



## Veterinary Practice Management Program

Intensive management education for working veterinary professionals

PURDUE UNIVERSITY



Purdue University's VPMP is designed for veterinarians, veterinary technicians and technologists, veterinary students, and practice managers with business decision-making responsibility who seek improved profitability, a competitive advantage, and long-term success.

## Courses

### HUMAN RESOURCE MANAGEMENT

Develop strategies and policies to motivate and compensate staff, and to improve communications with peers and clients to enhance productivity and profitability.

### MARKETING MANAGEMENT

Maximize the impact of marketing strategies such as client/buyer behavior, advertising and promotion, online marketing, market segmentation, competitive analysis, and pricing issues to help market your practice successfully.

Schedule: **Cohort 29**

Human Resource Management: September 27-30, 2018

Accounting & Financial Management: January 10-13, 2019

Marketing Management: October 3-6, 2019

Strategic Thinking: February 6-9, 2020

### ACCOUNTING & FINANCIAL MANAGEMENT

Understand business ratios, cash flow, financial planning, working capital management, debt capacity, capital budgeting, and fixed vs. variable costs to set appropriate financial direction for a practice.

### STRATEGIC THINKING

Apply the management knowledge and skills learned toward the development of a functional business plan in order to gain a competitive advantage in the marketplace.

#### Fee

The Veterinary Practice Management Program is priced per module, at \$1,950. If payment for all four modules is made up front, the total cost is \$7,300, for a savings of \$500.

Ask about discounted rates for multiple attendees from the same practice; Purdue alumni; Purdue Veterinary Medicine staff, faculty, and students; and EdAssist client employees.

## Shape Your Future, Strengthen Your Practice, Boost Your Bottom Line.

Register now for Cohort 29 starting September 2018. Contact VPMP Program Manager Cara Cray at 765-496-6166 or email [vpmp@purdue.edu](mailto:vpmp@purdue.edu) for more information. Visit us online at [vet.purdue.edu/vpmp](http://vet.purdue.edu/vpmp).



All VPMP courses are applicable toward the continuing education requirement for the Certified Veterinary Practice Manager program offered by the Veterinary Hospital Managers Association.

