

Find it all here.
dvm360[™]
dvm360.com

New!

PRODUCTS360



FUR real: New, better resource for veterinary products information	3
We're out of WHAT?	4
Stop giving sales reps the side-eye	6
"YES!" to exploring new things	8
When clients want freebies	10
4 ways to be happy in the CVC exhibit hall	12
How to pay for new veterinary equipment	14

REDEFINE YOUR SURGICAL RESULTS

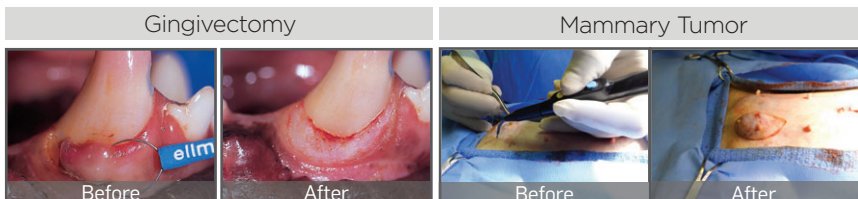
Come visit our booth to learn about the benefits of
ELLMAN RF RADIOSURGERY®



THE SURGITRON DUAL RF™ 120 generates 120 watts and operates at 4.0 MHz in monopolar mode and 1.7 MHz in bipolar mode.

Procedures

- | | |
|------------------------------|--|
| Endoscopy/Laparoscopy | Skin Incisions |
| Epulis Removal | Skin Tumors and Cysts |
| Eyelid Tumors | Soft Palate Resection |
| Gingival Hyperplasia Removal | Resection/Uvulectomy |
| Wet Field Coagulation | Precise, Pinpoint Coagulation for Microsurgery |
| Sebaceous Adenoma | |



Courtesy of Jeff Mayo, DVM

QUICK RECOVERY, **DECREASED POST-OPERATIVE PAIN**,
LESS BURN AND CHAR OF TISSUE, AND **VERSATILITY**.

FUR REAL:

New, better resource for veterinary products information

dvm360.com launched a product directory that lets you see the products available to help your team and your patients in any (seriously—any!) area of your practice. Check it out.

It's a fact: Companies in the veterinary market know you turn to **dvm360.com** to get updates on news, medicine, team training and products (along with the best-ever business advice, of course).

Which means when they have something new to offer, they always let us know.

So, after a glorious lightbulb moment, our team decided to take those everyday updates and build a new resource that gives you the broadest and most up-to-date product

information available. Ladies and gents, we give you Products360.

Are your poor, hardworking hands cracking up? Can't think of how to best connect with pet owners? Is choosing the best scale for your practice weighing heavy on your shoulders? Don't sweat it, we've got you covered.

From analgesics to wellness programs and everything in between ... if a company wants you to know about something, you'll find it here. All categorized by either product or company, so you can always find what you're looking for. Arm your team and arm your veterinary practice for the challenges you face every day.

Want more?

Don't miss **dvm360's** ongoing product coverage. We're talking about stuff like:

- > Mom's veterinary marketing hack
- > The monitoring equipment your practice needs for the zombie apocalypse
- > A product roundup of (Mmmm, yum!) treats!

You can always see the latest at **dvm360.com/productsinpractice** or sign up for the Products360 emails and get product updates delivered conveniently to your inbox. Go to **dvm360.com/em** to sign up today.



We're out of **WHAT?**

Use these straight-to-the-point inventory management tips to make sure you have everything you need, but only what you need, available every day.

By Erika Rasmusson Janes

This “inventory manager” is not amused by your lack of discipline.

1 Put someone in charge

Having a dedicated inventory manager makes for less confusion and fewer errors (like double ordering) than when team members share inventory-related duties.

2 Be systematic

Setting reorder points automates the inventory process and helps you stay stocked but lean. For example, if you purchased 60 of an item in the past six months, you could set your reorder point at five so you have an average two-week supply in stock, and set the reorder quantity at 10 so you're ordering a one-month supply. This gives you time to get an item in, particularly if there's a problem with the order, and you'll still turn over the inventory 12 times in the year, maximizing cash flow.

3 Don't duplicate items

Does your practice carry multiple brands of food, shampoo, or medicines that all do the same thing? Product duplication complicates inventory and can cause costs to careen out of control. Asking the doctors to select one or two products for a specific purpose helps you standardize purchases and recommendations.

4 Develop relationships

If you buy from different vendors and distributors week to week, it's much more difficult to keep track of new products or new deals. And if you're shopping around to save 12 cents on a tube of something with 12 different vendors, you've likely spent more in payroll than you've saved. Using one vendor for most purchases means a stronger relationship, too. That contact is likely to give you the best deal available to keep your business.

Veterinarian financing promotions

Visit us at booth #223 at CVC in Kansas City, KS



Debt consolidation promotion³

2.99% for the first 24 months

- Pay off high interest rate business loans, and consolidate into one loan
- Flexible loan terms up to 15 years to improve cash flow of practice



Practice acquisition promotion³

1.89% for the first 12 months

- Eligibility includes practice acquisition, partnership buy-ins, and second location purchases
- Marketable interest rate at the time of approval
- Flexible loan terms up to 15 years to improve cash flow of practice



Established veterinarians project promotion³

1.89% for the first 12 months

- Loan types that qualify are expansions, practice remodels, relocations, and additional locations
- Flexible loan terms up to 15 years to improve cash flow of practice

For more information, call David Michalski at 800.892.4877 or email david.michalski@bankofamerica.com

¹ All programs subject to credit approval and loan amounts are subject to creditworthiness. Some restrictions may apply. The term, amount, interest rate and repayment schedule for your loan, and any product features, including interest rate locks, may vary depending on your creditworthiness and on the type, amount and collateral for your loan.

² Promotional rate only available with specific prepayment agreement. Not eligible with interest-only in payment structure. Your rate after the promotional period ends will be fixed for the remaining term, up to 15 years.

³ To be eligible for the promotions above the following are required: Applications for all the above loans must be submitted by October 31, 2017. The 2.99% Debt consolidation and the 1.89% Practice Acquisition promotions must close by December 31, 2017. The 1.89% Established Veterinarian project promotion must have an interim project opened by January 31, 2018.

Bank of America is a trademark of Bank of America Corporation. Bank of America Practice Solutions is a division of Bank of America, N.A. ©2017 Bank of America Corporation | ARJQN47X



Stop giving sales reps the side-eye

They email, call and knock on your door. Don't get irritated with your account reps—befriend them, to your practice's ultimate benefit.

"So what have you done for me lately?" If you're asking that question of the manufacturer and distributor sales representatives who e-mail, call, or show up on your doorstep, chances are you're dissatisfied with their service. You don't know them well, and you don't trust them to give you helpful information, professional respect, or the little extras that keep you coming back to buy from them. It's time to change that. You can build better relationships with sales representatives—and get more from them in return.

Friendly sales

To make the most of your relationship with veterinary distributor and manufacturer reps, do the following:

Pick your price. Consolidate your purchases between two or three reps.

Ask and ye shall receive. Reps offer free CE sessions and freebies to doctors who buy from them—and ask for these things.

Get the lay of the land. Reps can provide important market information, such as whether you're charging significantly more than other local doctors. Make friends to become privy to their insights.

Those distributors and manufacturer reps selling you medicine, supplies, and equipment are in the same business you're in: creating healthier lives for pets and their owners. So the next time you see your sales rep, smile, shake hands, and ask, "What have you done for me lately ... friend?"

Grow Your Practice With Technology That Teaches

doctorVet
therapy laser

The Self
Training Laser



Test Drive the doctorVet and be
Entered to Win a Fitbit Charge 2

See for Yourself at
Booth #1002

 **sound**
A VETCO COMPANY

“Yes!” to exploring new things

The CVC exhibit hall is where it's at, no matter what part of veterinary practice has you fired up. *By Jeff Rothstein, DVM, MBA*

A couple of years ago, I attended CVC with a colleague who dedicates one trip a year to visiting conference vendors. In contrast, when I visit an exhibit hall, my approach is usually to go to the few booths that interest me, make a few other stops to say hello to industry friends, and blow by the rest. So my friend's strategy was novel to me. He says he can learn a lot, or at least a little, from every vendor.

I followed closely as my guide religiously visited every booth.

And sure enough, there was something to learn from everyone. For example, after many years of doing dental work, we learned that there's a whole world of useful dental instruments we didn't know existed—but probably should have. At the same booth, I learned that the manufacturer of our new dental radiography unit would readily sponsor a dental seminar for our clinic or a group of area clinics.

Next I met the president of our veterinary software company and got updated on some important new features, one of which will save my practices big bucks. The list goes on and on: technological advances, improved medications, online hospital pharmacy services, and more.

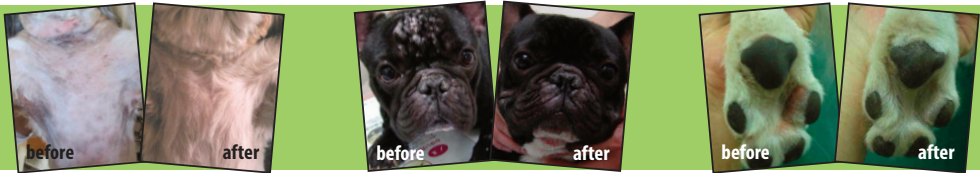
The whole experience was eye-opening and educational. And thanks to my foray through the trade show hall, I'm on the cutting edge. So, I encourage you to experiment with your conference time, too. A different perspective certainly yields different results.

Veterinary Economics Editorial Advisory Board Member Dr. Jeff Rothstein, MBA, is president of The Progressive Pet Animal Hospitals and Management Group in Michigan.



Stop by our booth (#1005) & play to win a 100grand & more!

Allergies aren't a game but with Spectrum we help you win big!



- Successfully manage up to 90% of your derm cases in house
- Test for 91 allergens at 1 low price
- Results in 24-48 hours of samples receipt
- Treat for up to 20 allergens at 1 low price
- Choose allergy shots or allergy drops
- Keep up to 80% of your derm cases in house!

And while you're here, let's play Plinko for some fun prizes!



Prizes include:
A 100Grand bar
Free Allergy Testing
Entry into Echo drawing
Free Allergy Treatment





When clients want freebies

Don't get in the habit of giving away free products, but make occasional exceptions to keep good clients coming back. *By Jeff Rothstein, DVM, MBA*

The other day a team member approached me with another request from Mrs. Freebie. Mrs. Freebie claimed that I'd promised her a free tube of flea preventive because she wasn't happy with a recent office visit. I'd never say such a thing, but to be diplomatic, I pulled the chart for a closer look.

It's easy to get defensive and blame all misunderstandings on lousy clients. But veterinarians and their teams do things that leave clients disgruntled. We make them wait too long. We

misquote prices and pickup times. And the list goes on. These missteps are inevitable in the fast-paced medical field.

I looked over Mrs. Freebie's record and found no mention of a complaint or promise for free goods. But I also noticed that Mrs. Freebie had three pets, and all of them were current with wellness care—and then some. So while it's not exactly our protocol to give away product, I told the receptionist to go ahead and give Mrs. Freebie the free tube of flea medication.

Here's my rationale: New clients are sometimes hard to come by. Good customer service—especially that leads to client retention and referrals—is one of the best ways to keep a veterinary practice above water. Giving Mrs. Freebie the \$7 flea medication today was a minor loss compared with the \$700-plus she spends every year on her pets.

What's the worst that could happen? Will Mrs. Freebie want a free heartworm test? Perhaps that's hard to tell, but I can always say “no” next time.

Come visit us in booth **#614**



Comprehensively better at the point of care (and beyond).

Over the years, 22,000+ facilities in North America have come to rely on Abaxis for point-of-care diagnostics that deliver more of what they need. More efficiency. More quality. More innovation. Greater ease of use. It's an ever-growing family of products and services from a company that actually makes you feel like a part of the family.

Inspired by you. **Innovated by Abaxis.**

 800.822.2947

 www.abaxis.com

 abaxisinc@abaxis.com

4 ways to count on happiness in the CVC exhibit hall

If you (yes, you, oh introverted veterinary professional, you) balk at the idea of walking the aisles of a conference exhibit hall—in the vein of “Eww, I don’t want to talk to people!”—think again. Here are four reasons the CVC experience will change all that.

1 **You can count on candy**
Just look around for the rainbow-filled jar, then jam some of that hard candy in your mouth (don’t choke) and shrug and nod a lot during the sales pitch.



3 **You can count your steps**
Bust out your smartphone, Fitbit or other device and go to town. Walk up and down the aisles so much the sales reps can ask you about your pets by name.



2 **You can count paw prints**
Count paw prints on logos on the floor and in booths, in pictures, on shirts and so on. If you’re a cat lover and they all seem like dog paws, grouse to your friends or a friendly sales rep about how many dog pictures you see instead of cat pictures. What the heck, people?! Cats are HUGE on the internet!



4 **You can count on the exhibitors**
There are a lot of companies. Some you’ll be super excited about, some you’ll be



curious about, and some you won’t care about at all. But before figuring out which is which, walk the aisles thoughtfully and let your eye wander and stop at anything that looks interesting. If you ever get bored, ask exhibitors their shoe size, birthday, biggest fear or the name of their favorite kid.

Exhibitors help defray a big chunk of the cost of continuing education at a conference, so be happy you can count on these friendly folks. And find a way to make your exhibit hall experience count for you too. Learn more at thecvc.com.

Take the Learning Home

Too much info, too little time?

Does it bum you out to know that while you're in an incredible session at CVC ... there are a bunch of other incredible sessions going on concurrently? Don't worry—we have you covered. As a complement to the exceptional veterinary continuing education delivered live at CVC conventions, we offer a curated selection of additional resources. You can take all the great programming with you via CVC Audio and Proceedings.



CVC Audio

Listen again and again to the sessions and speakers you loved, share what you learned with associates, and benefit from the sessions you weren't able to attend! Audio recordings of CVC speakers are available for order onsite or at TheCVC.com/cvc-products. Special attendee prices vary and range from \$49.95 for a single subject to \$469 for a complete CVC program set.

CVC Proceedings

Your CVC registration includes speakers' proceedings delivered via CD or download link. Order additional CDs or downloads to share the knowledge our thought leaders provide.

CVC Print

A limited quantity of printed proceedings will be available on site for \$75 each. Proceedings from previous CVCs may still be available – call CVC Customer Service to inquire: 800-255-6864, ext. 6 or 913-871-3900.

Visit the Onsite Registration Desk to make your purchase.



How to pay for new equipment at your veterinary clinic

Think that new piece of equipment could do wonders for pets at your veterinary practice—but you don't know how to pay for it? Use these tips to bring that cutting-edge medicine into your practice today.

When it comes to buying such items as digital radiography, laser therapy and imaging equipment, veterinarians have three payment options, says Gary Glassman, CPA.

1. Pay cash.
2. Sign a lease.
3. Craft a financing arrangement with a bank.

It may be tempting to go for a lease, but Glassman says you should always know what you're getting into. Many leases are drawn up so that there's no way to get out except to pay in full. Plus, many leases are required under state law to include sales tax so you end up paying interest on that tax. How about those other

two options? If you aren't able to pay cash, Glassman says there are veterinary lenders who will provide 100 percent financing.

"Veterinary lenders are especially accommodating—they know the industry," Glassman says. "You submit one-page applications and in less than 24 hours you get a response back."

Remember to not only consider the price of the equipment, but its related ongoing expenses, such as maintenance, supplies, insurance and possible added payroll costs, Glassman says. These are good topics to talk over with the equipment company before making the big purchase final.



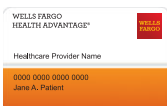


WELLS
FARGO

These reduced rates are bound to get some tails wagging.

Wells Fargo Health Advantage® Program

Now our two most popular veterinary financing options can help lower provider costs, thanks to reduced discount rates: **No Interest if Paid in Full within 6 and 12 months**



Get started today.



1-800-577-5221 Monday – Friday
7:30 a.m. – 5:30 p.m. Central Time



wellsfargo.com/vet

vets**first**choice *presents how to*

SIMPLIFY YOUR LIFE

With the Leading Digital Prescription Management Platform

“ We haven't moved the bar on compliance in 20 years. With Vets First Choice it doubles. ”

– Mike Dryden, DVM, MS, PhD, DACVM

1

EXPAND YOUR
PHARMACY WITH
ZERO INVESTMENT

2

DOUBLE
COMPLIANCE
AUTOMATICALLY¹

3

DRAMATICALLY
GROW SERVICE
REVENUES

¹2015 Compliance Impact Study found that preventatives compliance doubles, from 31% to 88% using the Vets First Choice platform



BOOTH 1308 | CVC Kansas City | www.vetsfirstchoice.com/KC