

# INVENTORY and PROFITABILITY

## Master your inventory. Maximize your profits.

Inventory is the second highest expense in your practice next to the cost of personnel. Are you spending your money wisely? Inventory control and sales processes can make or break your practice's profitability. In this workshop, you will:

- Develop pricing skills and design a sales plan with hands-on exercises on markup, profit margin, and cost-plus pricing models to increase product sales and profits
- Compare your practice's inventory controls with benchmarking data from AAHA accredited practices
- Evaluate the profitability of product promotions to find out if you're really getting a good deal
- Strengthen your purchasing power with suppliers and distributors
- Compliance through provincial associations such as ABVMA, SVMA, CVMA
- Examine additional ways to maximize profitability, including optimizing inventory control through technology practice team buy-in and price labeling
- Learn how barcode scanning can save thousands of dollars yearly

### Want to have a positive impact on your bottom line immediately?

Improving your inventory control processes is the only way to have a nearly immediate positive impact on your bottom line without compromising patient care or client service!



Photo Supplied by WDDC

### Edmonton Details

Date	April 22, 2015
Location	WDDC Facility Training Room, Main Floor 17611 109A Ave Edmonton, AB
Time	8:30 a.m. - 4:30 p.m.
Credits	6 Non-Scientific Credits from Ab.VMA
Price	Complimentary for WDDC/AAHA Members \$90 for Non-members

### Calgary Details

Date	April 23, 2015
Location	Ramada Plaza Calgary Hotel & Conference Centre Evergreen D (Juniper Room) 3515 26 St NE Calgary, AB
Time	8:30 a.m. - 4:30 p.m.
Credits	6 Non-Scientific Credits from Ab.VMA
Price	Complimentary for WDDC/AAHA Members \$90 for Non-members

## Register Now!

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877-746-9332 Customer Service  
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Guest Speaker:

**Dr. Clayton Mackay DVM**

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## Master your inventory. Maximize your profits.

### Registration Form

WDDC Member Number

Practice Name

Address

Address

Phone Number

Fax Number

Email Address

WDDC Members Attending at no charge ☐ how many? \_\_\_\_\_

WDDC Non-members Attending \$90/person ☐ how many? \_\_\_\_\_

☐ charge my WDDC account ☐ cheque with form

☐ VISA ☐ MasterCard

(Contact WDDC for payment details)

List Attendees By Name & Designation (Circle Session You're Attending)

**Attendee Name 1** Edmonton or Calgary (circle one)

Designation (DVM, AHT/RVT, Office Manager, Receptionist, Staff etc.)

**Attendee Name 2** Edmonton or Calgary (circle one)

Designation (DVM, AHT/RVT, Office Manager, Receptionist, Staff etc.)

**Attendee Name 3** Edmonton or Calgary (circle one)

Designation (DVM, AHT/RVT, Office Manager, Receptionist, Staff etc.)

Register through WDDC by Fax 800-329-9332 or call Customer Service at 877-746-9332



Guest Speaker:

**Dr. Clayton Mackay DVM**

Graduated Ontario Veterinary College (1970), clinical career of associate, partner and owner of MacKay Animal Clinic in Whitby, Ontario. (AAHA Certified Practice) from 1970-2004. He was the Director of the Veterinary Teaching Hospital, Ontario Veterinary College in Guelph (1993-6). Dr. MacKay (1997-2009) served as the Director of Veterinary Affairs for Hill's Pet Nutrition Canada in Toronto. Now he consults for private veterinary practices and the veterinary industry.

His extensive involvement in organized veterinary medicine led to Presidency of the College of Veterinarians of Ontario, Ontario Veterinary Medical Association, American Animal Hospital Association, Society of Veterinary Medical Ethics, Toronto Academy of Veterinary Medicine and the Ontario Veterinary College Alumni Association. His career included Animal Welfare Committees for CVMA/AVMA, consulting for pet insurance, biological/pharmaceutical industry and public relations work in print, radio and television, as a spokesperson for the companion animal profession.

Dr. MacKay has received numerous awards including, OVMA Veterinarian of the Year 1990, MSPCA & American Humane Education Society Veterinarian of the Year 1995, Canadian Veterinary Medical Association Industry Award 1997, Canadian Animal Health Institute Leadership Award 2009, an OVMA Golden Life Membership 2010 and Honorary Life Membership Toronto Academy of Veterinary Medicine 2011 and 2014 Life Membership in the Canadian Veterinary Medical Association.

At present, beside his consulting activities, he is an adjunct faculty member at the Atlantic Veterinary College in Prince Edward Island, advisory boards of Vet Success (computer software company), Fresenius Kabi Animal Health, Kaperon Pet Jackets, Canadian Vetnewsmagazine, a member of the Discipline Committee of the College of Veterinarians of Ontario, a member of the College Accreditation committee of the Ontario Association of Veterinary Technicians and Board Member of the Western Veterinary Conference in Las Vegas.

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