

Overcoming Covid – Three Part Series
David R. Bennett, MBA
Founder, Veterinary Practice Consulting

As the world has battled the Covid 19 pandemic over the last year and a half, the veterinary profession has been through a turbulent time. Veterinary practices were deemed essential; therefore, we were blessed with the ability to stay open for business. But that meant drastic changes to everyday life, workflow, and much about what a normal day in a veterinary practice no longer felt the same. We moved our examination processes outside to a curbside process which affected so much, not only for clients but for our team members as well. And then significant increases in pet adoptions have led to increased volume and service demand. Couple that with more sick patients, some well visits put off months and an awful lot of team members leaving the profession for less stressful work and the reality is we have added to the mental health challenges our profession faces. Where do we go from here? How do we survive? This three-part series examines next steps as we navigate post Covid life within our practices.

Now that we understand how Covid impacted veterinary practices we must utilize what we have learned. The “curbside examination process” model we utilized taught valuable lessons, but are you utilizing that information to plan then execute what is next? This three-part session covers strategies for mapping out and documenting new exam processes going forward that set the stage for practice growth and profitability.

It is time to be more strategic and deliberate than we have ever been. Extreme challenges like we face today mean we can no longer continue to believe the same approaches to veterinary practice operations will suffice.

In this three-part series, we will introduce and deep dive into the six key elements of ***the Veterinary Management Operating System (VMOS)*** which are...

- *Strategy
- *Structure
- *Processes
- *Outcomes
- *People
- *Rewards

Designed ten years ago and implemented into hundreds of veterinary practices, this operating system provides the framework to prepare you and your practice team for the future by taking logical and



strategic steps to proactively manage every aspect of your veterinary business. Since Covid 19 has dramatically changed the profession, it seems logical to examine how to take control and lead the way into the future.

