



Where your insights and actions meet.

VETERINARY BUSINESS SUMMIT 3-Day Immersion Program



The veterinary industry's signature annual business meeting, the Oculus Business Summit brings together high-level thought leaders and influential business people from outside and inside the veterinary industry. It is a forum for strategic business discussions on the most pressing industry issues and offers unmatched opportunities to network with your peers. *This is an experience unlike any other.*

The Oculus Business Summit is currently in its 13th year, developed by and for equine and companion animal veterinarians and their key staff leaders. You will leave with tools in hand and practical take home ideas to implement. The program is limited to 36 people to create the best learning and networking environment.

Register early, the program has sold out every year.

For more details see the program schedule on the back of this flyer.



3-Day Veterinary Business Summit

All Inclusive Program Includes: 3 nights lodging, all meals, and educational materials

Date: September 9 - 12th, 2018

Location: Milwaukee, WI
Marriot Milwaukee West

Price: \$3,500

To Register go to www.OculusInsights.net/business-summit/usa

For more information contact us at info@OculusInsights.net.

SUNDAY September 9th Hotel Check-In and Event Registration	5:30 pm	Welcome Reception; Hotel Lounge Area with Heavy Appetizers & Refreshments
	6:30 – 9:00 pm	Program Opening Session

TIME	MONDAY September 10	TUESDAY September 11	WEDNESDAY September 12
6:45 am	Breakfast	Breakfast	Breakfast
8:00 am	Introductions	Introductions	Introductions
8:15 am	Employee Engagement Engaged employees care about their own work and the work of the company – they are more willing to go the extra mile for clients and each other. Engaged employees are more productive and more profitable. This day long interactive session will give you the tools to reap the rewards of an engaged workforce. <i>Mike Pownall DVM, MBA & Katie Ardeline, CPHR</i>	Coaching is a Choice In this special session, you will learn additional skills we all need to drive company culture, accountability, and profitability. Join us and leave the program with actionable tools. <i>Susan Armstrong, Professional Coach</i>	Information Technology and Security The world is changing and it is hard to keep up. Technology is both wonderful making our jobs easier and very challenging at the same time. Learn about IT advances for your practice and cybersecurity tips for both business and home. <i>Industry Expert</i>
10:30 am	Break	Break	Break
10:45 am	<i>Continued</i>	<i>Continued</i>	<i>Continued</i>
12:00 pm	Lunch	Lunch	Lunch
1:00 pm	<i>Continued</i>	Management Reporting Let's talk dashboards and KPI's, but more importantly how to use them. Learn through case-based examples how to use the numbers and metrics in your practice to build value and be proactive in managing your business. <i>Robert Magnus DVM, MBA</i>	The Strategy Playbook Despite all the different tools available and perhaps because of them, business strategy can seem mysterious and scary. This segment of the program will investigate evidence-based business strategy development in an approach all can implement. <i>Glenn Armstrong DVM, MBA & Mike Pownall DVM, MBA</i>
2:00 pm	Break	Break	Break
2:15 pm	<i>Continued</i>	<i>Continued</i>	<i>Continued</i>
4:00 pm	Break	Break	Meeting Close
4:15 pm	<i>Continued</i>	Industry News Segment An interesting time to learn what is happening in the Animal Health Industry and share ideas that affect all our futures. <i>Animal Health Industry Experts</i>	Safe Travels Home
5:00 pm	Break	Break	
6:15 pm	Merck Night A Special Dinner event at the Machine Shed Restaurant	Oculus Night A Special Evening of networking and sharing ideas at Lakehart Farm	

A special *Thank You* to our business partners supporting and investing in the veterinary profession.

