



JOIN US  
IN MUSKOKA

# 2024 OVMA GREAT IDEAS CONFERENCE PREVIEW

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



ONTARIO  
VETERINARY  
MEDICAL  
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. Great Ideas 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.

Be sure to explore the local town of Huntsville with its Group of Seven Outdoor Gallery and unique shops, and numerous restaurants just minutes away.





WEDNESDAY, JUNE 19

# CONFERENCE KICK-OFF

## THE POWER OF PERCEPTION

Join us for the Mix and Mingle kick-off as TedX speaker and mentalist, Yan Markson 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 promises not only to be fun and unforgettable but also to 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.
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## MORNING PLENARY



### Brain Boost: enhancing well-being with Neuroplasticity

**Elaine Klemmensen, DVM, CEC**

*Founder, Evolve Leadership Coaching & Consulting*

 Thursday, June 20

 8:15 - 8:45 a.m.

THURSDAY, JUNE 20

## PRACTICE MANAGEMENT



**David Liss, MBA, RVT, CVPM, PHR**

*Veterinary Business Leader and Speaker  
of the Year, WVC*

### How to think like a CEO – strategic mindset for the veterinary management professional

What is a CEO? Chief Executive Officer is the highest official in the company, sometimes a majority owner, but not always. This is divorced from ownership. The CEO is many things, and with veterinary practices becoming more and more sophisticated, a CEO position, or emulating a CEO's traits will be ultimately beneficial to the success of your practice. Separate from the management core skills such as inventory and regulatory management, CEOs must master a separate set of skills as leaders. Adopting a CEO mindset can help take your practice to the next level.

### How to think like a CFO – financial mindset for the veterinary management professional

Typically in large scaled businesses, a CFO functions as the head of accounting, finance, and other financially strategic departments to ensure a business is profitable, efficient and compliant. Well, if you are consulting with your banker, accountant, etc, they are the experts in that subset of finance, but you must be able to interpret and action the data. Additionally, your business operates within the macro economy and competitive landscape, so you must understand what risks your business faces.

### The PRICE is right – or why clients like rounded prices; how behavior affects price, perception and value

Pricing is complicated and relies heavily on economics, both mathematical and behavioral as prices are emotional. No customers knows what a dental should cost, but they sure think they do. Understanding the basics of pricing strategy, techniques, and economics will ensure high compliance from customers and allow you to provide the highest care and generate the greatest profitability. Pricing in veterinary medicine is complicated. It needs to be launched, tested, evaluated, re-evaluated and assessed on a regular basis. When was the last time you evaluated your pricing strategies?

### Train em up! Leveraging staff to maximize workflow

This lecture focuses on how to leverage technicians in a forward-thinking mindset, pushing the boundaries of traditional thought around what a technician can or cannot do. While this lecture does not plan to address a deep analysis of burnout, some research suggests that burnout can be combated with improving employee engagement, which expanding job role and adding autonomy can increase.

THURSDAY, JUNE 20

## LEADERSHIP & COACHING



**Elaine Klemmensen, DVM, CEC**

*Founder, Evolve Leadership Coaching  
& Consulting*

### It starts with trust

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

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 will 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

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

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 will 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.

THURSDAY, JUNE 20

# 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 carbon dioxide used to fill **1,700 large beach balls!**

### Climate change and the veterinary profession

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!)

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

The science is telling us that we need to reduce our global emissions by 43% 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

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.

FRIDAY, JUNE 21

## 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**

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**

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### **Navigating conflict resolution in veterinary medicine and practice**

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**

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.

FRIDAY, JUNE 21

## 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 4 essential communication tools**

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 as well as be introduced to several training activities they can bring back to their practice.

### **The art of feedback: overcoming difficult feedback conversations**

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**

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**

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.



FRIDAY, JUNE 21

## INNOVATION & CHANGE



**Lee-Anne McAlear, Hons BA**

*The Centre of Excellence in Innovation  
Management Program Director, Schulich  
Executive Education Centre Program*

### Meeting new challenges: enhancing your creativity

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 innovation process in action

There are many different ways to creatively meet the challenges we face. In this session, we will 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.

### Supporting a culture that can innovate

Culture eats strategy for breakfast! To continue 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 will explore the ways in which we can get ever better at offering fantastic service and new value.

### Leading innovation

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 will work with creative strategic approaches through to highly practical innovative tactics. You will leave with an innovative toolkit that you can immediately apply.

THURSDAY, JUNE 20 | FRIDAY, JUNE 21

## FITNESS ACTIVITY



### FUN RUN/WALK WITH DARREN

📅 Thursday, June 20

🕒 7:00 a.m.

On Thursday morning, Boston Marathon veteran Darren Osborne will lead interested runners on a 5K 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

🕒 7:00 a.m.

On Friday morning, Darren will lead a swim starting at the hotel beach, looping around a 400-metre 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.



ONTARIO  
VETERINARY  
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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 displays only the available slots within the room block and will stop functioning once the block is filled or when we reach the cut-off date of **May 19**.

**BOOK NOW**



# REGISTRATION FORM

## OVMA GREAT IDEAS CONFERENCE | JUNE 19 - 21, 2024

### 1. PERSONAL INFORMATION Complete all fields. One name per form only.

First Name	Last Name		
Practice Name (if applicable)			
Street Address			
City	Province	Postal Code	
Email Address (Required)			
Phone	Work	Home	Cell
Please indicate your type of Registration (check one only)		Veterinarian	Practice Manager
		Industry	Student
Please indicate your Profession Designation (check one only, if applicable)		DVM	RVT
			CVPM
Please indicate any allergies or dietary restrictions for yourself or your guest(s):			

### 2. TOTAL REGISTRATION FEES & PAYMENT See reverse side for rates

Total Section 3: Conference Rates .....	\$
<b>Subtotal</b> .....	\$
<b>13% HST</b> (HST 107801037RT0001) .....	\$
<b>Grand Total</b> .....	\$

<b>Payment can be made only by:</b> (check one)	VISA	or	MASTERCARD
Card number (16 digits)			
Expiry date (MM/YY)	(4 digits)	CVV	(3 digits)
Name (as it appears on credit card)			

#### REGISTER TODAY!

**Space is limited!**

**Phone:** 905.875.0756 or  
1.800.670.1702

**Online:** [ovma.org](https://ovma.org)

**Email:** [cneziol@ovma.org](mailto:cneziol@ovma.org)

#### By registering for this conference you are granting approval for the following:

- The possible promotional use by OVMA of any photos taken of you during the conference.
- Conference information being sent to you via email. You can always opt-out of any future transmissions.
- Contact information may be shared with Symposium sponsors, for a single use only.



### 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
Full Conference		\$105
Wednesday Evening		\$30
Thursday		\$40
Friday		\$40

Guests		REGULAR
Wednesday Evening Reception		\$50 per adult (\$50 x Qty.) \$20 per child, 12 and under (\$20 x Qty.)
Please list names of guests:		

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



June 20, 2024 7:00 am | Fun Run with Darren



June 21, 2024 7:00 am | Swim with Darren

Don't miss your chance to learn from the best and network with peers. Come by yourself, with your team or bring the whole family. More details including the complete event program, accommodation and registration will be available at [ovma.org](http://ovma.org) in the coming months.