Building the Successful Veterinary Practice. Programs and Procedures. Volume 2

Description: The second volume of Building the Successful Veterinary Practice shows how to: apply the leadership skills and tools presented in Volume 1 to the veterinary practice of today and tomorrow; integrate leadership into new programs and net producing procedures; create and maintain a successful veterinary practice that will prosper well into the new century.

Using the methods explained in this book, veterinarians can: ensure quality health care delivery; provide adequate remuneration to provider, staff, and facility; and establish a clear community role and market niche.

An extensive appendix provides fiscal tracking systems, nine types of forms and other net enhancing materials which may be used in total or adapted to specific practice needs.

Contents: Preface; Introduction; The New American Veterinary Practice: Why It Requires as Much Training as Medicine and Surgery; New Clients and Their Bond to the Practice: Getting Them and Ensuring Their Return; Medical Records: Continuity of Care for Pride and Profit; Using the Program–Based Budgeting Process; Establishing a Community Market Niche: Internal Promotion Adds Value to Service; Performance Planning in Lieu of Appraisals: Report Cards Are Dead–Say Thank You Specifically and Often; The Future Is Leadership: Vision and Belief for Tomorrow; Appendices: Internal Practice Promotion Ideas; Recognition Program Inquiry; Sample Medical Record Forms; Veterinary Business Plan Development; Fiscal Report Formats with Sample Budget Format; Chart of Accounts; Charts and Graphs for Fiscal Trends Assessment; Supervisors–Planned Performance System; Telemarketing Scripts.

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