Syllabus

Financially Friendly Veterinary Practices

Course Description

Increase access to veterinary care by performing financial triage and offering a spectrum of payment options that makes your practice stand out as financially friendly.

Intended Audience

Everyone on the team who works in for-profit or nonprofit veterinary care settings.

Course Learning Outcomes

NOTE: AAVMC's CBVE Spectrum of Care Competencies are listed at the end of this document for interested faculty and students.

By the end of this course, students will be able to:

- **KNOW:** How to address affordability barriers to accessing veterinary care by performing financial triage and offering a spectrum of payment options that allows more clients to accept the treatment plans we offer, keeps practices sustainable, and maintains our professional satisfaction.
- **VALUE:** Appreciate that addressing affordability barriers with financial triage and a spectrum of payment options helps more clients say "yes" to diagnostic and treatment plans, maintains practice profitability, and promotes positive well-being for the veterinary care team.
- **DO:** Create a financially friendly practice that normalizes having financial conversations with clients to find solutions that will help them accept and follow through with diagnostic and treatment plans.

Content Outline

- Section 1: Introduction to Financially Friendly Practices
- Section 2: Open the Door to Financially Friendly Practices
- Section 3: Offer a Spectrum of Payment Options

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- Section 4: Surround Clients with Financially Friendly Messaging

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Expectations and Policies

- This course is RACE-approved for 3 non-medical CE hours in jurisdictions that recognize RACE.
- ODVC is an approved provider of content that enhances professional competence and aligns with the CAWA Exam specifications.
- The National Animal Care & Control Association (NACA) approves Open Door courses for credit consistent with the NACA CEU policy located https://nacatraining.org/continuing-education-recertification/

Course Delivery

- Courses are interactive, self-paced, and delivered asynchronously/on-demand.

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- Once enrolled, students are allowed 90 days of online access to each course.
- The lessons apply universal instructional design principles in order to be as accessible as possible for the diverse needs of learners.

Required Technology

- Computer with reliable, high-speed internet access
- Chrome web browser
- Video player with ability to play MP4 videos
- Speakers and/or headphones
- PDF reader
- Most course activities will work on mobile devices, such as cell phones or tablets, but these technologies can be unreliable

AAVMC's Competency-Based Veterinary Outcomes (CBVE) Met in this Course

- **SOC Sub-competency 1.3.5** Integrates information about the patient with client circumstances to identify a range of appropriate care options and to adjust the care plan.
    - **Knowledge LO 1.** Lists the client-specific factors (e.g., expectations, goals, resources, abilities, beliefs) that may impact the client's ability or desire to pursue care options for their animal.
    - **Skill LO 1.** Elicits information from the client about factors that may affect their ability or motivation to pursue care for their animal.
    - **Attribute / Behavior LO 1.** Demonstrates empathy and respect during discussions relating to client circumstances.
    - **Attribute / Behavior LO 2.** Demonstrates active listening to identify and clarify factors that may affect the client's ability or motivation to pursue care for their animal.
- **SOC Sub-competency 1.4.4** Offers a range of care options that are tailored to the unique circumstances of each patient and client.
    - **Attribute / Behavior LO 1**. Demonstrates patience and flexibility to identify multiple care options that align with patient needs and client factors, despite uncertainty.
- **SOC Sub-competency 1.4.5** Facilitates client decision-making regarding care by presenting the costs, risks, benefits, and evidence-base of care options

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- **Knowledge LO 1.** Defines the characteristics of "shared decision-making".
- **Knowledge LO 2**. Explains the costs, benefits, limitations, uncertainties, and care-giving responsibilities associated with a range of care options, including not proceeding with further veterinary care.
- **Skill LO 1.** Invites a discussion of which care options may best align with a client's expectations and capabilities.

- **SOC Sub-competency 8.1.4** Provides a range of care options to a diverse clientele in a manner that fosters financial viability of the practice.
  - **Knowledge LO 1**. Identifies components of the practice's profits and losses as they relate to providing care options.
  - **Knowledge LO 2.** Explains how providing a range of care options can have a positive financial impact on the practice.

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