



GREAT IDEAS CONFERENCE

June 26 – 28, 2019
Blue Mountain Resort, Collingwood, ON



ONTARIO VETERINARY
MEDICAL ASSOCIATION

Your Source. Your Voice.

In Partnership With:



Veterinary
Hospital
Managers
Association

PREVIEW





WHAT IS THE GREAT IDEAS CONFERENCE?

OVMA's Great Ideas Conference offers:

- Top-notch practice management and life skills CE;
- Opportunities to network with your colleagues and swap ideas on topics of interest to you; and
- A wide array of recreational facilities and activities to help you de-stress and unwind at the end of the busy spring season.

Who Should Attend?



Veterinarians



Practice Managers



Anyone who wants to improve their practice management and life skills.

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

Visit bluemountain.ca to learn more about great summer attractions waiting for you at Blue!

Summer Fun for Everyone at Blue Mountain!

With an endless selection of outdoor activities, relaxation and entertainment, Blue Mountain Resort is one of Ontario's premier summer destinations. Join us for an inspiring CE event in a luxurious resort atmosphere!

Food

There's something to satisfy every appetite in the Village's many cafes, restaurants, grills, pubs, lounges and bars. Enjoy the finest full-service dining or quick takeout, a casual après-golf beer or a sophisticated late-night martini. In the Village, you're never more than a few steps away from a culinary experience perfectly suited to your mood and preferences.

Aquatic Centre

There's no better way to escape the late June heat than a visit to Plunge! Aquatic Centre. Sign up for a swimming lesson, participate in a water fitness class or relax and watch the action from the comfort of your dock chair. Featuring indoor and outdoor pools, a water playground, hot tubs, rope swing, dock and slides, Plunge! offers water fun for all ages.

Shopping

With over 20 shops to choose from, browse some of the latest outdoor gear, update your wardrobe or find the perfect gift.

Spa

Pamper yourself by indulging in a relaxing massage or spa treatment at one of Blue Mountain's four unique spas – the ultimate way to de-stress and focus on personal wellness.

Golf

Enjoy a round of golf at Monterra, one of Ontario's most popular resort courses. Monterra offers a full-service golf shop, deli and bar, a practice area, on-course sanctuary at the 5th and 10th tees, and a brand-new GPS tracking system on all carts allowing you to play every shot knowing exactly where you stand in relation to the pin.

Team Building at Blue!

Team building is a proven way to strengthen bonds and create a more cohesive team, all while having fun. Blue Mountain offers a wide variety of team building activities, including:

- Low and High Ropes Course
- Caving
- Putting Tournament
- Summits Challenge
- Cooking Competition
- Blue Mountain Quest
- Rock Climbing

...and much more!

Prices and availability vary, contact OVMA for more information on team building activities at Blue!



PROGRAM



OPENING KEYNOTE:

Alison Lambert, BVSC, CMRS, MRCVS

Wednesday, June 26 7:30 – 8:00 pm

You said it...

"Alison was enlightening and entertaining!"

"Ms. Lambert is a fantastic speaker. She is fun and very informative and I'd love to see her again."

"Bring Alison Lambert back anytime! She was amazing!"

So we listened...

Back by popular demand! Drawing from her vast experience working in Veterinary Medicine in the UK, Australia and Europe, Alison Lambert sheds light on various concepts to help us improve efficiency and effectiveness in the Canadian profession. She challenges conventional thinking, especially when it comes to the client experience and management.

Join Alison as she kicks off the conference and highlights the power of listening in her plenary session:

Listen Up! Effective practice management comes down to one thing – listening.

Trust is key in any relationship, whether with your team or your clients. Truly listening to feedback and input allows you to form strong bonds with the people who make your practice successful, on both sides of the consult table.

You don't want to miss this!



PLUS: Don't miss... 8:00 – 9:00 pm

Meet 'n Greet Reception with Alison Lambert

THURSDAY/ FRIDAY SCHEDULE

Session 1	9:00 – 10:15 am
Break	10:15 – 10:45 am
Session 2	10:45 – Noon
Lunch	Noon – 1:30 pm
Session 3	1:30 – 2:45 pm
Break	2:45 – 3:15 pm
Session 4	3:15 – 4:30 pm

THURSDAY, JUNE 27



CLIENT SERVICE

Alison Lambert, BVSC,
CMRS, MRCVS

Managing Director, Onswitch

9:00 – 10:15 am

Hear What Your Clients Really Want, And Help The Team Deliver It

Latest research from the UK highlights just how much clients value being heard and shapes good practice for client communications at every stage of the customer journey. Standard processes then help the team deliver consistently excellent care.

10:45 am – 12:00 pm

Owners Know Their Pets Best – In The Consult Room, Start With What They Tell You

Research with pet owners across the globe consistently shows that clients trust clinicians who listen and are open, honest and pragmatic, with no financially driven agenda. In addition, clients visit and spend more when they trust their vet.

1:30 – 2:45 pm

Pick Up On Those Subtle Clues On The Phone, And Personalise Your Customer Care

Research finds that language and style are crucial in developing rapport over the phone. Callers only become clients if they connect with the practice, so providing superior telephone customer care is vital.

3:15 – 4:30 pm

Struggling To Recruit And Retain? Our Future Colleagues Are Telling Us What They Want, If We'd Only Listen

Research in Australia and the UK finds significant correlations in what clinicians seek in the 'ideal' role. Fair out of hour rotations, lunch breaks, team support and a good work/life balance are not unrealistic. Yet sadly, they are still uncommon.

THURSDAY, JUNE 27



USING TECHNOLOGY IN CREATIVE
WAYS TO GROW YOUR PRACTICE

Stacey Santi, DVM
Founder, CEO, Vet2Pet

9:00 – 10:15 am

Getting The Basics Of Your Brand Right

Veterinary practices need help in building their brand to thrive in today's socially-connected world. Things like excellent quality of medicine are becoming more standard. We have to evolve to engage our clients on new levels so we can stand out from Dr. Google and big box retailers. By focusing on what makes the veterinary practice special, we can ensure our position as a vital necessity in pet healthcare.

10:45 am – 12:00 pm

Take Your Practice To The Next Level By Using Technology To Improve The Client Experience

Your brand message is what clients use to draw conclusions about whether or not they will do business with you. We will explore modern technology tools like client surveys and mobile apps that will raise your brand value, simplify the client experience and deliver fun social media posts all aimed at strengthening the bond with your client and growing your practice.

1:30 – 2:45 pm

How To Build A Loyalty Program That Boosts Revenue And Retention

Rewarding existing clients is five times more profitable than acquiring new ones. The average consumer belongs to over 10 reward programs and 79 per cent of millennials prefer to do business with a brand that has a loyalty program. Reward programs, popular in many other industries, are gaining traction in veterinary industry, but do they work?

3:15 – 4:30 pm

Team Collaboration Tools: How To Have Team Meetings That Don't Suck

Are your team meetings stimulating and motivating? There are many team collaboration tools that can be used in the veterinary practice to improve communication and efficiency in a way that your staff will love. You'll leave with real tangible "Use It Monday" skills. Don't worry... even if you aren't "techy," you will find these tools can be easy to use!



HUMAN RESOURCES

Glenn Armstrong, DVM, MBA
Mike Pownall, DVM, MBA

Managing Partners,
Oculus Insights Canada

9:00 – 10:15 am

Employee Engagement As The Foundation For A Human Resource Program

Employees are the most valuable asset in any veterinary practice. Highly engaged employees lead to increased revenue, profitability and an excellent work environment. We will review an employee engagement review process and explore the foundations of a highly engaged workforce.

10:45 am – 12:00 pm

Effective Team Communication

Barriers to communication are one of the biggest contributors to a toxic workplace. When people are not comfortable to say what is on their mind, everyone suffers. This session will review effective techniques to open up lines of communication so the days of gossip, drama and silos are a thing of the past.

1:30 – 2:45 pm

The Use Of Core Values As A Foundation For A Performance Review System

Nobody likes performance reviews, but it doesn't have to be this way. We will explore how core values are an easily understood basis for achieving the desired behaviour in the workplace. This session will also discuss how core values can be used as a transparent and merit-based approach to performance reviews that all employees and managers will enjoy.



LEADERSHIP

Sue Armstrong, BA, CPCC, ACC

Executive Coach Managing Partner,
Oculus Insights Canada

3:15 – 4:30 pm

Leadership

Showing up as a leader versus just showing up. This session explores the importance of Leadership in your business, leadership styles, self awareness and accountability. Deciding to lead is the first step to building a successful team.

Space is limited – Register by June 14, 2019



MANAGEMENT & COMMUNICATION

Megan Brashear, BS, CVT, VTS (ECC)

Nursing Manager, Purdue University
Veterinary Teaching Hospital

9:00 – 10:15 am

Get The Global Perspective: Thinking Like A Manager

Veterinary hospital and team management require a different perspective of the hospital. Learn how to shift your thinking to improve communication, help you communicate your needs to the practice owner, and become an effective leader in the practice.

10:45 am – 12:00 pm

Direct And Compassionate Communication

Direct communication is vital to managers but can be one of the biggest challenges. This lecture will use case studies to illustrate the benefits of saying what you mean the first time while still maintaining your compassion and sanity.

1:30 – 2:45 pm

Why Do They Do That? Generational Conflicts In Your Practice

As the next generations are coming into veterinary hospitals, we find ourselves struggling to see how they're going to make it. But it's not them, it's you! Learn strategies for understanding the motivations of the different generations and how to embrace them.

3:15 – 4:00 pm

The Treatment Floor Is Not The Supreme Court

The issue of snap judgement - of each other, of clients, and of the general public - will wear down our mental resiliency. This lecture will address the common pitfalls that chip away at our emotional reserve.



WELLBEING

Colleen Best, DVM, PhD

BestVet Consulting

9:00 – 10:15 am

Establishing A Resilient Foundation: Values, Boundaries, And Self-Compassion

The session will address the connection between resilience and values, boundaries, and self-compassion. Through discussion and interactive exercises, participants will begin to determine their own values, and determine boundaries that help them live in concert with them.

10:45 am – 12:00 pm

When You Can't Change Anything Else – Change Your Perspective

Evidence-based approaches, including mindset and gratitude, will be discussed in this session, as will how to use them to adjust one's perspective to one of positivity and growth. This session is targeted at increasing empowerment and banishing helplessness.

1:30 – 2:45 pm

Exploring The Link Between Ethics And Wellness – Moral Distress And Compassion Fatigue

Every day, there are big and small ways our ethics and morals are tested, and there is a cost to that. This session will get to the root of these tests and provide participants with tools to deal with them constructively.

3:15 – 4:30 pm

Cultivating A Culture Of Wellness In Your Clinic

This interactive session will provide participants with the knowledge and tools to create a clinic environment of wellness and resilience. Key skills including communication, emotional intelligence, and mental health literacy will be discussed.

[More Friday Sessions >](#)



FRIDAY, JUNE 28



BIG PICTURE

AARON MASSECAR, MA, PhD

Senior Vice President at NAVC,
Executive Director of VIC, Adjunct at Texas A&M
College of Veterinary Medicine

9:00 – 10:15 am

Telemedicine, Virtual Care, And Adopting Best Practices

This past year we saw telemedicine come to maturity with AVMA/AAHA's "How to" guide, but many are still asking about legalities and implementation practices. Remote diagnostics and more specialized referral networks are becoming a reality, but how do veterinarians take advantage of them? This session will explore the latest in telemedicine and provide practical strategies on practice upgrading.

10:45 am – 12:00 pm

Evolving Business Model Trends And Starting Tomorrow With New Business Learning Strategies

Corporate consolidation is at an all time high with practice multiples hitting previously unseen valuations. During this session, we will identify the major business model trends that have the greatest likelihood of impacting the average practitioner and what practices are doing in the wake of these changes. Specific focus will be on the Lean Startup Method and how practices are reshaping themselves to accommodate changing consumer demands.

1:30 – 2:45 pm

The Changing Client Landscape and What Millennials Are Saying They Want

The human animal bond continues to grow and yet that isn't directly translating into higher spend in the veterinary care space. We will examine the latest demographic trends that are leading to an increased human animal bond and how veterinarians can best position themselves to work within this trend.

3:15 – 4:30 pm

Bringing It Together: Workshopping Developing Action Plans For Change

In our final session, we will begin by identifying what exponential medicine is and how it is changing veterinary medicine for the better. We will end by workshopping ideas for how to bring some of the telemedicine trends, business model trends, and consumer trends to fruition in each of the attendee's practices.



CONFERENCE ACCOMMODATION



BOOK YOUR ROOM ONLINE

Click on the following link:

bmrbooking.bluemountain.ca

Step One:

Check Availability:

Enter arrival and departure dates.

Enter the OVMA Group Code: GB00000730

Click: Check Availability.

Step Two:

Choose Room Type.

Click: Show Results. Review accommodations.

Click: SELECT preferred accommodation.

Step Three:

Guest Login: Complete guest information.

(NOTE: Red Box = Mandatory fields required)

Click: Confirm Details.

Step Four:

Review Booking Request.

Once Reviewed – **Click:** Confirm Reservation.

Step Five:

Your Reservation Request has been Received.

Click: Send Confirmation as Email.



BOOK YOUR ROOM BY PHONE

Call 877-445-0231

Select lodging reservations to make a personal reservation for a contracted group or conference.

Provide Your OVMA Group Code: GB00000730

Provide Your Group Name: Ontario Veterinary Medical Association OVMA



BLUE MOUNTAIN OVMA GROUP RATES

Tuesday through Saturday:

Village Studio \$176

Village Bachelor \$191

Mosaic Deluxe \$196

3. CONFERENCE RATES The deadline for Pre-Registration for all registration types is **June 14, 2019**.
Registration includes breakfast and lunch (check off applicable box in each section).

DVM/Industry	"EARLY BIRD" Register up to and including May 17		"REGULAR" Register from May 18 up to and including June 14	
	OVMA MEMBER	NON-MEMBER	OVMA MEMBER	NON-MEMBER
Full Conference	<input type="checkbox"/> \$359	<input type="checkbox"/> \$459	<input type="checkbox"/> \$399	<input type="checkbox"/> \$499
Wednesday Evening	<input type="checkbox"/> \$79	<input type="checkbox"/> \$99	<input type="checkbox"/> \$99	<input type="checkbox"/> \$129
Thursday	<input type="checkbox"/> \$199	<input type="checkbox"/> \$249	<input type="checkbox"/> \$229	<input type="checkbox"/> \$279
Friday	<input type="checkbox"/> \$199	<input type="checkbox"/> \$249	<input type="checkbox"/> \$229	<input type="checkbox"/> \$279

Practice Manager / Technician / Hospital Personnel	Student		
	CLINIC MEMBER*	NON-CLINIC MEMBER	REGULAR
Full Conference	<input type="checkbox"/> \$299	<input type="checkbox"/> \$359	<input type="checkbox"/> \$99
Wednesday Evening	<input type="checkbox"/> \$50	<input type="checkbox"/> \$79	<input type="checkbox"/> \$29
Thursday	<input type="checkbox"/> \$169	<input type="checkbox"/> \$189	<input type="checkbox"/> \$39
Friday	<input type="checkbox"/> \$169	<input type="checkbox"/> \$189	<input type="checkbox"/> \$39

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

Guests	
Wednesday Evening Plenary and Reception	<p>REGULAR</p> <p><input type="checkbox"/> \$50 per adult (\$50 x _____ quantity)</p> <p><input type="checkbox"/> \$20 per child, 12 and under (\$20 x _____ quantity)</p>

Please list names of guests below:

4. ADDITIONAL FREE ACTIVITIES

(check off what you plan to attend)

- Thursday, June 27, 2019 - 7 am**
Fun Run with Darren
- Friday, June 28, 2019 - 7 am**
Sunrise Yoga Session



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