Course Information

Introduces the basic concepts of business procedures of veterinary practice. Includes communication skills, office management, record keeping and the use of computers in veterinary practice. Lecture 3 hours per week.

General Course Purpose

This course explores the basic principles of small business and personnel management and client relations in the veterinary clinic or hospital setting.

Course Prerequisites/Corequisites

Enrollment is limited to those students program-placed in the veterinary technology curriculum or those students with special approval from the program head.

Course Objectives

Upon completion of this course, the student will be able to:

- Describe concepts of economics in veterinary practice including principles of accounting, financial management the Veterinary Technician’s role in generating practice income
- List the various management areas of the veterinary clinic and potential management roles for the Veterinary Technician
- Explain basic office management skills including appointment scheduling, telephone etiquette and techniques, invoicing, bill collection, record keeping, and practice marketing
- Describe and discuss animal patient triage, hospital discharge, how to communicate with clients concerning patient care, hospital policies and procedures
- Identify communication skills and barriers between veterinary technicians and clients, veterinarians or other members of the veterinary healthcare team
- Recognize and apply basic strategies for personnel management, stress management, goal-setting, interviewing and resume writing
- Analyze computer usage in veterinary practice for medical recordkeeping and management
- Evaluate orderliness and cleanliness of veterinary hospital, basic skills of public relations, client education and marketing

Major Topics To Be Covered

- Practice management protocols, medical record, laboratory logs, equipment maintenance and financial management reports
- Telephone techniques and appointment scheduling
- Client estimates, payment methods and effective client communication
- Economic principles in veterinary practice
- Personnel supervision and hiring procedures
- Client education, client compliance and marketing
- Computer usage and skills for veterinary practice management
- State and federal laws regulating animals as applicable to veterinary practice
- Career outlook, stress management, resume writing and job interviewing skills