

Speaker Abstracts

Kelly Lynn Cronin, MBA, PHR, CVT, VTS (ECC)
414-248-8891
Kelly.lynn.cronin@gmail.com

Set Yourself up for Success

Abstract:

In this talk we will review best practices for getting the job of your dreams. We will discuss what to ask and how to know more before you sign. We will deep dive into employment offers and discuss how to best compare them. If geared for veterinarians, we will talk about ownership opportunities and different compensation types (such as pro-salary) . If geared for the team, we will discuss negotiating compensation and best practices for obtaining a great position. We will spend time discussing how to translate your first position (and each after that) into setting yourself up financially for your best future.

Clinic Ownership –A to Z

Abstract:

I will cover demographic assessment, property acquisition, real estate concerns, practice valuation methods and negotiations. I will review the assessment of current client load and profitability for existing clinics. We will discuss the requirements for a new start clinic and assess the area in which the new clinic would be located. I will outline the major needs and minor needs for a new clinic. We will briefly discuss new clinic and new management advertising. We will briefly discuss setting opening budgets. This can be covered in one or two sessions.

Website Workshop

Abstract:

We will discuss the basics of website creation and upload. We will review the different components of starting a website, including domain name acquisition, checking domain name ownership and hosting. We will discuss the virtues of utilizing web designers, budgeting for a website and choosing a well versed web designer. We will discuss site links, SEO optimization, stylish additions to websites, functional additions to websites and website upkeep and maintenance. We will utilize current hosting and websites to make additions and changes. We will assess current web presence and search results.

Marketing- Budgeting to Implementation

Abstract:

I will discuss different types of marketing. I will outline the tools necessary for marketing, such as Google Adwords, Adwords Express, Bing marketing, direct mailers, newspaper marketing, website, social media, radio, TV, billboard and multi-media marketing. We will discuss search engine optimization. I will also cover the utilization of practice software to assist in marketing to current clients. We will cover how to create newsworthy events and how to write press releases associated with them. This can be covered in one or two sessions.

Creating and Implementing a Training Program

Abstract:

I will cover different training level setups. I will cover items to include and to leave out of a training plan. We will discuss what has been tried in the past at their respective clinics and what has worked versus what has failed. I will outline how to bring longevity and success to a training plan. I will talk about tying wages to training plans and customization for their respective clinics. We will discuss how to motivate the reluctant and belligerent employee and how to avoid setbacks in training. We will discuss mentorship programs. We will discuss employee

appreciation and motivation. I will cover knowledge bases for the training plans and associated quizzes to test said knowledge bases. I will provide basic training templates to be customized for the respective clinics.

Sell is a Four Letter Word

Abstract:

We will be going over the basics of establishing value in service. We will be discussing in depth client perceptions and how to effectively influence those perceptions. I will also be taking a hard look at common veterinary misconceptions and how they influence our ability to make profitable recommendations to our clients.

Anesthesia Angst

Abstract:

I will be covering basic anesthesia monitoring, end tidal CO₂, pulse oximetry and EKG. We will discuss common anesthesia mistakes and misconceptions. I will discuss case examples to highlight proper anesthesia monitoring and maintenance. We will be reviewing corrections and avoidance of common problems. We will dissect an anesthetic event to identify common issues during each part.

Veterinary Payment Plans

Abstract:

I will be covering various veterinary payment plans including Care Credit, Citi Health and many others. I will attempt to make the advantages and disadvantages to both the clinic and the client clear and concise.

Take the Bite Out of Snakebites

Abstract:

I will be covering snake species and prevalence in different areas of the country. I will cover first aid and first aid instructions for clients. We will discuss common misconceptions regarding snake bites. I will cover physiology, treatment options and snake bite vaccinations.

Recognizing and Responding to Emergencies

Abstract:

I will cover triage from phone call to presentation. I will cover the readiness of the staff and the treatment area. We will discuss the three types of emergencies seen; true emergencies, emergent situations and client perceived emergencies. I will cover a variety of often seen emergencies. I will cover basic CPR and team CPR training. I will discuss CPR codes and the discussion of codes with owners.

Foundations of Emergency Veterinary Care for Technicians

Abstract:

I will cover the foundations of a good emergency technician. I will be covering prioritization, essentials of recording information, critical care thinking. I will discuss how to quarterback a team, where to turn attention and how to encourage both the turtles and the hares of every team.

Learn to Lead in your Clinic

Abstract:

I will be covering requirements, advantages and disadvantages of the job. I will be discussing how to gain a position in leadership. We will be discussing individual situations faced by those in leadership in the audience. I will be covering appropriate behavior of a leader. We will discuss job descriptions of a lead technician. We will discuss the creation and implementation of a job description. I will cover working with difficult personalities and influencing team culture.

Foundations of the Lead Technician Position

Abstract:

I will be covering many typical duties involved in the lead technician position. I will be covering scheduling, training, personal relations, interviewing, discipline and team building. I will be discussing items to have in a lead technician's tool belt such as a strong disciplinary policy, standard forms, Evernote, When to Work, Google Documents, Drop Box, recorded PowerPoint demonstrations, Go to Meetings and several other useful programs to employ.

Oh the Places You Will Go

Abstract:

I will be covering professionalism, resume creation, career advancement and social media in the workplace. I will detail career opportunities in veterinary medicine. We will be discussing common difficult situations in veterinary employment and their resolutions. I will attempt to impart good rules of conduct in the very small world of veterinary medicine.

Balancing the Veterinary Budget

Abstract:

I will be covering setting a budget and sticking with it. I will be discussing staff metrics and adjusting them. I will be covering tools for adjusting staff metrics. I will be detailing inventory and marketing budgets. I will discuss building price structures for large purchases, estimating new purchase revenue, tracking costs and making adjustments to hit changing targets. I will be discussing fixed versus changing costs.

Pricing shouldn't be Painful

Abstract:

I will be covering the science of pricing for optimum revenue and client base growth. I will discuss bundling services. I will be discussing items, time and equipment use that make up many services. We will dissect how to establish time spent and how to appropriately charge. We will be covering price checking strategies and which clinics to check against. I will cover utilizing discounts appropriately and tracking them to prevent overuse.

Presenter Training Workshop

Abstract:

I will be covering the creation of a powerful PowerPoint presentation. I will cover the use of color, use of font and use of animations. I will cover creating interesting presentations, combating speaker fear, using the power of three to retain audience attention, gauging your audience, customizing a presentation, writing speaker notes and creating speaker notes. I will cover writing a speaker resume, speaker abstract and gaining speaking assignments. Audience members will have a portion of the session to test their voice and their abilities.

Inventory as Easy as ABC

Abstract:

This session will cover inventory management in a broad sense. We will discuss just in time ordering systems. We will discuss the wisdom and the folly of bulk buys. We will discuss inventory shelf costs and the time value of money. Participants will learn inventory metrics. Participants will come out with a clear understanding of how to set up inventory counts. Participants will get coping mechanisms for getting inventory under control and back on track. This CE is of moderate level best for someone currently involved in inventory management in a clinic.

Social Media with Style

Abstract:

Living in a social media age, we know that social media is a prime part of our client's lives. Social Media with Style seeks to understand different social media types and gives us a solid understanding of how social media

reaches clients. I seek to give you some rules of engagement, some lessons on timing and personalization. I will discuss the importance of telling a story with your media. I discuss how to get and keep client engagement.

All Bleeding Eventually Stops

Abstract:

All bleeding eventually stops, but in this discussion we will discuss what to do with a bleeding patient. We will cover types of bleeding and hallmark symptoms. We will discuss laboratory testing associated with blood loss. We will discuss early interventions and full treatment plans as well as monitoring parameters. We will briefly cover transfusion medicine.

Emergency Fluid Therapy

Abstract:

Fluid therapy can be intimidating. There are so many fluid types available. Learn the broad categories of fluid types as well as the representative members of each type. Discuss pros and cons of each type and how to make a choice in the spur of the moment. Discuss contraindications of each fluid type and how to assess rate and effect on the patient.

Human Resources Review -Interviewing/Hiring/Firing/Discipline

Abstract:

We will be reviewing proper interview techniques, including which questions can and cannot be asked and how to work around them to get pertinent but legal information about job performance and attendance. We will discuss sourcing new employees and employee retention. I will give several solid methods of dealing with problem employees and disciplinary policy. We will review termination procedures and proper documentation.

Contract Negotiation (DVMs)

Abstract:

We will discuss identifying best fit opportunities. We will be discussing comparison of opportunities in an apples to apples fashion, asking for additional income, reviewing initial offers and contracts, understanding types of compensation, and schedule negotiation. We will discuss what is the most important compensation piece for each candidate. We will discuss negotiation techniques. We will discuss managing opportunities including turning down a potential employer while maintaining a good relationship.

Best Foot Forward -Online Reputation Management

Abstract:

We will discuss what constitutes an online reputation. Why is a healthy online reputation important? How can continuity across the internet impact your practice and your team? How do we monitor and change misinformation? How do we manage changes in ownership or changes in the team? How do we protect our online reputation? How do we deal with problematic online reputations?

Tech and Team Utilization and Optimization

Abstract:

We will discuss identifying how team utilization can financially impact your practice. We will discuss how whole team use can impact the mental well being of the team, compassion fatigue and overall team health. We will review how to create additional team use, how to work with those team members who are reluctant to use specific team members and how to encourage team members to share workload or allow new team members to do increasingly more complicated tasks. Lastly, we will broadly discuss the legalities associated with utilizing team members to their full capacity.

Financial Fitness (three options for audience DVMs/Veterinary Staff/All)

Abstract:

We will review the basics of finance including saving, debt repayment, investing and investment vehicles. We will shed light on budgeting and how to best leverage pay (regardless of income level). We will discuss taxation. We will review emergency funds and how to establish them. We will discuss identifying best opportunities. We will be discussing comparison of opportunities in an apples to apples fashion, asking for additional income, reviewing initial offers and contracts, and understanding types of compensation. We will discuss what is the most important compensation piece for each candidate. We will discuss negotiation techniques. Last but not least, we will discuss preparation for retirement.

Optimizing utilization of your Technical Team

Abstract:

We will discuss what whole team utilization and optimization looks like. We will discuss different clinical designations and their pros and cons. We will discuss utilization of the team in light of various practice acts. We will discuss how to encourage utilization within teams with members reluctant to use all team members to their full potential. We will talk about appropriate staffing and creation of pipelines to ensure appropriate staffing in the long term. We will cover staff to patient ratios, call-in triggers and best practices for thinning staff on slow days. We will cover training best practices. We will also discuss various methods for rewarding the team for productivity.

Supporting your VTS Candidates

Abstract:

We will be covering how to identify VTS candidates, how to encourage team members with potential and how to get team members started on the journey. We will cover the steps to a technician specialty. We will cover how to get clinic owners, doctors and other team members on board to help. We will cover how to optimize agreements for financial or technical support in exchange for longevity in the clinic. We will discuss various tools and resources for candidates going forward. We will discuss what a VTS brings to the table in veterinary clinics.

Wave of the future, the potential possibilities of creating a veterinary technician practitioner role

Abstract:

We will cover the various aspects of the medical role nurse practitioner. We will discuss the options and advantages of such a role in veterinary medicine. We will discuss the steps involved in recognizing and creating this role. We will discuss what this role could do for those in veterinary medicine.

“Go with the Flo” Triage for the Way Too Busy

Abstract:

We are drowning right now in veterinary medicine. We provide excellent care to an ever growing population of pets and we do it for a fraction of the cost that human medical care is provided. We have to be efficient and create synergies to enable our teams to provide gold standard care in a prompt fashion without burnout or client animosity. We will discuss multiple tips, tricks and technology for smoother triage.

Blood, Sweat and Tears: Hematology Basics

Abstract:

We will review the components of blood. We will review the types of hematology testing, the results and parameters. We will discuss disease processes and the physiology associated with abnormal results. We will review the basics of obtaining and running blood samples.

XRays Vision

Abstract:

We will review the mechanics of radiology, positioning, safety, tips and tricks. While all of this sounds crazy exciting, I promise we will keep the volume down to a dull roar. But seriously, radiology can be radical.

Keynote Talks

That’s What She Said

Dive deep into women's rising role in veterinary medicine. Look at the prevalence of women in veterinary medicine over the years. We will discuss women's place in veterinary leadership. We will look at pay discrepancy between the sexes. Look at the growth of women driven veterinary workforce. Discuss pay discrepancy between sexes and how that impacts pay in veterinary medicine. Discuss women in veterinary management roles. Discuss the role of women in empowering other women in veterinary medicine. Look at some difficulties for women in the workplace, specifically in veterinary medicine.

Chicken Soup for the Veterinary Soul- Lessons Learned

Heartwarming stories from 28 years of idolizing James Herriott's countryside lifestyle while working on the veterinary equivalent of the set of MASH.

Additional topics are available by request.

Kelly Lynn Cronin ©2022