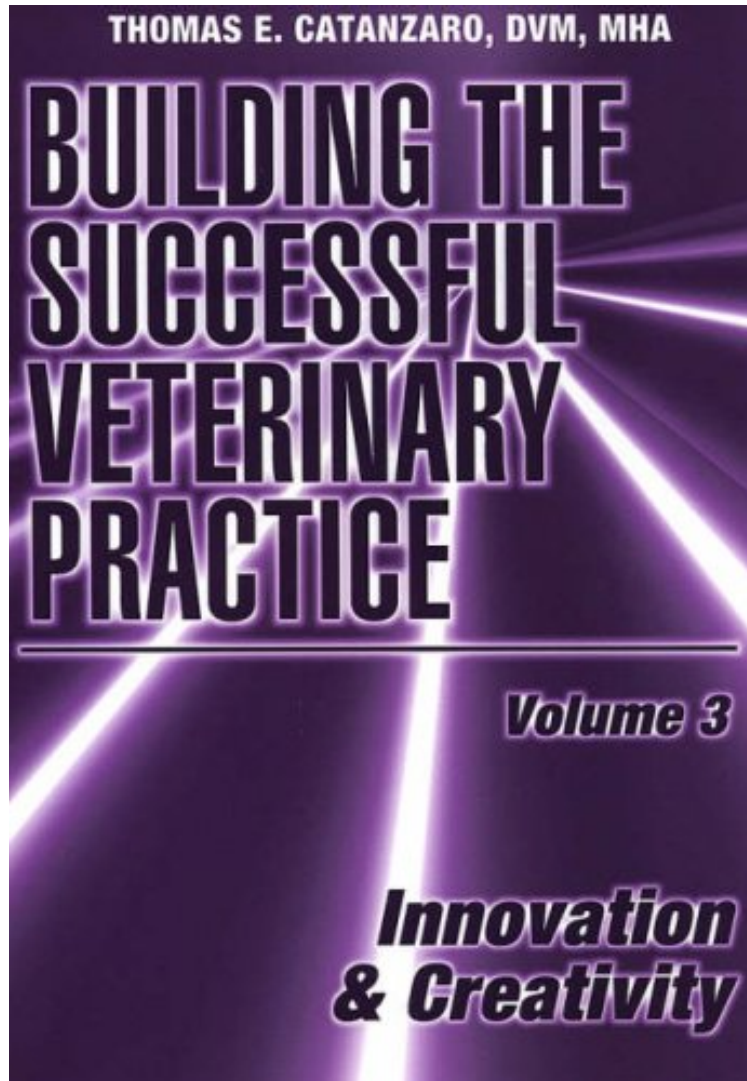




## Building the Successful Veterinary Practice, Vol. 3: Innovation and Creativity

Thomas E. Catanzaro  
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**Thomas E. Catanzaro : Building the Successful Veterinary Practice, Vol. 3: Innovation and Creativity** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Building the Successful Veterinary Practice, Vol. 3: Innovation and Creativity:

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, charts, 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 success of any veterinary practice.

From the Back CoverRelease the innovation and creativity of practices confined by conventional thinking and day-to-day routines. Thomas Catanzaro, practitioner and nationwide consultant, is witness to the power of change and taking risks. In this third and final volume of *Building the Successful Veterinary Practice*, Catanzaro presents concepts, tools, and exercises that can be used to change procedures, the practice environment, knowledge levels, and even attitudes in your practice. Some of the topics the author examines: Fostering motivational and excitement Promoting nonstop change Overcoming the fear of failure Breaking the procrastination habit Hiring and keeping winners Redesigning jobs Stimulating productivity with veterinary extenders Creating the client bond Writing brochures and newsletters Marketing advantages of scheduling Communicating and the Council of Clients Bundling services Building a learning environment Rewarding innovation and creativity Exercising team creativity About the AuthorThomas E. Catanzaro, DVM, MHA, FACHE, Diplomate, American College of Healthcare Executives, is the first veterinarian to receive Board certification with the American College of Healthcare Executives. From 30 years in the field as a practitioner, hospital services director for AAHA, and consultant, Catanzaro brings a wealth of experience and proven techniques together. In the last decade he has visited, assisted, or consulted with over 1,200 veterinary practices in the United States, Canada, and Japan. Widely published and in demand as a speaker, Catanzaro addresses areas of skill that are not usually included in a veterinarian's formal education.