

## VHMA Roundtable Discussions

2012 VHMA Annual Meeting and Conference  
October 18-21, 2012, Renaissance Vancouver Harbourside Hotel, Vancouver, BC

Roundtable Discussions are among the most flexible and informal educational formats offered at VHMA educational events. Roundtable Discussions allow for extended discussion among a small cohort of professional colleagues. Roundtable Discussions are excellent venues for giving and receiving targeted feedback, engaging in in-depth discussions, and meeting colleagues with similar interests.

To facilitate Roundtable Discussions, attendees are broken up into groups of 6 to 10 individuals per round table. A predetermined topic is assigned to each round table. The topics are provided to initiate in-depth discussion on one subject matter. A subject matter expert is assigned to moderate each round table and topic. When the program begins, attendees are instructed to start discussion on the predetermined topic at their respective table. Discussion sessions are time-limited (based on total number of attendees and topics) and may range from 15 to 30 minutes per topic. At the conclusion of each discussion session, a program moderator will announce that the current discussion session has concluded and that it is time for attendees to rotate to another table and topic. Attendees may pick and choose topic discussions they wish to participate in. Table moderators may take notes which will be made available to attendees after the event.

- TABLE 1: **Marketing:** Key Performance Indicators for Marketing Effectiveness - what are the key performance indicators and how do you track them?
- TABLE 2: **Human Resources:** How do you support a team member who is dealing with a life crisis and how do you manage the impact on the entire team?
- TABLE 3: **Leadership:** How do you inspire a shared vision between the owner and the manager?
- TABLE 4: **Customer Service:** Back to the basics, what should great customer service look like?
- TABLE 5: **Strategic Planning:** Why are you in business? Is your mission statement just a statement or is it a visible part of your practice culture? What are the tangible ways that you have integrated your mission and vision statements into everyday operations?
- TABLE 6: **Human Resources:** Job descriptions - how do you set clear expectations?
- TABLE 7: **Financial:** DVM compensation - what works in your practice?
- TABLE 8: **Emergency/Referral Practice:** DVM compensation - what works in your practice?
- TABLE 9: **Inventory:** What steps have you taken to compensate for lost pharmacy revenue?
- TABLE 10: **Information Technology:** Gadgets and Gizmos that make practice life easier.
- TABLE 11: **Operations:** We have all sacred systems or policies that are no longer relevant or effective - what system or policy needs an overhaul?
- TABLE 12: **Finance:** Alternative payment options - what works and what does not?
- TABLE 13: **Legal:** How does your practice respond when you discover a medical error?
- TABLE 14: **Marketing:** What low cost marketing efforts have you found that work best?