



# The Art of Veterinary Practice Management

By *Mark Opperman, CVPM, Sheila Grosdidier, BS, RVT, PHR*

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*Mark Opperman, CVPM* has teamed up with *Sheila Grosdidier, BS, RVT, PHR* to make the best-selling book on veterinary practice management even better!

Written for active practice managers, veterinarians managing their practice, and graduating veterinarians, *The Art of Veterinary Practice Management*, 2nd Edition combines a wealth of insights and practical experience with outside-the-box, big-picture thinking.

Going beyond facts and figures, *Mark* and *Sheila* use their unique talents for real-world storytelling. In chapter after chapter, they put you in the shoes of the people who matter most to your practice's success: clients and team members.

This isn't just any update. It packs a hundred pages more than the best-selling original! With completely rewritten chapters reflecting a changing and technologized veterinary world, refined employee procedures manuals, sharper job descriptions, and much more, *Mark* and *Sheila*'s 2nd edition is a whole new book!

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**The Art of Veterinary Practice Management By Mark Opperman, CVPM, Sheila Grosdidier, BS, RVT, PHR Bibliography**

- Sales Rank: #68305 in Books
- Published on: 2014-08-25
- Number of items: 1
- Binding: Hardcover
- 462 pages



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## **Editorial Review**

### **Review**

Mark and Sheila definitely exceeded all of my expectations and much, much more! This book is by far an upgrade from the original book, it provides all of the tools necessary to run a well managed, successful, and highly profitable veterinary practice. --Mandi Johnson, RVT, Practice Manager, Animal Emergency and Pet Care Clinic of the High Country, PLLC

This book is a must-read for any veterinary hospital that wants to up their game. In the ever-changing world of veterinary medicine if you are standing still you will be left in the dust. Mark Opperman is the man when it comes to veterinary consulting. It's like having the best coach in your corner: If you follow these principles you will watch your veterinary hospital turn into what you have always dreamed it could be. --Stewart Robson, DVM Fox Creek Veterinary Hospital

This book is it! The original book is the foundation upon which I've built my practice management skills, over the years. This second version is even more powerful with updated tools, tips, resources, and information. --Marianne Mallonee, CVPM, Hospital Administrator and part owner of Wheat Ridge Animal Hospital

### **About the Author**

In 1983 Mark Opperman founded VMC Inc. a firm dedicated to excellence in veterinary practice management. In 25 years, he's consulted with more than 1,500 veterinary hospitals throughout North America. As a highly sought consultant and speaker, he has assisted veterinarians and their management teams with comprehensive on site consultation services, phone consultations, and seminars. In addition to his well-known seminar series, It's What's Up Front That Counts, he has lectured extensively both nationally and internationally at such meetings as CVC, NAVC, WVC, World Small Animal Veterinary Conference, Denmark Annual Congress, the London Veterinary Forum, and the Southern European Veterinary Conferences. As an industry leader he has helped bring cohesion to the veterinary management profession, founding the Veterinary Hospital Managers Association in 1981 and serving as its president until 1993. Through his VMC School of Veterinary Practice Management, he has trained more than 300 practice managers from all over the world, in many cases contributing to their goals of attaining the CVPM certification. As a recognized authority in his field, Mr. Opperman is the author of Veterinary Business Management: A Guide to an Efficient and Profitable Practice. His top-selling book, The Art of Veterinary Practice Management, has become a required management textbook in veterinary medical schools across the country. VMC Inc. continues to provide services that range from on-site consultations, to phone consultations and lectures, phone skills assessment services, and other customized services.

### **Co-author, Sheila Grossdidier, BS, RVT, PHR**

Sheila Grossdidier has been involved in the field of Veterinary Medicine for over 30 years. She earned her B.S. degree in Human Behavioral Science at New York Institute of Technology and her A.A. in Veterinary Technology at Maple Woods College. She has since completed post-graduate working psychology and adult learning. Sheila has been named the Speaker of the Year by the North American Veterinary Conference three times and twice by the International/Australia Veterinary Nurses Association. She has spoken at over 300 conferences globally and has extensive experience in television, radio, and print interviews. Sheila has

authored numerous textbook chapters on professional development, practice management and nutrition along with a variety of journal and magazine articles. She also has over 3,000 contact hours with vets and vet tech students at colleges and universities across the US and Canada. As a partner at VMC, Inc. Ms. Grosdidier conducts extensive on-site consultations with veterinary practices, has developed a seminar series directed toward taking practices to their next level, and performs extensive speaking engagements. Her strong skills in staff training/utilization will help clients realize enhanced profitability through team leveraging and client service excellence while her computer/network expertise will assist them in becoming technologically proficient.

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