

The latest news from your association for veterinary practice development



August E-Bulletin

PRESIDENTS MESSAGE

Greetings,

It is another month of sizzling hot days and not just because it's summer, but also because we have a sizzling hot Virtual Mid-Year Meeting coming up soon. In fact, VetPartners very first virtual meeting will make its debut next week on August 25-27.

Virtual Mid-Year Meeting Gems

The Pro-Tech Task Force (Pro-Tech) has done an amazing job on building an event full of interesting and FUN sessions with many diverse opportunities for member and sponsor engagement.

As our in-person Mid-Year meetings, virtual sessions will include our wildly popular Hot Rocks and panel discussions. In addition, we will also include break-out opportunities where our members will be able to connect one-on-one or in small groups. The sponsor and exhibitor space will also be very interactive and allow members to learn more about sponsor and exhibitor products and services.

The Pro-Tech team has also created brief and easy to follow videos to help presenters and attendees navigate the virtual meeting platform and ensuring an excellent experience.

You will not want to miss special events such as the Entrepreneur Pitch Competition and New Member Elevator Pitches as well as gamification activities where you have the opportunity to win amazing prizes.

The virtual meeting will also include some of our classic networking opportunities such as the CareCredit Social, and yes, the No-Lo Prophets will provide musical performances for your listening and dancing pleasure.

There are so many gems that can be found in this Virtual Mid-Year Meeting, that I trust you'll be enthusiastically waiting for the next one.

As always, as busy as you are, please remember to remain mindful of self-care and reach out to others as that will allow us all to do more of what we love both personally and professionally...
"For the good of the profession."

Stay well my friends!

Dr. Deb Stone
President, VetPartners



WELCOME NEW MEMBERS

Mira Johnson
JF Bell Group
www.cpasforveterinarians.com
mira@jfbellgroup.com

Carson Taylor
Vet Value LLC
www.vetvalue.pet
carson@vetvalue.pet

ASSOCIATION NEWS

2020 MID-YEAR MEETING - COMING SOON!

With its highly anticipated Hot Rocks presentations, timely panel discussions, and engaging networking opportunities, we know that many of you are looking forward to the VetPartners Mid-Year Meeting. Although we can't meet in person, we have designed an excellent and highly engaging virtual program that we know you'll enjoy. Get pumped!

Registered attendees will receive an email later this week, from no-reply@pathable.com, with instructions for how to sign in to the platform and start engaging and connecting with others. We encourage you to get familiar with the platform in advance, and plan your schedule for the three days of the conference so that you can participate live with us as much as possible.

[Click here to see all the program details!](#)

Haven't registered yet? There's still time. Don't miss out on the fun, the networking and the excellent CE education we have in store for attendees at the VetPartners Virtual Mid-Year Meeting. [Register today!](#)



WE NEED YOU!

VetPartners is a community of industry leaders who share concerns, ideas and solutions with one another. In these crazy times, it's more important than ever that we do so.

We encourage all members to share your knowledge and expertise. We have two opportunities for sharing:

1. Contribute an article for the **VetPartners Blog**. Articles should be 500-1000 words of original content. Submit your ideas or questions to [Sarah Rumble](#).
2. Develop and present a **Town Hall Brief**. These are 30-minute webinars that we run every other Friday at 1pm EDT. Submit your ideas and questions to [Elizabeth McArthur](#).



UPDATES FROM COMMITTEES & SIGs

Communications Committee

We started off this month's meeting grounding ourselves in why we exist. In case you were wondering, the purpose of the Communications Committee is to promote and increase awareness of VetPartners within the veterinary profession and the animal health industry. With that we launched into a discussion of the progress the DEI SIG is making including organizing, in partnership with the Program Committee, a though-provoking, eye-opening, game-changing DEI-focused panel discussion for the Mid-Year Meeting in August. We discussed ways we can help promote that session and all the great things happening at our upcoming meeting. Next we brainstormed more engagement ideas for not only the Mid-year Meeting but also periodic member get-togethers throughout the year. Based on the poll on our members-only Facebook page we've decided for now to keep our virtual community on Facebook versus moving to LinkedIn. Our blog articles and Today's Veterinary Business submissions have been stronger than ever thanks to Sarah Rumble's leadership and all of the excellent content providers. Stay tuned for a new social media offering coming in late August - the VetPartners Member Spotlight! And in closing - we're always looking for new CommComm members to add their creative juices to the mix. If you'd like to test the waters with us our next meeting is August 20 at 4:30pmET.

Ethics Committee

VetPartners Ethics Committee has no ethics news to share this month, but offers this quote for your consideration:

"Do the right thing. It will gratify some people and astonish the rest. Mark Twain."

Membership Committee

The membership Committee is looking for new members. If you are interested please reach out to [Stacy Pursell](#).

Opportunities Committee

The Opportunities Committee is looking for new members. If you are interested please reach out to [Stacy Pursell](#).

Valuation Council

At our August meeting, we discussed allocating value among separate business units (e.g. companion animal and equine) that operate under a single business entity. This is a thorny issue, complicated by the fact that many such practices do not segregate expenses. Topics for the September and October meetings will include RACE approved continuing education.

To become a member of the Valuation Council, you must be actively involved in a business related to veterinary valuations. There are two ways to become a member of the Valuation Council. Anyone with a current recognized valuation credential may join immediately as an Accredited Member. The second is to become a Provisional Member. Under provisional membership, you must be sponsored by a current Council member and receive a minimum of 36 hours of continuing education in valuation / appraisal-related topics each 36-months. Provisional membership lasts for 3 years, during which time the Provisional Member has no voting or sponsorship rights. If you are interested in becoming a member or attending one of the monthly calls as a guest, please contact any member of the Council.

MEMBER NEWS

Wendy Hauser and Joy Fuhrman will be presenting "It Takes More Than Money to Motivate Employees" at the virtual PSI Business Symposium, which will be live streamed from Denver, CO in September.

Wendy Hauser has created "Culture: Every Hospital Has One...How to Create the One You Want" for PSI. This three module course, available in October, is a facilitated learning event managed by their area managers.

Sarah Rumble won first place in the Florida Magazine Association's 2020 Charlie Awards, in the category of "best in-depth reporting," for her *Today's Veterinary Business* cover story, "[The Scourge of Discrimination.](#)" Sarah also authored the feature story "[A View From the Curb](#)" in the August/September issue of *Today's Veterinary Business*. It examines how pet owners and veterinary team members feel about curbside appointments.

Sam Razor of Hippo Manager is proud to announce a new integration with VCP, marking the first time that a complete wellness solution, payment management and analytic tools have been integrated into cloud-based software with a simple interface for veterinary practice users. [Read the media release.](#)

Mary Berg has a new 5-hour RACE approved on-demand course entitled "[The Basics of Veterinary Dentistry 101](#)" available now. Plans are in the works for a 201 course soon, and she will be having a textbook published in the next couple of months.

Congratulations to **Marshall Liger**, who earned the designation "SHRM-CP" from the Society for Human Resource Management.

Stacey Santi is excited to announce that Vet2Pet, the only customizable, all-in-one client engagement platform for veterinary practices, and Gravity Payments, a trusted name in credit card processing, have partnered to bring virtual payments to veterinary hospitals in the U.S.

FROM OUR PARTNERS

[April 2020's survey](#) explored the initial impact of COVID-19 on veterinary practices as well as the changes practices were making to cope with the pandemic. In [May's survey](#), some of the same questions were asked to measure the difference a month had made and also delved into some new topics. This month's survey explores some of the change's practices are seeing now, two months after the last survey, and about four months after the first impact of the pandemic was seen in veterinary practices.

Overall, the vast majority of practices responding report that both caseload and revenue are higher than usual for this time of year.

Read the full report, [VHMA July 2020 Insiders' Insight](#)



At Wells Fargo Practice Finance, we provide you with a team of experts who understand your unique situation and have expertise in the veterinary industry. Your dedicated team of healthcare consultants will work with you to gain a comprehensive understanding of your financial picture—both what it is today and what you'd like to achieve in the future.

Be sure to visit us at our virtual booth during the Vet Partners Meeting or [visit our website](#) and speak with one of our healthcare consultants.

Special exhibitor hours are:

- Tuesday August 25, 1:30-2:15
- Wednesday August 26, 3:10-3:50
- Thursday August 27, 1:30-2:15



THANKS TO OUR SPONSORS



This message was sent to you by VetPartners

If you no longer wish to receive these emails, you can [unsubscribe](#) at any time

P.O. Box 443, Ligonier, PA 15658

609-527-3010, {Organization_URL}