



# How to grow patient care and pharmacy income

April 4, 2019

3 HOURS OF CE CREDIT



\$35 PER PERSON

This program is organized into two half-day sessions with a morning session that repeats again in the afternoon so you may avoid short-staffing at your clinic. Morning registration is 7:30 to 8:00 a.m. with the program from 8:00 a.m. to 12:00 p.m. Afternoon registration is 12:30 to 1:00 p.m. with the program repeating from 1:00 to 5:00 p.m.

**Creating the 5-Star Experience in the Exam Room:** When you're an effective communicator, you will increase acceptance of professional services and products. Learn how to take a team approach, tailor your messages to generations from Millennials to Baby Boomers, and manage exam time for productivity.

**What Millennial Clients Want From Your Veterinary Clinic:** Millennials are the largest pet-owning group and spend more on veterinary care. Learn how to engage and connect with Millennials during exams and follow up after visits in their preferred platforms of apps, texts, social media, and mobile-friendly websites.

**Get Your Pharmacy Back:** Veterinarians account for 58% of sales of pet medications, with retailers claiming 28% and Internet/mail order retailers accounting for 13%. Understand the potential pharmacy income you could win back. Get proactive refill and reminder strategies. Learn how to respond when clients want prescriptions filled by another pharmacy.

**Enroll online:** [www.csvets.com/zoetis](http://www.csvets.com/zoetis) **Hurry!** Registration closes March 25, 2019.

**Location:** Mississippi Veterinary Research & Diagnostic Laboratory, 3137 Highway 468 West, Pearl, MS 39208

**Questions?** Contact Christina Estrada of Zoetis at [christina.estrada@zoetis.com](mailto:christina.estrada@zoetis.com) or 870-680-2304.



## Meet your consultant

Wendy S. Myers, CVJ, has been training veterinary teams for 20 years as owner of Communication Solutions for Veterinarians in Castle Pines, Colo. She helps healthcare teams improve telephone and communication skills that result in getting more pets the medical care they need. Wendy shares her expertise through conferences, online courses, and monthly CE credit webinars.



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