

The 2021 Trifecta:

How virtual care, brand messaging, and mastery of the bad review set you up right for the new year!



SUNDAY
MAY 16, 2021

*****DAY 1 OF 2*****

Speaker:

Dr. Jessica Vogelsang DVM, CVJ

Pain Free Virtual Care - Fact vs Fiction

In this lecture, we will explore the top objections practitioners have regarding telemedicine. Whether it's concern about the legality of remote VCPRs, the worry that telemedicine will reduce the standard of care, or feeling like clients won't want to pay for your time, we now know how tens of thousands of pets have been successfully managed with virtual care.

The Virtual Vet: A Step-By-Step Plan for Launching Telemedicine in Your Clinic

Telemedicine isn't a one-size-fits-all proposition. It's easy to get overwhelmed when trying to implement a new service. In this lecture, we'll go step by step through the implementation process, from selecting a provider to determining how the staff will participate in the workflow, to set both your staff and your patients up for success. Whether you're dipping your toes or going all in, we'll also explore different models being used to help determine what offerings are right for your practice.

The Irresistible Magic of Storytelling

In a time where everyone is flustered, worn out, and just burned out, sometimes we need a reminder of why we joined the field in the first place. In this hour we re-evaluate veterinary medicine through the lens of a storyteller, understanding how we can position ourselves in the age of the internet and COVID moving forward to be the heroes we always knew we were.

Live Online Zoom Session
Zoom link will be emailed

Time: 9:30am-1:00pm MST
30 min break

Please join 10-15 minutes early

RSVP Deadline: May 15/21

3 CE credits approved by:
ABVMA & SVMA

This session will be recorded and available for 4-6 weeks following the live event. If watching the recorded session, a short quiz must be completed to receive CE credits. Email us for the link & quiz. Cost is the same.

Cost + GST for Day 1:
CAVM/EASAV Members \$25
RVTs & Support Staff \$25
Students \$0
Non-Member Vets \$38

How to Register:

Phone 403-863-7160

Email info@cavm.ab.ca

Log in to www.cavm.ab.ca

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SUNDAY

MAY 30, 2021

*****DAY 2 OF 2*****

Speaker:

Dr. Jessica Vogelsang DVM, CVJ

The One Hour Marketing Makeover

Branding and marketing have always been critical keys to success, but in today's world it's more important than ever. In this hour we review the messaging clients are looking for when they go to your website and social media, and a quick audit to assess the state of your marketing. (This lecture can also be used for live critiques if attendees submit their websites ahead of time)

The Seven Types of Bad Reviews

Bad reviews on social media are frustrating, disheartening, and demoralizing. Know what else they are? Predictable. In this lecture we go through the main categories of bad reviews, the best ways to respond to each, and a tried and true method for responding to any kind of review in a way that's straightforward and minimizes the impact on the team.

Are You Crisis Ready?

Social media firestorms are one of the scariest experiences a clinic can go through, but it's one few are prepared for. If you wait until the pitchforks arrive, it's too late. The best way to manage a crisis is to anticipate and prevent it, but if one hits there are still protocols every clinic should have in place to defend and de-escalate against a media crisis, whether it comes from social media or traditional media. In this lecture, we'll discuss prevention, preparation, and mitigation strategies.

Live Online Zoom Session
Zoom link will be emailed

Time: 9:30am-1:00pm MST

30 min break

Please join 10-15 minutes early

RSVP Deadline: May 29/21

3 CE credits approved by:
ABVMA & SVMA

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Cost + GST for Day 2:

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RVTs & Support Staff \$25

Students \$0

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Dr. Jessica Vogelsang, DVM, CVJ

Dr. Jessica Vogelsang is a veterinarian, bestselling author, and communications consultant from San Diego, California. As the founder of Pawcurious Media back in 2009, she was one of the first veterinarians to enter into the telehealth space and learn by trial and error how the internet was going to impact the profession. In that time she reached hundreds of thousands of pet owners around the world, wrote a bestselling memoir, and served as medical director for WhiskerDocs, a premier veterinary teletriage service. After a decade of writing and lecturing about client empowerment, she looks to virtual care as the next means to enhance the client-veterinary bond. In 2020 she launched the Veterinary Telemedicine Facebook Community and The Virtual Veterinarian. She currently sits on the boards of the Mark Morris Institute and the Veterinary Virtual Care Association.