



president's COLUMN



Enhancing your ability to succeed in today's veterinary business climate

As an owner of four small-animal clinics for more than 20 years, I'd like to think I gained good insight into what drives a successful veterinary practice. While caring for the animals was my passion, I also grew to understand the business and leadership fundamentals by focusing on the people—what drives teams to succeed, how to unlock their potential, and how their work affects them both mentally and physically.

Yet there's always more to learn. Throughout my career, I have continued to seek new information and insights to make tomorrow better than yesterday, not just for my business, but also for the team of talented people I get to work with, including new colleagues joining the veterinary profession.

I have always leaned pretty heavily on the AVMA to help guide my way. For more than a decade now, the AVMA has been hosting the AVMA Veterinary Business and Economic Forum, an annual event focused on veterinary economics that brings together experts who shed invaluable light on the current and future outlook of the work we do. The next one will be held virtually October 8-9, and I highly recommend you join us.

The economics of the veterinary profession have changed significantly over the past decade and will continue to do so in the years ahead. The incredible amount of data the AVMA's economics team is able to collect, analyze, and translate into actionable insights vastly accelerates our ability to identify and act on important trends within veterinary medicine.

If you are looking for ways to make your veterinary practice more profitable, productive, and efficient; attract and retain talented team members; or prepare your career for what the future of veterinary medicine holds, the forum is the place for you.

I'm personally looking forward to hearing our keynote speaker, Dr. Adam Grant, who's a renowned organizational psychologist, bestselling author, and professor at The Wharton School of the University of Pennsylvania. He will provide valuable insights on fostering a culture of innovation and creativity within veterinary practices and will offer recommendations on how to best enhance team dynamics, communication, and collaboration within veterinary practices.

As a forum attendee, you will gain first access to the latest and most comprehensive data from the AVMA's annual research surveys. You'll explore key trends emerging in the veterinary profession and practices nationwide and equip yourself to seize opportunities in navigating technological advancements, effectively leveraging teams, improving efficiency and practice health, and consistently delivering exceptional service. No matter where you are in your journey, the forum has something for everyone to take home.

I hope you can join us! For more information and to register, please visit avma.org/EconForum.

Sandra Faeh, DVM

I want to hear from you. Please reach out to me with your comments, questions and concerns at presidentscolumn@avma.org.

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