

Course Title	<b>Principles of veterinary profession</b>				
Course Code	<b>Vet-303</b>				
Course Type	Required				
Level	Undergraduate				
Year / Semester	Year 3/ Semester 1 (Fall)				
Teacher's Name	<b>Course Lead:</b>  <b>Contributor:</b>				
ECTS	6	Lectures / week	3	Clinic visits and tutorials / week	2
Course Purpose and Objectives	<p>The main objectives of the course are:</p> <ul style="list-style-type: none"> <li>● Introducing the student to the professional, ethical, financial, legal and social dimensions of his chosen career.</li> <li>● To give the student the basic tools for conducting a successful veterinary career in the future</li> <li>● To give the student more insight on the vet profession and career options, communication skills, the ability to work in a team, time management, stress management and Social media.</li> <li>● To introduce the student to "Day one competences" meaning the minimum standard required as a starting point for a variety of roles in the veterinary profession</li> </ul>				
Learning Outcomes	<p>The following list provides the learning objectives that will be covered in the lectures, lab practical sessions and tutorials of each week:</p> <p><a href="#">Week 1</a></p> <p><b>LOBs covered during lectures:</b></p> <ol style="list-style-type: none"> <li>1. Discuss the models of veterinary practice</li> <li>2. Describe the challenges in the veterinary profession</li> <li>3. Discuss the trends in companion animal veterinary practice</li> <li>4. Describe today's pet owner</li> <li>5. Describe today's veterinarian</li> <li>6. Describe the veterinary staff</li> <li>7. Explain functioning as a healthcare team</li> </ol> <p><a href="#">Week 2</a></p> <p><b>LOBs covered during lectures:</b></p> <ol style="list-style-type: none"> <li>8. Describe the basics of client service</li> </ol>				

9. Explain the different client service strategies
10. Describe the cell wall structure in gram positive bacteria
11. Describe the client's expectations from the veterinarian
12. Explain how to measure client's satisfaction
13. Describe the telephone service management
14. Describe client appointment scheduling
15. Describe the client reminder system

#### Week 3

##### **LOBs covered during lectures:**

16. Describe in general the financial management of a veterinary clinic
17. Explain the financial statements
18. Describe the measures of liquidity, solvency, and profitability
19. Describe how to the most out of your accounting professional
20. Explain how to analyze Client Transactions
21. Describe the pricing strategies: markup versus margin

#### Week 4

##### **LOBs covered during lectures:**

22. Describe expenses in veterinary practice
23. Explain how to manage general and administrative expenses
24. Discuss payroll management
25. Discuss ordering inventory economically
26. Discuss - getting paid for services rendered
27. Discuss Pet Health Insurance
28. Describe credit and Collections
29. Compare buying versus Leasing

#### Week 5

##### **LOBs covered during lectures:**

30. Describe marketing management – marketing, advertising, promotion and public relations
31. Explain effective staff recruitment
32. Explain the best ways for screening potential hires
33. Discuss staff training
34. Describe staff performance evaluations,
35. Discuss the staff turnover and retention
36. Explain Compassion Fatigue

#### Week 6

##### **LOBs covered during lectures:**

37. Describe marketing management- marketing, advertising, promotion, and public relations
38. Explain how to better meet the needs of existing clients
39. Explain the basic tools of marketing

40. Discuss demographic assessment
41. Discuss branding
42. Discuss measuring marketing performance

#### Week 7

##### **LOBs covered during lectures:**

43. Describe organizing medical records and patient documentation
44. Describe digital imaging systems in practice
45. Explain laboratory considerations
46. Describe medical equipment and fixtures
47. Describe effective inventory management
48. Describe pharmacy management as a profit center

#### Week 8

##### **LOBs covered during lectures:**

49. Describe the information technology in veterinary medicine
50. Explain cloud-Based computing options
51. Describe backing up and archiving Your system
52. Describe electronic communication: E-mail and Texting
53. Describe Internet Marketing
54. Describe websites and search engine optimization
55. Explain the use of social media for marketing
56. Describe measuring the performance of Digital Media Campaigns

#### Week 9

##### **LOBs covered during lectures:**

57. Discuss the basic practice safety requirements
58. Discuss client safety
59. Discuss the animal related injuries at the workplace
60. Explain radiation safety
61. Discuss work related accidents and workers
62. Explain the safe handling of controlled substances

#### Week 10

##### **LOBs covered during lectures:**

63. Discuss the veterinary practice legal needs
64. Describe the informed consent form
65. Discuss the privacy policy and confidentiality
66. Discuss employment contracts
67. Discuss the non-competition clause
68. Explain off label drug use

#### Week 11

##### **LOBs covered during lectures**

69. Discuss career planning
70. Describe professional development plans
71. Explain determining a practice's worth

	72. Discuss purchasing a practice 73. Describe succession planning 74. Describe planning for the sale of a practice  Week 12  <b>LOBs covered during lectures</b>  75. Describe contemplating practice ownership 76. Discuss building, buying, or leasing? 77. Discuss selecting a site 78. Discuss how large should a clinic be? 79. Describe planning the veterinary practice design and renovation 80. Discuss noise and odor control 81. Describe the day one competences for the begging veterinarian		
Prerequisites	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;"></td> <td style="width: 50%; text-align: center;">Required</td> </tr> </table>		Required
	Required		
Course Content	<b>Lecture Topics:</b> <ul style="list-style-type: none"> <li>● Marketplace</li> <li>● Client relationship management</li> <li>● Communications</li> <li>● Financial management</li> <li>● Cash management</li> <li>● Human resources</li> <li>● Marketing management</li> <li>● Operations management</li> <li>● Technology management</li> <li>● Administrative management</li> <li>● Practice safety</li> <li>● Legal issues</li> <li>● Planning and decision making</li> <li>● Facility management, design and construction</li> <li>● Day one competences</li> </ul>		
Teaching Methodology	Lecture based learning, visits to veterinary clinics and small group tutorials		
Bibliography	<ol style="list-style-type: none"> <li>1. <u>Practice Made Perfect HEINKE</u></li> <li>2. <u>Veterinary Practice Management Consult BLACKWELL</u></li> <li>3. <u>Front office management for the Veterinary team</u></li> <li>4. <u>How to Become a Veterinarian</u></li> </ol>		
Assessment	Final Exam 100%		
Language	English		

