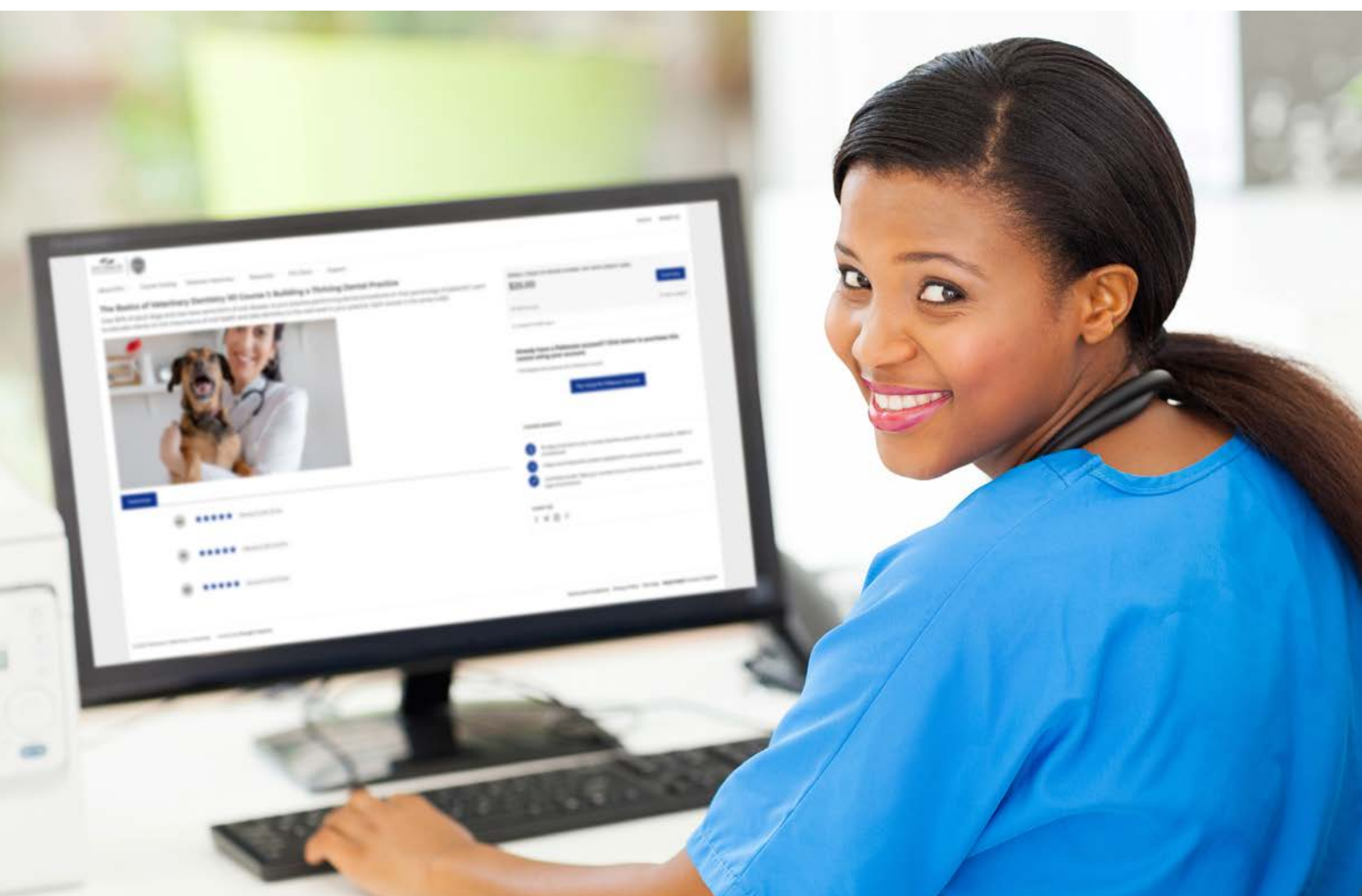


PATTERSON VETERINARY UNIVERSITY





Discover best-in-class continuing education.

Patterson Veterinary University courses are designed to support the careers of every member of a veterinary team. We aim to expand our topics based on current trends and the changing needs of the industry. From complimentary one-hour courses to full medical CE series, our team supports your team.

DISCOVER YOUR NEXT CE COURSE AT [PATTERSONVETUNIVERSITY.COM](https://pattersonvetuniversity.com)



COMPLIMENTARY COURSES

NON-RACE CE | VIRTUAL COURSES



Key Advice for Sustainable and Efficient Ordering

In this microcourse, we'll break down a few essential components of inventory management to ensure your practice's ordering frequency and approach to pricing are sound and profitable.



Leadership Fatigue

What is leadership fatigue? The simple definition is lack of work-life balance, often characterized by loss of passion, poor sleep patterns, faking joy and excitement, and loss of the future vision of the practice. Build a plan to identify, prevent, or overcome leadership fatigue and find the vision of your practice again.



Performance Coaching

It's time to turn performance reviews into a celebration of goals while utilizing performance coaching to raise the expectations for your team. This course provides a process that empowers you, as a leader, to build success. Top tips include strategies on how to develop action plans with team members that result in positive changes and improved performance. Learn the skills to become the coach your team needs.



COMPLIMENTARY COURSES

NON-RACE CE | VIRTUAL COURSES



The Power of You

Leadership focus and actions center primarily on planned mid- to long-term performance. Building culture, setting an intentional direction and developing people are all valuable leadership qualities. With the help of this course, you will learn valuable leadership skills to influence others positively, no matter what role you fill in the practice.



Servant Leadership

Leaders exist to guide and leverage the greatest qualities of the team; a great leader is a servant to others. Learn the characteristics, knowledge and experience required of servant leadership. When leaders and teams embrace goals together, the team creates a unique synergy.



Telephone Etiquette

Telephone etiquette is especially important in competitive client service industries such as veterinary medicine. If it is not properly established, the customer may consider other practices. A call professionally and courteously delivered can further solidify a strong relationship with the client. Telephone etiquette is a fundamental part of customer service, regardless of position.



GENERAL COURSES

NON-MEDICAL RACE CE | VIRTUAL COURSES



Alcohol and Substance Use Disorder in Veterinary Medicine: Prevalence, Treatment and Prevention

With elevated levels of mental health problems such as anxiety, depression and moral distress among veterinary professionals, there are higher risk factors for alcohol and substance use disorders. This course will discuss the prevalence of these disorders in the overall population as well as specifically within the profession, how to support colleagues who are struggling with these conditions and potential prevention measures.

(1 RACE CE)



Allyship in Mental Health

Sometimes it can be difficult to know when and how to help our colleagues when they are struggling. This course will teach learners what it means to be a mental health ally, including how to recognize the signs when someone is struggling with their mental health, being prepared to point them towards services, learning how to actively listen and make yourself available, while also creating healthy boundaries for your own well-being.

(1 RACE CE)



Building Resiliency and Confidence to Strengthen Your Mental Well-Being

Just like physical strength, our mental well-being is a muscle we can work to strengthen so that we can better resist being derailed by negativity throughout the day. This course will provide learners with the tools needed to be more resilient and confident to persevere even on the most challenging days.

(1 RACE CE)



GENERAL COURSES

NON-MEDICAL RACE CE | VIRTUAL COURSES



Effective Strategies for Time Management

While we may never be able to gain control over how many hours we have in a day versus the incredible workload we must take on in veterinary medicine, we do have the ability to be more intentional in our approach. This course will teach participants practical tips on managing their day and tasks, along with utilization of tools and technologies that can make time management and task prioritization much less cumbersome.

(1 RACE CE)



Get Your Controlled Substances Under Control!

Managing controlled substances can be daunting, and ordering them is not as simple as the rest of your inventory. In this course, we'll cover everything you need to know from the point of order to how to keep your drugs secure once they enter your hospital, along with keeping your records compliant.

(1 RACE CE)



Performance Management: Removing Bias and Having Essential Conversations

Learn how to stop dreading performance review cycles and master preparation, conversations and follow-through, removing potential bias and common pitfalls experienced during the process.

(1 RACE CE)



GENERAL COURSES

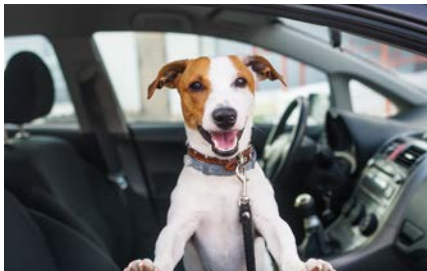
NON-MEDICAL RACE CE | VIRTUAL COURSES



Suicide Awareness in Veterinary Medicine: Signs, Safety Plans and Postvention

Most are aware that the rate of suicide in veterinary medicine far exceeds most other professions. This course will discuss some of the warning signs to assist in preventing suicide among our colleagues, how to create safety plans, and ways to support the team through postvention in the event of a suicide.

(1 RACE CE)



Telehealth Veterinary Curbside Care

This unique and complimentary PVU course focused on veterinary curbside care provides a perspective on how to identify the gaps and opportunities to create a sound curbside plan.

(1 RACE CE)



Workplace Safety Training: A Team-Centered Approach

Ensuring a safe workplace isn't just a manager's responsibility; it takes an entire team. All team members, regardless of their role, should understand their rights and responsibilities when it comes to workplace safety. This course will help prepare team members to respond in the event of an inspection, and identify potential hazards in the workplace. Employees should understand safety solutions, safety data sheets, secondary container labeling, recordkeeping and reporting – all of which will be discussed in this course. Lastly, we will review individual safety plans for the common hazards in the veterinary workplace.

(3 RACE CE)



GENERAL COURSES

NON-MEDICAL RACE CE | VIRTUAL COURSES



Workplace Violence in Veterinary Practices

While our goal is that your team never has to employ these techniques, workplace violence safety training is imperative in today's veterinary practices. This course reviews the different forms workplace violence can take, along with the prevalence and impact to veterinary practices. Risk factors and how to conduct a risk assessment will also be covered. Learn how to implement necessary policies, de-escalate challenging conversations with clients, personal safety tips and post-vention practices as well.

(1 RACE CE)



DEI AMBASSADOR PROGRAM

NON-MEDICAL RACE CE | VIRTUAL COURSES



DEI Ambassador Program: Introduction to Diversity, Equity and Inclusion and Implicit Biases

In this course, we'll discuss the value of a diverse workplace and the differences between diversity, equity and inclusion. We'll also introduce crucial building blocks to this topic including a brief overview of the foundations of inequality in American society. From there, we'll review implicit bias and how to navigate these biases, along with different types of non-inclusive language and microaggressions.

(1 RACE CE)



DEI Ambassador Program: How to Be an Ally and Grow Yourself as an Individual

Learn what being an ally means, and how to turn your allyship into real support. We'll review how to challenge and interrupt prejudicial practices and how to cultivate an antiracist mindset and your own inclusive behaviors.

(1 RACE CE)



DEI Ambassador Program: The Pivotal Role of Leadership in Diversity, Equity and Inclusion

As a leader, it's crucial to reinforce the DEI efforts of your organization in a meaningful way that demonstrates your commitment. We'll discuss how to assess your team's baseline knowledge and attitudes around DEI and exhibit empathy, along with creating a space for education. There are many ways you can make a difference in this space, from your recruitment efforts to having more inclusive meetings, all of which will be covered in this course.

(1 RACE CE)



DEI AMBASSADOR PROGRAM

NON-MEDICAL RACE CE | VIRTUAL COURSES



DEI Ambassador Program: Implementing a DEI Program for Your Organization

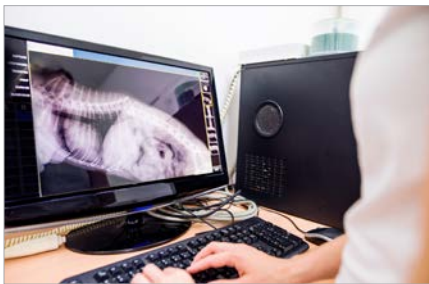
An effective DEI program is so much more than a few core values related to DEI. We'll discuss how to develop a DEI strategy that is meaningful and incorporates diversity, equity and inclusion into employees' daily work practices.

(1 RACE CE)



GENERAL COURSES

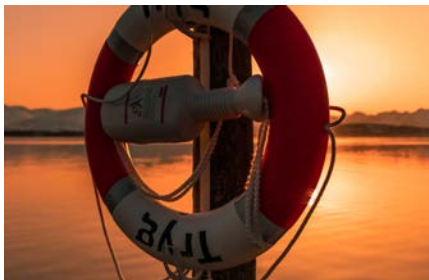
MEDICAL RACE CE | VIRTUAL COURSES



Artificial Intelligence in Veterinary Medicine

In this course, learners will discover the path technological advances have paved for radiological artificial intelligence today. Potential benefits to the practice in light of current caseload demands will be highlighted while learners brainstorm how this technology may improve their practice's workflows.

(0.5 RACE CE)



CPR (Controlled Prescriber Ready) Program: Saving Lives Through Controlled Substance Education

Controlled substance education goes beyond making sure your drug logs are filled in correctly. It means understanding how to provide the best possible pain management for our patients and explore alternatives to controlled drugs when possible, while understanding the human component of the opioid crisis as well. What does this mean? Preventing and addressing addiction when our clients and employees are impacted. We will help you create a recovery-friendly workplace that is both supportive to your employees, and federally compliant with ADA rules. Learn how you can save lives by better educating yourself today.

(3 RACE CE)



Disinfection: Keys to Success

In collaboration with Virox Animal Health.

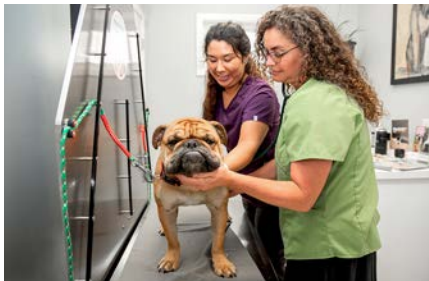
This complimentary course focuses on the development of a robust disinfection program that engages the entire team in the process. Learn how a sound approach to disinfection will make your practice a safer place for all who come through your doors.

(1 RACE CE)



GENERAL COURSES

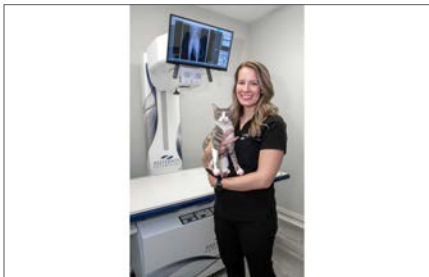
MEDICAL RACE CE | VIRTUAL COURSES



Foundations of Veterinary Medical Terminology

Medical terminology is a complex language used daily in veterinary practice and is critical for efficient communication. Learn the foundation of medical terminology with this four-part PVU course for the veterinary support team.

(5 RACE CE)



Radiation Protection and Safety in Veterinary Medicine

This course will teach learners why radiological safety is crucial to your immediate and future health. We'll review the effects of radiation on the body, how to monitor radiation exposure, along with ways to protect yourself and reduce exposure whenever possible. We will also discuss the responsibilities of the veterinary radiographer, darkroom quality assurance, and posting and recordkeeping requirements.

(1 RACE CE)



Veterinary Practice Infection Control

[In collaboration with Virox Animal Health.](#)

A complete infection control plan is essential in protecting veterinary practices, including patients, those who enter the practice, and the community. Learn what is involved in infection control planning and how the entire team is vital to its success.

(1.5 RACE CE)



THE BASICS OF VETERINARY DENTISTRY 101

MEDICAL RACE CE | VIRTUAL COURSES



Building a Thriving Dental Practice

The key to making sure we are treating the patients in need of periodontal therapy requires understanding how each team member is a crucial part of the dental team. Learn the compliance opportunities we have when utilizing appropriate client education. This course is designed for each member of the veterinary team.

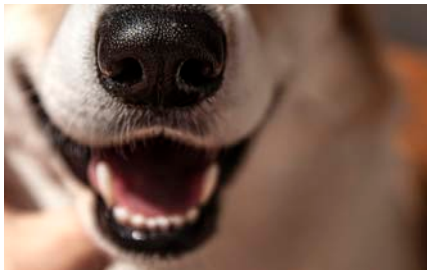
(1 RACE CE)



Dental Equipment, Use, and Maintenance

A well-prepared dental operatory requires the right instruments and equipment. Learn what equipment you need, how to keep it functioning long-term, and how to protect your patients by using it appropriately.

(1 RACE CE)



Oral Anatomy and Charting

Proper dental charting is a must with periodontal therapies. To recognize what is abnormal, a solid understanding of oral anatomy is essential. Learn what is necessary for a complete oral examination and how to chart it in a way that allows us to track the patient's progress and treatment.

(1 RACE CE)



THE BASICS OF VETERINARY DENTISTRY 101

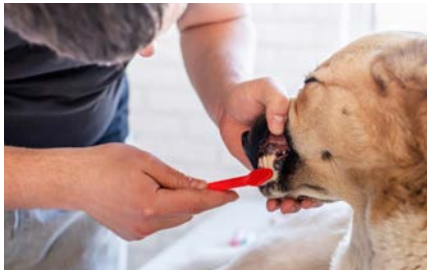
MEDICAL RACE CE | VIRTUAL COURSES



Common Oral Pathology

Understanding and recognizing oral pathologies is a crucial part of the oral examination and charting processes. Learn common oral pathologies found in dogs and cats, how to chart them, and the necessary treatments.

(1 RACE CE)



The Discharge Appointment and Home Care

When it comes to dental care, the real work begins when the patient goes home. Learn what the owner needs to know about their animal's treatment and how we can help our clients succeed with prevention at home. This course is designed for the entire veterinary team.

(1 RACE CE)



Medical Team Series

Ready to take your dental program to the next level? Bundle and save time by registering for all five courses now.

(5 RACE CE available)



THE BASICS OF VETERINARY DENTISTRY 101

MEDICAL RACE CE | VIRTUAL COURSES



Support Team Bundle

As a valuable member of the veterinary support team, register for these dental courses designed with you in mind.

(2 RACE CE available)



Presented by

Mary Berg, BS, RVT, RLATG, VTS (Dentistry)

The Basics of Dentistry 101 is a five-course refresher series focusing on basic dentistry written and presented by Mary Berg. Mary is a charter member of the Academy of Veterinary Dental Technicians, received her Veterinary Technician Specialty in Dentistry in 2006 and is founder and president of Beyond the Crown Veterinary Education, a veterinary dental consulting service. She has more than 15 years of experience in teaching dentistry to veterinary teams, using practical and easy-to-master methods. Mary is a textbook author, speaker and dental wet lab instructor at numerous state and national conferences.



ADVANCED VETERINARY DENTISTRY

MEDICAL RACE CE | VIRTUAL COURSE COLLECTION



Advanced Veterinary Dentistry Entire Collection

From performing a Comprehensive Oral Health Assessment and Treatment (COHAT) to intraoral radiology, administering nerve blocks and reviewing advanced dental procedures, this series of five courses will advance your knowledge of patient care – including client communication for better outcomes. With 30 years in research and 16 years teaching dentistry to veterinary teams, expert Mary Berg uses practical and easy-to-master methods.

(5 RACE CE)



ADVANCED VETERINARY DENTISTRY

MEDICAL RACE CE | VIRTUAL COURSES



Module 1: The Oral Examination and Understanding Periodontal Disease Progression

Being able to identify oral pathology and anomalies is essential. A thorough dental examination includes both conscious and anesthetized examinations to identify pathology and anomalies, and to aid in developing treatment plans. Periodontal disease is defined as an infectious disease caused by plaque and the resulting inflammatory response. If left untreated, periodontal disease will progress, resulting in the destruction of the structures surrounding the tooth and can contribute to systemic concerns for the pet.

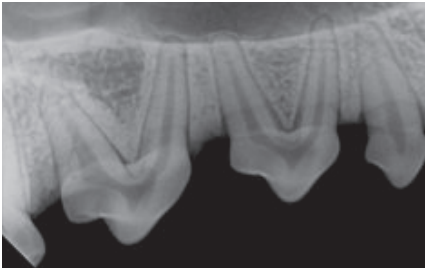
(1 RACE CE)



Module 2: Complete Oral Health Assessment and Treatment

Performing a Complete Oral Health Assessment and Treatment (COHAT) entails much more than removing plaque and calculus from the teeth. A thorough dental prophylaxis consists of educating the client, an oral examination, charting disease process, pathology and anomalies, radiographs, both supragingival and subgingival plaque and calculus removal, hand scaling, polishing, irrigation and home care instructions. Each step is vital to prevent or halt disease progression.

(1 RACE CE)



Module 3: Intraoral Radiology Made Easy Tips and Tricks

Dental radiographs are an essential part of the oral exam. The crown is just the tip of the iceberg. Approximately 42% of dental pathology is found subgingivally. Radiographs will help diagnose pathology that is not visible from the surface, confirm suspect pathology as well as help demonstrate the pathology to the client. Dental radiographs can improve the standard of care in your practice and increase your clinic's revenue.

(1 RACE CE)



ADVANCED VETERINARY DENTISTRY

MEDICAL RACE CE | VIRTUAL COURSES



Module 4: Pain Management and Anesthesia for the Dental Patient

Pain management is more than the latest popular terminology. It is an important part of veterinary dentistry. Many of the procedures performed on animals are painful and it is our duty as technicians to ensure that our patients are as comfortable as possible. The delivery of local nerve blocks prior to performing many dental procedures or oral surgery is a great way to create preemptive analgesia. This can often be incorporated into a multimodal plan for pain control.

(1 RACE CE)



Module 5: Advanced Dental Procedures and Options to Extractions

Oral disease is one of the most prevalent diseases in dogs and cats. Unfortunately, that leads to the extraction of teeth that may have been saved. It is vital to offer the client the options to treatment via referral to a veterinary dental specialist. Owners want what is in the best interest of their pets but may not be aware of alternative treatment options. Remember to never judge what your clients will be willing to do for their pets.

(1 RACE CE)



INVENTORY MANAGEMENT

NON-MEDICAL RACE CE | VIRTUAL COURSE COLLECTION



Inventory Management Entire Collection

Inventory plays a significant role in today's veterinary practice. Without it, most services couldn't be delivered, nor could products be sold. Therefore, inventory management has become an important skill set impacting the financial performance of the practice. Managing inventory is more than just ordering and receiving goods. This course collection provides the necessary knowledge and tools to create a complete understanding of the most impactful elements of inventory management.

(6 RACE CE/CVPM)





INVENTORY MANAGEMENT

NON-MEDICAL RACE CE | INDIVIDUAL VIRTUAL COURSES

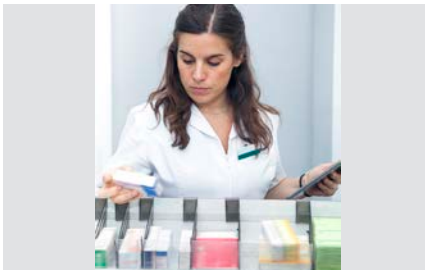


Inventory Management 1: Introduction to Inventory



Learn the basics of inventory management including inventory terminology, roles, grading and turnover. Moving from a historical place where one person handled all aspects of inventory to sharing the load with teammates requires an examination of all the tasks involved in inventory management.

(1 RACE CE/CVPM)



Inventory Management 2: Managing Movement



Learn all stages of inventory movement starting with when and how much product to order, how to build orders, vendors and buying groups, placing and receiving orders, then ending with the sale and use of products.

(1 RACE CE/CVPM)



Inventory Management 3: Inventory Strategies



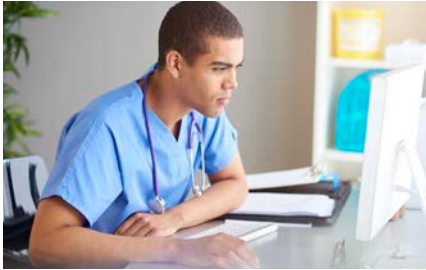
Dive into this inventory course to learn how to take a more strategic approach in how and when items are ordered during the billing cycle, along with reviewing or establishing pricing and discounting strategies.

(1 RACE CE/CVPM)



INVENTORY MANAGEMENT

NON-MEDICAL RACE CE | INDIVIDUAL VIRTUAL COURSES



Inventory Management 4: Metrics and Measurements



As with any activity in business, the inventory and pharmacy in a veterinary practice must be measured. Learn more about inventory forecast measures, budgeting and reviewing inventory, along with inventory benchmarking in this inventory management course.

(1 RACE CE/CVPM)



Inventory Management 5: Risk Management



While selling inventory can bring benefits such as additional income and the opportunity to provide additional services, it can also create risk when mismanaged. In this inventory management course, learn how to protect and properly store inventory, perform inventory counts and properly invoice staff pets, all vital components of inventory risk management.

(1 RACE CE/CVPM)



Inventory Management 6: Controlled Substances



In this inventory management module, discover DEA regulations and how controlled drugs are scheduled. Learn how to appropriately order controlled substances, prevent theft and diversion, record inventory and account for losses and errors. Continuing education requirements related to controlled substance regulations will also be discussed.

(1 RACE CE/CVPM)



COMMUNICATION AND SERVICE

NON-MEDICAL RACE CE | VIRTUAL COURSE COLLECTION



Communication and Service Entire Collection



Communication is the foundation of every relationship; effective communication skills are essential for all team members in a veterinary practice. Learn the principles of communication, communication styles and keys to creating positive client experiences. Powerful messaging will have a lasting impact on the reputation and success of the practice. Reap the rewards of a positive and consistent message throughout your hospital with the concepts and tools provided in this course. Discover messaging that impacts every facet of the delivery of veterinary care.

(6 RACE CE/CVPM)



COMMUNICATION AND SERVICE

NON-MEDICAL RACE CE | INDIVIDUAL VIRTUAL COURSES



Communication and Service 1: Communication in the Practice



Discover the benefits of understanding various styles of communication and the different factors involved in communication (it's so much more than what you say!). We'll review what effective communication looks like, and how you can build strong communication on your team, as well as strengthen your personal communication skills.

(3 RACE CE/CVPM)



Communication and Service 2: Cycle of Service



Take the journey through the veterinary visit from start to finish, beginning with before the visit in how the practice represents itself online and over the phone to scheduling appointments, the visit itself, completing the visit, then what happens between appointments. Learn how to make an impactful, positive impression on your clients every step along the way.

(3 RACE CE/CVPM)



HUMAN RESOURCES MANAGEMENT

NON-MEDICAL RACE CE | VIRTUAL COURSE COLLECTION



Human Resources Management Entire Collection

Six modules, six CE credits, endless amounts of information to help you build a solid HR foundation for your practice. Written in short bursts, so you can skip to any module you'd like. Topics are on point with issues our industry is facing now, including recruiting, professional development, identifying hard and soft skills, budgets, wage philosophy, regulations and more.

(6 RACE CE/CVPM)





HUMAN RESOURCES MANAGEMENT

NON-MEDICAL RACE CE | INDIVIDUAL VIRTUAL COURSES



Human Resources Management 1: Introduction to Human Resources



Set and communicate your expectations for the team by identifying the skillsets necessary to meet the needs of your practice. Resources are provided for outlining these expectations in the employee manual and job descriptions. Coaching, counseling and regular feedback are essential as you conduct your performance evaluations and goal setting. Reward and recognition are critical components as you begin to assemble the building blocks of a solid HR foundation.

(1 RACE CE/CVPM)



Human Resources Management 2: Introduction to Leadership and Culture



The goal of all HR-related activities in a veterinary practice is to build and maintain a team that consistently meets the needs of its patients, clients, and practice. The team should be aligned, efficient, cohesive, empowered, accountable and cost-effective. The topics covered in this session will help you gain an understanding of your team's generational and personality differences. You'll gain an understanding of the leadership and management activities for building an outstanding team.

(1 RACE CE/CVPM)



Human Resources Management 3: The Employment Cycle



Recruiting and hiring the right people is essential for building a productive team for your practice. We'll address the typical challenges including candidate selection, the interview process, crucial hiring steps and onboarding. We'll move from there into training programs and performance management. The success of your hiring process hinges on your ability to bring on new employees and integrate them successfully into the team. We wrap up with constructive coaching, corrective actions and proper steps for termination.

(1 RACE CE/CVPM)



HUMAN RESOURCES MANAGEMENT

NON-MEDICAL RACE CE | INDIVIDUAL VIRTUAL COURSES



Human Resources Management 4: Professional Development



Training is just part of the education and support employees need. We'll cover several components of professional development including communication, team-building, meetings and continuing education, which are also necessary when developing a highly functional team that works well together.

(1 RACE CE/CVPM)



Human Resources Management 5: The Finances of Human Resources



Discover the financial components associated with HR and learn how to benchmark, create a budget, wage scales and a wage philosophy, along with a strategy to effectively reduce employee turnover.

(1 RACE CE/CVPM)



Human Resources Management 6: Regulatory Requirements Within Human Resources



Discover some of the important regulatory requirements that you need to be aware of. Topics covered will include maintaining personnel files to maintaining compliance with state, federal and local agencies and organizations.

(1 RACE CE/CVPM)



FINANCIAL MANAGEMENT

NON-MEDICAL RACE CE | VIRTUAL COURSE COLLECTION



Financial Management Entire Collection

From inventory to human resources, finance impacts all aspects of your business – so a strong grasp on managing money is imperative. Written in short bursts, so you can skip to any module you'd like. Topics include expense management, improving revenue and profits, reporting and security. By the numbers, it's five modules and six CE credits with 100% important information for you to run the business side of your practice.

(6 RACE CE/CVPM)





FINANCIAL MANAGEMENT

NON-MEDICAL RACE CE | INDIVIDUAL VIRTUAL COURSES



Module 1: The Flow of Money and Revenue Management



Learn how finance touches all aspects of your business from inventory to HR. Business equations, managing revenue, the importance of integrating your business model into your financial planning and concepts such as price and volume factors and activity centers will be discussed.

(1 RACE CE/CVPM)

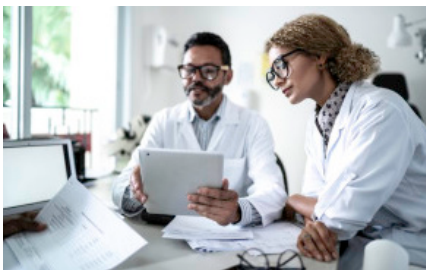


Module 2: Expense Management



Explore how to integrate your business model into daily practice life. Expense management will include a review of fixed and variable expenses and how to navigate both categories.

(1 RACE CE/CVPM)



Module 3: Establishing Operations to Improve Revenue and Profit Management and Financial Reporting



Expenses are much more easily managed through patient care and preventative care models. Both structures will be discussed, along with the role compliance, efficiency and productivity play in improving revenue. You will also learn about profit management and financial reporting. The profit of your hospital helps you understand the overall health of your business much better than revenue does alone because it takes into account the expenses that you pay. Financial reporting puts your business into easy-to-understand documents. These documents help you see your business from a big-picture perspective and then allow you to dial down where you need to put your focus.

(2 RACE CE/CVPM)



FINANCIAL MANAGEMENT

NON-MEDICAL RACE CE | INDIVIDUAL VIRTUAL COURSES



Module 4: Discounts, Audits and Accounts Receivable



There are times in your career when you face situations that tug at your heartstrings. Often this is when a client cannot afford the care needed for their pet. Do you discount the services and products required for their pet? If so, do you understand how this discount will impact your business? In this course we will review the logistics of planned discounts, how to avoid unplanned discounts, the importance of auditing, and how to control accounts receivable.

(1 RACE CE/CVPM)



Module 5: Financial Protection



We will discuss the importance of securing your hospital revenue, inventory and assets through checks and balances that ensure financial protection. Managing opportunities, rationalization and pressure will be reviewed as three key leading factors in the financial security of your practice.

(1 RACE CE/CVPM)



WORKPLACE SAFETY

NON-MEDICAL RACE CE | VIRTUAL COURSE COLLECTION



Workplace Safety Entire Collection

Safety for you and your staff starts here. Learn the responsibilities and expectations in keeping your workplace safe, including developing a hazardous materials communication plan, safety data sheets and costs involved with violations. A little proactive planning today can mean peace of mind and ability to focus on other priorities tomorrow. Three modules and seven CE credits.

(7 RACE CE/CVPM)





WORKPLACE SAFETY

NON-MEDICAL RACE CE | INDIVIDUAL VIRTUAL COURSES



Module 1: Introduction to Workplace Safety and OSHA



In this introductory workplace safety course, learn the responsibilities and expectations of the employer in keeping staff safe at work. Employee safety rights will be discussed, along with the I2P2 program, how to prepare for an inspection, and hazard assessment and identification.

(2 RACE CE/CVPM)



Module 2: Developing Your Hazard Communication Plan



Learn how to develop your Hazard Communication Plan (HazCom). Included in this plan is the use of visual hazard warnings throughout the hospital, the Safety Data Sheet (SDS) requirement and how to properly label your secondary containers. We will also cover your training, recordkeeping and reporting requirements and responsibilities.

(2 RACE CE/CVPM)



Module 3: Development of Individual Safety Plans



Learn how to develop individual safety plans for the various hazards that present themselves in the veterinary workplace. Certain plans will apply to all employees, while others may apply only to medical-based roles. In this course the learner will understand how to format safety plans and apply the hierarchy of controls to each.

(3 RACE CE/CVPM)



MARKETING MANAGEMENT

NON-MEDICAL RACE CE | VIRTUAL COURSE COLLECTION



Marketing Management Entire Collection

Learn how to bring out the best in your team, focus on positive communication tactics and create an intentional strategy to construct and maintain your reputation. The entire team contributes to the practice's reputation with every interaction, either intentionally or unintentionally. Design intentional strategies to create marketing plans that support the reputation you want.

(8 RACE CE/CVPM)





MARKETING MANAGEMENT

NON-MEDICAL RACE CE | VIRTUAL COURSE COLLECTION

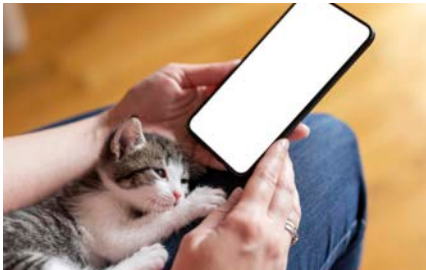


Foundation Essentials for Digital Marketing



Think of digital marketing as a marketing “car.” Just as a car needs four wheels moving at the same speed to motor down the road, a business’s marketing strategy needs four major components to gain traction in the electronic world. All four components need to be running simultaneously, at the same speed, to gain the maximum benefit of an online marketing program. These four wheels are: website, search engine optimization, social media, and reputation management/branding. Finally, the chassis of the car is held together by blogs. Ready? Start this course to delve into the process of understanding how online marketing works today.

(1 RACE CE/CVPM)



Module 1: Introduction to Marketing



In this introductory course to marketing, we will explore the contributing factors to your practice’s reputation: everything from the communications that you send out to your clients to the way you design your logo that’s on your signage outside. You will begin to understand the building blocks to a solid reputation, plus the importance of involving the entire team throughout this process of reputation building and maintenance. We will also discuss the role of leadership in modeling these behaviors for the team and ensuring employees are aligned.

(1 RACE CE/CVPM)



Module 2: Branding



Who you are, collectively, isn’t where your reputation starts and stops. There are other contributors to reputation. It is often said to “never judge a book by its cover.” But the truth is, we do. In this course, we will discuss the impressionable areas of your practice from a consumer perspective and how to build your tangible and intangible brand.

(1 RACE CE/CVPM)



MARKETING MANAGEMENT

NON-MEDICAL RACE CE | VIRTUAL COURSE COLLECTION



Module 3: Marketing Tactics



In this course, we will review how building a solid team and optimizing your cycle of service is the first step before embarking on marketing activities. From there, we will introduce key marketing tactics including findability, website design, social media, email, mobile apps, videos and blogs so that you may learn how to implement these elements into your marketing strategy.

(2 RACE CE/CVPM)



Module 4: Building Community Connection



In this course, we will encourage you to consider taking your approach to caring to another level: creating a community presence for the practice and the people in it as another layer of care. This can be done through community involvement. Opportunities and how to get started in your community will be reviewed in this course.

(1 RACE CE/CVPM)



Module 5: Quantifying Reputation



In this course we will discuss the final piece of authentic reputation management: quantifying. A manager must understand how well reputation management and marketing efforts are working so gaps and future initiatives can be appropriately planned. Cycle of service metrics and reputation formulas will be reviewed to understand how marketing efforts can be effectively measured.

(1 RACE CE/CVPM)



MARKETING MANAGEMENT

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Module 6: Protecting Reputation



When you've worked hard to build an authentic reputation, you'll want to protect what you've built. In this course, we will review reputation risk management techniques, including how to monitor and respond to online reviews.

(1 RACE CE/CVPM)



VETERINARY INFORMATION TECHNOLOGY FUNDAMENTALS

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Level 100 Course: The Veterinary Practice Network

Responsibly managing your practice network requires learning how to think like a professional to manage your IT needs, reduce your technology costs, and maximize efficiencies. It all starts with understanding why technology pros choose the hardware they do and how it impacts your practice and budget.

(2 RACE CE)



Level 200 Course: Veterinary Practice Data

Your veterinary practice data is most valuable to you. The biggest mistake made by veterinary practice leadership is how data backups are managed, which leads to costly downtime and lost data. Learn how to prioritize data management in your veterinary practice.

(2 RACE CE)



Level 300 Course: Protect Your Practice

Most veterinary practice owners do not believe the data they have is of value and that there is any reason a hacker would want to attack them. Only to learn, sadly, the importance of cybersecurity and the value of the data, after being hacked.

(2 RACE CE)



VETERINARY INFORMATION TECHNOLOGY FUNDAMENTALS

NON-MEDICAL RACE CE | VIRTUAL COURSES



Presented by

Clint Latham, founder of Lucca

Lucca was founded by Clint Latham. With two senior Yorkies, Clint understands the need to have a trusted veterinarian to care for his family members. Clint's goal is to help uncover the mystery of IT and cybersecurity for DVMs across the country so that they can focus on what is most important: quality care for our four-legged family members. While working and speaking with veterinary hospitals all across the country, Clint saw a drastic increase in the number of cyberattacks to private practice. Clint decided to build a solution to keep hospitals protected while simultaneously keeping IT costs under control, providing veterinary hospitals the services they need and nothing they don't.



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Patterson Solutions Resource Page

After taking these courses with Patterson Veterinary University, you can further advance your practice's capabilities by integrating the following Patterson solutions, as organized by each course topic:

Artificial Intelligence in Veterinary Medicine

- Vetology AI

Communication and Service

- Client HQ
- Diagnostic Imaging Atlas (DIA)
- Market Hound
- NaVetor
- ePET Client Communication
- Vet2Pet
- Talkatoo
- Vet Hero Client Communications

Financial Management

- NaVetor
- Private Label Products
- Equipment Financing

Human Resources

- Diagnostic Imaging Atlas (DIA)
- Market Hound

Inventory Management

- AutoSDS
- eShelf
- NaVetor
- Clinic Design Services
- Private Label Products
- Vetsource

Marketing Management

- Clinic Design Services
- Digital Marketing Services
- Veteos
- Custom Postcards
- ePET Reputation Builder
- Practice Website Creation

Workplace Safety Management

- AutoSDS
- Clinic Design Services
- MyRadCare: Dosimetry Monitoring





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