

VMC, Inc., is a privately owned consulting firm founded in 1979 by Mark Opperman, CVPM. Veterinary Management Consultation works exclusively with veterinarians and their business management systems to improve profitability, efficiency, and client service—providing an optimum working environment and improved quality of life for the owners and their teams.

Each and every client is treated with utmost confidentiality and personal service. We work with you each step of the way to help you achieve your goals and guide you to your next level of excellence. Our distinguished team of consultants...comprehensive services...valuable resources...and range of experience is here to serve you. From forms to paperless, phone calls to full-service on-site consultation services—we have a service to meet your needs.



SHEILA

MARK

MONICA

Mark Opperman, CVPM

Mark has been actively involved in the field of veterinary practice management for over 30 years. During this time, he has consulted with over 800 veterinary hospitals throughout North America and has lectured extensively within the United States, Canada, Europe and Asia. Mr. Opperman served as the president of the Veterinary Hospital Manager's Association for 11 years. As a recognized authority in his field, he is the hospital management editor for *Veterinary Economics*. He received a lifetime achievement award in 2000 from the VHMA and has been named "Speaker of the Year" by the North American Veterinary Conference. Mr. Opperman is also the author of *The Art of Veterinary Practice Management*.

Sheila Grosdidier, BS, RVT, PHR

Sheila has over 20 years of experience in the field of veterinary medicine. Sheila conducts on-site management consultations, speaking engagements, one-day internal audits, and presents seminars. Ms. Grosdidier, a Certified Systems Administrator in Unix and Windows, has pioneered innovative multimedia connectivity and helps her clients realize improved usefulness of available technology. Additionally, Sheila's strong skills in staff training and adult education help clients experience enhanced profitability through staff leveraging. She has thrice been named "Speaker of the Year" by the North American Veterinary Conference.

Monica Dixon Perry, CVPM

Monica, who has been involved in the field of Veterinary Medicine for over 20 years, earned her B.S. in Biology from the University of North Carolina and has been awarded the designation of Certified Veterinary Practice Manager. Monica comes to VMC from a successful, nine doctor veterinary practice in Raleigh, North Carolina, where she was a highly regarded hospital administrator. She has lectured at North Carolina State University and Virginia-Maryland Regional College of Veterinary Medicine and been quoted in numerous publications. Monica is an active member of the VHMA and the Carolina Veterinary Manager's Association.

VMC, Inc.

If You Want to:

- › Improve Efficiency and Profitability
- › Improve Your Working Environment
- › Improve Client Service
- › Improve Internal Processes
- › Increase New Clients
- › Improve Client Retention
- › Enhance the Perceived Quality of Patient Care

Then VMC has Something For YOU!

- › On-Site Consultations
- › Telephone Consultation Services
- › Lecture Services
- › Seminars for The Entire Healthcare Team
- › VMC School of Veterinary Practice Management
- › New Site Analysis
- › Compensation, Contract Negotiations, Partnership Counseling
- › Management Tools for Veterinary Practices
- › Veterinary Team Scheduling Programs
- › Targeted Marketing Programs



For more information, visit our website or call us today.

Put us to work for you!

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Mark Opperman



Sheila Grosdidier



Monica Dixon Perry



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

**VMC is Your
Partner in Success!**

VMC, Inc. Veterinary Management Consultation

*The Premiere Veterinary Practice
Management Consulting Firm*

Let VMC Exceed Your Expectations!

- Comprehensive On-Site Consultations
- Telephone Consulting
- Speaking Engagements
- Management Tools
- The VMC School Of Veterinary Practice Management — A week long training program for veterinary practice managers
- Team Training Seminars
- Management Training Conferences
- Telephone Skills Assessment Service



HOW WE CAN HELP. . .

On-Site Consultations

An on-site practice management consultation is a comprehensive review of a practice and its management activities. We begin by gathering and analyzing information. We consider your finances, survey your team members, and ask you to identify perceived problems and your short and long term goals. With the past performance and history of the practice we are able to obtain a baseline of information. The consultant then spends three days visiting your practice. The operational audit phase allows us to make a comprehensive analysis of the practice and its current management activities. A very specific business plan is developed to address current management issues and help move the practice toward the owner's goals. This plan incorporates timelines and staff assignments rather than vague suggestions.

The key to the success of our on-site consultations is what we call the one year "open-line" consultation service. For one year after the on-site visit we will be in constant contact with your practice to insure the implementation and follow through of the business plan. We accomplish this through constant telephone and e-mail contact as well as requesting financial information that is then compiled and presented back to the practice on a monthly or quarterly basis for review and discussion.

With extensive experience and a straightforward approach, VMC helped my team address many areas that were holding us back. The three days of visitation were only the beginning of the yearlong support. We have continued to benefit from phone consultations and I anticipate continued improvements in how we operate. If you're ready to make changes and take an honest look at your practice, I recommend you consider VMC, Inc.



Paige Garnett, DVM
Owner, Care Animal Hospital, Arvada, CO

Telephone Consultation Service

Do you have a specific management problem? Is it time to hire a new doctor, take on a partner, discuss an employee problem, or evaluate the effectiveness of a specialty within your practice? Are you concerned about your financial statements or fair compensation for you and your team? These and many other issues are routinely addressed by the consultants at VMC, Inc. Call us to see how we can be of service to you.

Compensation, Contract Negotiations, Partnership Counseling

Whether it's determining compensation for a new associate, assisting with negotiating or determining a fair and equitable contract, VMC can help you navigate this unfamiliar ground, ensuring that you, your practice, your partners and your associates receive fair treatment and avoid the effects of common mistakes and oversights. Let VMC help you move toward your goals with confidence.

WHAT OTHERS ARE SAYING ABOUT US...



"We are thrilled with our increase in appointments!!"



"There isn't a practice that this won't benefit."



"VMC has their hand on the pulse of the veterinary industry"

Telephone Skills Assessment Service

Would you like to know how your phones are being answered and how your team is portraying the quality and value of your practice? Would you and your team like to know what they can do to improve upon their telephone communication skills? Is every client or potential client treated like gold?

Let the VMC team help you and your practice with our telephone skills assessment service. Contact our office for more information about this new and exciting service we are now offering to the veterinary profession.

Lecture Services

VMC's consultants have lectured extensively throughout the United States and abroad and they offer a wide range of topics for presentation. Mark and Sheila are both NAVC *Speaker of the Year* recipients. Mark and Sheila are engaged by veterinary schools to teach business management. All are frequent speakers at conferences around the globe as well as at state VMA meetings. A complete listing of lecture topics is available on our website, however, any topic about practice management can be arranged.

VMC School of Veterinary Practice Management

A one-week, intensive training course for veterinary practice managers held in Denver, Colorado. The course is entirely practical in nature, addressing all aspects of day-to-day management. It is designed to meet the ever increasing demands and challenges facing veterinary practice managers. Upon completion, a successful graduate should be able to effectively manage a veterinary practice. Students may also consult with their instructors at no additional charge for six months following the class.

VMC Presents Team and Management Training

We offer seminars and conferences across the country. For team training we offer the perennial favorite *It's What's Up Front That Counts and More!* and *Dealing With Difficult Clients (& Team Members)*. For team leaders, managers and owners, we offer *Principles of Veterinary Practice Management*, *HR Boot Camp*, *Financial Boot Camp*, and *Our Personal Best*. Please see our website for dates and locations near you!

Other Services Include but are not limited to:

- Initial Practice Management Organization
- Problem Analysis, Resolution and Follow-up
- New Site Analysis



FOR MORE INFORMATION

Visit our website or call us today.

www.vmc-inc.com • 303-674-8169

Put us to work for you!

MANAGEMENT TOOLS

Management Tools for Veterinary Practices

Don't spend your precious time re-inventing the wheel. Let our Management Tools help you improve productivity, efficiency, and communications. This "toolbox" comes complete with:

- Client Communications
- Hospital Forms
- Medical Care Plans
- Human Resources
- Hospital Procedures Manual
- Phase Training Programs
- Job Descriptions
- Employee Evaluations
- Employee Incentive Program
- Designing a Hospital Presentation Folder

Whether you are looking to communicate policies, gain client compliance, or educate the public about your services, we've got what you need to get the job done. Our forms come in both hard copy and on disk, allowing you to customize with not only your name and logo, but the specific information YOU want to convey. Files are in MS Word, MS Excel, and Adobe PDF formats. This package pays for itself again and again.

Management Tools

Veterinary Team Scheduling Program

Save yourself time and headaches. Appropriate scheduling is essential to the smooth operation and productivity of your practice. Put this employee scheduling program, created for use with Microsoft Excel, to work to help you schedule your team for best results. The employee scheduling program comes on CD ROM for use with Microsoft Excel and includes complete instructions that will have you effectively scheduling your healthcare team in no time at all. This easy to use program will help you to:

- Create custom schedules based on doctors' hours & requirements
- Automatically calculates daily & weekly hours for each employee
- Shows hours over 8/day or 40/week in red
- Illustrates employee hours for each day of the week with Bar Charts
- Color-codes information by type of employee
- Alerts the user to insufficient support staffing situations
- Calculates veterinarian and support staff costs



Targeted Marketing Programs

You know you should be developing targeted marketing programs within your practice, but who has the time? With VMC's Targeted Marketing Programs, we give you the know-how and the tools to consistently market your practice. Our boilerplates do the work for you. As long as you have MSWord, you can open and customize these simple, easy-to-use forms to suit your needs. Get excellent results without starting from scratch. Our packages include pre-planning explanations, client education tools for mailing or hand-outs, in-hospital and client communication tools. We currently offer several packages and more are in development. Let us help you market Spay and Neuter Programs, Senior Wellness, Dental Health, and Heartworm Prevention.

Other Services

Consulting