NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY
VET 235 - ANIMAL HOSPITAL MANAGEMENT & CLIENT RELATIONS (3 CR.)

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, payroll and 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
- Recognize and utilize resources for stress, burnout, compassion fatigue and overall mental health
- Apply crisis intervention/grief management skills with clients and veterinary medical team members
- Analyze computer usage in veterinary practice for medical recordkeeping and management as well as compare and utilize common veterinary management software programs
- Evaluate orderliness and cleanliness of veterinary hospital, basic skills of public relations, client education and marketing
- Develop veterinary team education in a clear and accurate manner
- Follow and uphold applicable laws and the veterinary technology profession's ethical codes to provide high quality care to patients

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, resume writing and job interviewing skills
- Stress management strategies for burnout, compassion fatigue and mental health