

8:00 - 9:15	9:30 - 10:30	10:30 - 11:15	11:15 - 12:15	12:15 - 1:45	1:45 - 2:45	2:45 - 3:30	3:30 - 5:00	5:00 - 6:00
<p>General Session</p> <p>Innovations Shaping Veterinary Medicine</p> <p>Dr. Eleanor M. Green</p>	<p>Software ●</p> <p>Jump Start: AVImark Posting and Invoicing Room 201</p>	<p>Break</p>	<p>Software ●</p> <p>Jump Start: AVImark Associated Entries Room 201</p>	<p>Lunch</p>	<p>Software ●</p> <p>Jump Start: AVImark Estimates and Drug Labels Room 201</p>	<p>Break</p>	<p>Software ●</p> <p>Jump Start: AVImark Appointments and Boarding Room 201</p>	<p>Happy Hour</p>
	<p>Inventory ●</p> <p>AVImark Inventory Foundation Room 202</p>		<p>Inventory ●</p> <p>AVImark Inventory Ordering and Receiving Room 202</p>		<p>Inventory ●</p> <p>AVImark Inventory Management Room 202</p>		<p>Inventory ●</p> <p>AVImark Inventory Reports Room 202</p>	
	<p>Paperless ●</p> <p>The Path to Paperless: AVImark Whiteboard Basics Room 203</p>		<p>Paperless ●</p> <p>The Path to Paperless: AVImark Client Take-Home Instructions Room 203</p>		<p>Paperless ●</p> <p>The Path to Paperless: AVImark Worklist, Follow-Up List and File Attachments Room 203</p>		<p>Paperless ●</p> <p>The Path to Paperless: AVImark Basic Medical Condition Record Room 203</p>	
	<p>Software ●</p> <p>Jump Start: ImproMed Preferences, Desktop and Database Room 204</p>		<p>Software ●</p> <p>Jump Start: ImproMed, Scheduling with EasyTime, Clinic Census, and Boarding Room 204</p>		<p>Software ●</p> <p>Jump Start: ImproMed Estimates, Invoices and Travel Sheets Room 204</p>		<p>Software ●</p> <p>Jump Start: ImproMed, Product and Inventory Items Setup Room 204</p>	
	<p>Paperless ●</p> <p>The Power of a Paperless Practice: ImproMed, Capture Charges and Client Signatures Room 205</p>		<p>Paperless ●</p> <p>The Power of a Paperless Practice: Electronic Forms of Communication Room 205</p>		<p>Paperless ●</p> <p>The Power of a Paperless Practice: ImproMed, SOAPing the Patient Room 205</p>		<p>Protect Your Practice ●</p> <p>ImproMed, Employees, Data Storage, Disaster Recovery Room 205</p>	
	<p>Inventory ●</p> <p>eVetPractice Inventory Foundation Room 206</p>		<p>Software ●</p> <p>Jump Start: eVetPractice Billable Items Management Room 206</p>		<p>Software ●</p> <p>Jump Start: eVetPractice from Check-In to Check-Out Room 206</p>		<p>Software ●</p> <p>Jump Start: eVetPractice, Managing Invoicing and Returns Room 206</p>	
	<p>Software ●</p> <p>eVetPractice Focus on Roles: The Practice Manager Room 207</p>		<p>Software ●</p> <p>eVetPractice Focus on Roles: The Veterinarian Room 207</p>		<p>Software ●</p> <p>eVetPractice Focus on Roles: The Veterinary Technician Room 207</p>		<p>Software ●</p> <p>eVetPractice Focus on Roles: The Veterinary Technician Room 207</p>	
	<p>Human Resources C.E.*</p> <p>Improving Your Interview Skills Melissa Overberg Room 208</p>		<p>Human Resources C.E.*</p> <p>Leading with Influence Melissa Overberg Room 208</p>		<p>OPEN</p>		<p>OPEN</p>	
	<p>OPEN</p>		<p>OPEN</p>		<p>Wellbeing C.E.*</p> <p>Resolving Conflict Leslie Klevay Room 209</p>		<p>Wellbeing C.E.*</p> <p>Managing Stress Leslie Klevay Room 209</p>	
	<p>OPEN</p>		<p>Innovation C.E.*</p> <p>Pharmacy at Your Fingertips: Re-thinking Your Pharmacy Business Room 103</p>		<p>Innovation C.E.*</p> <p>Walmart, Chewy and Faxes...Oh My! Room 103</p>		<p>Innovation C.E.*</p> <p>.com# - Leveraging Specialty Pharmacy in the Digital Age Room 103</p>	
	<p>Innovation</p> <p>The Power of Compounding: Specialty Pharmacy in Today's Veterinary Practice Bruce Dell Whiteriver B</p>		<p>Innovation</p> <p>The Power of Compounding: Specialty Pharmacy in Today's Veterinary Practice Bruce Dell Whiteriver B</p>		<p>Innovation</p> <p>The Power of Compounding: Specialty Pharmacy in Today's Veterinary Practice Bruce Dell Whiteriver B</p>		<p>OPEN</p>	
	<p>Marketing C.E.</p> <p>Staking Your Claim: How to Ensure Your Practice is Found Online Caitlin DeWilde, DVM Whiteriver C</p>		<p>Marketing C.E.*</p> <p>How to Prove Your Social Media ROI Caitlin DeWilde, DVM Whiteriver C</p>		<p>Marketing C.E.</p> <p>Cyberbullying Caitlin DeWilde, DVM Whiteriver C</p>		<p>Marketing C.E.*</p> <p>From Puppy Kits to Marketing Magic Caitlin DeWilde, DVM Whiteriver C</p>	

8:00 - 9:15	9:30 - 10:30	10:30 - 11:15	11:15 - 12:15	12:15 - 1:45	1:45 - 2:45	2:45 - 3:30	3:30 - 5:00	5:00 - 6:30
<p>General Session</p> <p>Future Proof Your Practice</p> <p>Eric Garcia</p>	<p>Growth Strategies ●</p> <p>Growth Strategies: AVImark, Optimize Your AVImark Reminder System Room 201</p>	<p>Break</p>	<p>Marketing ●</p> <p>Using AVImark Search Queries Beyond Reminders Room 201</p>	<p>Lunch</p>	<p>Software ●</p> <p>AVImark Q&A Roundtable Room 201</p>	<p>Break</p>	<p>Paperless ●</p> <p>The Power of a Paperless Practice: AVImark from Check-In to Check-Out Room 201</p>	<p>Happy Hour</p>
	<p>Practice Financials ●</p> <p>Practice Financials: AVImark, A Spotlight on AVImark Reports Room 202</p>		<p>Inventory ●</p> <p>Managing Controlled Drugs in AVImark Room 202</p>		<p>Growth Strategies ●</p> <p>Preventative Care Strategies with AVImark Wellness Plans Room 202</p>		<p>Protect Your Practice ●</p> <p>AVImark Security Room 202</p>	
	<p>Paperless ●</p> <p>The Power of a Paperless Practice: AVImark Advanced Whiteboard Room 203</p>		<p>Paperless ●</p> <p>The Power of a Paperless Practice: AVImark Notes and Note Glossary Room 203</p>		<p>Paperless ●</p> <p>The Power of a Paperless Practice: AVImark Advanced Medical Record Room 203</p>		<p>Paperless ●</p> <p>The Power of a Paperless Practice: Going Paperless with AVImark (Roundtable) Room 203</p>	
	<p>Inventory ●</p> <p>Inventory: ImproMed, The Foundations of Product and Inventory Setup Room 204</p>		<p>Inventory ●</p> <p>Inventory: ImproMed, The Next Step to Inventory Usage Room 204</p>		<p>Inventory ●</p> <p>Seamless Inventory Automation in ImproMed Room 204</p>		<p>Inventory ●</p> <p>Inventory: ImproMed, Inventory Management and Product Spreadsheet Room 204</p>	
	<p>Paperless ●</p> <p>The Power of a Paperless Practice: ImproMed, From Check-In to Check-Out Room 205</p>		<p>Growth Strategies ●</p> <p>ImproMed Reminders Room 205</p>		<p>Growth Strategies ●</p> <p>ImproMed Wellness Plans Room 205</p>		<p>Growth Strategies ●</p> <p>ImproMed Reminders Room 205</p>	
	<p>Protect Your Practice ●</p> <p>eVetPractice Settings and Security Room 206</p>		<p>Protect Your Practice ●</p> <p>Controlled Drugs and Inventory Reports in eVetPractice Room 206</p>		<p>Growth Strategies ●</p> <p>eVetPractice Reminders and Callbacks Room 206</p>		<p>Growth Strategies ●</p> <p>eVetPractice Wellness Plans Room 206</p>	
	<p>Paperless ●</p> <p>The Power of a Paperless Practice: eVetPractice Medical Record Forms Room 207</p>		<p>Paperless ●</p> <p>The Power of a Paperless Practice: eVetPractice Document and Email Templates Room 207</p>		<p>Paperless ●</p> <p>The Power of a Paperless Practice: eVetPractice Appointments and Status Room 207</p>		<p>Paperless ●</p> <p>The Power of a Paperless Practice: eVetPractice Electronic Communications Room 207</p>	
	<p>OPEN</p> <p>Room 208</p>		<p>OPEN</p> <p>Room 208</p>		<p>Human Resources C.E.*</p> <p>Improving Your Interview Skills Melissa Overberg Room 208</p>		<p>Human Resources C.E.*</p> <p>Leading with Influence Melissa Overberg Room 208</p>	
	<p>Wellbeing C.E.*</p> <p>Resolving Conflict Leslie Klevay Room 209</p>		<p>Wellbeing C.E.*</p> <p>Managing Stress Leslie Klevay Room 209</p>		<p>OPEN</p> <p>Room 209</p>		<p>OPEN</p> <p>Room 209</p>	
	<p>Protect Your Practice C.E.</p> <p>OSHA: More than SDS Collection Room 102</p>		<p>Protect Your Practice C.E.</p> <p>Controlled Substance Room 102</p>		<p>Protect Your Practice C.E.</p> <p>Radiation Compliance and Safety Room 102</p>		<p>OPEN</p> <p>Room 102</p>	
	<p>Innovation C.E.*</p> <p>Pharmacy at Your Fingertips: Re-thinking Your Pharmacy Business Room 103</p>		<p>Innovation C.E.*</p> <p>Walmart, Chewy, and Faxes...Oh My!! Room 103</p>		<p>Innovation C.E.*</p> <p>.com# - Leveraging Specialty Pharmacy in the Digital Age Room 103</p>		<p>OPEN</p> <p>Room 103</p>	
	<p>Growth Strategies C.E.*</p> <p>Talking with Clients, Not at Them Karen Felsted Whiteriver B</p>		<p>Growth Strategies C.E.*</p> <p>Increasing Practice Revenue Requires a Plan Karen Felsted Whiteriver B</p>		<p>Growth Strategies C.E.*</p> <p>Strategies for Increasing Practice Revenue Karen Felsted Whiteriver B</p>			
<p>Marketing C.E.*</p> <p>Top Marketing Mistakes and How You Can Fix Them Eric Garcia Whiteriver C</p>	<p>Marketing C.E.*</p> <p>The Three Elements of a Successful Marketing Strategy Whiteriver C</p>	<p>Marketing C.E.*</p> <p>Marketing the Human-Animal Bond to Millennials Whiteriver C</p>	<p>Marketing C.E.*</p> <p>Driving Client Engagement and Loyalty with Digital Media Eric Garcia Whiteriver C</p>					

8:00 - 9:15	9:30 - 10:30	10:30 - 11:00	11:00 - 12:00	12:00 - 1:30	1:30 - 2:30	2:30 - 2:45	2:45 - 3:45
General Session Is That the Best You Can Do? Jim Philhower	Growth Strategies ● Optimize Your AVImark Reminder System Room 201	Break	Paperless ● The Power of a Paperless Practice: AVImark from Check-In to Check-Out Room 201	Lunch	Protect Your Practice Roundtable Room 201	Break	Software ● AVImark Q&A Roundtable Room 201
	Inventory ● AVImark Inventory Foundation Room 202		Inventory ● AVImark Inventory Ordering and Receiving Room 202		Inventory ● AVImark Inventory Management Room 202		Inventory ● AVImark Inventory Reports Room 202
	Paperless ● The Power of a Paperless Practice: AVImark Advanced Whiteboard Room 203		Paperless ● The Power of a Paperless Practice: AVImark Notes and Note Glossary Room 203		Paperless ● The Power of a Paperless Practice: AVImark Advanced Medical Record Room 203		Paperless ● The Power of a Paperless Practice: Going Paperless with AVImark Roundtable Room 203
	Protect Your Practice ● ImproMed, Managing Controlled Substances Room 204		Practice Financials ● ImproMed, Shape Up Your Bottom Line by Reconciling Transactions with Reports Room 204		Marketing ● Setting up Searches in ImproMed Room 204		Protect Your Practice ● ImproMed, Employees, Data Storage, Disaster Recovery Room 204
	Paperless ● The Power of a Paperless Practice: ImproMed, Capture Charges and Client Signatures Room 205		Paperless ● The Power of a Paperless Practice: ImproMed, Electronic Forms of Communication Room 205		Paperless ● Paperless: ImproMed, SOAPing the Patient Room 205		OPEN Room 205
	Paperless ● The Power of a Paperless Practice: eVetPractice Estimates Room 206		Inventory ● Inventory Foundation in eVetPractice Room 206		Inventory ● eVetPractice Inventory Ordering and Receiving Room 206		Software ● Jump Start: eVetPractice Billable Items Management Room 206
	Software ● Jump Start: Day-to-Day Processes in eVetPractice Room 207		Software ● Jump Start: eVetPractice Medical Record Shortcuts Room 207		Software ● Jump Start: eVetPractice, Managing Invoicing and Returns Room 207		Software ● Jump Start: From Check-In to Check-Out Room 207
	Practice Financials C.E.* Best Accounting and Data Collection Systems for Practice Profitability Marsha Heinke Whiteriver A		Practice Financials C.E.* What's New in Key Performance Indicators, Benchmarking, and Predictive Analytics Marsha Heinke Whiteriver A		Practice Financials C.E.* Safeguarding Your Veterinary Practice's Success: Identifying and Protecting Against Risks Marsha Heinke Whiteriver A		Practice Financials C.E.* Understanding the Value of Your Veterinary Practice Marsha Heinke Whiteriver A
	Human Resources C.E.* Effective Client Communication Bash Halow Whiteriver B		Human Resources C.E.* 10 Disasterous Leadership Habits Bash Halow Whiteriver B		Wellbeing C.E.* Compassion Fatigue: A Way Forward Bash Halow Whiteriver B		Wellbeing C.E.* Managing Customer Complaints Bash Halow Whiteriver B

<p>8:00 - 9:15</p>	<p>Dr. Eleonore Green Whiteriver E-J</p>	<p>General Session: Innovations Shaping Veterinary Medicine The availability, convenience, and quality of healthcare for animals are changing exponentially. Innovations and technology are forever shaping the future of veterinary medicine, with veterinary medicine and client expectations evolving in concert. Being proactive in understanding the progressive landscape of innovative technology and implementing these technologies will enhance veterinary practices and will offer significant advantages to the veterinarian, the client, and the patient in this ever-changing world.</p>
<p>9:30 - 10:30</p>	<p>Software AVImark Trainer Room 201 ●</p>	<p>Jump Start: AVImark Posting and Invoicing Be successful from Day One by learning proper techniques for posting charges, discounting, and invoicing clients for services and items.</p>
<p>9:30 - 10:30</p>	<p>Inventory Andy Edwards Room 202 ●</p>	<p>AVImark Inventory Foundation Take an in-depth look at the mechanics of inventory management, coding, and tracking. We'll cover pricing, product rotation, re-order points, and tracking consumption of inventory.</p>
<p>9:30 - 10:30</p>	<p>Paperless Jessica Krueger Room 203 ●</p>	<p>The Path to Paperless: AVImark Whiteboard Basics Simplify your scheduling and check-in processes while improving in-clinic communication. Discover the benefits of the AVImark Whiteboard while learning baseline implementation and capabilities.</p>
<p>9:30 - 10:30</p>	<p>Software Anthony Klabunde Room 204 ●</p>	<p>Jump Start: ImproMed Preferences, Desktop and Database Get an overview of the Desktop, customize with Preferences, and look at the database setup screens. Perfect for users who are new to ImproMed or upgrading to the latest version.</p>
<p>9:30 - 10:30</p>	<p>Paperless Maggie Howes Room 205 ●</p>	<p>The Power of a Paperless Practice: ImproMed, Capture Charges and Client Signatures Begin your journey to paperless by linking products to visit reasons using the EasyTime module, turn your paper circle sheets into electronic Travel Sheets, and capture client signatures on electronic consent forms for Estimates.</p>








9:30 - 10:30	Inventory Megan VanRheenan Room 206 ●	eVetPractice Inventory Foundation New to managing inventory in your eVetPractice software? This class is for you. We'll cover the basics for setting up and managing your inventory, including setting up new inventory items, organizing and modifying inventory, and controlled substance reporting.
9:30 - 10:30	Software Christa Gavitt Room 207 ●	eVetPractice Focus on Roles: The Practice Manager Attention practice managers: here's the complete guide to getting your job done using eVetPractice, including setting up employee records, running and updating reports, mass price increases, and more.
9:30 - 10:30	Human Resources Melissa Overberg Room 208 C.E.*	Improving Your Interview Skills To compete in this economy, you've got to hire the best talent you can. To find the best talent, you've got to have the right interview skills. HR Expert Melissa Overberg explores the best interview techniques to help you uncover talent and hire the best.
9:30 - 10:30	Innovation Bruce Dell Whiteriver B	The Power of Compounding: Specialty Pharmacy in Today's Veterinary Practice Join Bruce Dell, RPh, MS, DPh, Pharmacist and Director of Research and Development for Covetrus Global Prescription Management, as he discusses the ins and outs of compounding in the veterinary practice, the importance of specialty pharmacy to the health and well-being of veterinary patients, a review of key veterinary drugs, and drug updates.
9:30 - 10:30	Marketing Dr. Catlin DeWilde Whiteriver C C.E.	Staking Your Claim: How to Ensure Your Practice is Found Online It can be hard to maintain a full-blown presence in all the many online and social media channels where your clients may be searching. Join Dr. Caitlin DeWilde, The Social DVM, as she covers the demographics, feasibility, and must-haves regarding your online presence. We'll also cover which ones are worthy of continued time and investment, and which ones need less attention. Never miss an opportunity for a new client to find you again!
Break 10:30 - 11:15		
11:15 - 12:15	Software AVImark Trainer Room 201 ●	Jump Start: AVImark Associated Entries Learn proper techniques to set up your procedure list, create packages, and link inventory items for proper tracking.
11:15 - 12:15	Inventory Andy Edwards Room 202 ●	AVImark Inventory Ordering and Receiving Learn how to manage inventory effectively, using features that can automate purchase ordering, receiving, and price updating.

11:15 - 12:15	Paperless Jessica Krueger Room 203 	The Path to Paperless: AVImark Client Take-Home Instructions Discover the initial steps for going paperless by using the electronic medical record. Then learn how to improve efficiency by automating medical record note entry.
11:15 - 12:15	Software Anthony Klabunde Room 204 	Jump Start: ImproMed, Scheduling with EasyTime, Clinic Census, and Boarding Learn how to schedule patients using the EasyTime module and Boarding module, and track a patient's visit in Clinic Census. Perfect for users who are new to ImproMed or upgrading to the latest version.
11:15 - 12:15	Paperless Maggie Howes Room 205 	The Power of a Paperless Practice: Electronic Forms of Communication Communicating electronically is a huge time (and paper) saver! Learn to set up email in ImproMed; integrate digital imaging and lab machines to store medical histories directly to a patient's record; and email reminders, medical records, and other documents to clients or other medical professionals. We'll also cover using the Message Center, Info Center, and Group Chat to communicate internally with staff members.
11:15 - 12:15	Software Megan VanRheenan Room 206 	Jump Start: eVetPractice Billable Items Management New to eVetPractice? You'll learn how to manage billable items, including the setup and editing of inventory items.
11:15 - 12:15	Software Christa Gavitt Room 207 	eVetPractice Focus on Roles: The Veterinarian Attention veterinarians: Here's everything you need to know to maintain your medical records, including entering medical histories and exam forms, using document templates, generating estimates, using the whiteboard, and more.
11:15 - 12:15	Human Resources Melissa Overberg Room 208 C.E.* Pending	Leading with Influence HR Expert Melissa Overberg explores how the right influence can help you build and improve your relationships ... and get results. This session will help you understand the factors that impact influence and identify influencing techniques.
11:15 - 12:15	Innovation Room 103 C.E.* Pending	Pharmacy at Your Fingertips: Re-thinking Your Pharmacy Business Take back - and grow - your pharmacy business! You can offer an online pharmacy where you "own the script," for preventives, prescription diets, or compounded medications. Learn how to use a prescription management platform to gain incremental revenue and make your day-to-day easier while being more in control of where your clients are getting much needed veterinary products.

11:15 - 12:15	Innovation Bruce Dell Whiteriver B	The Power of Compounding: Specialty Pharmacy in Today's Veterinary Practice Join Bruce Dell, RPh, MS, DPh, Pharmacist and Director of Research and Development for Covetrus Global Prescription Management, as he discusses the ins and outs of compounding in the veterinary practice, the importance of specialty pharmacy to the health and well-being of veterinary patients, a review of key veterinary drugs, and drug updates.
11:15 - 12:15	Marketing Dr. Caitlin DeWilde Whiteriver C C.E.*	How to Prove Your Social Media ROI Finally get the answers to that popular question: "What's the return on investment for my social media?" The data is there, if you're looking for it. Too often, veterinary teams are quick to throw in the towel or write off social media as an untrackable expense without implementing the necessary measures to track success. Join Dr. Caitlin DeWilde, The Social DVM, for help making changes to your social strategy and ROI tracking by looking at Facebook ad and boost options, installing a Facebook pixel, making changes to your PMS tracking measures, and more! Bring your computers and client registration forms and get ready to geek out!
Lunch 12:15 - 1:45		
1:45 - 2:45	Software AVImark Trainer Room 201 ●	Jump Start: AVImark Estimates and Drug Labels Learn the basics and develop core skills for building effective estimates and drug labels.
1:45 - 2:45	Inventory Andy Edwards Room 202 ●	Inventory: AVImark Inventory Management Get an in-depth look at the mechanics of inventory management. We'll cover pricing, product rotation, re-order points, and tracking consumption of inventory.
1:45 - 2:45	Paperless Jessica Krueger Room 203 ●	The Path to Paperless: AVImark Worklist, Follow-Up List and File Attachments A must for paperless practices -- learn how to effectively use and manage scanned file attachments, worklists and follow-up lists within the AVImark system.
1:45 - 2:45	Software Anthony Klabunde Room 204 ●	Jump Start: ImproMed Estimates, Invoices and Travel Sheets Learn the fundamentals of working with estimates, invoices, and electronic travel sheets. Perfect for users who are new to ImproMed or upgrading to the latest version.

1:45 - 2:45	Paperless Maggie Howes Room 205 ●	The Power of a Paperless Practice: ImproMed, SOAPing the Patient SOAP your patients and convert to paperless medical records. Learn how to save data entry time with VetNotes and use electronic forms to capture medical data and link to charges.
1:45 - 2:45	Software Megan VanRheenan Room 206 ●	Jump Start: eVetPractice from Check-In to Check-Out We'll run through all the critical steps from check-in to check-out, including basic workflows, capturing medical record data, and more.
1:45 - 2:45	Software Christa Gavitt Room 207 ●	eVetPractice Focus on Roles: The Veterinary Technician Attention, Vet Techs! Here's how you can use eVetPractice to fly through your daily tasks. We'll cover client/patient searches, taking patient health histories and vitals, generating estimates and invoices, and more.
1:45 - 2:45	Wellbeing Leslie Klevay Room 209 C.E.*	Resolving Conflict Resolving conflict often involves empathy, understanding, and the ability to negotiate. HR Expert Leslie Klevay will explore ways to focus on what you really want as a means to resolve conflict.
1:45 - 2:45	Innovation Room 103 C.E.*	Walmart, Chewy and Faxes...Oh My! Do you feel like your staff is working for Chewy or 1-800 Pet Meds? Do you know each fax you approve is an average of \$100 in lost revenue and takes your staff at least 8 minutes of administrative time? Do you want to win back your pharmacy business and make sure your patients' medications are safe? Learn how to bring those customers back to your practice, gain and increase compliance, and earn incremental revenue.
1:45 - 2:45	Innovation Bruce Dell Whiteriver B	The Power of Compounding: Specialty Pharmacy in Today's Veterinary Practice Join Bruce Dell, RPh, MS, DPh, Pharmacist and Director of Research and Development for Covetrus Global Prescription Management, as he discusses the ins and outs of compounding in the veterinary practice, the importance of specialty pharmacy to the health and well-being of veterinary patients, a review of key veterinary drugs, and drug updates.
1:45 - 2:45	Marketing Dr. Caitlin DeWilde Whiteriver C C.E.	Cyberbullying Dr. Caitlin DeWilde, The Social DVM, will help you take concrete steps across social media channels to prevent cyberbullying attacks. Establish safeguards to limit or regulate outsider access to publishing content on your pages. Learn how to set up alert and notification systems so you can be notified of negative activity instantly. Discuss recommendations for monitoring and responding to online reviews, both negative and positive. Finally, learn strategies to encourage more positive reviews, feedback and online traffic.

Break 2:45 - 3:30








3:30 - 5:00	Software AVImark Trainer Room 201 	Jump Start: AVImark Appointments and Boarding Simplify the check-in process by learning essential skills and effective techniques for using the AVImark Appointment and Boarding Calendars.
3:30 - 5:00	Inventory Andy Edwards Room 202 	AVImark Inventory Reports Explore inventory income and expense, cost of goods sold and stock value through the use of AVImark inventory reports.
3:30 - 5:00	Paperless Jessica Krueger Room 203 	The Path to Paperless: AVImark Basic Medical Condition Record Discover the initial steps for going paperless by using the electronic medical record. Then learn how to improve efficiency by automating medical record note entry.
3:30 - 5:00	Software Anthony Klabunde Room 204 	Jump Start: ImproMed, Product and Inventory Items Setup Learn how to set up products and pricing and how to link products to inventory. This course is for users new to ImproMed or upgrading to the latest version.
3:30 - 5:00	Protect Your Practice Maggie Howes Room 205 	Protect Your Practice: ImproMed, Employees, Data Storage, Disaster Recovery Learn how to protect your data on a daily and weekly basis. This session will discuss the importance of setting up employee security, as well as how to protect your business with an Emergency Plan Recovery Guide.
3:30 - 5:00	Software Megan VanRheenan Room 206 	Jump Start: eVetPractice, Managing Invoicing and Returns Work more quickly and efficiently with in-depth invoicing techniques and account balance management. We'll cover invoicing using the Treatments section vs. Quick Invoicing, adding multiple owners, account balance management, voiding vs. returning, and more.
3:30 - 5:00	Software Christa Gavitt Room 207 	eVetPractice Focus on Roles: The Veterinary Technician Attention, vet techs! Here's how you can use eVetPractice to fly through your daily tasks. We'll cover client/patient searches, taking patient health histories and vitals, generating estimates and invoices, and more.

3:30 - 5:00	Wellbeing Leslie Klevay Room 209 C.E.*	Managing Stress Successful veterinary practices can be stressful at times, from handling chaos and irate customers to dealing with team conflict. HR Expert Leslie Klevay covers strategies to help you better deal with stress and adversity in your practice, your life, and within your team.
3:30 - 5:00	Innovation Room 103 C.E.*	.com# - Leveraging Specialty Pharmacy in the Digital Age Did you know that you can compound everything right from an online prescription management platform in the comfort of your own practice, autoship much-needed medications to your clients on a regular basis, and ensure consistent compliance for your patients? How many different avenues do you go through before your daily compound solutions are met? Learn how you can leverage the Covetrus compounding solution and the many specialty offerings from the largest veterinary pharmacy formulary in the world to create awareness and recurring compliance.
3:30 - 5:00	Marketing Dr. Caitlin DeWilde Whiteriver C C.E.*	From Puppy Kits to Marketing Magic Stop printing pages of handouts, protocols and client education materials that your clients won't read, and turn your materials in digital content that works for you AND your clients. Dr. Caitlin DeWilde, The Social DVM, will show you how a typical puppy/kitten kit, senior recommendation handouts, or any of your typical client materials can be converted into digital content. From there, you have a wealth of information to email clients, post on social media, or use as lead magnets for new clients.

<p>8:00 - 9:15</p>	<p>Eric Garcia Whiteriver E-J</p>	<p>General Session: Future Proof Your Practice Technology is already changing the way that veterinarians run their business, and if you want to still be in business in the years to come, you need to act now. In this keynote, Eric Garcia will walk you through: how to protect your practice in a world where technology is changing at a fast pace, how to give pet owners what they really want, and what futureproofing really looks like, featuring innovative practices.</p>
<p>9:30 - 10:30</p>	<p>Growth Strategies AVImark Trainer Room 201 </p>	<p>Growth Strategies: AVImark, Optimize Your AVImark Reminder System Learn how to harness the power of your reminder system to boost compliance and standards of care. This session will show you how to ensure reminder templates are set up properly and all patients are receiving reminders.</p>
<p>9:30 - 10:30</p>	<p>Practice Financials Andy Edwards Room 202 </p>	<p>Practice Financials: AVImark, A Spotlight on AVImark Reports How much time do you spend tracking your practice's financial health? Take a comprehensive look at financial reports in AVImark to identify common mistakes, increase accuracy and capture missed charges.</p>
<p>9:30 - 10:30</p>	<p>Paperless Jessica Krueger Room 203 </p>	<p>The Power of a Paperless Practice: AVImark Advanced Whiteboard Learn strategic implementation and advanced processes for increased productivity, enhanced interoffice communication, capturing missed charges, and automating processes.</p>
<p>9:30 - 10:30</p>	<p>Inventory Anthony Klabunde Room 204 </p>	<p>Inventory: ImproMed, The Foundations of Product and Inventory Setup Here's the foundation you need to get ready to track inventory in your hospital. Learn how to create and modify your product and inventory items and make adjustments to your inventory count.</p>
<p>9:30 - 10:30</p>	<p>Paperless Maggie Howes Room 205 </p>	<p>The Power of a Paperless Practice: ImproMed, From Check-In to Check-Out See how to use ImproMed for check-in, check-out, and everything in between, to ensure a smooth, efficient, and successful workflow.</p>

9:30 - 10:30	Protect Your Practice Megan VanRheenan Room 206 ●	eVetPractice Settings and Security Set up your practice for compliance and appropriate employee permissions. We'll cover setting up employees, locking medical records, managing general settings, and more.
9:30 - 10:30	Paperless Christa Gavitt Room 207 ●	The Power of a Paperless Practice: eVetPractice Medical Record Forms Medical records are the backbone of a paperless practice. Learn how to set up and use forms for medical exams, histories, and labs, as well as customizing patient health report cards.
9:30 - 10:30	Wellbeing Leslie Klevay Room 209 C.E.*	Resolving Conflict Resolving conflict often involves empathy, understanding, and the ability to negotiate. HR Expert Leslie Klevay will explore ways to focus on what you really want as a means to resolve conflict.
9:30 - 10:30	Protect Your Practice Kris Hinz Room 102 C.E.	OSHA: More than SDS Collection OSHA requirements can make any practitioner cringe at the image of red tape, masses of paperwork and fines for non-compliance. This program offers practical steps that comply with state and federal laws to help you meet the regulations in the areas of Hazard Communication, Global Harmonized System, Workplace Injury and Illness, Site Compliance and Hazardous Waste Disposal.
9:30 - 10:30	Innovation Room 103 C.E.*	Pharmacy at Your Fingertips: Re-thinking Your Pharmacy Business Take back - and grow - your pharmacy business! You can offer an online pharmacy where you "own the script," for preventives, prescription diets, or compounded medications. Learn how to use a prescription management platform to gain incremental revenue and make your day-to-day easier while being more in control of where your clients are getting much needed veterinary products.
9:30 - 10:30	Growth Strategies Karen Felsted Whiteriver B C.E.*	Talking with Clients, Not at Them The conversation between veterinary team members and pet owners is important for the decision the client makes about veterinary care. Giving the pet owner the right information in the right way is critical. In this session, Karen Felsted will help you identify the information that clients want and need when they bring their pet to your practice, discuss the thought process pet owners go through in making care decisions, and learn simple communication techniques that can have a powerful impact on bonding clients to a practice.
9:30 - 10:30	Marketing Eric Garcia Whiteriver C C.E.*	Top Marketing Mistakes and How You Can Fix Them You've downloaded a ton of resources, taken good notes, gone to a few conferences, and subscribed to plenty of newsletters on marketing. And yet, you are probably making the same mistakes as so many others. You're not alone. In this session, Eric Garcia will review the top marketing mistakes practices make and how you can easily fix them.

Break 10:30 - 11:15

11:15 - 12:15	Marketing AVImark Trainer Room 201 	Using AVImark Search Queries Beyond Reminders The AVImark Information Search is one of the most powerful features in AVImark. Explore customized reporting and marketing approaches using the Information Search.
11:15 - 12:15	Inventory Andy Edwards Room 202 	Managing Controlled Drugs in AVImark Learn techniques for successfully managing on-hand inventory quantities, which can have an impact on scheduled drugs.
11:15 - 12:15	Paperless Jessica Krueger Room 203 	The Power of a Paperless Practice: AVImark Notes and Note Glossary Learn various methods to communicate after-care instructions through the use of documents and invoice instructions.
11:15 - 12:15	Inventory Anthony Klabunde Room 204 	Inventory: ImproMed, The Next Step to Inventory Usage The second phase of inventory management involves ordering and receiving. Learn the different methods ImproMed offers for creating orders. Then learn how to receive items into inventory to ensure your inventory is on track.
11:15 - 12:15	Growth Strategies Maggie Howes Room 205 	ImproMed Reminders You can't provide optimal medical services for patients you don't see. Explore how a well-structured reminder strategy encourages clients to bring their animals in for long-term care. Track how well your reminders are working with ImproMed's Compliance Log.
11:15 - 12:15	Protect Your Practice Megan VanRheenan Room 206 	Controlled Drugs and Inventory Reports in eVetPractice Drive compliance in your practice through proper set up and reporting of controlled drugs usage. We'll cover setup of a controlled drug in inventory, using controlled drugs in packages, proper documentation of controlled drugs on the medical record through invoicing, reporting on controlled drugs, and more.
11:15 - 12:15	Paperless Christa Gavitt Room 207 	The Power of a Paperless Practice: eVetPractice Document and Email Templates Templates can make the day much easier! We'll cover setup and usage of custom client facing documents, invoice handouts, EMR canned paragraphs, email templates, and mass communications.

11:15 - 12:15	Wellbeing Leslie Klevay Room 209 C.E.*	Managing Stress Successful veterinary practices can be stressful at times, from handling chaos and irate customers to dealing with team conflict. HR Expert Leslie Klevay covers strategies to help you better deal with stress and adversity in your practice, your life, and within your team.
11:15 - 12:15	Protect Your Practice Mike Pfeiffer Room 102 C.E.	Controlled Substances It is important that veterinarians, practice managers and researchers have a clear understanding of their role as the watch dog of controlled substances. This program drills down into specifics on DEA expectations for distributors and practitioners, recordkeeping, retention, and inventory requirements, as well as information resources, registration requirements (Federal and State), security requirements and controls, and theft/significant loss of controlled substances.
11:15 - 12:15	Innovation Room 103 C.E.*	Walmart, Chewy, and Faxes...Oh My! Do you feel like your staff is working for Chewy or 1-800 Pet Meds? Do you know each fax you approve is an average of \$100 in lost revenue and takes your staff at least 8 minutes of administrative time? Do you want to win back your pharmacy business and make sure your patients' medications are safe? Learn how to bring those customers back to your practice, gain and increase compliance, and earn incremental revenue.
11:15 - 12:15	Growth Strategies Karen Felsted Whiteriver B C.E.*	Increasing Practice Revenue Requires a Plan Randomly trying different strategies isn't going to help a practice increase its revenue. A well thought out plan will! In this session, Karen Felsted will help you identify what clients want from their veterinary practice, formulate a process for identifying the practice's strengths and weaknesses and making necessary changes, and learn how to identify untapped revenue sources by mining your own practice's data.
11:15 - 12:15	Marketing Eric Garcia Whiteriver C C.E.*	The Three Elements of a Successful Marketing Strategy Eric Garcia will help you become a marketing genius by learning how to implement the three elements of a successful marketing strategy. Attract new clients and measure success, measure client satisfaction and determine client-bonding rates, and implement targeted marketing and communication campaigns to ensuring clients keep coming back. Learn techniques on how to implement the ultimate marketing strategy in your practice.
Lunch 12:15 - 1:45		
1:45 - 2:45	Software AVImark Trainer Room 201 	AVImark Q&A Roundtable Get all of your questions answered! This open forum discussion will be conducted with a seasoned AVImark trainer to learn tips, tricks and common techniques.

1:45 - 2:45	Growth Strategies Andy Edwards Room 202 	Preventative Care Strategies with AVImark Wellness Plans Learn how to create complete, year-long preventive healthcare programs that target the services pets need and encourage clients to bring their pets in sooner and more often.
1:45 - 2:45	Paperless Jessica Krueger Room 203 	The Power of a Paperless Practice: AVImark Advanced Medical Record Streamline the medical condition record through the use of automated protocols and abnormality notes.
1:45 - 2:45	Inventory Anthony Klabunde Room 204 	Seamless Inventory Automation in ImproMed Automate the ordering and receiving of inventory items with Intelligent Inventory.
1:45 - 2:45	Growth Strategies Maggie Howes Room 205 	ImproMed Wellness Plans For clients on a budget, wellness plans can mean the difference between bringing a pet in for needed care, or staying at home. A wellness plan encourages clients to visit you on a regular basis. Learn how to structure the right plan for your practice and help clients use scheduled payments.
1:45 - 2:45	Growth Strategies Megan VanRheenan Room 206 	eVetPractice Reminders and Callbacks Build a successful business by using eVetPractice to proactively reach out to customers. We'll cover billable item reminder setup and distribution, one-time patient reminders, automated vs. non-automated reminders, and callbacks.
1:45 - 2:45	Paperless Christa Gavitt Room 207 	The Power of a Paperless Practice: eVetPractice Appointments and Status It all starts with the appointment calendar! We'll cover general calendar settings plus setup and usage of Confirm and Visit Statuses, Appointment Types, Calendar Resources, and more.
1:45 - 2:45	Human Resources Melisa Overberg Room 208 C.E.*	Improving Your Interview Skills To compete in this economy, you've got to hire the best talent you can. To find the best talent, you've got to have the right interview skills. HR Expert Melisa Overberg explores the best interview techniques to help you uncover talent and hire the best.

1:45 - 2:45	Protect Your Practice Kevin Patterson Room 102 C.E.	Radiation Compliance and Safety This introductory course will provide the fundamentals of radiation safety and risk for radiological and non-radiological workers. We'll cover ALARA practices, safety equipment, monitoring, enforcement, security and quality control. The other portion of the course will cover specific compliance topics such as shielding plans, registration, training, and the correct paperwork to help maintain compliance.
1:45 - 2:45	Innovation Room 103 C.E.*	.com# - Leveraging Specialty Pharmacy in the Digital Age Did you know that you can compound everything right from an online prescription management platform in the comfort of your own practice, autoship much-needed medications to your clients on a regular basis, and ensure consistent compliance for your patients? How many different avenues do you go through before your daily compound solutions are met? Learn how you can leverage the Covetrus compounding solution and the many specialty offerings from the largest veterinary pharmacy formulary in the world to create awareness and recurring compliance.
1:45 - 2:45	Growth Strategies Karen Felsted Whiteriver B C.E.*	Strategies for Increasing Practice Revenue There are many ways to increase practice revenue including offering new services (either medical or service oriented), increasing fees, expanding marketing, and offering new payment alternatives. Successful practices focus on strategies that fit their culture and client needs. Karen Felsted will discuss current practice pricing strategies and key pricing mistakes, how to maximize revenue and client value with an online pharmacy, and how to effectively implement pay-by-the-month wellness plans.
1:45 - 2:45	Marketing Eric Garcia Whiteriver C C.E.*	Marketing the Human-Animal Bond to Millennials Millennials now make up the largest segment of pet owners in the United States! They spend more time with their pets and humanize them more than any other pet-owning group. Millennials also tend to spend extravagantly on their pets. They think differently about what is "essential" and purchase discretionary items under the guise that they are non-discretionary. But they also tend to evaluate their needs more thoroughly. Join Eric Garcia as he explores the strong Human-Animal Bond in this group, which is essential to understanding and attracting this segment of pet owners to our practices.
Break 2:45 - 3:30		
3:30 - 5:00	Paperless Andy Edwards Room 201 	The Power of a Paperless Practice: AVImark from Check-In to Check-Out Learn how to incorporate multiple AVImark features into daily practice workflow scenarios to help improve practice productivity and minimize stress.

3:30 - 5:00	Protect Your Practice AVImark Trainer Room 202 	AVImark Security Every day, fraud and theft threaten practices just like yours. Do you have the tools to stay a few steps ahead of the bad guys? Discover how to enhance AVImark's security and implement measures to prevent and detect fraud.
3:30 - 5:00	Paperless Jessica Krueger Room 203 	The Power of a Paperless Practice: Going Paperless with AVImark (Roundtable) Join a lively roundtable discussion with your peers to understand clinical scenarios and discussions of paperless challenges and best practices.
3:30 - 5:00	Inventory Anthony Klabunde Room 204 	Inventory: ImproMed, Inventory Management and Product Spreadsheet Further manage and track inventory with inventory reports. Learn to use the product spreadsheet to modify products, pricing, and inventory, en masse.
3:30 - 5:00	Growth Strategies Maggie Howes Room 205 	ImproMed Reminders You can't provide optimal medical services for patients you don't see. Explore how a well-structured reminder strategy encourages clients to bring their animals in for long-term care. Track how well your reminders are working with ImproMed's Compliance Log.
3:30 - 5:00	Growth Strategies Megan VanRheenan Room 206 	eVetPractice Wellness Plans Improve patient care and build better customer relationships by offering wellness plans. We'll cover setting up your wellness plans, management and reporting, payment processing, and more.
3:30 - 5:00	Paperless Christa Gavitt Room 207 	The Power of a Paperless Practice: eVetPractice Electronic Communications Develop techniques for effectively communicating with your clients using eVetPractice. We'll cover Rapport integration, in-system communication options, communicating with clients before and after appointments, and sending lab results and take-home documents.
3:30 - 5:00	Human Resources Melisa Overberg Room 208 C.E.*	Leading with Influence HR Expert Melissa Overberg explores how the right influence can help you build and improve your relationships ... and get results. This session will help you understand the factors that impact influence and identify influencing techniques.








<p>3:30 - 5:00</p>	<p>Growth Strategies Karen Felsted Whiteriver B C.E.*</p>	<p>Strategies for Increasing Practice Revenue (continued)</p> <p>There are many ways to increase practice revenue including offering new services (either medical or service oriented), increasing fees, expanding marketing, and offering new payment alternatives. Successful practices focus on strategies that fit their culture and client needs. Karen Felsted will discuss current practice pricing strategies and key pricing mistakes, how to maximize revenue and client value with an online pharmacy, and how to effectively implement pay-by-the-month wellness plans.</p>
<p>3:30 - 5:00</p>	<p>Marketing Eric Garcia Whiteriver C C.E.*</p>	<p>Driving Client Engagement and Loyalty with Digital Media</p> <p>Client retention is incredibly important for growing a sustainable practice. Establishing and tracking client loyalty and engagement is an effective window into how your clients are going to behave. Client loyalty has a significant impact on a practice's profitability, so measuring client loyalty and developing retention strategies are critical to a practice's success. Join Eric Garcia as he discusses the digital media tools that increase client engagement and build client loyalty.</p>

8:00 - 9:15	Jim Philhower Whiteriver E-J	General Session: Is That the Best You Can Do? Father and son Jim and Cole Philhower had an unbreakable bond and an enviable life. But dreams were shattered when Jim received a phone call that made his blood run cold: Cole had been killed in a car accident. Jim was forced to learn how to keep breathing and find meaning in life. This keynote will give you tools to deepen your relationships, insights to magnify your talents and fulfill your potential, and motivation to make the most of life.
9:30 - 10:30	Growth Strategies AVImark Trainer Room 201 ●	Optimize Your AVImark Reminder System Learn how to harness the power of your reminder system to boost compliance and standards of care. This session will show you how to ensure reminder templates are set up properly and all patients are receiving reminders.
9:30 - 10:30	Inventory Andy Edwards Room 202 ●	AVImark Inventory Foundation Take an in-depth look at the mechanics of inventory management, coding, and tracking. We'll cover pricing, product rotation, re-order points, and tracking consumption of inventory.
9:30 - 10:30	Paperless Jessica Krueger Room 203 ●	The Power of a Paperless Practice: AVImark Advanced Whiteboard Master the AVImark Whiteboard! Learn strategic implementation and advanced processes for increased productivity, enhanced interoffice communication, capturing missed charges, and automating processes.
9:30 - 10:30	Protect Your Practice Anthony Klabunde Room 204 ●	Protect Your Practice: ImproMed, Managing Controlled Substances A comprehensive overview of best practices for setting up and tracking controlled substances in ImproMed. Learn how to mark an inventory item as a controlled substance and link the inventory item to a product, so when added to an invoice, the controlled substance is logged. We'll also cover creating and attaching database field prompts for required information, reporting/exporting the logged information, and verifying that the log book matches the log report.
9:30 - 10:30	Paperless Maggie Howes Room 205 ●	The Power of a Paperless Practice: ImproMed, Capture Charges and Client Signatures Begin your journey to paperless by linking products to visit reasons using the EasyTime module, turn your paper circle sheets into electronic Travel Sheets, and capture client signatures on electronic consent forms for Estimates.



9:30 - 10:30	Paperless Megan VanRheenan Room 206 ●	The Power of a Paperless Practice: eVetPractice Estimates Discover a whole new level of efficiency by using estimates. We'll cover generating an estimate, declining items and electronic client signoff, adding treatments to the medical record, setup preferences, and more.
9:30 - 10:30	Software Christa Gavitt Room 207 ●	Jump Start: Day-to-Day Processes in eVetPractice Designed for employees who are new to eVetPractice, this course will cover how to navigate and easily implement daily tasks such as basic navigation, using the calendar, medical record entries, and invoicing.
9:30 - 10:30	Practice Financials Marsha Heinke Whiteriver A C.E.*	Best Accounting and Data Collection Systems for Practice Profitability Managing your practice by the numbers doesn't have to be hard: you just need a systematic approach, like you tackle a physical exam. This first of four financial management sessions by Marsha Heinke reviews basic practice accounting anatomy using the AAHA/AVMA Chart of Accounts, and protecting practice value through strong bookkeeping, accounting, and electronic data management systems, along with well-trained employees with divided duties.
9:30 - 10:30	Human Resources Bash Halow Whiteriver B C.E.*	Effective Client Communication Taped phone calls to veterinary practices will leave you slack jawed and laughing before Bash Halow pulls you into a discussion of exactly what we are trying to say to clients and how to say it. This lecture has been a favorite for three years! It will delight all members of the veterinary team and provide a context in which to frame all interactions.
Break 10:30 - 11:00		
11:00 - 12:00	Paperless AVImark Trainer Room 201 ●	The Power of a Paperless Practice: AVImark from Check-In to Check-Out Learn how to incorporate multiple AVImark features into daily practice workflow scenarios to help improve practice productivity and minimize stress.
11:00 - 12:00	Inventory Andy Edwards Room 202 ●	AVImark Inventory Ordering and Receiving Learn how to manage inventory effectively, using features that can automate purchase ordering, receiving, and price updating.
11:00 - 12:00	Paperless Jessica Krueger Room 203 ●	The Power of a Paperless Practice: AVImark Notes and Note Glossary Learn various methods to communicate after-care instructions through the use of documents and invoice instructions.

11:00 - 12:00	Practice Financials Maggie Howes Room 204 ●	ImproMed, Shape Up Your Bottom Line by Reconciling Transactions with Reports Explore the variety of enhanced reports to track transaction adjustments and reconcile financial discrepancies on a day-to-day basis.
11:00 - 12:00	Paperless Anthony Klabunde Room 205 ●	The Power of a Paperless Practice: ImproMed, Electronic Forms of Communication Communicating electronically is a huge time (and paper) saver! Learn to set up email in ImproMed; integrate digital imaging and lab machines to store medical histories directly to a patient's record; and email reminders, medical records, and other documents to clients or other medical professionals. We'll also cover using the Message Center, Info Center, and Group Chat to communicate internally with staff members.
11:00 - 12:00	Inventory Megan VanRheenan Room 206 ●	Inventory Foundation in eVetPractice New to inventory management in eVetPractice? This course is for you! We'll cover setting up new inventory items, inventory organization, modifying inventory, controlled substance reporting, and more.
11:00 - 12:00	Software Christa Gavitt Room 207 ●	Jump Start: eVetPractice Medical Record Shortcuts Enter more medical record information in less time while providing your clients with all the information they need to care for their pet! We'll cover document templates, email templates, medical record quick links, and more.
11:00 - 12:00	Practice Financials Marsha Heinke Whiteriver A C.E.*	What's New in Key Performance Indicators, Benchmarking, and Predictive Analytics Automated practice systems collect valuable data on a real-time basis, but then what? Managing and building profit requires that you selectively use data to interpret results, adapt activities and plan for the future. Using the proliferation of data in your practice means refining the "lab reports" you run (Financial Reports), and then reading and interpreting the results. Marsha Heinke will explore recommended "pulse-points" for actively monitoring your practice, using key financial and management indicators and drivers and current industry benchmark trends.
11:00 - 12:00	Human Resources Bash Halow Whiteriver B C.E.*	10 Disastrous Leadership Habits This is one of Bash Halow's funniest lectures. You'll hear candid stories of how Bash misused or underused common management pillars in the past, often to disastrous consequences. This lecture-turned-professional-confession helps audience members not feel ashamed of their own shortcomings, teaches them the value of making mistakes, and encourages them to continue to move forward and try again.

Lunch 12:00 - 1:30

1:30 - 2:30	Protect Your Practice Room 201 	Roundtable Concerned about data security? Join your peers for a roundtable discussion to explore how Covetrus is ensuring data privacy and integrity.
1:30 - 2:30	Inventory Andy Edwards Room 202 	AVImark Inventory Management Get an in-depth look at the mechanics of inventory management. We'll cover pricing, product rotation, re-order points, and tracking consumption of inventory.
1:30 - 2:30	Paperless Jessica Krueger Room 203 	The Power of a Paperless Practice: AVImark Advanced Medical Record Streamline the medical record through the use of automated protocols and abnormality notes.
1:30 - 2:30	Marketing Anthony Klabunde Room 204 	Setting up Searches in ImproMed Set up targeted searches to promote your practice's services beyond vaccination reminders. Grow revenue by focusing on parasite prevention, dental care, and more!
1:30 - 2:30	Paperless Maggie Howes Room 205 	Paperless: ImproMed, SOAPing the Patient SOAP your patients and convert to paperless medical records. Learn how to save data entry time with VetNotes and use electronic forms to capture medical data and link to charges.
1:30 - 2:30	Inventory Megan VanRheenan Room 206 	eVetPractice Inventory Ordering and Receiving Learn to use state-of-the-art ordering integrations and additional vendor options in eVetPractice. We'll cover the Covetrus ordering system, additional integration partners, and creating and receiving purchase orders.
1:30 - 2:30	Software Christa Gavitt Room 207 	Jump Start: eVetPractice, Managing Invoicing and Returns Work more quickly and efficiently with in-depth invoicing techniques and account balance management. We'll cover invoicing using the Treatments section vs. Quick Invoicing, adding multiple owners, account balance management, voiding vs. returning, and more.

1:30 - 2:30	Practice Financials Marsha Heinke Whiteriver A C.E.*	Safeguarding Your Veterinary Practice's Success: Identifying and Protecting Against Risks Every practice director and manager needs to understand risk management and internal control systems in the hospital environment. Positive cash flows, effective utilization of staff, inventory and other resources, and maintaining the practice's overall value are contingent on well-maintained systems. Marsha Heinke begins with a macro view of fraud and embezzlement and then discusses successful strategies in asset management, understanding that little changes result in big gains when it comes to profit and value.
1:30 - 2:30	Wellbeing Bash Halow Whiteriver B C.E.*	Compassion Fatigue: A Way Forward This class invites participants to take a standardized self-test for job satisfaction and workplace fatigue, after which surprising results are shared anonymously through a live poll. Bash Halow concludes the lecture with the facts on compassion fatigue and tips for practices to guard against it. This lecture motivates leaders to take workplace satisfaction seriously.
Break 2:30 - 2:45		
2:45 - 3:45	Software AVImark Trainer Room 201 ●	AVImark Q&A Roundtable Get all of your questions answered! This open forum discussion will be conducted by a seasoned AVImark trainer to learn tips, tricks and common techniques.
2:45 - 3:45	Inventory Andy Edwards Room 202 ●	AVImark Inventory Reports Explore inventory income and expense, cost of goods sold and stock value through the use of AVImark inventory reports.
2:45 - 3:45	Paperless Jessica Krueger Room 203 ●	The Power of a Paperless Practice: Going Paperless with AVImark (Roundtable) Join a lively roundtable discussion with your peers to understand clinical scenarios and discussions of paperless challenges and best practices.
2:45 - 3:45	Protect Your Practice Maggie Howes Room 204 ●	Protect Your Practice: ImproMed, Employees, Data Storage, Disaster Recovery Learn how to protect your data on a daily and weekly basis. This session will discuss the importance of setting up employee security, as well as how to protect your business with an Emergency Plan Recovery Guide.

2:45 - 3:45	Software Megan VanRheenan Room 206 	Jump Start: eVetPractice Billable Items Management Learn how to set up and manage your billable items, including inventory, procedures, labs, and packages. We'll also cover creating canned estimates in eVetPractice.
2:45 - 3:45	Software Christa Gavitt Room 207 	Jump Start: From Check-In to Check-Out Learn how to use eVetPractice to streamline your workflow, from check-in, to check-out, and everything in between.
2:45 - 3:45	Practice Financials Marsha Heinke Whiteriver A C.E.*	Understanding the Value of Your Veterinary Practice One of the most significant investments that a veterinary practitioner can make is practice ownership. Veterinary practice valuation is an integral part of the ongoing strategic business plan, that doesn't occur with just purchase and sale. Join Marsha Heinke as she explores how savvy practice administrators use valuation resources to astutely measure, guide and manage a significant financial investment. Valuation is like medicine: art and science intertwine, with the appraiser's professional judgement and knowledge of the profession's important factors.
2:45 - 3:45	Wellbeing Bash Halow Whiteriver B C.E.*	Managing Customer Complaints They can drive us crazy, get under our skin, and push us to our limits. Reactions to client complaints like anger, sadness, explosiveness, or retaliation may feel normal given how hard we are pushed, but that sort of behavior is never an option, so how do we cope? This session uses realistic case studies to stimulate thought, discussion, and healthy venting before Bash Halow teaches how to effectively manage complaints and use them to help team members shine.