

**Mark Opperman,** CVPM has more than 30 years in the field of Veterinary Practice Management. You've heard him speak at conferences such as CVC, North American Veterinary Conference, and Western Veterinary Conference; and you've seen his articles in *Veterinary Economics*, *First Line*, *DVM* and many others. He consults with veterinarians on a daily basis and understands the need for good, reliable advice on practice management issues as it relates to a veterinary practice.



**What are attendees saying?**

*"Outstanding information presented in a lively manner. If applied will greatly improve client service and as a result, income."*

—Cincinnati, OH

*"Basic ideas I would not have thought of – simple made profitable."*

—Albuquerque, NM

*"I've been a Receptionist for 15 years and learned many new things today."*

—Iselin, NJ

*"Very informative and gets employees excited with new perspectives and ideas."*

—Lansing, MI

*"(Mark Opperman) is 'right on the money' about the pulse of vet. environment and workplace."*

—Boston, MA

*"Informative, inspirational, extremely applicable to our animal hospital. So relevant!"*

—Iselin, NJ

Special thanks to our sponsors



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Designed to drastically improve customer service, perception of value, communication skills, teamwork, and client bonding.



**It's What's Up Front That Counts... and More!**

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The ultimate one-day conference for the empowerment of your entire healthcare team.



**2010-2011 Seminars**

- September 19, 2010 ..... Raleigh, NC
- October 31, 2010..... Ypsilanti, MI
- January 9, 2011 ..... Iselin, NJ
- January 23, 2011 ..... San Jose, CA
- February 6, 2011 ..... Chicago, IL
- February 27, 2011 ..... Lexington, KY
- March 6, 2011 ..... Charleston, SC
- March 20, 2011 ..... Monterey, CA



Building Effective Teams, Loyal Clients & Increased Practice Value for 30 Years

# It's What's Up Front That Counts... and More!



### Tuition Fee

The tuition fee is \$195 per person and \$156 per person for groups of five or more. This group rate cannot be combined with other discounts. Registration is limited and advance registration is required. The fee includes all workbook materials, seminar instruction and refreshment breaks. Please note that the registration fee does not include lunch or parking expenses.

### Registration Confirmation

All registrants will receive a confirmation and receipt within ten business days of receipt of registration with specific location details.

### Cancellation Policy

You may cancel your registration up to ten business days before the seminar. Your registration fee will be refunded less a \$25.00 service charge. If you need to cancel fewer than ten business days prior to the seminar, you may: 1) send a substitute from your practice, or 2) transfer your registration to another seminar of your choice within 24 months. If you fail to attend without prior advance notice, you will forfeit your tuition.

### Daily Schedule

Seminars are held from 9:00 am to 4:00 pm. Registration and continental breakfast begin at 8:00 am. You may pick up your meeting materials and name badge at this time. Due to the volume of material to be covered, the seminar will start promptly at 9:00 am.

### Hotel Information

Please contact the hotel directly for specific location information and/or directions. Hotel contact information will be provided on your confirmation receipt.

### These are Team Training seminars!

In order to achieve maximum benefit from this seminar, **it is suggested that all doctors, practice managers, receptionists, technicians, and assistants attend the meeting.** Those attending will return from this seminar with a unified goal, motivated to enhance your practice's teamwork and productivity.

### Continuing Education Credits

(AAVSB's RACE Approval) This course meets the requirements for 5.5 hours of continuing education credit for Veterinarians and Veterinarian Technicians in jurisdictions which recognize AAVSB's RACE approval; however, participants should be aware that some boards have limitations on the number of hours accepted in certain categories and/or restrictions on certain methods of delivery of continuing education. (AAVSB RACE Provider No. 177)



2010/11 It's What's Up Front That Counts & More!

### Four convenient ways to register

-  **ONLINE** www.vmc-inc.com Click on "Seminars"
-  **BY PHONE** 303-674-8169 8am - 4pm MST
-  **BY FAX** 303-670-3899 24 Hours a Day
-  **BY MAIL** VMC, Inc. 30792 Southview Dr., Ste. 200 Evergreen, CO 80439

### Please check one:

- Raleigh, NC 9/19/10
- Ypsilanti, MI 10/31/10
- Iselin, NJ 1/9/11
- San Jose, CA 1/23/11
- Chicago, IL 2/6/11
- Lexington, KY 2/27/11
- Charleston, SC 3/6/11
- Monterey, CA 3/20/11

*If more than 2 attendees, use additional sheet as needed.*

Attendee Name #1 \_\_\_\_\_

Title \_\_\_\_\_

Attendee Name #2 \_\_\_\_\_

Title \_\_\_\_\_

Practice Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_

FAX \_\_\_\_\_

Email Address \_\_\_\_\_

# of persons attending seminar X \$195 per person = \$ \_\_\_\_\_

**Receive a 20% Discount for 5 or More Attendees!**

# of persons attending seminar X \$156 per person = \$ \_\_\_\_\_

- Visa
- MC
- AmEx
- Check Enclosed

Card Number \_\_\_\_\_ Security Code \_\_\_\_\_

Exp Date \_\_\_\_\_ Signature \_\_\_\_\_

Please Print Name on Card \_\_\_\_\_

**THIS CONFERENCE** isn't just about your front desk team or how your reception area looks, although those are important components to a successful practice. This training is the ultimate one-day conference for your entire healthcare team, designed to drastically improve customer service, perception of value, communication skills, teamwork, and client bonding. You'll gain an all-around better business model for these economic times.

It's all about creating **VALUE** for your customers. Do you know what your practice's perception of value is? You'll learn all about this important topic and what every member of your team can do to help improve it.

We will give you specific tools to take back and use at your practice that will increase compliance, understanding, client bonding and your practice's perception of value.

You will determine the customer service culture at your practice and how to improve it to **exceed your client's expectations.** We'll help you create a renewed commitment and give you the motivation to make it happen.

You will be amazed at what you will learn about your **communication and listening skills.** We'll talk about verbal, non-verbal and written communication and engage in eye-opening exercises that will help you **better communicate** with clients and co-workers.

We will also delve into sticky topics like internet pharmacies and how to effectively deal with client complaints and internal conflicts.