

BSAVA Congress

Leading **veterinary** excellence

WORLD CONGRESS 12 – 15 April
WSAVA / FECAVA / BSAVA

2012

The Great **Evolution**



BSAVA Congress **Management Stream**

Because **good business** enables **clinical excellence**

The ICC / NIA – Birmingham – UK
www.bsava.com



WSAVA
Global Veterinary Development



BSAVA
BRITISH SMALL ANIMAL
VETERINARY ASSOCIATION

Good business enables clinical excellence

The introduction of a fully comprehensive management stream at Congress has been described as the event's 'Great Evolution', where BSAVA truly becomes a conference for the whole practice.

The programme is **relevant, practical and diverse**.

THURSDAY 12 APRIL

0830–0915

The USA: where did our special relationship go? An overview of key findings from Brakke

Dave Nicol (AU)

The BRASSE study is a large scale view of what is happening in the US vet market. The results have been presented in the past 12 months and this session will cover the implications for all vet businesses. 'Where did our special relationship go?' applies equally to vets and pet owners. The session will look at the key message behind why owners do not access vet care and what can be done about it, and what this means for you. Data from other countries will add to the richness of the session.

0925–1010

What makes a successful veterinary practice? A financial perspective

Mark Beaney (UK)

Know your numbers – if you don't know the key data you will be practising blind. This session will look at the "must know" rules of the veterinary business. Why do some people do well and end up with a great lifestyle and a great clinical practice and others struggle to make ends meet? The key differences are all in the way they do business and how they manage the numbers. This is a must attend session.

1105–1150

The role of Net Promoter Score: what is it and why it can work

Alison Lambert (UK)

The Net Promoter Score is a statistical measure of overall client satisfaction. It allows you to understand how your clients feel about your practice's service, and track any improvements or declines. More importantly, you can then act to address any issues quickly before turnover, profitability and growth are affected.

1200–1245

Managing people to get good results

Shawn McVey (US)

Get your seat belts on – you are in for a roller coaster ride! Shawn will take you through a no-holds-barred approach to getting the best from people – what to do and how to do it! The session promises to be a memorable one.

1405–1450

So what if I make no profit; I still have cash, don't I?

Mark Beaney (UK)

The role of cash and profit – in the current climate cash is king (it always was but you never noticed you didn't quite have enough!). This session will take you through how to manage your profit (or get some if you haven't!) and make better use of your cash. This is essential viewing!

1500–1545

After-action reviews: how to deal with things when they don't go to plan

Shawn McVey (US)

So... what to do when it all goes wrong! With this simple and practical process the After Action Review will make your life much less challenging. Make time to review what you are doing and attend this session on to improve not only your life but the running of the practice.

FRIDAY 13 APRIL

0830–0915

What pet owners want from a vet

Alison Lambert (UK)

Clients choose their practice through a range of rational and emotional factors, with the following being the most influential:

1. Locality and convenience
2. Recommendation from a friend or family member
3. Local Key Opinion Leaders' recommendation

0925–1010

Performance management: how to make it happen in reality

Dave Nicol (AU)

So you want to make performance management work... This session will give you a route map and guide you through what to do and how to make it work. Given we all have to earn our keep in practice more and more folks are looking to performance management to get a better balance of reward for production.

1105–1125

Good medicine – good business: growth in the face of local competition

Marwan Tarazi (UK)

NuVet launched three years ago from a standing start – with no history in the Peterborough area and no relationships with local pet owners. Now they have 100 new client registrations every month, 90% of them coming through recommendation.

1130–1150

A nurse's perspective: owning a practice and making it work

Tracey Mayne (UK)

So how did I do it?! The journey of practice ownership by a VN – this session will look at the highs and lows of a VN owner. A brilliant view of what can be done.

1200–1245

Sites and customers: the corporate view

Peter Watson (UK)

This is a “through the key hole” view of what Vet4pets do when they open up a site – what they do and how. A unique perspective and one not to miss.

1415–1500

Communication: how to make it all work

Shawn McVey (US)

Change at work begins with authentic, honest conversations. To stay competitive, we must become black-belt conversationalists.

1510–1555

What really happens in the consult room: make more of the time and still do great medicine

Alison Lambert (UK)

Paying attention to seven key steps during a client consultation will improve both practice efficiency and client satisfaction. The majority of us don't vocalise a plan of action, or make recommendations to owners – both are easy things to address.

1650–1735

Reprogramming pets and vets: compare and contrast

Margit Bossard (NL)

If you would like to improve the behaviour of your staff, your colleagues and your clients, encourage and reward them—recognise stress and diminish the factors that are causing stress. If you manage this way, there will hardly be any moments left for you to have to become angry and correct people. Not only your clients, but their pets and your staff will be relieved.

1745–1830

How to motivate your staff

Shawn McVey (US)

How to do this and what really works – making it happen is one of the hardest tasks in a practice for any business owner. This session will give top tips and inspiration to make it happen, and outline a way forward and help you to make more of what you have already. A great end to the day!

The Management lectures will take place in a specially constructed marquee located off the BSAVA Balcony in the NIA – making it easy to get your fix of industry expertise in between the talks. For more information or to register visit www.bsava.com/congress.

Registration fees

Registration type	Cost up to 12 January 2012 (inc. VAT) £ GBP	Cost from 12 January 2012 (inc. VAT) £ GBP
Thursday – day registration (includes exhibition entry)	£140.00	£167.00
Friday – day registration (includes exhibition entry)	£140.00	£167.00
Management package (Registration for Thursday & Friday management streams and exhibition entry, plus Exhibition only passes on Saturday and Sunday)	£251.00	£301.00

All registrations include refreshments.

BSAVA BIG Booking Bonanza

Book early to win brilliant prizes – the earlier you book, the more chances of winning

Congress registration is now open and you can book online at www.bsava.com. There will be a prize draw for all registered delegates every month until December – so the sooner you register, the more chances you have to win, plus you also save money by booking before the Early Bird deadline. There are some great prizes available – including:

- **October:** The entire BSAVA manual library for you or your practice – including the latest releases for Congress 2012! Worth over £3000! Kindly sponsored by Willows Veterinary Centre & Referral Service
- **November:** £1000 high street vouchers. Kindly sponsored by Hill's
- **December:** Mystery Prize

You do not have to do anything other than register – either for yourself or for your practice – every person who pays for a registration between now and 29 December will go into the draw.

Terms & Conditions apply, for full details see www.bsava.com

DUE SPRING 2012

BSAVA Manual of Best Practice Management

Edited by Marion Chapman and Carole Clarke



This brand new Manual will provide a daily reference for veterinary surgeons and managers in practice, to aid with all aspects of the organisation and delivery of clinical veterinary care in companion animal practice. It will also be an invaluable resource for current and aspiring practice owners, veterinary nurses and vet and VN students, and will help support studies for the VPMA VPAC and CVPM, and RCVS CertAVP (professional key skills module A). This important addition to the BSAVA Manuals series will benefit all practitioners wanting to improve their quality of service, premises and facilities, and the management of their clinical and support teams.

See www.bsava.com/publications for updates.