

Veterinary Practice Management Program

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.

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.

Schedule: **Cohort 28**

Human Resource Management: August 24-27, 2017

Accounting & Financial Management: January 18-21, 2018

Marketing Management: October 12-14, 2018

Strategic Thinking: January 31-February 3, 2019

Tuition

Tuition for 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 tuition 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 28 starting August 2017. Contact VPMP Program Manager Cara Cray at 765-496-6166 or email vpmp@purdue.edu for more information. Visit us online at 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.

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