Building the Successful Veterinary Practice. Innovation & Creativity. Volume 3

Description:

Release the innovation and creativity of practices confined by conventional thinking and day-to-day routines.

Thomas Catanzaro, practitioner and nationwide consultant, is witness to the power of change and taking risks. In this third and final volume of Building the Successful Veterinary Practice, Catanzaro presents concepts, tools, and exercises that can be used to change procedures, the practice environment, knowledge levels, and even attitudes in your practice. Some of the topics the author examines:

- Fostering motivational and excitement
- Promoting nonstop change
- Overcoming the fear of failure
- Breaking the procrastination habit
- Hiring and keeping winners
- Redesigning jobs
- Stimulating productivity with veterinary extenders
- Creating the client bond
- Writing brochures and newsletters
- Marketing advantages of scheduling
- Communicating and the Council of Clients
- Bundling services
- Building a learning environment
- Rewarding innovation and creativity
- Exercising team creativity

Contents:

PREFACE; INTRODUCTION; Evolving Perspectives of Veterinary Practice; The Right Person for the Right Job; Creative Client Power-Up; Leadership before Delegation; Building the Learning Environment; Appendices: Empowering the Team; Styles of Training Profile; How to Hire a Winner; 101 Veterinary Practice Management Gimmicks; Computerised Medical Records; Medical Record Audits; Do the Unusual as if It Were Usual; Coping Self-Assessment; Team Creativity Exercises; Leadership Profile in the New American Veterinary Practice.

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