



VET ALLIANCE



Mark Opperman, CVPM

Tuesday September 19 2017

Four Points Calgary Airport
2875 Sunridge Way NE
CALGARY, AB

Owner and Manager Session – 5 pm – 6:30 pm

How to Capture Lost Income in Your Practice and Become Comfortable with Your Fee Schedule

Do you know that the average full-time veterinarian “gives away” \$64,050 in uncharged for services? These are actual services you provided, but did not receive any revenue for. This lecture will show you how to capture this revenue in your practice. Simple but effective techniques will be demonstrated and you will receive the tools necessary to incorporate the changes in your practice tomorrow. In addition, we will discuss a fee setting formula to help you and your team understand that the fees you charge are very reasonable for the quality of care and service you provide.

Dinner 6:30 – 7:15

Full Team Session – 7:15 – 8:45

Improving Client Compliance and Picking the “Low Hanging Fruit” in Your Practice

What’s the number one reason that clients fail to follow your recommendation? It’s not money, it’s that they didn’t know that a recommendation had been made. Learn how to use 5 fantastic ways to strengthen your recommendation, heighten the impact of education, improve compliance and enable the entire team to make your client’s visit to the practice an enjoyably educational experience. We will also explore some “low hanging fruit” in your practice and show you how to increase revenue and profitability without increasing your fees.

Complimentary to staff of Vet Alliance member clinics. First lecture is best suited for practice owners and practice managers. Your entire team will benefit from the second lecture.

Registration Fee for Non-Members of Vet Alliance is \$250.00 per person per lecture*

*Non-Members Contact Denise for registration details

Registration priority will be given to staff of Vet Alliance member clinics

Event Sponsored by:

