

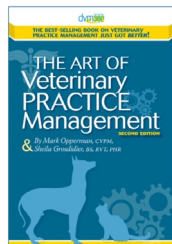
## MORE INFORMATION

### Course Length

Monday through Friday | 8:00am - 5:00pm

### Required Reading

- **The Art of Veterinary Practice Management - 2nd Edition**  
by Mark Opperman, CVPM and Sheila Grosdidier, SCP
- **Small Business Financial Management Kit for Dummies**  
by Tage C. Tracy



### Tuition Fee

The \$4,900 tuition for the school includes:

- Five full days of instruction
- Comprehensive 300+ page workbook that includes course materials, worksheets, and templates
- VMC Comprehensive Management Resource Library
- Six months follow-up coaching with one of our consultants
- Course completion certificate: 40 hours of VHMA-approved CE hours
- Breakfast and lunch (Monday through Friday)
- Bonus evening session: Behavioral Interviewing & Hiring Process
- Evening outing (including dinner and transportation)

### To Apply

1. **VISIT** the **VMC School** section on our website ([vmc-inc.com](http://vmc-inc.com)) to download the **Application Form**.
2. **EMAIL** your completed **Application Form** and deposit information to: [vmc@vmc-inc.com](mailto:vmc@vmc-inc.com)
3. **MAIL** or **FAX** your completed **Application Form** and deposit information to:

**Address:** VMC, Inc. | 3504 Zane Grey Loop | Parker, CO 80138

**Fax:** 303.670.3899

For more information, or if you have questions about your application, please call our office at **303.674.8169** to speak with a customer care team member.

[www.vmc-inc.com](http://www.vmc-inc.com)

## WHAT ATTENDEES ARE SAYING

“Attending the VMC School is by far the best decision I have made in my Hospital Administration career. If you have experience or no experience in the field, you are going to walk away with tools to assist you that will make you a better Administrator/Manager. The School provided me with practical tools to implement immediately and that I use daily. The Resource Library which includes Job Descriptions, Phase Training, and Evaluation forms and more are one of the many things I have found valuable from the School. Mark, Sheila and Monica are excellent instructors and they are available to consult with you beyond school in implementing the tools they have provided. Until someone experiences the week, I don't think they can wrap their mind around all that they learn in only five days! I would highly recommend the VMC School to others!”

“After completing this course, I walked away feeling confident with the arsenal of information and teaching I received. I look forward to implementing them in our practice and making it the best it can be! Plus, I am looking forward to taking my CVPM exam! I cannot thank you enough!”

“Without VMC, I would have failed as a startup. I came with high expectations, and VMC exceeded them!”

“I wanted to send a quick note to thank you for everything during the recent Practice Management School. The information, tips, tricks and tools that I was able to walk away with was amazing. I have no doubt that I will be a much better practice manager which will make our clinic even better than it already is. I only wish I could have gone through this earlier in my career. I am now rejuvenated with all of this information and excited to implement this into our practice!”



### FOR MORE INFORMATION

Contact us today

VMC, Inc.

3504 Zane Grey Loop

Parker, CO 80138

p 303.674.8169

f 303.670.3899

e [vmc@vmc-inc.com](mailto:vmc@vmc-inc.com)

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# The VMC School of Veterinary Practice Management

A One-Week Intensive, Practical & Comprehensive Training Program for Veterinary Practice Managers and Owners

Presented by:

**Mark Opperman**  
CVPM

**Sheila Grosdidier**  
SCP



Building Effective Teams, Loyal Clients & Increased Practice Value For Over 35 Years

## VMC School of Veterinary Practice Management

Attend our comprehensive, practical, and intensive one-week course. Your take-away will be the foundational skills needed in the real-world situations veterinary clinics face today. This unique and empowering school includes full access to our highly-qualified consultants. We utilize specific systems, procedures, techniques, and technology that are successfully used in thousands of practices around the globe. We will teach you how to use these methods effectively in your practice, covering all of the following and more:

- Daily operations, including inventory and client customer service
- Human resources
- Financial management, including controlling costs, fee schedules, and capturing lost income
- Marketing veterinary products and services

Our small class size provides an intimate learning environment, giving you ample time to discuss each topic and share your experiences with your group. You'll also have a chance to network while immersing yourself in an unforgettable learning experience.

### What Makes Our School Unique?

The VMC School is taught by instructors who have “been there, done that.” They incorporate a practical approach to the materials rather than an exclusively academic point of view. Students learn specific systems and procedures that have been effectively incorporated into thousands of veterinary practices. Since the class size is small (*no more than 20*), students develop relationships with their instructors and their peers that will last a lifetime.

### Six-Month Follow-up Coaching

Each attendee will continue to be assisted by one of our consultants for six months following graduation. This is essential to your success to ensure the transition from class instruction to practical utilization to help implement management projects at your practice.

*The VMC School of Veterinary Practice Management is recognized and approved by the VHMA for 40 hours of continuing education credit towards the Certified Veterinary Practice Manager (CVPM) exam.*



## Topics We Cover

- **Successfully & Profitably Organizing Your Practice Management**
- **Financial Management**
- **Controlling Your Inventory & Support Staff Costs**
- **Benchmarking & Budgeting**
- **Determining Client Fees Fairly & Accurately**
- **The Hiring Process**
- **Performance Planning, Evaluations, & Incentive Programs**
- **Motivation, Delegation, Disciplinary Process, & Termination**
- **Organizational Management**
- **Policies & Procedures** (*Employee Handbook*)
- **Common HR Mistakes & How to Avoid Them**
- **How to Write an Employment Ad**
- **Marketing Veterinary Products and Services**
- **Law & Ethics Management**
- **Internal Controls: Lost Income & How to Capture It**
- **Credit & Collection: Compassionate Payment Options**
- **Analyzing Doctor Production & Compensating Associates**
- **Master Class Breakout Sessions**

**You'll get significant, long-term value from your investment; outstanding tools, impressive skills, and follow-up coaching. Attending this course will support your practice, enrich your career, and prepare you for the CVPM exam!**



**Mark Opperman, CVPM**



**Sheila Grosdidier, SCP**

In 1983, **Mark Opperman** founded VMC, Inc., a firm dedicated to excellence in veterinary practice management. In over 35 years, he's consulted with more than 2,000 veterinary hospitals throughout North America. As a highly sought-after consultant and speaker, he has assisted veterinarians and their management teams with comprehensive consultation services—both onsite and via telephone—and seminars. Mark has lectured both nationally and internationally at such meetings as Fetch dvm360, VMX (*formerly NAVC*), Western Veterinary Conference, World Small Animal Veterinary Conference, Denmark Annual Congress, the London Veterinary Forum, the Southern European Veterinary Conference, and the CanWest Conference.

As an industry leader, he brought cohesion to the veterinary management profession by founding the Veterinary Hospital Managers Association in 1981 and serving as its president until 1993. Through the VMC School of Veterinary Practice Management, he has trained more than 500 practice managers from all over the world, in many cases contributing to their goals of attaining the CVPM certification.

**Sheila Grosdidier** has been in the veterinary industry for over 30 years. She is a consultant and partner at VMC. Sheila started as a veterinary technician because of her love of animals, and then realized that helping animals was dependent upon assisting and educating people. She earned her B.S. degree in Human Behavioral Science at the New York Institute of Technology and her A.A. in Veterinary Technology at Maple Woods College. She has since completed post-graduate work in psychology and adult learning and is now a Senior Certified Professional through the Society for Human Resource Management (SHRM).

As a three-time winner of the Speaker of the Year Award at VMX (*formerly NAVC*), Sheila shares not only great information but also the real-life experience, expertise, and tools that attendees say make a positive impact on their veterinary practice. Sheila's passion for helping practices, pets, and people reach their full potential is also seen in her extensive onsite consulting with veterinary hospitals all over the world. Sheila co-authored *The Art of Veterinary Practice Management: Second Edition*, published in 2014.