

FROM ASPIRING TO THRIVING

PRACTICE OWNERSHIP WORKSHOP

APRIL 10-12, 2024
WILMINGTON, NC



\$999 Early Bird Rate
Register by March 1



\$1,099 General Rate
Register by March 25



We know that all the day-to-day of vet med can make the goal of owning a thriving practice seem like a far-off dream. We've developed this comprehensive workshop to leave you feeling recharged and lead you to realizing your dream is closer than you think.

This immersive experience allows you to gain valuable tools & resources and tailored insights to your individual situation — from developing to owning and sustaining a successful veterinary practice.

Whether you're a seasoned practice owner, just getting started, or aspiring to build your legacy, this hands-on practice ownership workshop has something for you.



ALL-INCLUSIVE & RACE-APPROVED! Rate includes lodging, meals, fun, & CE!

DON'T WAIT! Space is limited. Register today at
www.bhcteam.com/events



Aspiring to Thriving: Practice Ownership Workshop

April 10-12, 2024 | Wilmington, NC

WEDNESDAY, APRIL 10

- 3:00 PM** **Hotel Check-In Begins**
- 5:30 PM** **Welcome Wine & Beer Social**
- 6:30 PM** **Dinner**

THURSDAY, APRIL 11

- 8:00 AM** **Breakfast & Welcome**
- 9:00 AM** **Opening Session – Start with *Why***
Stacy Gentry
- This session will lead attendees through the process of finding their *Why* and using their passion to propel their dream of practice ownership forward.
- 10:00 AM** **Securing Funding**
Live Oak Bank
- This session will grant insight into the lending process, exploring the financial ins and outs to charting the path to practice ownership.
- 11:00 AM** **Financial Projections**
Kate Crumley, MS, DVM
- Where will the money come from, when will it arrive, and where will it go? In this session, we will examine what goes into projecting income and expenses for a veterinary practice and see how the decisions you make about business hours, staff support, and major expenses affect your cash flow and profitability.
- 12:00 PM** **Lunch & Learn**
Small Group Breakouts - Building a Business Plan
Blue Heron Consulting
- Work with Blue Heron Consulting's coaches in small groups to begin creating or fine tuning your business plan. We will explore how to create a clear roadmap for your business and generate a strong supporting document to present your opportunity to lenders.

- 2:00 PM** **Staff Recruitment & Retention**
Stacy Gentry
- This session will explore strategies to not only recruit, but also retain, new team members, as well as understand how this contributes to a boost in overall productivity, team engagement and revenue.
- 4:00 PM** **Networking Opportunity**
- Join the Blue Heron Consulting team and industry partners for conversations around achieving your dream of practice ownership.
- 6:00 PM** **Dinner**

FRIDAY, APRIL 12

- 8:00 AM** **Breakfast & Individual Breakouts**
- These private sessions afford attendees the opportunity to spend one-on-one time with a Blue Heron Consulting coach.
- 10:00 AM** **You Can't Spell Veterinary without "EI": The Ultimate Acronym of VetMed**
Stacy Gentry
- This session will facilitate conversation around self-management, self-awareness, and empathy, preparing attendees to work on their own perspectives and skills as leaders.
- 11:00 AM** **P&L Workshop**
Kate Crumley, MS, DVM
- We'll take the mystery out of financial reporting by applying medicine's tried and true clinical SOAP approach to your business' data. Attendees will analyze and create treatment plans to improve their business. Plus, benefit from a hands-on deep dive into real profit and loss statements, getting the opportunity to practice reading, calculating, and understanding the story that these numbers tell.
- 12:00 PM** **Lunch & Learn**
Organizing Your Day: Scheduling Your Team & Clients for Optimal Flow & Profit
Stacy Gentry
- This session will prepare attendees to design and implement roles and responsibilities for veterinary teams, build a successful schedule that maximizes doctor and staff time, and leverage communication and training with compliance in mind.
- 1:00 PM** **Jeopardy!**
Blue Heron Consulting & Live Oak Bank
- Get ready for a fast, furious, but friendly competition to see who learned the most during this event!
- 2:00 PM** **Depart**
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