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# 109th Winter Meeting

February 5-7, 2016

Hot Springs Convention Center/Embassy Suites  
Hot Springs, Arkansas



# GENERAL INFORMATION

## WELCOME

The Arkansas Veterinary Medical Association invites you to attend the 2016 Winter Meeting, February 5-7, 2016 at the Hot Springs Convention Center, Hot Springs, AR.

## REGISTRATION

Registration is required for admission to the ArVMA's Winter Meeting (fee information is listed on the registration form on the next page). Please complete the enclosed registration form and return to the ArVMA (Mail: P.O. Box 17687, Little Rock, AR 72222; or register online at [www.arkvetmed.org](http://www.arkvetmed.org)).

The deadline for early registration is January 15, 2016. If your registration is postmarked after that date, or if you register onsite, please add \$25.00. MasterCard, VISA, and American Express are accepted. Please do not send cash through the mail. If registering on-site and paying with cash, please bring exact change.

Registration and check-in will be held at the Hot Springs Convention Center:

Thursday, January 28 1:00 p.m. – 4:00 p.m.  
Friday, January 29 7:00 a.m. – 5:00 p.m.  
Saturday, January 30 7:00 a.m. – 5:00 p.m.  
Sunday, January 31 7:30 a.m. – 8:00 a.m.

Full Registration for Veterinarians and Students

- All veterinarian CE sessions (21 hours)
- Continental Breakfasts (3 days)
- Admission to Exhibit Area

## HOTEL RESERVATIONS

The Embassy Suite Hotel is located at 400 Convention Boulevard, Hot Springs, AR 71901. The special group rate is \$173 per night for a single room. Reservations can be made by calling (501) 624-9200 or online at: [http://embassysuites.hilton.com/en/es/groups/personalized/H/HOTESSES-V16-20160204/index.jhtml?WT.mc\\_id=POG](http://embassysuites.hilton.com/en/es/groups/personalized/H/HOTESSES-V16-20160204/index.jhtml?WT.mc_id=POG)

To ensure availability of sleeping rooms at the ArVMA rate, make your reservations by January 5, 2016.

## CANCELLATIONS & REFUNDS

Cancellation requests must be received by the ArVMA office by January 15, 2016 and will be subject to a \$25.00 processing fee. If you need to cancel, please call the ArVMA office at (501) 868-3036.

## CONTINUING EDUCATION

Attending the convention is a wonderful opportunity for veterinarians to receive the required 20 hours of continuing education credit. Continuing education proof of attendance forms will be available at the Winter Meeting. It is your responsibility to make sure you have this document and mark which ses-

sions you attend and the number of CE hours received. A tentative schedule is included within this brochure. \*Schedule subject to change.

## EXHIBIT PROGRAM

The Exhibit Area will be open from 7:00 a.m. to 5:30 p.m. on Friday, February 5 and from 7:00 a.m. to 5:00 p.m. on Saturday, February 6. Continental breakfasts and refreshments will be served in the Exhibit Area. To qualify for the door prize drawings that will be held during the Veterinarian Luncheon, have each exhibitor initial the Exhibitor Card in your registration packet and turn this card in at the registration desk prior to the start of the luncheon. Please be sure to visit with and thank each of our exhibitors and sponsors for their continued support of the ArVMA.

On Saturday the Arkansas Veterinary Technicians Association (AVTA) will present a Veterinary Technician Program that is hosted by the ArVMA. Registration fee includes:

- Veterinary Technician Program (7hours)
- Saturday Continental Breakfast in the Exhibit Hall
- Admission to the Exhibit Area

Spouse/Guest Registration

- Continental Breakfasts
- Refreshment Breaks
- Admission to Exhibit Area

## OTHER STAFF REGISTRATION

Office managers, technician students, and other staff wishing to attend the Veterinary Technician Program or the Practice Management Sessions (15 hours) should use the appropriate section of Veterinarian Technicians and Other Staff Registration form.

## CONTINENTAL BREAKFASTS

Continental breakfast will be served on Friday, Saturday and Sunday starting at 7:00 a.m. for registered attendees.

## Non-Denominational Service

The Christian Veterinary Mission will take hold its annual service on Sunday, February 7 at 7:00 a.m. There is no charge for this service. Please come and support the Christian Veterinary Mission.

## BUSINESS MEETING & VETERINARIAN LUNCHEON

The Business Meeting will be held Friday, February 5, 2016. The purpose of this meeting is to inform you of the accomplishments made over the past year and the direction of the ArVMA. The Awards Luncheon will be held Saturday, February 6, 2016. The new ArVMA officers and District Trustees will also be installed and 2015 awards will be presented.

# Veterinarians, Spouses and/or Guests 2016 ArVMA Winter Meeting Registration Form

February 5-6, 2016, Hot Springs Convention Center, Hot Springs, AR

Instructions: Please type or print. Make your check payable to Arkansas VMA and mail with your registration form to: ArVMA, P.O. Box 17687, Little Rock, AR 72222 The deadline for early registration is January 15, 2016. For registration postmarked after that date, please add \$25 to the total fee. Requests for cancellations must be received by the ArVMA office by January 22, 2016 and will be subject to a \$25 processing fee. Please contact the ArVMA office at (501)868-3036 or arkansasvma@comcast.net if you have any questions.

Name \_\_\_\_\_ Badge Name \_\_\_\_\_  
 Clinic \_\_\_\_\_ Phone \_\_\_\_\_  
 Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_  
 Email \_\_\_\_\_

**Full Registration – Veterinarians:** (Includes **21 possible hours of CE**, Continental Breakfasts, Refreshment Breaks, and Admission to Exhibit Area, ONE Friday Business Luncheon Ticket and ONE Saturday Awards Luncheon Ticket)

ArVMA Member (Regular, Graduate and Associate)\* .....\$325.00 \_\_\_\_\_  
 Annual Membership Dues\* ..... \$225.00 In-State or \$125.00 Out-of-State \_\_\_\_\_  
 Out-of-State Veterinarian (member of any other state VMA) .....\$325.00 \_\_\_\_\_  
 Non-Member (not a member of any state VMA, includes Membership Dues) .....\$550.00 \_\_\_\_\_

**Honor Roll, Life Member, Veterinary Faculty, or Veterinary Student:** Includes admission to CE courses and Exhibit Area – CE credit will be given, must purchase a ticket to attend the Friday Business meeting and Saturday luncheon .. \$0.00 \_\_\_\_\_

**Spouse/Guest Registration:** Includes Continental Breakfasts, Refreshment Breaks and Admission to Exhibit Area. Does not include admittance to CE programs or Business Meeting/Luncheon

Spouse/Guest (circle one) First and Last Name \_\_\_\_\_ .....\$35.00 \_\_\_\_\_

**Registration for One-Day Only**

Friday (includes 8 possible CE Hours, Continental Breakfast, and Admission to Exhibit Area)

**\*\*Business Meeting luncheon requires ticket purchase below**

ArVMA or other State VMA Member .....\$275.00 \_\_\_\_\_  
 Non-Member .....\$375.00 \_\_\_\_\_

Saturday (Includes 8 possible CE Hours, Continental Breakfast, and Admission to Exhibit Area.

**\*\*Awards Luncheon requires ticket purchase below.**

ArVMA or other State VMA Member .....\$275.00 \_\_\_\_\_  
 Non-Member .....\$375.00 \_\_\_\_\_

Sunday (Includes 4 possible CE Hours, and Continental Breakfast)

ArVMA or other State VMA Member .....\$275.00 \_\_\_\_\_  
 Non-Member .....\$375.00 \_\_\_\_\_

Rabies Pre-exposusre VACCINE Friday/Saturday Only .....\$275.00 \_\_\_\_\_  
**(Deadline January 10, 2016 to sign up for vaccine)**

**Rabies TITER (Saturday ONLY)** .....\$60.00 \_\_\_\_\_

Friday Business Luncheon **ADDITIONAL** Tickets # \_\_\_\_\_ x \$45 = \_\_\_\_\_

Saturday Awards Luncheon **ADDITIONAL** Tickets # \_\_\_\_\_ x \$45 = \_\_\_\_\_

**Lecture notes will be provided to all registrants electronically.**  
**Printed proceedings will be available for an additional \$50.00** # \_\_\_\_\_ x \$50.00 = \_\_\_\_\_

**Add \$25.00 if postmarked after January 15, 2016** .....\$25.00 \_\_\_\_\_

**TOTAL** \_\_\_\_\_

**PAYMENT METHOD:** Check Enclosed    VISA    MasterCard    American Express

Name on Credit Card \_\_\_\_\_

Credit Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_ Amount to be Charged \_\_\_\_\_

\*Veterinarians who have not paid 2016 dues must pay membership dues to attend the full convention.

# Veterinary Technicians and Other Staff 2016 Technician and Office Staff Winter Meeting Registration

February 5-6, 2016, Hot Springs Convention Center, Hot Springs, AR

Instructions: Please type or print. Make your check payable to Arkansas VMA and mail with your registration form to: ArVMA, P.O. Box 17687, Little Rock, AR 72222 The deadline for early registration is January 15, 2016. For registration postmarked after that date, please add \$25 to the total fee. Requests for cancellations must be received by the ArVMA office by January 22, 2016 and will be subject to a \$25 processing fee. Please contact the ArVMA office at (501)868-3036 or [arkansasvma@comcast.net](mailto:arkansasvma@comcast.net) if you have any questions.

Name \_\_\_\_\_ Badge Name \_\_\_\_\_

Clinic \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_

**AVTA Technician Program Registration**

**Saturday only Technician Program:** Includes 7 possible CE Hours, Continental Breakfast in the Exhibit Hall, and Admission to Exhibit Area

- Veterinary Technician (Member of AVTA) .....\$65.00 \_\_\_\_\_
- Student Technician ..... \$20.00 \_\_\_\_\_
- Non Members of AVTA .....\$85.00 \_\_\_\_\_

**ArVMA Practice Management Registration – Wendy Myers**

**Friday Practice Management Program:** Includes Friday Practice Management Program, Continental Breakfast in the Exhibit Hall and Admission to Exhibit Area

- Office Managers, Other Staff, Veterinary Technicians.....\$80.00 \_\_\_\_\_

**Technician Dental Lecture and Lab – Limited to 20 people (must register online for this lecture and lab)**

Dr. Billy Scott will have a 4-hour lecture that will include Dental Anatomy, Regional Dental Nerve Blocks, Charting and the Dental Patient, and Dental Equipment use and Care. The 4-hour Lab will cover regional nerve blocks, periodontal instrumentation and treatment, and radiographic positioning.

- Veterinary Technicians .....\$225.00 \_\_\_\_\_

**Add \$25.00 if postmarked after January 15, 2016** .....\$25.00 \_\_\_\_\_

**TOTAL** \_\_\_\_\_

**PAYMENT METHOD:** Check Enclosed    VISA    MasterCard    American Express

Name on Credit Card \_\_\_\_\_

Credit Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_ Amount to be Charged \_\_\_\_\_

Anyone requiring special assistance in order to participate should contact the ArVMA office at (501)868-3036 or [arkansasvma@comcast.net](mailto:arkansasvma@comcast.net) by January 22, 2016.

**Technician Lecture and Lab will include: (Limited to 20 attendees. Sign up online only)**

- 4-hour lecture
- Dental Anatomy
- Regional Dental Nerve Blocks
- Charting and the Dental Patient
- Dental Equipment

**4 Hour Lab**

- Regional Nerve Blocks
- Periodontal instrumentation & Treatment
- Radiographic Positioning



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# ARKANSAS VETERINARY MEDICAL ASSOCIATION

## 106TH WINTER MEETING

February 5-7 , 2016 – Hot Springs Convention Center/Embassy Suites  
Hot Springs, AR

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### THURSDAY – FEBRUARY 4, 2016

2:00 p.m. – 5:00 p.m.	Registration	Outside Hall A
7:00 p.m.	Board Meeting	Embassy Suites – Salon C

### FRIDAY – FEBRUARY 5, 2016

6:30 a.m. – 5:00 p.m.	Registration	Outside Hall A
7:00 a.m.	Exhibits open with coffee and pastries	Hall A

8:30 a.m. – 12:30 p.m. (Practice Management)	<b>Wendy Myers</b> 8:30 a.m. – 9:45 a.m. – Secrets to Effective Scheduling 9:45 a.m. – 10:00 a.m. – Break 10:00 a.m. – 11:15 a.m. – How to Keep Doctors on Time 11:15 a.m. – 11:30 a.m. – Break 11:30 a.m. – 12:30 p.m. – How to Deal with Jerks	Room 207
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8:30 a.m. – 12:30 p.m. USDA	<b>USDA Nat'l Veterinary Accreditation Program Supplemental Training Courses</b> 8:30 a.m. – 9:45 a.m. Module 3: Overview of Foreign Animal, Program, and Reportable Diseases 9:45 a.m. – 10:00 a.m. Break 10:00 a.m. – 11:15 a.m. Module 11: Sheep & Goats: Disease Awareness & Health Certificates 11:15 a.m. – 11:30 a.m. Break 11:30 a.m. – 12:30 p.m. Panel Discussion/Question & Answer Session	Room 203-204
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8:30 a.m. – 12:30 p.m. USDA	<b>USDA Nat'l Veterinary Accreditation Program Supplemental Training Courses</b> 8:30 a.m. – 9:45 a.m. Module 7: Foreign Animal Disease Detection in Category 1 Animals 9:45 a.m. – 10:00 a.m. Break 10:00 a.m. – 11:15 a.m. Module 9: Interstate & International Health Certificates for Category 1 Animals 11:15 a.m. – 12:30 p.m. Module 9: Continues – International Health Certificates for Category 1 Animals	Room 103
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12:30 p.m. – 1:30 p.m.	<b>Business Luncheon</b>	Back of Hall A
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1:30 a.m. – 5:30 p.m. USDA	<b>USDA Nat'l Veterinary Accreditation Program Supplemental Training Courses</b> 1:30 p.m. – 2:45 p.m. Module 25: Using Behavior to Assess Animal Welfare 2:45 p.m. – 3:00 p.m. Break 3:00 p.m. – 4:00 p.m. Module 27: Bovine Trichomoniasis 4:00 p.m. – 4:15 p.m. Break 4:15 p.m. – 5:30 p.m. Panel Discussion/Question & Answer Session	Room 203-204
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1:30 p.m. – 5:30 p.m. <b>(Small Animal)</b>	<b>Dr. Todd Tams</b> Gastroenterology	<b>Room 208-209</b>
8:30 a.m. – 12:30 p.m. <b>(Practice Management)</b>	<b>Wendy Myers</b> 1:30 p.m. – 2:45 p.m. - How to Talk to Clients About Money 2:45 p.m. – 3:00 p.m. – Break 3:00 p.m. – 4:15 p.m. – The Team’s Role in Promoting Dentistry 4:14 p.m. – 4:30 p.m. – Break 4:30 p.m. – 5:30 p.m. – Create a Better Checkout Experience	<b>Room 207</b>
1:30 p.m. – 5:30 p.m. <b>(Equine)</b>	<b>Chad Zubros, DVM</b> Equine Imaging: Equine MRI in Practice and How it Effects Treatment, Diagnosis and treatment of suspensory ligament desmitis, Equine fracture stabilization and transport.	<b>Room 102</b>
1:30 p.m. – 5:30 p.m. <b>(Small Animal)</b>	<b>David Smith, DVM</b> Epidemiology Discussion	<b>Room 201-202</b>
1:30 p.m. – 5:30 p.m. <b>(Small Animal)</b>	<b>Dr. Todd Tams</b> Gastroenterology	<b>Room 208-209</b>
5:00 p.m. – 6:00 p.m.	Technician Early Registration	<b>Outside 203 – 204</b>
5:30 p.m. – 6:30 p.m. 6:30 p.m.	Exhibits Grand Opening and Welcoming Reception Exhibit Hall Closed	<b>Hall A</b>

**SATURDAY – FEBRUARY 6, 2015**

6:30 a.m.	<b>Past Presidents Breakfast – (By Invitation Only)</b>	<b>Embassy Suites – Salon C</b>
6:45 a.m. – 7:30 a.m. <b>(Small Animal)</b>	<b>Tina Brown, DVM</b> Immunology as it Relates to Dermatology	<b>Room 207 – 209</b>
7:00 a.m.	Exhibits open with coffee and pastries	<b>Hall A</b>
7:00 a.m. – 5:00 p.m.	<b>Registration</b>	<b>Outside Hall A</b>
7:30 a.m. – 5:30 p.m.	<b>Vet Tech Meeting</b>	<b>Room 203-204</b>
7:30 a.m. – 8:00 a.m.	<b>Registration</b>	
8:00 a.m. – 8:50 a.m.	Hiring & Interview Do’s and Don’ts – Meola	
9:00 a.m. – 9:50 a.m.	Dental Radiographs – Berg	
10:00 a.m. – 10:50 a.m.	Dorothy VS Alice: Reactive VS Proactive Management - Harris	
10:50 a.m. – 11:00 a.m.	<b>Awards Presentation</b>	
11:00 a.m. – 12:30 p.m.	Lunch (On Your Own)	
12:30 p.m. – 1:20 p.m.	Tech Role in Dentistry – Berg	
1:30 p.m. – 2:20 p.m.	Lab Sample Collection & Submission – Charney	
2:30 p.m. – 3:20 p.m.	Steps to Comprehensive Oral Health Assessment & Treatment – Berg	
3:30 p.m. – 4:20 p.m.	Conflict: Practical Guide to Resolution – Harris	
4:30 p.m. – 5:30 p.m.	<b>AVTA Business Meeting</b>	

8:00 a.m. – Noon <b>(Small Animal)</b>	<b>Tina Brown, DVM</b> Dermatology	<b>Room 207 – 209</b>
8:00 a.m. – Noon <b>(Practice Management)</b>	<b>Ray Baas</b> Determining the Value of a Veterinary Practice (2 Hours) Trends in the Veterinary Practice Marketplace (2 Hours)	<b>Room 102</b>
8:00 a.m. – Noon <b>(Lecture – Technicians)</b>	<b>Billy Scott, DVM</b> Technicians Dental Lecture/Lab <b>Lecture: 4 hours of CE available.</b> <b>Dental Anatomy, Regional Dental Nerve Blocks, Charting the Dental Patient, and Dental Equipment Use and Care</b>	<b>Majestic Room</b>
8:00 a.m. – Noon <b>(Equine)</b>	<b>Jack Easley, DVM</b> Dentistry	<b>Room 102</b>
8:00 a.m. – Noon <b>(Large Animal)</b>	<b>David Smith, DVM</b> Cow Calf/Stocker Population Medicine	<b>Room 201-202</b>
10:00 a.m.	<b>Auxiliary Brunch</b>	<b>Oaklawn Room</b>
Noon – 1:30 p.m.	<b>Awards Luncheon</b>	<b>Back of Hall A</b>
1:30 p.m. – 5:30 p.m. <b>(Lab – Technician)</b>	<b>Billy Scott, DVM</b> Technician Lab – <b>Limited to 25 Technician Attendees</b> Regional Nerve Blocks, Periodontal Instrumentation and Treatment and Radiographic positioning	<b>Room 205</b>
1:30 p.m. – 5:30 p.m. <b>(Small Animal)</b>	<b>Todd Tams, DVM</b> Gastroenterology	<b>Room 207-209</b>
1:30 p.m. – 5:30 p.m. <b>(Equine)</b>	<b>Michael Major, DVM</b> Equine Lameness	<b>Room 102</b>
1:30 p.m. – 5:30 p.m. <b>(Large Animal)</b>	<b>Josh Deines, PhD &amp; Craig Payne, DVM</b>	<b>Room 201-202</b>
1:30 p.m. – 3:00 p.m.	<b>Josh Deines, PhD – Cattle &amp; Quail</b>	
3:00 p.m. – 5:30 p.m.	<b>Craig Payne, DVM</b> Factors Affecting the Profitability of Cow Calf Operations Lessons learned from the King Ranch Can we redefine the Veterinarian/Client/Patient/Relationship in beef cattle practice? Antibiotic Label Changes and the Veterinary Feed Directive (2 Hours) Mini-Topics	
5:30 p.m.	<b>Foundation Board Meeting</b>	<b>Arlington Board Room</b>
6:00 p.m. – 8:00 p.m.	<b>LSU Reception</b>	<b>Location TBD</b>
6:00 p.m.	Exhibit Hall Moves Out	

## SUNDAY – FEBRUARY 7, 2015

7:00 a.m.	Coffee and pastries	Outside 203-204
7:00 a.m. – 7:30 a.m.	Inspirational Service	Room 203-204
8:00 a.m. – Noon (Small Animal)	Tina Brown, DVM Dermatology	Room 207-209
8:00 a.m. – Noon (Equine)	Jack Easley, DVM Dentistry	Room 203-204
8:00 a.m. – Noon (Large Animal)	Craig Payne, DVM	Room 201-202
Noon	Meeting Adjourns	

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## WENDY MYERS SEMINAR

Wendy S. Myers, President, Communication Solutions for Veterinarians Inc. and Partner, Animal Hospital Specialty Center, 6455 Montano Place; Castle Pines, CO 80108; (720) 344-2347; wmyers@csvets.com; Csvets.com; Facebook.com/csvets; YouTube.com/csvets; @wendysmyers

### Meet your consultant

Wendy S. Myers owns Communication Solutions for Veterinarians in Denver, Colorado. Her consulting firm helps teams improve client service, communication skills and compliance. Communication Solutions for Veterinarians has provided phone-skills training to nearly 5,000 veterinary teams in the United States and Canada. Wendy offers monthly CE credit webinars. She is the author of five books and five videos. Her new book is 101 Communication Skills for Veterinary Teams and new DVD is “Become a Client Communication Star.” Wendy is an instructor for the American Animal Hospital Association’s Veterinary Management School. Find Communication Solutions for Veterinarians at Csvets.com, Facebook.com/csvets, YouTube.com/csvets and @wendysmyers.

Hot Springs, AR – Friday, February 5, 2016

8:30-9:45 a.m.

### Secrets to Effective Scheduling

Unlike physicians’ offices, veterinary clinics must see patients for preventive care, illness, surgery and emergencies – all in the same day. The schedule can easily spiral out of control without an organized and efficient system for scheduling patients. What you’ll learn:

- Choosing the right appointment length based on the reason for the visit
- Using urgent care slots to be able to see sick patients on the same day
- Scheduling methods to keep doctors on time and reduce wait times for clients
- Managing emergencies and work-ins
- Using a surgical and dental point system to schedule procedures

9:45-10:00 a.m. Break

10:00-11:15 a.m.

### How to Keep Doctors on Time

Dr. Popular is the most requested veterinarian in your hospital, thanks to 30 years of experience and a jovial bedside manner. But he often runs 20 minutes behind. Wait time is an issue at most hospitals, and it gets worse the larger the practice. What you’ll learn:

- Understanding clients’ expectations, preferred appointment times and average waits
- What to tell clients while they’re waiting
- Tracking your client wait times for benchmarking
- Scheduling techniques that will help you strive to have timely exams
- Rescue medical staff from chatty clients—or move a chatty doctor onto the next exam
- Using timers and other techniques to monitor your timeliness



- Scheduling admission and discharge appointments
- Options to see sick patients and work-ins
- Dozens of strategies to keep doctors on time

**11:15-11:30 a.m. Break**

**11:30 a.m.-12:30 p.m.**

### **How to Deal With Jerks**

Emotions may escalate during conversations with veterinary clients. Learn the right words and body language to use when responding to High-Maintenance Helen, F-Bomb Frank, No-Money Nancy, Price-Sensitive Paula, Dental Dodging Dan and Just-Do-Everything Ed. Get tips on being a confident communicator and managing clients' emotions so patients get needed medical care. What you'll learn:

- The right words and body language to use when responding to jerks
- Tips on being a confident communicator
- Managing clients' emotions so patients get needed medical care

**12:30-1:30 p.m. Lunch**

**1:30-2:45 p.m.**

### **How to Talk to Clients About Money**

Whether you're a receptionist, technician, practice manager or veterinarian, a client will ask you a money-related question today. Your healthcare team's ability to confidently explain financial information to clients impacts their decisions to accept veterinary care. What you'll learn:

- Presenting treatment plans using body language and teaching tools
- Utilizing your healthcare team to present treatment plans and financing choices
- Responding when clients decline care
- Offering payment plans through third-party financing
- Staging care when clients cannot accept Plan A
- Collecting deposits for life-saving emergencies
- Offering choices when clients have limited financial resources or no money

**2:45-3:00 p.m. Break**

**3:00-4:15 p.m.**

### **The Team's Role in Promoting Dentistry**

Imagine you're a dog owner and visit the veterinarian for your dog's annual checkup. You spend \$208 for an exam, vaccines and diagnostic tests. During the exam, the doctor diagnoses your dog with Grade 2 dental disease and recommends treatment. A technician gives you an estimate for \$427. You're facing a total of \$635 in veterinary care—when you assumed your dog just needed a routine checkup. Veterinarians often diagnose dental disease during routine exams because 80% of dogs and 70% of cats age 3 and older have dental disease, according to the American Veterinary Dental Society. Your team's ability to confidently explain the dental diagnosis, treatment and fees will determine whether pets get needed medical care.

To take a fresh approach to client communication, look at dentistry from the client's side of the exam table. In this seminar, you'll learn how to:

- Respond to common client reactions when hearing dental recommendations
- Answer phone shopper calls about dental prices
- Schedule dentistry using a point system for efficiency
- Make dental confirmation calls, emails and texts
- Send reminders for ongoing professional dental care
- Set up callbacks for recommended dental procedures
- Create a positive discharge experience
- Collect payment for dental procedures

**4:15-4:30 p.m. Break**

**4:30-5:30 p.m.**

### **Create a Better Checkout Experience**

A client pays for her dog's cruciate surgery at the front desk. The receptionist says, "Your total is \$1,075.34 today." The client responds, "It's how much!!!!!!?" Worse yet, a new client waiting in the lobby overhears the conversation and worries what her bill will be today. What you'll learn:

- Presenting invoices for preventive care, sick patients, chronic conditions and surgery
- Average client invoice amounts
- Keeping financial conversations private
- Trends in mobile payments and exam room checkout
- Promoting payment choices to price shoppers
- Offering multiple payment options, including third-party financing

## 2016 Membership Dues

**If you have NOT renewed, please renew TODAY!!!**

Last Name \_\_\_\_\_ First \_\_\_\_\_ MI \_\_\_\_\_  
Practice Name: \_\_\_\_\_  
Practice Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
County: \_\_\_\_\_ Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
College and Year Graduated: \_\_\_\_\_ E-Mail: \_\_\_\_\_

I would be willing to serve on the Board or on a committee(s). PLEASE CHECK

\_\_\_\_\_ Board \_\_\_\_\_ Committee \_\_\_\_\_ NO, not at this time

### Please circle your type of practice:

- |                               |                                   |                                   |
|-------------------------------|-----------------------------------|-----------------------------------|
| 10 Bovine Exclusive           | 11 Equine exclusive               | 12 Porcine exclusive              |
| 13 Large animal (all species) | 14 Mixed (over 50% large)         | 15 Mixed (50-50 large & small)    |
| 16 Mixed (over 50% small)     | 17 Small animal exclusive         | 18 Poultry exclusive              |
| 24 Pathology                  | 30 Veterinary public health       | 36 Regulatory veterinary medicine |
| 41 Laboratory animal medicine | 45 Industrial veterinary medicine | 50 Military veterinary service    |
| 55 Veterinary educator        | 60 Other veterinary medicine      | 70 Retired                        |

### Dues for membership are due on January 1

#### Please check all categories applicable to your membership/contribution

- Practicing veterinarian residing in Arkansas ..... \$225.00  
 Associate member (veterinary faculty, principal practice out of state, retired and no longer practicing)..... \$125.00  
 New graduate 1st calendar year following graduation (2015 grad)..... \$130.00  
 2016 Graduates ..... Complimentary  
 Student Membership (currently enrolled in an Accredited Veterinary College)..... Complimentary  
 Honor Roll and Life Members ..... Complimentary  
 Auxiliary dues for spouse of member (enter spouse's below) ..... \$35.00

#### Voluntary contribution:

Arkansas Veterinary Medical Association Political Action Committee Fund ..... \$ \_\_\_\_\_  
Arkansas Veterinary Medical Association Public Relations Fund ..... \$ \_\_\_\_\_  
Arkansas Veterinary Medical Foundation (tax deductible as a charitable contribution) ..... \$ \_\_\_\_\_

Notice: ArVMA dues payments are not deductible as charitable contributions for federal income tax purposes. However, they may be deductible as business expenses, except the portion attributable to ArVMA lobbying expenses. ArVMA estimates that 25% of your dues is attributable to lobbying and is therefore nondeductible. Contributions to the Foundation are deductible as charitable contributions.

Total Payment \$ \_\_\_\_\_

Checks should be made payable to:

**Arkansas Veterinary Medical Association**

P.O. Box 17687, Little Rock, AR 72222-7687

PH: 501-868-3036 FAX: 501-868-3034 E-Mail: arkansasvma@comcast.net

### Additional Information

Spouse's Name: \_\_\_\_\_ Member of auxiliary: yes no  
Home Address: \_\_\_\_\_  
City: \_\_\_\_\_ County: \_\_\_\_\_ State & Zip: \_\_\_\_\_



# AVTA MEMBERSHIP APPLICATION



## APPLICANT INFORMATION

Name:		
Date of birth:	Phone:	Cell:
Current address:		
City:	State:	ZIP Code:
Email Address:		
Indicate How you would like to receive the AVTA Newsletter:		
<input type="checkbox"/> Mail to work	<input type="checkbox"/> Mail to home	<input type="checkbox"/> E-mail

## EMPLOYMENT INFORMATION

Current employer:		
Employer address:	How long?	
Phone:		
City:	State:	ZIP Code:
Veterinarian(s) Names:		

## TYPE OF EMPLOYMENT

<input type="checkbox"/> Mixed Practice	<input type="checkbox"/> Small Animal	<input type="checkbox"/> Large Animal	<input type="checkbox"/> Exotic
<input type="checkbox"/> Zoo	<input type="checkbox"/> Laboratory	<input type="checkbox"/> Sales	<input type="checkbox"/> Student
<input type="checkbox"/> Other:			

## GRADUATE INFORMATION

Are you a graduate of an AVMA accredited Veterinary Technology Program?		
<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Currently Enrolled
Name of College:		
Year Graduated:	License #:	

## MEMBERSHIP INFORMATION

<input type="checkbox"/> <b>Active Member \$20.00 CVT, RVT or LVT</b> Must be certified and/or have a diploma Full voting rights
<input type="checkbox"/> <b>Associate Member \$15.00</b> Anyone interested in supporting or promoting the AVTA. Includes DVM's, pharmaceutical representatives, veterinary assistants, receptionists, caretakers and managers. Non-voting rights
<input type="checkbox"/> <b>Student Member – Free</b>

## PLEASE MAKE ALL CHECKS PAYABLE TO THE AVTA

Mail completed form and membership dues to:	AVTA PO Box 180 Beebe, AR 72012
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**2016 Arkansas Veterinary Technician / Assistant of the Year**

<b>Name of Nominee:</b>		
<b>Position held:</b>	<b>CVT</b>	<b>Assistant</b>

**Outstanding Achievements of Nominee:**

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**Signature of DVM or CVT:**

**Please send completed forms to:** [adavenport@littlerock.org](mailto:adavenport@littlerock.org) or

AVTA                      **Nominations must be submitted by January 15th, 2016**  
PO Box 180  
Beebe, AR 72012

