## **MANAGEMENT UPDATES:**

# FLOURISHING IN A HIGHLY COMPETITIVE VETERINARY MARKET

#### MANAGING YOUR CLINIC'S ONLINE FOOTPRINT





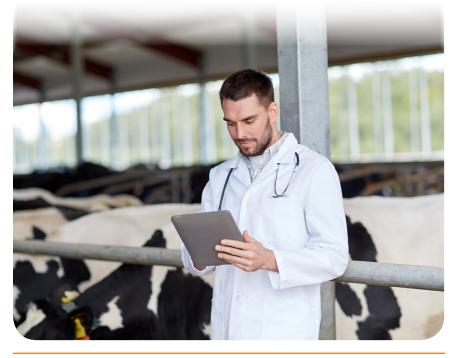
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**MONDAY, AUGUST 26 • KANKAKEE** 





## ISVIA VETERINARY MEDICAL ASSOCIATION

## **REGISTRATION**

## DEADLINE TO REGISTER AUGUST 21

NAME			CREDENTIALS -
			DVM, CVT, ETC.
ADDRESS			
CITY/STATE/ZIP			
PHONE			
EMAIL ADDRESS REQUIRED FO	OR REGISTRATION CO	ONFIRMATION AND LINK	TO CONFERENCE NOTE
CONFERENCE REGISTRA	ATION FEES	\$	
	HALF-DAY	<b>FULL-DAY</b>	
DVM MEMBER	\$95.00	\$180.00	
DVM NON-MEMBER			
CVT MEMBER	\$75.00	_ \$140.00	
CVT NON-MEMBER	\$ 95.00	\$160.00	
PRACTICE PERSONNEL  DAILY ATTENDANCE Chec			OR FULL-DAY ATTENDEE
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## 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



## **LEARN FROM THE EXPERTS**

#### DR. OLGA VINOGRADOVA

**Dr. Olga Vinogradova i**s 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.







#### 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

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



