VETERINARY PRACTICE MANAGEMENT PROGRAM

IN-RESIDENCE | ONLINE

Human resource, finance, marketing, and strategy modules designed for veterinary professionals
BUSINESS TRAINING DESIGNED FOR VETERINARY PROFESSIONALS

This Purdue University professional development program is for veterinarians, veterinary technicians, practice managers, veterinary industry professionals and veterinary students.

The program teaches sophisticated, industry-specific techniques that you can immediately apply to improve your practice and develop your management skills. Learn from top management faculty who appreciate and understand veterinary business needs and opportunities.

VPMP is geared toward busy veterinary professionals and is offered in four hybrid (on-campus and/or online) weekend modules over six months.
Developing & Leading Your Team
Develop strategies and policies to motivate and compensate staff and enhance productivity and profitability by improving communications with peers and clients in this human resource management module.

Veterinary Practice Financials: Learning Where to Start
Evaluate, critique and set sound financial direction for a practice. Start by reviewing financial statements and move to understanding business ratios, cash flow, financial planning, working capital management, debt capacity, capital budgeting and fixed vs. variable costs.

Marketing & Social Media for Your Veterinary Clinic
Harness the power of marketing strategies including digital marketing, web design, client reviews and more to help market your practice successfully.

Strategic Thinking: Creating a Plan for Loyalty & Growth
Examine the key components of an integrated business strategy and apply the knowledge and skills you’ve learned in the preceding courses to develop a functional plan that gives your practice a competitive advantage.

CVMP Qualified
All VPMP courses are applicable toward the continuing education requirement for the Certified Veterinary Practice Management Program offered by the Veterinary Hospital Managers Association.

Discounts Available
Reduced rates are available. Please contact us at vpmp@purdue.edu for details.
Each of the modules provided valuable information to take home. I still refer back to my notes over a year later. The strategic-thinking module was the perfect finishing topic. It made me much more aware of how to approach the big tasks that we try and swallow whole during our busy days. I plan to send doctors from my staff who eventually will play an administrative role in the practice.”

JENNIE KILLIAN, DVM
Owner, Newaygo Veterinary Services