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Building the Successful Veterinary Practice, Innovation Creativity

By Thomas E. Catanzaro Dvm Mha Fache

Wiley-Blackwell. Paperback. Condition: New. 363 pages. Dimensions: 9.6in. x 7.5in. x 0.8in. The final volume of Catanzaro's benchmark series on building a veterinary practice, this is also the series keystone, providing the ways and means to keep a veterinary business going and growing under all sorts of circumstances. Creativity is the key to healthy change, and it is also the key to Catanzaro's approach as he helps the vet and clinic staff to colour outside the lines-- to think in new ways that will enhance procedures and employee morale in any practice. A noted veterinary practice management consultant, Catanzaro draws on his own extensive experience and that of other consultants, writers, and speakers to bring together the essential tools for individual brainstorming and organisational restructuring. Liberally illustrated with examples, tables, chats, and forms, and full of exercises for stimulating creativity, this volume focuses on hiring strategies and job redesign, establishing leadership and building a client base, learning and teaching new techniques, and, last but not least, money matters. It offers advice and insights on a wide range of particulars, from marketing gimmicks to computerised medical records to fiscal shelters. Culminating and capping an indispensable series, it will be essential to the ongoing...



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