



JOIN US
IN MUSKOKA

2024 OVMA GREAT IDEAS CONFERENCE

REGISTRATION PROGRAM

JUNE 19 - 21, 2024 | DEERHURST RESORT, HUNTSVILLE, ONTARIO



ONTARIO
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ASSOCIATION



ABOUT

WHAT IS THE GREAT IDEAS CONFERENCE?

Join us for a transformative conference designed exclusively for veterinary professionals seeking to excel in leadership, prioritize well-being and implement best practices in their field. The Great Ideas Conference offers a venue where attendees can engage in insightful discussions, gain practical skills and explore innovative strategies to thrive personally and professionally in a beautiful and picturesque location. Whether you're a seasoned practitioner, an aspiring leader or a dedicated veterinary professional, this event promises to inspire, educate and empower you to make a positive impact in the veterinary community and beyond.

Come by yourself, with your clinic staff or bring the whole family!

OVMA'S GREAT IDEAS CONFERENCE OFFERS:

- Top-notch practice management continuing education.
- Personal and team wellness education.
- Networking and social outings with colleagues.
- An opportunity to unwind in a breath-taking and relaxing atmosphere.
- A wide array of recreational amenities and activities to help you de-stress after a busy spring season.

WHO SHOULD ATTEND?

- Veterinarians
- Practice managers
- Anyone on the practice team

DEERHURST RESORT – SUMMER FUN FOR EVERYONE!

Enjoy everything from exceptional golf, boating, hiking, kayaking, treetop trekking, axe throwing and ATV riding. The sheer scope of activities and things to do right on the property is unmatched by any other Ontario resort.



CONFERENCE KICK-OFF

The Power of Perception

 6:30 p.m. – 9 p.m.

Join us for the Mix and Mingle kick-off as Yan Marson, TedX speaker and mentalist, teaches you how to trick your mind to unlock your fullest potential.

This unique, fun and engaging session will leave you with a fresh perspective on the power of perception and mindset, concepts that have been misused, misrepresented, undervalued and misunderstood. Yan leverages mentalism, magic and storytelling to demystify how we interpret reality, communicate and make decisions. This session will be a fun and unforgettable experience, and will provide actionable strategies and ‘mind hacks’ for persuasive communication, innovation and a growth mindset. You’ll leave equipped with practical insights and a renewed perspective on overcoming your greatest obstacle — your mindset.



Yan Markson
TedX Speaker and Mentalist

THURSDAY SCHEDULE	
Breakfast	7:30 a.m. - 9 a.m.
Morning Plenary	8:15 a.m. – 8:45 a.m.
Session 1	9 a.m. – 10:15 a.m.
Break	10:15 a.m. – 10:45 a.m.
Session 2	10:45 a.m. – Noon
Lunch	Noon – 1:30 p.m.
Session 3	1:30 p.m. – 2:45 p.m.
Break	2:45 p.m. – 3:15 p.m.
Session 4	3:15 p.m. – 4:30 p.m.

FRIDAY SCHEDULE	
Breakfast	7:30 a.m. - 9 a.m.
Session 1	9 a.m. – 10:15 a.m.
Break	10:15 a.m. – 10:45 a.m.
Session 2	10:45 a.m. – Noon
Lunch	Noon – 1:30 p.m.
Session 3	1:30 p.m. – 2:45 p.m.
Break	2:45 p.m. – 3:15 p.m.
Session 4	3:15 p.m. – 4:30 p.m.

THURSDAY, JUNE 20

MORNING PLENARY

Brain Bits - Exploring the Neuroscience of Positive Change in Veterinary Practice

 8:15 a.m. – 8:45 a.m.

Your brain today is the product of the organ you were born with and the experiences that shaped it into an amazing energy translating machine that makes you, uniquely you. Research in the field of neuroscience is evolving rapidly leaving us with exciting insights about helping people change along with myths worth exploring. Understanding how current research can be applied to leverage positive change and personal growth can influence the way we lead our teams and shift the narrative in veterinary medicine.



Elaine Klemmensen, DVM, CEC
Founder, Evolve Leadership Coaching & Consulting

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EXAMINING YOUR HOSPITAL'S FINANCIAL (AND CULTURAL) HEALTH



Bashore Halow, CVPM, LVT
Business Advisor, Halow Consulting

Basic Practice Health Screen: The Profit and Loss Statement

🕒 9 a.m. - 10:15 a.m.

In this segment, attendees are taken on a broad review of a business's finances before zeroing in on one of the most important statements of financial health, the Profit and Loss. Specifically, you'll learn how to organize your accounting and financial reportage to align with industry standards, how to breakdown a Profit and Loss statement into smaller expense classes, and how to measure these against benchmarks, and how to use the data of a Profit and Loss statement to target specific areas of your practice that require improvement.

Additional Diagnostics: Interpreting your PIMS and other performance reports

🕒 10:45 a.m. - Noon

During this session, we'll continue our exploration of reports with those that are generated from the software and Google. You'll learn the latest 2024 benchmarks, how to use reportage by doctor to improve organization and team efficiency, and how to use Google Analytics to understand your business's success with marketing. Specifically, you'll learn how to track basic hospital metrics over time as a way to keep your eye on change, to gauge success and to head off issues before they get out of hand, the latest 2024 benchmarks for common performance metrics, and the most important Google Analytics metrics to watch and what they mean.

Treating the Financially or Culturally ADR Hospital

🕒 1:30 p.m. - 2:45 p.m.

Sessions I and II really come together in this part where we learn how to respond to financial or performance metrics that need to be improved. Bash will share his experience investigating wonky reportage results and how to share them with employees for transparency and to garner their support in making improvements. Specifically, how to price effectively, how inventory management through the software can help to control or even reduce costs, and how to train team members to communicate value and seize opportunities.

A Wholistic Approach to a Financial Wellbeing

🕒 3:15 p.m. - 4:30 p.m.

In this final, inspirational section, learn how North America's best managers lean into identity and intrinsic motivators for improved financial and team health. So much better than blunt cost cutting or price hiking, this section explores more nuanced and engaging strategies to grow engagement and job fulfillment as fast as they grow wealth. Specifically learn how focus on relationships instead of sales increases both sales and employee satisfaction, how small changes to workflow can increase customer satisfaction and improve patient outcome, and how to fight worker malaise with smart coaching strategies and a bit of tough love.

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LEADERSHIP & COACHING



Elaine Klemmensen, DVM, CEC

Founder, Evolve Leadership Coaching & Consulting

It Starts With Trust

🕒 9 a.m. - 10:15 a.m.

Trust is the foundation of a healthy workplace culture, the cornerstone of psychological safety and the glue that brings us together and moves our organizations forward with speed and agility. Using storytelling, graphic maps and coaching questions, this engaging presentation will explore the different components of trust from both an individual and team perspective and offer practical tools to strengthen this critical component of leadership and organizational success.

Beyond Curiosity - A Coach Approach to Leadership

🕒 10:45 a.m - Noon

Traditional leadership models position the leader as the protagonist. The hero whose confidence, courage, strategic thinking and ability to rally the troops saves a struggling organization. But what if this model of great leadership is flawed? What if visionary leadership isn't about you, the leader, but instead about the people you lead? In this session, we'll explore practical frameworks and simple tools from the world of coaching that promote a more human-centered and collaborative approach to leadership.

Why Curiosity Should be Your Superpower

🕒 1:30 p.m. - 2:45 p.m.

Curiosity is a powerful antidote to judgement and a bridge to building connection and understanding. By asking better questions, leaders can have a positive impact on the self-awareness, self-sufficiency and resilience of a team. Leveraging curiosity will change the way you interact with your team and positively impact employee engagement, productivity, client satisfaction and ultimately your hospital culture.

The Power of Pause - Slow Down and Supercharge Your Leadership

🕒 3:15 p.m. - 4:30 p.m.

For busy veterinary professionals, time is a precious commodity. Too often we spend our days racing against the clock in order to check off all the items on our to-do list. This can leave us stressed and depleted at day's end – trapped in a time paradigm. What if we shifted from managing time to managing energy? Research from the world of neuroscience offers powerful insights into the way our brains work and the benefits of slowing down, managing our energy and finding space for reflection. In this participatory session we'll explore what this might look like in the veterinary space and, weather permitting, end our day with a reflective session outdoors to experience the restorative power of nature.

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CARBON LITERACY & SUSTAINABILITY



Jen Gale, BVetMed
Carbon Literacy Trainer and Founder of Sustainable(ish)



PRESENTING REMOTELY FROM THE UK

Saving over 1,700 kg carbon - the equivalent to the amount of carbon dioxide used to fill 1,700 large beach balls!

Climate Change and the Veterinary Profession

🕒 9 a.m. - 10:15 a.m.

A whistle-stop tour through the basics of climate science, including a look at where greenhouse gases are coming from, how the veterinary profession is contributing to the problem, and how the problem is impacting the veterinary profession.

How to Measure Your Clinic's Carbon Footprint (and Why You Might Want to Do It!)

🕒 10:45 a.m - Noon

Measuring the carbon footprint of our veterinary clinics can be an effective first step in understanding our greenhouse gas emissions and where to best target our efforts to reduce them. Find out how!

The Sustainable Veterinary Practice of the Future

🕒 1:30 p.m. - 2:45 p.m.

The science is telling us that we need to reduce our global emissions by 43 per cent by 2030 - what could this look like for veterinary clinics? And what are the co-benefits that can come with climate action?

Climate Action for Veterinarians

🕒 3:15 - 4:30 p.m.

An action based session helping to identify some quick wins, and some bigger projects, for all members of the clinic team. Packed with tips, ideas and case studies from clinics taking ambitious climate action to reduce their environmental impact.

WELL-BEING & LEADERSHIP



Saajan Bhakta, PhD (Psychology)

Former Director of Employee Experience at VetCor

Part I - Mental Health: Building Resilience and Managing Compassion Fatigue in Veterinary Medicine

🕒 9 a.m. - 10:15 a.m.

Compassion fatigue is a prevalent issue in the veterinary profession, impacting well-being and care quality. This workshop addresses compassion fatigue challenges, providing strategies for resilience to enhance the mental and emotional health of veterinary professionals.

Part II - Mental Health: Building Resilience and Managing Compassion Fatigue in Veterinary Medicine

🕒 10:45 a.m. - Noon

Compassion fatigue is a prevalent issue in the veterinary profession, impacting well-being and care quality. This workshop addresses compassion fatigue challenges, providing strategies for resilience to enhance the mental and emotional health of veterinary professionals.

Navigating Conflict Resolution in Veterinary Medicine and Practice

🕒 1:30 p.m. - 2:45 p.m.

Conflict is inevitable in professional environments, including veterinary medicine. Effectively addressing conflicts is crucial for a harmonious workplace and enhanced patient care. This session equips veterinary professionals with practical strategies to navigate and resolve conflicts within their practice.

Leading and Supporting an Intergenerational Workforce Within a Veterinary Practice

🕒 3:15 p.m. - 4:30 p.m.

The modern veterinary practice has a diverse, intergenerational workforce with distinct values and communication styles. Leading and supporting such a dynamic team is vital for a harmonious workplace. This session equips veterinary leaders with strategies to effectively lead and support an intergenerational workforce.

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Transforming Lives™

COMMUNICATION IN MANAGEMENT AND PRACTICE



Jason Coe, DVM, PhD

*Professor Department of Population
Medicine
Ontario Veterinary College,
University of Guelph*



Kat Sutherland, PhD, Postdoctoral Fellow

*Relationship-Centred Veterinary
Medicine
Ontario Veterinary College,
University of Guelph*



Natasha Janke, PhD, Postdoctoral Fellow

*Relationship-Centred Veterinary
Medicine
Ontario Veterinary College,
University of Guelph*

Train the Trainer: Equipping Your Entire Team with Four Essential Communication Tools

🕒 9 a.m. - 10:15 a.m.

Informed by research, participants will be introduced to several core communication tools that every team member should possess. Through an interactive session, participants will gain a foundational understanding of the principles behind communications training and be introduced to several training activities to bring back to practice.

The Art of Feedback: Overcoming Difficult Feedback Conversations

🕒 10:45 a.m. to Noon

Veterinary practice is ripe with feedback opportunities to both motivate or change behaviour. Research shows feedback positively influences performance. This session will focus on effective feedback techniques geared towards reinforcing and modifying staff or colleague behaviours. Participants will leave this hands-on session with a model and tools for achieving effective feedback.

Knowing Your Clients' 'Why': Communicating the Value of Veterinary Care

🕒 1:30 p.m. - 2:45 p.m.

Research shows veterinary professionals and clients perceive the value of veterinary care differently, and understanding what clients value is essential to effectively communicating a recommendation. During this session, attendees will clarify their own and their practice's messaging around value and how to align this message with their clients' perception of value.

Team Talk: Getting the Most Out of Your Team

🕒 1:30 p.m. - 2:45 p.m.

To enhance efficiency and teamwork, the focus of a veterinary practice must extend beyond one-on-one interactions to include the role and influence of communication among all levels of the team. This interactive session will introduce an engaging model for rounds and meetings that enhances team communication, deepens connections and fosters respect.

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INNOVATION & CHANGE



Lee-Anne McAlear, Hons BA
*The Centre of Excellence in Innovation
Management Program Director, Schulich
Executive Education Centre Program*

Unleashing Your Team’s Creativity

🕒 9 a.m. - 10:15 a.m.

Does everyone have the capacity for creativity? From her experience working globally and through engagement, interaction and exercises, Lee-Anne will make the case for creativity as both a suite of skills that can be enhanced and a competency that can be built.

The Design Thinking in Action

🕒 10:45 a.m. - Noon

There are many different ways to creatively meet the challenges we face. In this session, we’ll explore a design thinking innovation approach. Keeping our clients at the center of what we do is a proven way to build our businesses, strengthen our teams and delight our clients.

The Power of a Creative Climate

🕒 1:30 p.m. - 2:45 p.m.

Culture eats strategy for breakfast! Continuing to offer new value for our clients requires that we have people who understand the underpinnings of an innovative culture. Using cases and examples, we’ll explore the ways we can get even better at offering fantastic service and new value.

Leading Innovation: a Path to Dramatic Improvement

🕒 3:15 p.m. - 4:30 p.m.

In this highly interactive and engaging session, Lee-Anne will introduce best innovative practices and processes for thriving in a complex and dynamic environment. We’ll work with creative strategic approaches through to highly practical innovative tactics. You’ll leave with an innovative toolkit that you can immediately apply.

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THURSDAY, JUNE 20 | FRIDAY, JUNE 21

FITNESS ACTIVITY

FUN RUN/WALK WITH DARREN

 Thursday, June 20

 7 a.m.

On Thursday morning, Boston Marathon veteran Darren Osborne will lead interested runners on a 5 km run/walk, and offer instruction on proper warm-up, running and cool down techniques. Participants will receive a free “Fun Run” t-shirt.



SWIM WITH DARREN

 Friday, June 21

 7 a.m.

On Friday morning, Darren will lead a swim starting at the hotel beach, looping around a 400 m marked course. The first 20 swimmers to sign up will receive a beach towel and an inflatable swim buoy. Shorter distance options will be made available.



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CONFERENCE ACCOMMODATION

Deerhurst OVMA Group Rates

- Bayshore Guest Rooms.....\$195
- Summit One Bedroom Resort Homes.....\$225
- Lakeside Lodge One Bedroom Resort Homes.....\$265



BOOK YOUR ROOM BY PHONE | 1.800.461.4393

Be sure to indicate that you're with the Ontario Veterinary Medical Association group. Reservations must be made by the May 19 cut-off date to qualify for the group rate. Deerhurst will honour the group rate for the weekend following the conference as well, but you must book both Friday and Saturday nights.



BOOK YOUR ROOM ONLINE (limited rooms available)

Please note: This site only displays rooms available in OVMA's block. Once the block is filled, or when we reach the **May 19** cut-off date, the site will no longer accept bookings.

[BOOK NOW](#)

SPECIAL THANKS

2024 OVMA GREAT IDEAS CONFERENCE SPONSORS

OVMA is grateful to the following companies for their contributions to the 2024 Great Ideas Conference:

GOLD



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THURSDAY, JUNE 20

PROGRAM AT A GLANCE

	<p>FINANCIAL & CULTURAL HEALTH ROOM: WATERHOUSE 1-3</p> <p>SPONSORED BY:</p> 	<p>LEADERSHIP & COACHING ROOM: WATERHOUSE 4</p> <p>SPONSORED BY:</p> 	<p>CARBON LITERACY & SUSTAINABILITY ROOM: WATERHOUSE 5</p>
7:30 a.m.	BREAKFAST ROOM: Peninsula		
8:15 a.m. – 8:45 a.m.	<p>THURSDAY MORNING PLENARY BREAKFAST</p> <p>Dr. Elaine Klemmensen Exploring the Neuroscience of Positive Change in Veterinary Practice</p>		<p>SPONSORED BY:</p> 
9 a.m. – 10:15 a.m.	<p>Bash Halow Basic Practice Health Screen: The Profit and Loss Statement</p>	<p>Dr. Elaine Klemmensen It Starts with Trust</p>	<p>Jenn Gale Climate Change and the Veterinary Profession</p>
10:15 a.m. – 10:45 a.m.	COFFEE BREAK		<p>SPONSORED BY:</p> 
10:45 a.m. – Noon	<p>Bash Halow Additional Diagnostics: Interpreting Your PIMS and Other Performance Reports</p>	<p>Dr. Elaine Klemmensen Beyond Curiosity - A Coach Approach to Leadership</p>	<p>Jenn Gale How to Measure Your Clinic's Carbon Footprint</p>
Noon – 1:30 p.m.	LUNCH BREAK ROOM: Peninsula		<p>SPONSORED BY:</p> 
1:30 p.m. – 2:45 p.m.	<p>Bash Halow Treating the Financially or Culturally ADR Hospital</p>	<p>Dr. Elaine Klemmensen Why Curiosity Should be Your Superpower</p>	<p>Jenn Gale The Sustainable Veterinary Practice of the Future</p>
2:45 p.m. – 3:15 p.m.	COFFEE BREAK		<p>SPONSORED BY:</p> 
3:15 p.m. – 4:30 p.m.	<p>Bash Halow A Wholistic Approach to Financial Wellbeing</p>	<p>Dr. Elaine Klemmensen The Power of Pause - Slow Down and Supercharge your Leadership</p>	<p>Jenn Gale Climate Action for Veterinarians</p>

FRIDAY, JUNE 21

PROGRAM AT A GLANCE

	<p>WELL-BEING & LEADERSHIP ROOM: WATERHOUSE 1-3</p> <p>SPONSORED BY:</p> 	<p>COMMUNICATION IN MANAGEMENT & PRACTICE ROOM: WATERHOUSE 4</p> <p>SPONSORED BY:</p> 	<p>INNOVATION & CHANGE ROOM: WATERHOUSE 5</p> <p>SPONSORED BY:</p> 
7:30 a.m. – 9:00 a.m.	BREAKFAST ROOM: Peninsula		
9 a.m. – 10:15 a.m.	<p>Dr. Saajan Bhakta Mental Health: Building Resilience and Managing Compassion Fatigue</p>	<p>Dr. Jason Coe Train the Trainer: Equipping Your Team with Four Essential Communication Tools</p>	<p>Lee-Anne McAlear Unleashing Your Team’s Creativity</p>
10:15 a.m. – 10:45 a.m.	<p>COFFEE BREAK</p> <p>SPONSORED BY:</p> 		
10:45 a.m. – Noon	<p>Dr. Saajan Bhakta Mental Health - Con’t</p>	<p>Dr. Jason Coe The Art of Feedback: Overcoming Difficult Feedback Conversations</p>	<p>Lee-Anne McAlear The Design Thinking in Action</p>
Noon – 1:30 p.m.	LUNCH BREAK ROOM: Peninsula		
1:30 p.m. – 2:45 p.m.	<p>Dr. Saajan Bhakta Navigating Conflict Resolution in Veterinary Medicine and Practice</p>	<p>Dr. Jason Coe Knowing Your Clients’ ‘Why’: Communicating the Value of Veterinary Care</p>	<p>Lee-Anne McAlear The Power of a Creative Climate</p>
2:45 p.m. – 3:15 p.m.	COFFEE BREAK		
3:15 p.m. – 4:30 p.m.	<p>Dr. Saajan Bhakta Leading and Supporting an Intergenerational Workforce Within a Veterinary Practice</p>	<p>Dr. Jason Coe Team Talk: Getting the Most Out of Your Team</p>	<p>Lee-Anne McAlear Leading Innovation: a Path to Dramatic Improvement</p>

HUNTSVILLE DOWNTOWN

Experience the vibrant atmosphere of downtown Huntsville and discover endless possibilities for dining, shopping, and entertainment. From cozy cafes to fine dining restaurants, bars, and nightlife, there's something for everyone to enjoy. Browse local art galleries, craft stores, and clothing boutiques for unique finds and artisan crafts. Sip on a latte with friends in a charming cafe, or explore home goods boutiques for stylish décor.



3. CONFERENCE RATES

The deadline for pre-registration for all registration types is **June 10, 2024**.

Registration includes breakfast and lunch (check off applicable box in each section).

DVM/Industry	EARLY BIRD Register up to and including May 10		REGULAR Register from May 11 up to and including June 10, 2024	
	OVMA MEMBER	NON-OVMA MEMBER	OVMA MEMBER	NON-OVMA MEMBER
Full Conference	\$379	\$479	\$419	\$529
Wednesday Evening	\$85	\$105	\$105	\$135
Thursday	\$209	\$259	\$239	\$299
Friday	\$209	\$259	\$239	\$299

Practice Manager / Technician / Hospital Personnel	EARLY BIRD		REGULAR	
	CLINIC MEMBER	NON-CLINIC MEMBER	CLINIC MEMBER	NON-CLINIC MEMBER
Full Conference	\$299	\$369	\$319	\$389
Wednesday Evening	\$55	\$85	\$65	\$95
Thursday	\$179	\$195	\$199	\$209
Friday	\$179	\$195	\$199	\$209

* Clinic has purchased a Clinic Membership; Individual Membership of Clinic Owner does not apply.

Student	REGULAR	Guests	REGULAR
Full Conference	\$105	Wednesday Evening Reception	\$50 per adult (\$50 x Qty.) \$20 per child, 12 and under (\$20 x Qty.)
Wednesday Evening	\$30	Please list names of guests:	
Thursday	\$40		
Friday	\$40		

4. ADDITIONAL FREE ACTIVITIES (check off if you plan to attend)



June 20, 2024 @ 7 a.m. | Fun Run with Darren



June 21, 2024 @ 7 a.m. | Swim with Darren

Veterinarians participating in the OVMA Conference can select from among many individual programs presented by some of the profession’s most respected experts to create a personalized educational curriculum. Course meets the requirements for a maximum total of 11 hours of continuing education credit in jurisdictions which recognize OVMA CE 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.



DEERHURST
RESORT

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OR EXT. 7-4270
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LOCATIONS OF ROOM TYPES:
HOTEL ROOMS – PAVILION, BAYSHORE
1-BEDROOM SUITES – SUMMIT LODGES
THE GREENS RESORT HOMES (1, 2 OR 3-BEDROOM)
HILLSIDE RESORT HOMES (1, 2 OR 3-BEDROOM) - OAKRIDGE, MAPLERIDES, GOLFVIEW, LAKESIDE & TENNISVIEW
LAKESIDE LODGE (1, 2 OR 3-BEDROOM)

MOUNTAIN BIKING TRAIL START
HIKING TRAIL START

TO: DEERHURST HIGHLANDS GOLF COURSE, THE ANTLER STEAKHOUSE (MAY-OCT),
ADVENTURE PARK (TREETOP TREKKING, PAINTBALL, YAMAHA ATV ADVENTURES)
AND HWY. 60/HUNTSVILLE.



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