



# NJVHMA Management Times

Winter 2017

Volume I



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## Our Mission

Bringing leaders together for support and continuing education in a progressive environment to develop the best practices in the nation.

## About Us...

The NJVHMA tries to tackle everyday practice problems from a realistic and experienced perspective. Management issues involving hiring, firing, staff discipline, employment laws, training, continuing education, client compliance and practice profitability are discussed at almost every meeting. We work in groups or in round-table discussions and almost every meeting begins with an industry-renowned speaker. Imagine...having some of our industry's most experienced and innovative professionals available to speak with for the whole day! Meeting locations are rotated throughout the state.

## 2017 A Bright New Year Ahead...

Happy New Year to everyone! We are excited as we enter into 2017 with a calendar of great events and conferences planned to help our members better manage their practices and staff. As our membership continues to grow so does our ability to bring you more educational programs to better meet your daily management needs.

Managing together, means managing better. NJVHMA Membership means contact with your peers to help you stay current and informed on what is happening in our industry! If you have not renewed your membership do so today! **RENEW NOW** so you don't miss out on great CE lectures and camaraderie too!

Coming up on March 9 and April 27 we have a two part lecture that completes a 4 part series from the book, "Monday Morning Leadership" to be given by speaker, Maria Lutz. If you missed the first two, no worries, each section provides its own management pearls to take back to the practice team! **REGISTER NOW!**

Speaking of teams, the tech team has been diminishing at the practice level, locally and nationally. **NJVHMA, NJVMA** and **NJVTA** have partnered to create a job fair series to take place March through April at strategic locations around New Jersey to help practices find technicians, managers and support staff. See Page 3 of this Newsletter for dates and times!



VISIT  
THE  
NJVHMA  
ONLINE  
STORE  
TODAY!



## Management Pearl... Sharing is Caring

Everyone likes to get something extra, something for free, a little surprise, right?

The popularity of promotions involves more than just saving a few bucks. Coupons, rebates and discounts can actually affect brain chemistry. An online study of customers that received a \$10 coupon had higher oxytocin levels and felt a dramatic reduction in stress than those customers that paid full price (1).

By embracing this practice, you have the ability to trigger happiness and a sense of well-being. Promotions reinforce the positive bond that we're trying to create and maintain with all of our customers. People that are bonded with a practice tend to spend more money, be repeat customers, and leave positive reviews.

### Let's Get Social

By providing a reduction in monetary costs to our customers, they will repay you by boosting your online reputation and help you expand your market reach. Giving a company's Facebook page a Like is considered to be a recommendation by 46% of people (2). Twitter users are also likely to respond positively to interactions with companies and recommendations from current customers. Every small action on your online presence adds value (3).

### Happy To Help

Sales reps are your friends! Keeping up to date with everything that's available to your practice can prove to be a difficult task. Ask your sales reps to help coordinate a list of items you purchase from them and to provide you with coupons and rebates for those items. It can be extremely beneficial to assign a staff member to be your point person for the practice, making this valuable customer service much more manageable.

*This Pearl has been shared by Heidi Milano, Practice Manager at Raritan Animal Hospital since 2010!*

## NJVHMA Gives Back...



NJVHMA has developed a program that gives back a portion of its proceeds from products sold from its online store to charities that may help pets at your practice. With many

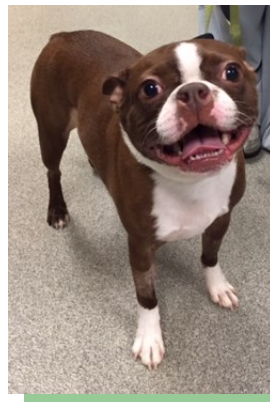
clients affected by economic difficulty, not having financial resources to access, foundations like Save U.S. Pets and VETICARE become a life line that allows the owner to secure the veterinary care their pet needs. Your purchase of any NJVHMA product provides a much needed donation to a charity that directly helps pet owners that may be your client! Visit the NJVHMA Online Store today!



## Why Veterinary Non-Profits Count at Your Practice!

Foundations that fund veterinary care can change a euthanasia visit into a very grateful life long client connection. Often times good clients face economic difficulties beyond their control that leave them with no options when it comes to paying the mortgage or paying the veterinarian. Despite best efforts by Pet Insurance Companies to get the word out about its importance, studies show that less than 3% of pet owners actually take a policy out for their companion animal.

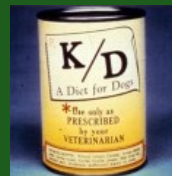
When crisis or illness unexpectedly strikes the family pet, finances just aren't available to give to the veterinarian. This is when specific veterinary charities that give financial grants for medical care should be considered.



## Practice Highlight....



The first pet prescription diet was created in The Raritan Animal Hospital kitchen by Dr. Mark Morris' wife in 1943. It was known later as Hill's Science Diet K/D.



The most exotic animal treated at Raritan AH was a Coatimundi! The Raritan Animal Hospital was founded in 1929 by Dr. Mark Morris. Learn more Raritan AH History....

If you would like to share a  
Management Pearl

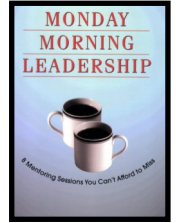
Email us!

[njvhma@gmail.com](mailto:njvhma@gmail.com)



## Speaker Spotlight..

Join us **March 9** at NorthStar VETS, Robbinsville and on **April 27** at RBVH Mount Laurel as Maria Lutz delivers a management seminar based on the book "**Monday Morning Leadership**".



Maria is a dynamic, energetic speaker that delivers her message with zeal and exuberance. Don't miss this great lecture! **REGISTER NOW!**



## Events, Conferences, and Meetings

### March 9- "Monday Morning Leadership" Management Seminar-Part 3

NorthStar VETS, Robbinsville, NJ Registration 8:30am -9am /Lecture: 9am to 1:00pm

**REGISTER NOW!**

### April 27- "Monday Morning Leadership" Management Seminar- Part 4

RBVH Mount Laurel, Mount Laurel, NJ Registration 8:30am -9am / Lecture: 9am to 1:00pm

### March 10 -12 NJVMA 133 Annual Meeting

Florham Park, NJ



## Veterinary Job Fair and Career Symposiums

March 19-The College of New Jersey, Camden, NJ- 9:00am - 3:30pm

March 26- Montclair State University, Montclair, NJ- 2:00pm to 6:00pm

April 1- Brookdale Community College, Lincroft, NJ- 9:00pm to 3:30pm

April 9-Rutgers University, Camden Campus, Camden, NJ- 9:00am to 3:30pm

April 23-Stockton University, Galloway, NJ- 9:00am to 3:30pm

## Vendor Spotlight..

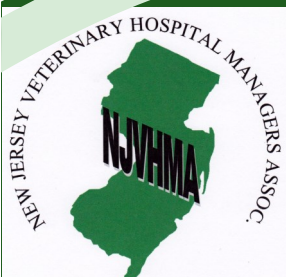
Special thanks to Shanelle Sager, Key Account Manager for Elanco Animal Health for her support in facilitating sponsorship for our March 2016 meeting!



Shanelle currently works with Elanco's top 40 accounts in the PA/NJ region. She has served the animal health industry as sales representative since 2003.

For more info on the Job Fair/Career Symposiums contact Kathleen Schaab at [info@njvma](mailto:info@njvma) or call 908.281.0918

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