Veterinary Management Training
at Purdue University

The Veterinary Practice Management Program (VPMP) is designed for veterinarians, veterinary technicians, and practice managers.

 Improve your practice’s profitability and productivity, get a competitive advantage, and achieve long-term success with the skills and knowledge gained in VPMP!

Complete VPMP in just four on-campus weekend modules. Learn from top faculty and network with fellow vet professionals.

Cohort 30 launches September 19, 2019. Contact VPMP program manager Cara Cray at vpmp@purdue.edu today to learn more about these modules:

**HR: Developing & Leading your Veterinary Team:** Develop strategies and policies to motivate and compensate staff, and to improve communications with peers and clients to enhance productivity and profitability.

**Marketing & Social Media for your Veterinary Clinic:** Maximize the impact of marketing strategies such as client behavior, digital marketing, competitive analysis, and more, to help market your practice successfully.

**Veterinary Practice Financials: Learning Where to Start:** Understand business ratios, cash flow, financial planning, working capital management, debt capacity, capital budgeting, and fixed vs. variable costs to set appropriate financial direction.

**Strategic Thinking: Creating a Plan for Loyalty & Growth:** Apply the management knowledge and skills learned toward the development of a functional business plan to gain a competitive advantage in the marketplace.

VPMP is priced per module, at $1,950. Visit us at vet.purdue.edu/vpmp/vpmp-fees to learn about discounts.