMAL – FLOURISHING IN A HIGHLY COMPETITIVE MARKET – SESSION 3

The most valuable asset you have at your fingertips is your team. But are you really preparing them for the day-to-day value transactions with your clients? And are they ready to communicate with a purpose and do they understand how to really gain and retain clients? This session will cover how to develop your team on a new level to enhance practice growth, using your mission to help them understand why you do what you do and how to communicate it to create real client bonding.

THE NEW NORMAL – FLOURISHING IN A HIGHLY COMPETITIVE MARKET – SESSION 4

Now that we understand the "New Normal" and what to do, it is time to flourish. This final session covers strategies for mapping out, measuring results and engaging your entire team with real time metrics, then how to utilize this information in productive meetings to ensure goals and outcomes are achieved.



SPEAKER DR. OLGA VINOGRADOVA - PM SESSION

MANAGING YOUR CLINIC'S ONLINE FOOTPRINT - LAY OF THE DIGITAL LAND - SESSION 5

We will go over how to get control of your identity and where to focus your time and efforts. Discussion will include website design, Google Business accounts, social media, and review aggregation sites. We will also touch on how to deal with online bullying and difficult reviews.

MANAGING YOUR CLINIC'S ONLINE FOOTPRINT - SET UP FOR ONLINE SUCCESS - SESSION 6

This session will focus on detailed instructions on how to set up Google Business, Google Analytics and Google Search Console accounts and how to use them. These platforms allow you to understand your audience and to better target online traffic to your website.

MANAGING YOUR CLINIC'S ONLINE FOOTPRINT - SEARCH ENGINE OPTIMIZATION - SESSION 7

Potential clients will only find your business online if your business shows up in the top search results. This session will go in-depth on how to improve your search rank and how to maintain it.

MANAGING YOUR CLINIC'S ONLINE FOOTPRINT - REACHING NEW CLIENTS - SESSION 8

In the final session, we will go over various marketing strategies including setting up ads on Google and other social media platforms. We will also discuss "organic" marketing strategies that will draw in clients while using minimal funds.