Update on Stage 2 of Ontario's reopening plan

The provincial government announced that as of tomorrow, Thursday, June 25, the region of Windsor-Essex, with the exception of Kingsville and Leamington, will enter Stage 2 of Ontario’s reopening plan. For more information on Stage 2, see the province’s website.

Practice owners are still responsible for ensuring the health and safety of their staff, clients and patients, while mitigating risks of exposure to COVID-19. For more information on reopening recommendations, see OVMA’s Guide to Reopening Veterinary Medicine in Ontario, and the webinar on Strategies for Dealing with Post-COVID Clients, Finances and Production.

Ride for Farley update: participate from home and help pets in need!

On Sept. 12, for the first time ever, the Farley Foundation’s annual Summit Veterinary Pharmacy Ride for Farley will be held from the comfort of your own home!

To help pets in need while maintaining social distancing, the Farley Foundation is encouraging participants to get active in and around their local communities. Although it's traditionally a cycling fundraiser, this year’s event welcomes participants of all ages to exercise however they choose. Whether you're interested in biking, walking, swimming or spinning, you can get active in support of people and pets in Ontario!

Other changes to this year’s event include:

• Rather than being exclusive to veterinarians and clinic staff, this year’s event is open to all pet lovers! You can sign up as a team or register as an individual to raise money for the foundation.

• There's no minimum donation amount, registration fee, or age or distance requirements, so it's easier than ever to participate!

• If you raise more than $2,500 you'll be entered into a draw to win a $150 gift card of your choice!
choice, and if you raise more than $5,000, you'll have a chance to win a $250 gift card of your choice!

Remember to get social with other event participants by posting your experience on Facebook, Instagram and Twitter! Don't forget to tag the Farley Foundation and use the hashtags #RideForFarley and #HelpingPetsFromHome on your posts, and we'll share it on our page!

Don’t wait to sign up: register today! If you have questions, email info@farleyfoundation.org. Additional event guidelines will be provided upon registration.

Thanks to our generous sponsor, Summit Veterinary Pharmacy, 100 per cent of the funds raised through this year's event will go directly to helping people and pets. To date, the Farley Foundation has disbursed more than $4.7 million to assist over 11,000 people and their sick or injured pets.

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**Take the OVMA nationwide COVID-19 survey**

The COVID-19 pandemic has made an impact on how veterinary hospitals across Canada are currently conducting business and caring for their patients. In collaboration with Merck Animal Health, the Ontario Veterinary Medical Association is conducting a nationwide survey that examines how practices have adapted to the limitations in their province surrounding the pandemic and how they have been affected.

Complete the survey to participate in this valuable research. The survey will remain open until Friday, June 26.

If you have any questions regarding this survey, contact Darren Osborne dosborne@ovma.org or Dr. Chris Doherty at cdoherty@ovma.org.

This survey has been generously supported by Associated Veterinary Purchasing Co. Ltd., Purina Pro Plan Veterinary Diets, Royal Bank of Canada, Veterinary Purchasing and Western Drug Distribution Center Limited.

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**Register for our virtual JumpStart! Boot Camp workshop**

While we can’t bring staff together in person, we can bring JumpStart Boot Camp to them!

This full-day workshop is designed to equip frontline staff with the skills and tools required to keep clients happy and engaged. It's open to every member of your practice team, from reception staff to veterinarians. You'll be led through step-by-step processes to:

- Handle phone shoppers
- Overcome client objections
- Handle client complaints
- Communicate benefits to gain client compliance
- Remind clients and achieve results
- Keep the appointment book filled
- Provide the ultimate client experience at your hospital (even with curbside care)
When: Tuesday, July 14 and Wednesday, July 15 from 9:30 a.m. to 12:30 p.m.
What’s needed: A quiet room with a computer, a good Internet connection, camera, headphones and a microphone.*

Members can register at a discounted rate of $175 per person (practice owner needs to be a member to qualify the rest of their staff). Non-members can register for $250. The session counts for 5.5 continuing education credits. For more information and to register, contact Sheila Krane at skrane@ovma.org or 1.800.670.1702, ext. 216.

This session is generously sponsored by LifeLearn and Hill's Pet Nutrition.

*Camera and microphone are needed to provide an interactive experience.

Last chance to save $100 on LiveFit Foods meal plans

Until June 30, OVMA members can save $100 on LiveFit Foods meal plan deliveries. Using these promo codes, you can receive $50 off your first purchase, $30 off your second purchase and $20 off your third purchase. After this date, or once you redeem all three codes, members will receive a 10 per cent discount off future orders.

Choose from a menu of more than 100 healthy, chef-cooked dishes or pick a package of meals designed by goals, such as gain muscle, lose weight, eat vegan and more. No cooking is required – just heat and enjoy!

LiveFit Grocery also brings the essentials right to your doorstep, including fruits, vegetables, juices, dairy, coffee and more. OVMA’s member promo codes apply to all purchases made through livefitfood.ca.

To view meal plans, grocery items available, schedule your first delivery and to learn more, visit livefitfood.ca.

If you have questions, contact Cheryl Coulombe, manager of member services, at 1.800.670.1702, ext. 227 or ccoulombe@ovma.org.

Survey: Artificial intelligence in clinical pathology

Working in collaboration with digital cytology company Scopio Labs, Ontario Veterinary College students who are participating in the Veterinary Entrepreneurship Academy are looking for input from veterinary professionals on artificial intelligence (AI) in clinical pathology. Responses collected from the Artificial Intelligence in Clinical Pathology survey will be used to help develop new AI-based, in-house diagnostic tools for the accurate and efficient identification of cells and morphological features to aid in diagnosis.

Visit the survey website to submit your feedback.
NewsHound e-newsletters provide timely veterinary news and updates. You're receiving this message because you're a member of the Ontario Veterinary Medical Association.

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