GREAT IDEAS CONFERENCE

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

In Partnership With:

ONTARIO VETERINARY MEDICAL ASSOCIATION
Your Source. Your Voice.

PROGRAM
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.

**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.

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

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

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**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!

Please visit Guest Services to book activities. Be sure to mention you are with OVMA to receive the group rate on applicable on-resort attractions.
OPENING KEYNOTE:
Alison Lambert  BVSc, CMRS, MRCVS
Wednesday, June 26  7:30 – 8:00 pm

“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!”

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

Opening Keynote and Meet’n Greet Reception with Alison Lambert sponsored by
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!
THURSDAY, JUNE 27

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.

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.

The Thursday Human Resources & Leadership lectures are sponsored by:

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FRIDAY, JUNE 28

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.

The Friday Management & Communication lectures are sponsored by:

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Great Ideas Conference attendees have access to complimentary wifi while at Blue Mountain and the Village Conference Centre.

Choose the network and enter code: BH00915120
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.

The Friday Wellbeing lectures are sponsored by: Gateway Services Inc.

Be sure to Tweet & Facebook about your experience at the Great Ideas Conference! #2019Greatideas

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.

The Friday Big Picture Lectures are sponsored by: Nestlé Purina PetCare
Thursday Morning “Fun Run”
Thursday, June 27, 7:00 – 8:00 am
BLUE MOUNTAIN VILLAGE
CONFERENCE CENTRE

Boston Marathon veteran Darren Osborne will lead interested
runners on a 5K run, and offer instruction on proper warm-up,
running and cool down techniques.

Friday Sunrise Yoga
Friday, June 28, 7:00 – 8:00 am
BLUE MOUNTAIN VILLAGE CONFERENCE
CENTRE COURTYARD

Wellness isn’t just for the veterinary patient… it’s needed by the
total veterinary team participating with their care. Come relax,
decompress and reach a centered balance before a busy day of
learning, with certified yoga instructor Gwen Jeun, DVM, E-RYT-200.

No additional fees are required for the symposium,
Fun Run or Yoga. For more information, please speak
with an OVMA staff member at the registration desk.

Looking for Proceedings?
Visit ovma.org and click on the
Great Ideas banner to find the
proceedings from all the speakers.
# Program at a Glance

## Thursday, June 27

### Client Service
- **Georgian Bay Ballroom**
- **Sponsored by:** Hill's Pet Nutrition

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<th>Time</th>
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<td>7:30 – 8:45</td>
<td><strong>Breakfast</strong>&lt;br&gt;Huron Grand Ballroom</td>
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<td>9:00 – 10:15</td>
<td>Alison Lambert&lt;br&gt;BVSC, CMRS, MRCVS&lt;br&gt;Hear What Your Clients Really Want, And Help The Team Deliver It&lt;br&gt;&lt;br&gt;Stacee Santi&lt;br&gt;DVM&lt;br&gt;Getting The Basics Of Your Brand Right&lt;br&gt;&lt;br&gt;Glenn Armstrong&lt;br&gt;DVM, MBA&lt;br&gt;Employee Engagement As The Foundation For A Human Resource Program</td>
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<td><strong>Coffee Break</strong> – Sponsored by CWB National Leasing</td>
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<td>10:45 – Noon</td>
<td>Alison Lambert&lt;br&gt;BVSC, CMRS, MRCVS&lt;br&gt;Owners Know Their Pets Best – In The Consult Room, Start With What They Tell You&lt;br&gt;&lt;br&gt;Stacee Santi&lt;br&gt;DVM&lt;br&gt;Take Your Practice To The Next Level By Using Technology To Improve The Client Experience&lt;br&gt;&lt;br&gt;Glenn Armstrong&lt;br&gt;DVM, MBA&lt;br&gt;Effective Team Communication</td>
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<td><strong>Lunch Break</strong></td>
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<td>Alison Lambert&lt;br&gt;BVSC, CMRS, MRCVS&lt;br&gt;Pick Up On Those Subtle Clues On The Phone, And Personalize Your Customer Care&lt;br&gt;&lt;br&gt;Stacee Santi&lt;br&gt;DVM&lt;br&gt;How To Build A Loyalty Program That Boosts Revenue And Retention&lt;br&gt;&lt;br&gt;Glenn Armstrong&lt;br&gt;DVM, MBA&lt;br&gt;The Use Of Core Values As A Foundation For A Performance Review System</td>
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<td>Alison Lambert&lt;br&gt;BVSC, CMRS, MRCVS&lt;br&gt;Struggling To Recruit And Retain? Our Future Colleagues Are Telling Us What They Want, If We’d Only Listen&lt;br&gt;&lt;br&gt;Stacee Santi&lt;br&gt;DVM&lt;br&gt;Team Collaboration Tools: How To Have Team Meetings That Don’t Suck&lt;br&gt;&lt;br&gt;Sue Armstrong, BA, CPCC, ACC&lt;br&gt;Leadership</td>
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**PROGRAM AT A GLANCE**

**FRIDAY, JUNE 28**

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<th>Time</th>
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<th>Wellbeing</th>
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| 2:45 – 3:15| Coffee Break                        |           |             |
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The Treatment Floor Is Not The Supreme Court | Colleen Best DVM, PhD  
Cultivating A Culture Of Wellness In Your Clinic | Aaron Massecar MA, PhD  
Bringing It Together: Workshopping Developing Action Plans For Change |
Diagnose and treat more parasite infections sooner.

IDEXX Fecal Dx™ antigen testing detects twice* as many hookworm, roundworm, and whipworm parasite infections in both canine and feline patients compared to microscopic identification.

For more information, visit idexx.ca/FecalDX

Follow us on Facebook @idexxcanada

*Data on file at IDEXX Laboratories, Inc. Westbrook, Maine USA

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