

connexity.
by AAHA[®]

2020
Interactive
Workbook

YOUR GUIDE TO CONNEXITY

Take notes.

Capture session takeaways.

Let your mind wander.

Name _____



Shhh...

I'm learning
and
connecting





**Do not
disturb**

*(unless there
is a cute
puppy!)*



Get the most out of your virtual experience



Set boundaries around your availability. Warn people that you're going to be unavailable and use the Connexity door sign to let your team know you are busy.



Tidy your workspace. A tidy area around your computer makes it easier to focus.



Minimize distractions and avoid keeping multiple tabs open (in your brain and on your screen). Avoid multitasking and try to be in the moment during the sessions.



Limit phone time. Save texts and social media for breaks or wait until the end of the day.



Take notes. Use this interactive workbook to capture things that stand out. It's better than a notepad because you have the full Connexity 2020 schedule right here, including speaker and sponsor information.



Challenge yourself. These CE and networking opportunities are for your benefit. Listen as if there will be a quiz at the end of each session and don't be shy.



Ask questions and engage with the presenters and other participants.



Use the scheduled breaks. Get up and walk around, play with a pet, grab a drink of water, use the restroom, or shake out your legs.



Remember to blink! Take screen breaks to protect your eyes from strain.



Write out your daily intention. We provide pages for reflection and contemplation in this workbook to help shape your conference experience.

Have a question? Need real-time help? Text us at: 720-273-8229

**A daily intention
helps you prepare actionable items
and focus on what you hope to gain each day.**

Scale your goals so you are not overwhelmed by what you need to do:
THINK BITE-SIZED!

Examples: my intentions for today are to . . .

- Gain insight into how I can better manage my veterinary team.
- Get answers to specific questions during my Human Library session.

On the day of the event

TECHNICAL DETAILS

- **Check your internet browser.**
- **We suggest using an updated browser such as Chrome or Safari for the best conference viewing experience.**
- **Turn off distractions.**
- **Minimize open browser windows and silence notifications.**
- **Download Zoom video-conferencing software.**

If you've ever attended a Zoom meeting using your computer or phone, you likely already have the app. If not, take time before your first Connexity session to download it (zoom.us) and double-check microphone and speaker levels.

- **Follow Connexity on social media.**

Join the Connexity Facebook group, follow us on Twitter, and use hashtag **#connexity2020** to shout out your favorite conference speakers and events.

- **Please note: All times are Mountain Standard Time.**

DIRECTIONS

- 1. Enter the Main Stage** for the opening-day awards celebration, plus daily keynote sessions each morning of the conference.
- 2. Click on Sessions** to access Connexity courses and interact with presenters.
- 3. View the Schedule** for session times and details.
- 4. Go to the Zen Zone** to access puppy yoga, get free wellness resources, and see who's currently in the lead in the Connexity Step Challenge.
- 5. Browse the Sponsor Village**, collect dog bones for charity, and check out exclusive show specials and offers from sponsors.
- 6. Visit the Networking Lounge** to track our Connexity social media feed, join a giant group chat, view other attendee profiles, and access the Human Library.

NEED
HELP?

**Get technical support, FAQs,
and more in AAHA Central!**

Visit aaha.org/connexity
and check your email
for more information.

Connexion Groups

Join a Connexion Group of like-minded peers to virtually talk through problems, brainstorm solutions, and bounce ideas around. You never know when another hospital's experience could shed light on your own challenges and lead to an "ah-ha!" (or rather, AAHA!) moment.

Visit the 2020 Connexity Facebook Group for more information.

BEFORE

Who am I looking forward to meeting at Connexity?

DURING

With whom have I had meaningful conversations?
Who has asked interesting questions or shared helpful answers?

AFTER

With whom do I want to follow up after the conference?

AAHA CENTRAL

Enter the Connexity interactive virtual lobby to get to AAHA Central, where you can make video chat or text appointments with:

AAHA BOARD OF DIRECTORS

Talk to a member of the AAHA Board of Directors to find out if AAHA leadership is right for you.

MEMBER EXPERIENCE TEAM

Talk to a practice consultant or accreditation specialist to learn about your member benefits, including:

- Tips on preparing for a virtual AAHA accreditation evaluation
- Questions about how to best apply a standard to your practice
- Savings programs
- Marketing tools for your practice
- The AAHA Learning platform

Please preregister ahead of time for ticketed events, as we are still limiting capacity for some sessions.

AAHA Press Book Nook

Browse the Book Nook in the Connexity interactive virtual lobby between sessions and stock up on essential resources for your practice. Flip through AAHA Press books and chat with AAHA staff for personalized recommendations, and check out the latest issues of *Trends magazine* and *JAAHA, Journal of the American Animal Hospital Association*. Book smell not included.

During Connexity all attendees will receive 15% off any Book Nook order and free shipping within the US and Canada.












Take advantage of all our Connexity offers!

- Collect a free AAHA Press tote (and book pin!) with any purchase
- Read exclusive sneak peeks of our new and forthcoming products
- Meet our authors through videos and bonus content
- Enter to win free copies of our bestselling books



Enamel Pins

Collect Connexity 2020 pins as you participate in various activities and we'll mail them to you after the conference. Show your Connexity love by putting these collectible pins on your favorite bag, jacket, or lanyard. Find details at AAHA Central and aaha.org/connexity.

PIN	HOW TO EARN IT
	Attend Connexity.
	Check out an expert from the Human Library.
	Attend a wellness activity such as virtual yoga or complete the Connexity step challenge.
	Make a purchase from the AAHA Press Book Nook.
	Take a Master Class.
	Meet with all the Connexity sponsors to earn virtual dog bones to be entered in a drawing to win \$500 for yourself and \$500 for a charity of your choice.
	Participate in a Connexion Group.
	A special pin, exclusive for AAHA Advantage members.
	Join the Connexity 2020 Facebook Group.
	Register for Connexity 2021.
	Shh . . . Plus a secret bonus pin!

ENGAGE



STEP CHALLENGE

Sponsored by Hill's Pet Nutrition, Inc.

Download the MoveSpring app to join this year's Connexity step challenge. Visit AAHA Central in the Connexity interactive virtual lobby for more information. Winners will be announced and notified by Monday, October 5.

HUMAN LIBRARY

"Check out" experts for one-on-one 15-minute video chat sessions during the timeslots below to ask questions and gain helpful insights. Click on Human Library from within the Networking Lounge to reserve your session.

Thursday, October 1, 12:30–1:30 p.m.

Friday, October 2, 12:15–1:30 p.m.

Saturday, October 3, 12:15–1:30 p.m.

YOGA

Sponsored by CareCredit

Hop into your most comfortable scrubs and log in to the virtual yoga studio to expand your mind and stretch your body, all from your own space. Access through the Zen Zone.

ZEN ZONE

All that virtual learning deserves a little downtime.

Relax and rejuvenate with free yoga, wellness resources, and the Step Challenge leaderboard in the Zen Zone, accessible through the Connexity interactive virtual lobby.

***PLEASE NOTE: ALL TIMES ARE MOUNTAIN STANDARD TIME.**

WEDNESDAY SEPTEMBER 30

Workshop

8:00 a.m.–4:00 p.m.

ER Bootcamp

Garret Pachtinger, VMD, DACVECC

Megan Brashear, BS, RVT, VTS (ECC)



When a patient is crashing, does your team instinctively bolt in or shy away? Easier access to local ERs and specialty hospitals has made some hospitals quick to refer, but if your team is reluctant to courageously jump in during an emergency situation, they are missing the opportunity to stabilize and properly care for their patients.

Successfully treating a beloved pet in a crisis not only brings a surge of camaraderie among the team, but the client's gratitude can further bond them to your practice. Whether you're a seasoned ER or GP clinician, new graduate, or technician, this bootcamp hosted by VetGirl's COO and criticalist Garrett Pachtinger, VMD, DACVECC, and specialty-credentialed superstar technician Megan Brashear, BS, RVT, VTS (ECC), will empower you to lead your team bravely into the trenches and triumphantly back out again.

Using a case-based approach focused on the roles and responsibilities of the entire team, you will learn how to confidently perform common life-saving procedures and avoid mistakes. This session takes deeper dives into approaching anemia, urethral obstructions, respiratory disease, and hemorrhagic gastroenteritis (HGE)—where every moment counts.

Workshop

8:00 a.m.–12:00 p.m.

Diversity in Veterinary Medicine:

Mentoring and Recruiting for

Lasting Change

Tina Tran, DVM (Multicultural Veterinary

Medical Association); Yvette Huizar

(Latinx VMA); Dane Whitaker, DVM (PrideVMC); Tierra Pierce, DVM (Black DVM Network); Tyra Davis

Brown, DVM (National Association of Black Veterinarians); Mia Carey, DVM; Nefta Fonseca

Sponsored by Hill's Pet Nutrition, Inc.



Join a panel of thought leaders from inside and outside the veterinary community to discuss race, sexuality, and other minority intersections where even nominal equality is still lacking. We will be asking you as veterinary professionals to share your experiences working in a largely homogenous industry, and to provide insight into how this homogeneity has impacted you both personally and professionally. Together in this session, we will discover ways to listen and better ourselves and our businesses, rather than passively waiting for change to come. Attendees will leave this workshop with knowledge of how diversity, equity, and inclusion will positively impact bottom lines, improve staff engagement and retention, and produce creative solutions to other practice challenges.

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THURSDAY OCTOBER 1

Awards Ceremony

8:00–10:00 a.m.

Celebrate veterinary practices who have been AAHA accredited for a quarter century or longer and find out who will be this year's winner of the prestigious Accredited Practice of the Year award during an AAHA-star-studded virtual awards ceremony.

Opening Keynote

Building Loyalty Through Memorable Experiences

Johnny "Cupcakes" Earle

Sponsored by Zoetis Petcare



Can you imagine anyone tattooing your hospital's logo on themselves? No way, right? It's a regular occurrence for Johnny "Cupcakes" Earle. The creator of the world's first "T-shirt bakery" is often approached by loyal fans eagerly wanting to show him their Johnny Cupcakes tattoos while waiting in long lines to buy his T-shirts. What makes a consumer do that? In this awe-inducing presentation, Earle will educate you on how to generate a wave of loyalty and obsession around your practice and reputation—and within your veterinary team—through creating unforgettable experiences online and in real life.

Master Class

Part 1: 10:15 a.m.–12:15 p.m.; Part 2: 1:45–2:45 p.m.; Part 3: 3:00–4:00 p.m.

Growing Geniuses—Improving the EQ of Veterinary Teams

Debbie Stoewen, DVM, MSW, RSW, PhD



We've got all types of "smarts" on our teams. There's book smart—incorporating Krebs's cycle into wellness appointments; street smart—knowing which slang we can get away with (and with which clients!); and even pet smart—that uncanny ability to predict whether a feral kitten might explode out of a carrier or a parvo puppy might crash.

Despite the many talents on our teams, leaders like you are being worn down by passive-aggressive communication, not taking responsibility for errors, being overly critical with others, and hosts of other issues—all due to a lack of emotional intelligence or "EQ." Fortunately, EQ is a skill, an ability that can be learned with training and practice.

Join veterinarian, licensed social worker, and leader in veterinary team wellbeing, Debbie Stoewen, DVM, MSW, RSW, PhD, for a deep-dive into how to add emotional smarts to your practice to reduce stress, enhance decisionmaking and problem-solving, and create a stronger sense of camaraderie in your team. Stoewen will model collaborative learning concepts that you can use at your next team event to increase buy-in and engagement. Be prepared for rich discussion, diverse perspectives, and a powerful learning experience.

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Breakout **SCIENTIFIC TRACK**

10:15 a.m.–12:15 p.m.

The Calmer, the Better—How to Defuse Fear and Infuse Enthusiasm by Following the 2020 AAHA Anesthesia and Monitoring Guidelines for Dogs and Cats

Tamara Grubb, DVM, PhD, DACVAA

Jennifer Sager, BS, CVT, VTS (Anesthesia/Analgesia, ECC)

Sponsored by Zoetis Petcare



When anesthetizing their patients, veterinary teams follow the well-worn adage, “the lighter the better, the deeper the deader.” Join veterinary anesthesia superstars and AAHA task force co-chairs Tammy Grubb, DVM, PhD, DACVAA, and Jenn Sager, BS, CVT, VTS (Anesthesia/Analgesia, ECC), as they teach you how to build confidence in your team through the step-by-step recommendations in the recently released *2020 AAHA Anesthesia and Monitoring Guidelines for Dogs and Cats*. Be prepared to hear and share poignant stories from the “anesthesia skeletons in our closet” while learning what we can do to prevent them from ever happening again.

Breakout

Part 1: 10:15 a.m.–12:15 p.m.; Part 2: 1:45–2:45 p.m.

Taming the Elephant in Your Exam Room—Building Confidence in Discussing the Cost of Veterinary Care While Reframing How We Convey Value

Jason Coe, DVM, PhD

Sponsored by CareCredit



Supported by research, this session will initiate a conversation that brings new light to our discussions about the cost and value of veterinary care. Through an interactive discussion and small-group breakouts, this session will help participants reframe their approach to discussing the cost of veterinary care in a way that aligns with clients’ perceptions of value and overcomes many common hurdles encountered when discussing the cost of veterinary care.

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THURSDAY OCTOBER 1

Breakout

10:15 a.m.–12:15 p.m.

What Would You Do? Case-Based Approaches to Mitigate Online Nightmares

Caitlin DeWilde, DVM

Sponsored by Hill's Pet Nutrition, Inc.



Using real-life case examples that make even seasoned social media pros squirm, walk through the proactive and reactive solutions to common veterinary online reviews, comments, posts, and messaging scenarios. Learn strategies to protect your practice online, to diagnose problems with your online reputation, and treat those one-star reviews and online haters. Best of all, learn how to easily capture more positive reviews. Share your experiences with other guests to learn what worked and what didn't, so you can return to your practice ready to fearlessly take your social media presence to the next level.

Sponsored Lunch and Learn

12:30–1:30 p.m.

Buy It, Build It—The Financial Building Blocks of Practice Ownership

Tom Angeloni and Ryan Nolan

Sponsored by Bank of America



This course provides a detailed look into the pros and cons of starting versus buying a practice. Participants will develop a strong understanding of the steps to take toward practice ownership, including every aspect of the process from understanding your credit report and how your credit score is calculated, to choosing the right location, and understanding demographics. We will discuss building your team and their roles in helping the doctor through the process, as well as applying for financing, what to look for in financing options, handling cashflow, and marketing.

Learn how early planning—determining your borrowing power, developing a business plan, establishing the right location, etc.—can lead to a successful practice. Course objectives include learning the steps needed to start from scratch; understanding financing options in today's market; avoiding first-time owner pitfalls; learning what to expect in the first few years of practice ownership; and knowing how you should market yourself.

Sponsored Lunch and Learn

12:30–1:30 p.m.

Rethinking Inventory Management

Amanda Easley

Sponsored by MWI Animal Health



In this lunch symposium, you'll gain insight on how to critically evaluate your current inventory system and where to focus improvements. Get tips that you can implement immediately for easy inventory wins!

***PLEASE NOTE: ALL TIMES ARE MOUNTAIN STANDARD TIME.**

Breakout

1:45–2:45 p.m.

Taming the Elephant in Your Exam Room—Building Confidence in Discussing the Cost of Veterinary Care While Reframing How We Convey Value, Part 2

Jason Coe, DVM, PhD

Sponsored by CareCredit



(See Part 1 on page 9 for full description.)

Breakout **SCIENTIFIC TRACK**

1:45–2:45 p.m.

Dental Radiography for Technicians—How to Shine (Not Glow) in the Dental Suite

Mary Berg, BS, LATG, RVT, VTS (Dentistry)

Sponsored by Midmark



Gain insights into how to decrease anesthesia time (and your frustration) as you learn alongside your fellow technicians in this interactive crash course on dental radiography. With expertise gained from hundreds of hours and thousands of miles of consulting travel over many years, Mary Berg RVT, VTS (Dentistry), has honed a teaching technique to give you simple hacks that ensure you get the right tooth in your x-ray cross hairs.

Breakout

Part 1: 1:45–2:45 p.m.; Part 2: 3:00–4:00 p.m.

Social Media 3.0—Tracking and Improving ROI

Caitlin DeWilde, DVM

Sponsored by Hill's Pet Nutrition, Inc.



Finally get the answer that savvy social media users want to know: “What’s the return on investment for my social media?” The data is there—if you’re looking for it. Too often, veterinary teams are quick to write off social media efforts as an untraceable expense without implementing the necessary measures to track success. This hands-on lecture will help you make changes to your social strategy and ROI-tracking by looking at Facebook ad and boost options, installing a Facebook pixel, making changes to your PMS tracking measures, and more. Bring your client registration forms and get ready to geek out!

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THURSDAY OCTOBER 1

Breakout **SCIENTIFIC TRACK**

3:00-4:00 p.m.

Blocks, Buddies, and Bravery— The 3 B's That Will Revolutionize Your Dental Anesthesia (Panel)

Mary Berg, BS, LATG, RVT, VTS (Dentistry)

Tamara Grubb, DVM, PhD, DACVAA

Jennifer Sager, BS, CVT, VTS

(Anesthesia/Analgesia, ECC)

Sponsored by IDEXX Laboratories, Inc.



We can all picture (or smell) *that* patient—the one with the decrepit, rotting trash mouth, who aside from being old, is remarkably healthy. The owner is reluctant to perform a comprehensive oral health assessment under anesthesia, and frankly, so is your team.

Is the suffering that this smelly, trembling creature must be experiencing worth the risk of an anesthetic event? Join this dream team of dental anesthesia, Mary L. Berg, BS, LATG, RVT, VTS (Dentistry), Tamara Grubb, DVM, PhD, DACVAA, and Jennifer Sager, BS, CVT, VTS (Anesthesia/Analgesia, ECC), as they openly share cases and welcome questions to increase confidence in your recommendations and protocols for geriatric dental anesthesia. This panel will focus on delivering balanced anesthesia using a multi-modal approach, the importance of dedicated anesthetists, and the need for a courageous spirit to advocate for and alleviate the acute-on-chronic pain that our older patients with dental disease endure on a daily basis.

Breakout

3:00-4:00 p.m.

The Secret Sauce of Leading Effective Veterinary Teams

Josh Vaisman, CCFP, MAPPCP (PgC)

Sponsored by Merck Animal Health



From supervisors to managers to medical directors and beyond, every leader in a veterinary organization strives to lead a positive, effective team. Research continually suggests one component is most predictive of team effectiveness: psychological safety. What is it and how can leaders use it to build happy, effective teams? In this interactive hour, we'll learn about the science of team psychological safety and explore a five-step process any leader can leverage to cultivate it in their veterinary team.

***PLEASE NOTE: ALL TIMES ARE MOUNTAIN STANDARD TIME.**



Breakout

4:15–5:15 p.m.

Telehealth 2.0: Beyond the VCPR—How to Integrate It into Your Practice Tomorrow

Lori M. Teller, DVM, DABVP (Canine/Feline), CVJ



The ever-moving target of what's legal and what's not has stifled our profession's ability to jump with both feet into the world of telehealth. Fortunately, virtual care pioneer Lori Teller, DVM, DABVP (Canine/Feline), CVJ, has decoded these barriers and is excited to share actionable, practical tips on telehealth implementation.

Chances are, not only have you already been using telehealth without realizing it, you also haven't realized how to further harness it to bond with clients, engage your talented staff, and improve patients' healthcare. If you weren't prepared before going curbside thanks to COVID, there's no time like the present to upgrade your client service and patient care using telehealth.

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Sunrise Session

7:00–7:50 a.m.

Your Pet Owner Is Changing, But Has Your Marketing Changed? How to Get your Millennial Clients to Say “Yes” to Preventive Care Diagnostics

Julie Miles, MS, DVM

Emma Lishness

Sponsored by IDEXX Laboratories, Inc.



Veterinary practice owner Julie Miles, MS, DVM, and social-media expert Emma Lishness share how to get your clients to say “yes” to preventive care diagnostics. The session will include pet-owner research on effective messaging and communication, best practices for compliance, and tips and tools for social media. Preventive care diagnostics are not only an important part of yearly wellness exams that help uncover treatable issues earlier, but they are also a crucial part of building the client loyalty that ultimately drives long-term practice success.

Sunrise Session SCIENTIFIC TRACK

7:00–7:50 a.m.

Nutritional Modulation of the GI Microbiome: What's the Evidence

Michael Robbins, DVM

Sponsored by Hill's Pet Nutrition, Inc.



In this lecture, we will define the gastrointestinal microbiome and why it is important to consider in sick patients. Further, we will discuss current nutritional-management strategies to positively influence the microbiome, along with supporting evidence. The lecture will be concluded with a case example as well as an overview of two recent studies evaluating a novel strategy for modulation of the GI microbiome.

Opening Keynote

8:00–9:30 a.m.

Changing “I Quit” to “I Fit”—Five Powerful Strategies to Increase Employee Retention and Create an Amazing Workplace Culture

Heather R. Younger, JD

Sponsored by Merck Animal Health



Frustrated by the lack of engagement in your practice? Constantly battling high employee turnover? Is your employees' favorite pastime updating their resumes? In this entertaining and enlightening keynote, Younger reveals the underlying actions organizations can take to create a more engaged and loyal

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workforce. And it can be done, even with budget restraints. That alone is worth the price of admission! Attendees will leave motivated and energized to create more positive experiences for everyone in the workplace, having learned the role they individually play in employee turnover and loyalty; the main driver for employee loyalty (and it's not money!); the distinct ways they can lead themselves more effectively; what employees need to stay engaged in the organization every day, and other strategies we just can't fit in a 150-word description. Younger interacts with the audience and encourages participation. Attendees will leave changed and empowered to do what they can to transform their own workplaces.

Master Class

Part 1: 10:00 a.m.–12:00 p.m.; Part 2: 1:45–2:45 p.m.; Part 3: 3:00–4:00 p.m.

Best Practices for Building the Best Practice—

How to Find, Keep, and Engage the Best People for Your Practice Team

Randy Hall

Sponsored by CareCredit



If it feels like your veterinary practice team is short on patience, time, and joy, then join the crowd—specifically, *this* crowd. Leadership expert and Connexity favorite Randy Hall adapts hiring and employee-engagement strategies used by Fortune 500 companies to the world of veterinary medicine, giving you the tools to finally get (and keep) those empty positions filled with high-performing team members. Invest in your current and future team by spending the day perfecting the process for finding, hiring, keeping, and engaging your practice dream team.

Breakout

10:00 a.m.–12:00 p.m.

Resilience—The Key for Managing Change

Heather R. Younger, JD

Sponsored by Merck Animal Health



Organizational leaders are confronted with many kinds of changes and risks that threaten growth and sustainability, making it hard to become more agile. If organizations don't change at all or quickly enough, it can slow their growth or make them obsolete. Wondering what's the best way to build a resilient company? The key is to build resilience in your technology and your people. In fact, it's been proven that employee resistance is the #1 reason that 70% of organizational change initiatives fail. Change can be hard. Whether your strategy is to grow organically, through alliances, or through mergers and acquisitions, resilience is the critical competitive advantage. In this talk, attendees will learn how to help employees manage the mental and emotional challenges surrounding change; how to uncover the underlying beliefs that make them resistant to new things; how to build capabilities to help them become more adaptable and less fearful; and how to become a more resilient leader.

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Breakout

10:00 a.m.–12:00 p.m.

Balanced Mastery—Is Your Achievement Obsessed, Possessed, or Blessed?

Rick Griggs



This life-impacting session weaves personal humanity and professional achievement into a life strategy called “balanced mastery.” Attendees will participate in crafting their mastery circle of five life priorities while identifying key characteristics of obsessed, possessed, and blessed achievers. With the AAHA priority on participation in mind, Griggs will include a fascinating session on his Tantalus Complex, ending with the 10 Achievement Factors for Sustained Mastery in Work and Life.

Breakout SCIENTIFIC TRACK

10:00 a.m.–12:00 p.m.

The Science Behind Cannabis

Stephanie McGrath, DVM, MS



Cannabis-based therapies have been used for centuries for various medicinal purposes. They have recently gained publicity as an effective medication for use in human medicine and, as such, awareness is increasing among veterinarians and pet owners—but side effects, pharmacokinetics, and efficacy in dogs is not known.

A team at Colorado State University has successfully performed a safety and pharmacokinetic study to assess the measurability and tolerability of cannabidiol (CBD) in healthy dogs. The results of this study showed that cannabidiol seemed to be well-tolerated and exposure was dose-proportional. These results provided a framework for clinical trials in both canine osteoarthritis and canine epilepsy.

The objective of these clinical trials was to compare cannabidiol with a placebo for the treatment of naturally occurring canine osteoarthritis and epilepsy. Both studies were double blinded, placebo-controlled, randomized clinical trials using client-owned dogs with naturally occurring disease.

Osteoarthritis and epilepsy are devastating to our veterinary patients and neither has an ideal treatment to date. If these current and future studies demonstrate that dogs attain sufficient blood exposure with oral dosing and that CBD is an efficacious drug, it has the potential to improve the quality of life for this population of dogs, as well as decrease the rate of euthanasia. These talks will address past studies in veterinary medicine, ongoing studies, future directives, and practical tips for veterinarians.

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Sponsored Lunch and Learn

12:30–1:30 p.m.

New Insights into Veterinarian Wellbeing and How to Improve It

Taylor Tillery, DVM

Sponsored by Merck Animal Health



A comprehensive new study of US veterinarians documents the state of wellbeing and mental health in the profession, including updated data on burnout, substance use, job satisfaction, and suicide attempts. Following up a similar study conducted two years earlier in collaboration with the AVMA and Brakke Consulting, the Merck Animal Health Veterinarian Wellbeing Study is based on a representative sample of 2,871 veterinarians, both practitioners and nonpractitioners.

This session will provide an overview of wellbeing and mental health of veterinarians over time; benchmark findings against physicians and the US general population of employed adults; and review new insights into stress and burnout, as well as how they can be avoided and/or dealt with more effectively.

Sponsored Lunch and Learn SCIENTIFIC TRACK

12:30–1:30 p.m.

The Future is Now—21st Century Fecal Testing Technology in Your Practice

Cory Penn, DVM

Sponsored by Zoetis Petcare



When intestinal parasites are suspected, fecal exams provide vital information for accurate diagnosis. New technological developments are making advances in the efficiency of fecal testing. This presentation will look at the importance of fecal exams to detect intestinal parasites and how advances in recognition technology will improve detection and diagnostic testing for our patients.

Breakout SCIENTIFIC TRACK

1:45–2:45 p.m.

From Print to Practice—How the 2019 AAHA Canine Life Stage Guidelines Will Help You Improve Canine Preventive Care in Your Practice

George Moore, DVM, PhD, ACVIM (SAIM), DACVPM (Epi)

Sponsored by Merck Animal Health



The recently released *2019 AAHA Canine Life Stage Guidelines* are focused on giving your practice team solid advice to implement individualized life stage-based care. Task force co-chair George Moore, DVM, PhD, ACVIM (SAIM), DACVPM (Epi), will unpack these recommendations using insights and perspectives gleaned through his diverse professional experience.

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Breakout

1:45–2:45 p.m.

Wellbeing 201—Mental Health Awareness, Acceptance, and Action in Your Veterinary Team

Debbie Stoewen, DVM, MSW, RSW, PhD



As veterinary team mental health remains in the spotlight, it's time to take the next step beyond compassion fatigue, work-life balance, and burnout. Dive in with veterinarian and registered social worker Debbie Stoewen, DVM, MSW, RSW, PhD, as she unpacks important psychological concepts to help you improve your team's—and your own—mental health. The insights from this session bring awareness and acceptance to the factors that impact mental health, including personal factors (e.g., high sensitivity, introversion vs. extroversion, giftedness, adverse childhood experiences (ACEs), hereditary predisposition to mental illness) and environmental factors (e.g., home life, social media use, and even climate change). This session will guide you and your team in how to take actions that support each other on a path to improved wellbeing.

Breakout

Part 1: 1:45–2:45 p.m., Part 2: 3:00–4:00 p.m.

Navigating the Pricing Gap Between What Clients Want to Pay and What Practices Want to Charge

Karen E. Felsted, CPA, MS, DVM, CVPM

Sponsored by CareCredit



Implementing a pricing strategy isn't just about deciding what percentage to use when increasing fees. Pricing is a marketing issue and just one component of the traditional "4 Ps" of the marketing mix: place, promotion, product, and price—all of which must be considered in price determination—in addition to value, reference prices, the business's value proposition, and price execution. Although few practices will completely revamp all their prices at one time, an increased understanding of pricing strategies can help practices improve what they are currently doing to increase both revenue and profits.



***PLEASE NOTE: ALL TIMES ARE MOUNTAIN STANDARD TIME.**

Breakout **SCIENTIFIC TRACK**

3:00–4:00 p.m.

"Hey Doc, When Should I Spay My Dog?"—Highlights from the Reproductive Health Section of the 2019 AAHA Canine Life Stage Guidelines

George Moore, DVM, PhD, ACVIM (SAIM), DACVPM (Epi)

Sponsored by Merck Animal Health



Current spay/neuter recommendations published in veterinary literature seem to shift so quickly that they change from month to month. Join small animal epidemiologist George Moore, DVM, PhD, ACVIM (SAIM), DACVPM (Epi), who will use case-based scenarios to unpack the recommendations on spay/neuter timing and give you solid footing for your recommendations.

Breakout

3:00–4:00 p.m.

Six Elements of Outstanding Workplace Cultures

Josh Packard, PhD

Sponsored by Merck Animal Health



Your organization's culture is your hidden market advantage—or a massive liability. Great cultures increase profitability, decrease turnover, and yield the highest levels of employee engagement. While we all recognize the importance of culture, most leaders don't understand the six key elements that are crucial for building outstanding workplaces. In this highly interactive presentation, Josh Packard, PhD, leverages insights from the social sciences and group behavior to show you how to take an integrated approach to your practice culture that can truly drive your organization forward.

In this session, you will gain understanding of the six elements of organizational culture; develop an integrated plan for addressing your organization's culture; and assess and diagnose your organization's capacity for creating an outstanding workplace culture.



***PLEASE NOTE: ALL TIMES ARE MOUNTAIN STANDARD TIME.**

SATURDAY OCTOBER 3

Sunrise Session

7:00–7:50 a.m.

Practice Economics and the Important Role of Preventive Care

Adam Hechko, DVM

Sponsored by IDEXX Laboratories, Inc.



We've changed the way we approach pet care, from responding to medical conditions as they arise, to championing lifelong wellness. It's the difference between putting out fires and preventing them. Isn't it time we did the same for our practices? In this presentation, Adam Hechko, DVM, from North Royalton Animal Hospital in Ohio, will discuss how strategic pricing was key to the success of his preventive care program by helping increase patient care, compliance, client loyalty, and practice revenue.

Sunrise Session SCIENTIFIC TRACK

7:00–7:50 a.m.

The Use of Platelet-Rich Plasma (PRP) in Canines

Peter Lotsikas, DVM, DACVS-SA, DACVSMR

Sponsored by Arthrex



Platelet-rich plasma (PRP) has become a widely discussed and recommended therapy in treating musculoskeletal conditions in various species, including dogs. The premise of PRP therapy is to direct the healing potential of the growth factors carried within the platelet to enhance the body's response to inflammation and injury. Several studies in veterinary medicine support the use of PRP to safely aid in the treatment of a variety of orthopedic conditions. However, it is important to be well-educated on what we know (and do not know) about the use of this form of orthobiologics in dogs prior to incorporating PRP therapy within your hospital or recommending this treatment to owners through referral. This online session will provide you with the current literature and clinical thinking behind treatment protocols for canine patients.

Opening Keynote

8:00–9:30 a.m.

Fear Less, Do More

Michelle Poler

Sponsored by Hill's Pet Nutrition, Inc.



A talk that will change your perception of fear and inspire you to take action, Poler's humorous and inspiring speaking style has been captivating audiences across the globe. With authentic storytelling, engaging visuals, and her "100 Days Without Fear" experience, Poler will show you how to challenge your comfort zone and tap into your full potential. In this fun and energizing session, you will learn about dealing with the unknown; seeking growth over safety; embracing authenticity; daring to fail; leading with accountability; and redefining fear from obstacle to opportunity. One of Poler's key findings began with Abraham Maslow's Hierarchy of Needs, when she uncovered how our needs not only motivate us, but also limit us. By learning how to prioritize and negotiate with our needs, we open a world of opportunities.

Master Class **SCIENTIFIC TRACK**

Part 1: 10:00 a.m.–12:00 p.m.

Part 2: 1:45–2:45 p.m.

Part 3: 3:00–4:00 p.m.

Cannabis Medicine for Veterinary Teams

Casara Andre, DVM, cVMA



It's time to know more. Your patients are already receiving cannabis their caregivers bought online that they swear is working. So, how do you nurture the bond between you and your patients while feeling comfortable discussing, counseling, or even guiding the clinical use of cannabis products? Casara Andre, DVM, cVMA, founder of Veterinary Cannabis Education and Consulting, will walk you through what is known, what is not, and what you need to understand about cannabis use at your practice. She'll delve into the clinical relevance of the endocannabinoid system; unravel how to navigate the industry while interpreting product lab test labels for safety and purity; point to resources to engage your entire team in cannabis conversations; and provide practical advice on neurology, analgesia, behavior, and palliative care cases. Join us for a unique, supportive, and powerful Master Class to keep you ahead of this inevitable curve.



***PLEASE NOTE: ALL TIMES ARE MOUNTAIN STANDARD TIME.**

SATURDAY OCTOBER 3

Breakout **SCIENTIFIC TRACK**

10:00 a.m.–12:00 p.m.

Make it Stop! Unruly Behaviors—What They Look Like and How to Treat Them

E'Lise Christensen, DVM, DACVB



Unruly behaviors cause significant distress for clients and their pets, and can significantly increase the risk of relinquishment. These behaviors usually stem from families misunderstanding species-specific normal behaviors, as well as how animals learn. The good news is that these behaviors respond quickly to interventions and often can be easily treated. Come to this interactive lecture for tips on how to help your clients understand their pets better and enjoy them more.

Breakout

Part 1: 10:00 a.m.–12:00 p.m.

Part 2: 1:45–2:45 p.m.

Unburdened 2.0—Next Steps in Lifting the Weight of “Those Clients” Off Your Team’s Shoulders

Mary Beth Spitznagel, PhD



The term “burden transfer” may be new to you, but the feeling of being weighed down by difficult client interactions is not. Back by popular demand, psychologist and researcher Mary Beth Spitznagel, PhD, will take a deeper dive into preventing the burden transfer from high-maintenance clients to you and your team. She will empower you with practical, individualized tools to decrease burden transfer in your own life and reduce stress. Spitznagel’s proven techniques will help you consciously change your own reactions during client interactions, allowing you to release your own guilt and other negative feelings so you can spring freely out of a tough client situation into the next appointment with that joyful new puppy.



***PLEASE NOTE: ALL TIMES ARE MOUNTAIN STANDARD TIME.**

Breakout Session

10:00 a.m.–12:00 p.m.

Video Lab—Make Your Own “Get to Know Us” Video

Craig Spinks

**Please note: This session will require prework before the session begins.*



This highly interactive session starts during the weeks leading up to Connexity with two preconference labs—the first covering how to film footage of your practice, and a second session on video editing. Each lab includes tips for getting started as well as step-by-step instructions for making a “get to know us” video using equipment already available at any practice. Complete these labs yourself or invite a team member to assist. Then during the Connexity virtual conference your video may be showcased and you could get personalized feedback and tips from veterinary video production expert Craig Spinks.

Additional best practices, equipment recommendations, and suggestions for improving your veterinary videos will be shared during the interactive virtual session, with plenty of time dedicated for questions. This video lab is great for practices just getting started with video, as well as those looking to improve.

Sponsored Lunch and Learn SCIENTIFIC TRACK

12:30–1:30 p.m.

Pets, Parks, and Parasites—Wherever You Go, There They Are!

Kathryn Duncan, DVM

Sponsored by Elanco Animal Health



Dogs and their owners are becoming more social, with more and more dog-friendly venues popping up across the country. But this changing lifestyle may also be changing our canine companions’ risk of exposure to common parasites. Join Kathryn Duncan, DVM, as she shares exciting new national data about parasites in dog parks across the US that could make you rethink your parasite protection protocols. Learn about the risks intestinal parasites pose to dogs and people using these open-access areas and review steps that can be taken to mitigate those risks.

Breakout

1:45–2:45 p.m.

Delivering Feedback that Really Does Improve Employee Performance

Randy Hall

Sponsored by Merck Animal Health



As a leader, delivering feedback about performance to employees shouldn’t be something to fear, but often, it can feel that way. Learning to provide clear, consistent feedback in a way that helps team members make better choices and shift their behavior can be the difference between improvement and stagnation for your practice. This workshop will help any leader create a consistent process for how they deliver feedback and do it in a way that leaves staff members grateful for the conversation and armed with a plan to continuously develop and improve their performance.

SATURDAY OCTOBER 3

Breakout **SCIENTIFIC TRACK**

Part 1: 1:45–2:45 p.m.

Part 2: 3:00–4:00 p.m.

“But My Pug Evolved from Wolves!”—How to Make Compassionate and Credible Nutrition Recommendations Without Losing your Mind

Martha Cline, DVM, DACVN, Board-Certified Veterinary Nutritionist®

Sponsored by Merck Animal Health



In the current nutritional climate of rampant pseudoscience, inconclusive traditional science, and persuasive marketing, Martha Cline, DVM, DACVN, a Board-Certified Veterinary Nutritionist® and president of the American Academy of Veterinary Nutrition, has found surefire ways to connect with well-meaning pet owners who have become entrenched in, confused by, or defensive about certain feeding practices. Using evidence-guided medicine, proven data, savvy myth-debunking techniques, and abundant compassion, Cline will empower your veterinary team to confidently advocate for the common ground you and these pet owners share—the best interests of the pet.

Breakout

3:00–4:30 p.m.

How to Mentor, Motivate, and Advance Your People

Rick Griggs



Successful mentoring comes from a superior, an internal veteran, or an external expert. Compiled from several Griggs courses, this powerful session offers skills to motivate and advance employees for success in the organization and in their broader careers. Attendees will learn to set parameters from the mission and vision of the organization while offering personal, business, and career skills to mentees.

Breakout

3:00–4:00 p.m.

Prioritizing Prioritization—The Why and The How

Mia Cary, DVM



Whether you are an individual contributor, you manage a team, or you run an organization, effective prioritization is a critical element of effective leadership. So, why is it so hard and why do so many of us suffer from initiative overload? During this interactive workshop, participants will gain an understanding of prioritization “whys” and then focus on the “how”—specifically, how and when to say no to what. During the last portion of the workshop, participants working in small groups will be invited to apply at least one prioritization model to their current work environment.

***PLEASE NOTE: ALL TIMES ARE MOUNTAIN STANDARD TIME.**

Content Weaving

Content weaving is a role **Heather Loenser, DVM**, may have been born to do. She grew up knowing she wanted to be a veterinarian and an actress. Her childhood was spent rescuing feral cats and public speaking or acting on stage. After graduating from Iowa State University, she thrived in emergency veterinary medicine for almost a decade.

Outside of the hospital, she's been supporting the profession as AAHA's Senior Veterinary Officer since 2015. Previously, she served on the AAHA Board of Directors and facilitates communication workshops for veterinary teams around the country.

Her love of performing has led her to another facet of her career. As a sought-after guest on TV and radio, she shares her expertise as a contributor to the TODAY Show, Fox News, Dr. Oz, Rachael Ray, and other national and local television shows. This work led her to receive the "Excellence in Journalism and Outstanding Contribution to the Pet Industry" award in 2016. She is honored to be Connexity's content weaver for the third consecutive year.

She shares her home with her amazing husband, also a veterinarian, two young animal-loving children, and many pets. In her brief moments of spare time, she loves riding horses with her daughter, ziplining with her son, and camping as a family.



AWARDS



Celebrating 25 Years of AAHA Accreditation

A Small Animal Hospital
Abri Veterinary Hospital
All Creatures Animal Hospital
All Pet Health Care by Noah's
All Pets Animal Hospital & 24-Hour
Emergency Care
All Pets Hospital
AMVET Animal Hospital
Animal Care Clinic
Animal Clinic of Sterling Heights
Animal Health Services
Animal Hospital of Pensacola
Augusta Valley Animal Hospital
Barton Heights Veterinary Hospital
Bay Animal Hospital
Bayleaf Veterinary Hospital
Benicia Cat Clinic
Burnham Park Animal Hospital
Cave Spring Veterinary Clinic
Central Nova Animal Hospital
Clark Animal Care Center
Colville Animal Hospital
Companion Pet Clinic North Salem
Country Court Animal Hospital
Dundee Animal Hospital of Elgin
Eastwood Animal Clinic
Elkhorn Veterinary Clinic
Elliott Bay Animal Hospital
Erlanger Veterinary Hospital
Fayette Veterinary Medical Center
Germantown Parkway Animal Hospital
Grafton Animal Hospital
Hôpital Vétérinaire de Pierrefonds
Hudson Road Animal Hospital
Knollwood Hospital for Pets
Lifetime Animal Care Center
Maywood Veterinary Clinic
McLean Animal Hospital
Minnetonka Animal Hospital
Nearthown Animal Clinic
Nebraska Animal Medical Center
Niles Veterinary Clinic

North Shore Veterinary Clinic
Northwest Veterinary Clinic
Parks Veterinary
Parkway Veterinary Hospital
Pets First Animal Clinic
Platte Woods Animal Hospital
Plum Creek Regional Animal Medical Center
Quarry Hill Park Animal Hospital
Quarry Ridge Animal Hospital
Quiocassin Veterinary Hospital
River Forest Animal Hospital
Ross Hospital for Animals
Shorewood Animal Hospital
Spanish Trail Veterinary Hospital
Sunbury Animal Hospital
The Carolinas Animal Hospital & Dental Clinic
VCA Alderwood Companion Animal Hospital
VCA Braelinn Village Animal Hospital
VCA Companion Care Animal Hospital
VCA Jones Road Animal Hospital
VCA Old River Animal Hospital
VCA Pacific Petcare Veterinary Hospital
of Carmel Valley
VCA Parkwood Animal Hospital
VCA Ridgewood Veterinary Hospital
VCA South Shore Animal Hospital
VCA Tri-County Animal Hospital
VCA West Mesa Animal Hospital
VCA Woodlands Animal Hospital
Veterinary Center of Buckhead
Walden Animal Hospital
Warren County Veterinary Clinic–North
Warren County Veterinary Clinic–South
West Towne Veterinary Center
Westlake Animal Hospital
Westmount Animal Hospital
Wheatland Animal Hospital of Naperville
Whitesburg Animal Hospital
Willowbrook Veterinary Hospital
Wilson Veterinary Hospital–West
Yale Veterinary Hospital
Zionsville Animal Hospital

Celebrating 50 Years of AAHA Accreditation



Animal Clinic of Morris Plains
Arapahoe Animal Hospital
Aurora Animal Hospital
Bellerose Animal Hospital
Brittmoore Animal Hospital
Capitaland Animal Hospital
County Animal Hospital
Eugene Animal Hospital
Glendale Small Animal Hospital
Grassmere Animal Hospital
Hickory Veterinary Hospital
Hillsboro Animal Hospital
Jonesboro Animal Hospital
Linden Heights Animal Hospital

Lombard Animal Hospital
Manheim Pike Veterinary Hospital
Muscatine Veterinary Hospital
Raritan Animal Hospital
Salmon Brook Veterinary Hospital
Southern California Veterinary Hospital
Stamen Animal Hospital
Stuebner-Airline/Champions
Veterinary Hospital
Tyrone Veterinary Hospital
VCA Anderson Animal Hospital & Bird Clinic
VCA Carriage Hills Animal Hospital
and Pet Resort
Veterinary Services of Aiken
Waverly Animal Hospital



Practice of the Year

Finalists

Tender Care Veterinary Center
Falcon, Colorado

Manheim Pike Veterinary Hospital
Lancaster, Pennsylvania

Loyal Companions Animal Hospital & Pet Resort
St. Charles, Illinois

Idaho Veterinary Hospital
Nampa, Idaho

Madison Veterinary Specialists
Madison, Wisconsin

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Check in with all the sponsors to be entered in a drawing to win \$500 for yourself and \$500 for charity.

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Winners will be selected from qualifying participants at random and will be notified the week after Connexity.

Thank you to our 2020 sponsors!

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ON-DEMAND

We're so excited that you plan to take advantage of the fantastic learning opportunities offered at Connexity by AAHA—even if it's after the conference has ended! On-demand access will be available for one year.

Here are some tips to enhance your on-demand experience.

- Get familiar with the conference platform, including locating notes-entry sections and video bookmarks for moments when you need to step away.
- In order to receive RACE-approved CE for any of the on-demand sessions, non-interactive learning requires you to pass a Knowledge Check at the end of the presentation.
- The number of Knowledge Check questions will depend on the length of the session. Expect at least five questions for every hour of content, of which you must answer 80% correctly to earn CE credits. (This is where the notes sections of this workbook may come in handy!)

Please fill out all requested information before completing the Knowledge Check, so we can send you a personalized certificate for your records.

Any questions? Email learning@aaha.org.



EARN CE CREDITS— VIRTUALLY!

Visit aaha.org/connexity for details on AAVSB/RACE and VHMA/CVPM approval, including which sessions count for credit.

Got questions? Stop by AAHA Central, accessible through the Connexity interactive virtual lobby.

Welcome to your Workbook!

This workbook is intended to be your guide and reference point for all sessions, activities and happenings at Connexity. MWI Animal Health is proud to partner with AAHA and in turn partner with AAHA Accredited members.

MWI builds relationships that make a meaningful difference to the health of animals and we're here for you in ways that matter most to your business' everyday health.

MWI Technology Solutions help practices to fill in the gaps which can truly change, for the better, the way your practice provides care, communicates and interacts with your clients and helps build better efficiencies, business continuity and growth now and in the future.

Located throughout this workbook, you'll find an overview for each of our technology offerings that will help you better understand how each one can help you elevate your business.

-Your friends at MWI Animal Health

[Learn more about MWI's Technology Solutions](#)



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The adoption of technology can change, for the better, the way your practice provides care for pets. The efficiencies gained with the use of the ALLYDVM platform, will enable you to focus on what's important—taking care of animals – creating better health outcomes for your patients and better financial outcomes for



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K U R L Q D S I D D S O O E K R W I N N E A
O T T Y E U I R M K X Q T L N X P B T V I T A V
S X L T Z G I Y U E I A U W D Y P Y R B M N R D
I L M F P P A G L J L N L C E J J Y O T E E Y A
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S E Z O E Y V O Q B F M Z Q T D U H R Y
P O A Y B A C K B O N E C B A Q A Q
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T W U R E Q F J E O Z U
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Q U P T Y Y N J
L K O T A A
Y J B U
M P

HEART

LIFE

LOVE

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SPIRIT

COURAGE

JOY

CENTER

KINDNESS

FORTITUDE

BRAVERY

TENDERNESS

PASSION

AFFECTION

MIND

WILL

BACKBONE

EAGER

UTTERLY

TOTAL

WEDNESDAY, SEPTEMBER 30, 2020

8:00 a.m. – 12:00 p.m.	ER Bootcamp, PART 1 Garret Pachtinger, VMD, DACVECC and Megan Brashear, BS, RVT, VTS (ECC)	Diversity in Veterinary Medicine: Mentoring and Recruiting for Lasting Change Panel Nefta Fonseca Jr. Tierra Price, DVM, MPH, Dane Whitaker, DVM, MPVM SPONSORED BY: HILL'S PET NUTRITION, INC.
12:00–12:30 p.m.	BREAK	
12:30–4:00 p.m.	ER Bootcamp, PART 2 Garret Pachtinger, VMD, DACVECC, and Megan Brashear, BS, RVT, VTS (ECC)	

THURSDAY, OCTOBER 1, 2020

7:00–7:30 a.m.	Puppy Yoga SPONSORED BY CARECREDIT			
7:30–8:00 a.m.	BREAK			
8:00–10:00 a.m.	<b style="color: red;">AWARDS AND OPENING KEYNOTE Building Loyalty Through Memorable Experiences Johnny Cupcakes SPONSORED BY: ZOETIS PETCARE			
10:15 a.m. – 12:15 p.m.	What Would You Do? Case-Based Approaches to Mitigate Online Nightmares Caitlin DeWilde, DVM SPONSORED BY: HILL'S PET NUTRITION, INC.	Taming the Elephant in Your Exam Room! Building Confidence in Discussing the Cost of Veterinary Care While Reframing How We Convey Value PART 1 Jason Coe, DVM, PhD SPONSORED BY: CARECREDIT	<div style="background-color: #0070c0; color: white; padding: 2px; text-align: center; font-weight: bold;">SCIENTIFIC TRACK</div> “The Calmer, The Better”: How to Defuse Fear and Infuse Enthusiasm by Following the 2020 AAHA Anesthesia & Monitoring Guidelines Tamara Grubb, DVM, DACVAA, PhD, and Jennifer Sager, CVT, VTS (ECC) SPONSORED BY: ZOETIS PETCARE	<div style="background-color: #c0392b; color: white; padding: 2px; text-align: center; font-weight: bold;">MASTER CLASS</div> Growing Geniuses: Improving the EQ of Veterinary Teams PART 1 Debbie Stoewen, DVM, MSW, RSW, PhD SPONSORED BY: ROYAL CANIN
12:15–1:45 p.m.	LUNCH BREAK, HUMAN LIBRARY, AND SPONSOR VILLAGE HOURS			
	<div style="background-color: #0070c0; color: white; padding: 2px; text-align: center; font-weight: bold;">SPONSORED LUNCH & LEARN 12:30–1:30 P.M.</div> Buy It, Build It. The Financial Building Blocks of Practice Ownership Ryan Nolan and Tom Angeloni SPONSORED BY: BANK OF AMERICA	<div style="background-color: #0070c0; color: white; padding: 2px; text-align: center; font-weight: bold;">SPONSORED LUNCH & LEARN 12:30–1:30 P.M.</div> Rethinking Inventory Management Amanda Easley SPONSORED BY: MWI ANIMAL HEALTH		
1:45–2:45 p.m.	Social Media 3.0: Tracking and Improving ROI Caitlin DeWilde, DVM SPONSORED BY: HILL'S PET NUTRITION, INC.	Taming the Elephant in Your Exam Room! Building Confidence in Discussing the Cost of Veterinary Care While Reframing How We Convey Value PART 2 Jason Coe, DVM, PhD SPONSORED BY: CARECREDIT	<div style="background-color: #0070c0; color: white; padding: 2px; text-align: center; font-weight: bold;">SCIENTIFIC TRACK</div> Dental Radiography for Technicians: How to Shine (Not Glow) in the Dental Suite Mary Berg, BS, LATG, RVT, VTS SPONSORED BY: MIDMARK	<div style="background-color: #c0392b; color: white; padding: 2px; text-align: center; font-weight: bold;">MASTER CLASS</div> Growing Geniuses: Improving the EQ of Veterinary Teams PART 2 Debbie Stoewen, DVM, MSW, RSW, PhD SPONSORED BY: ROYAL CANIN
2:45–3:00 p.m.	BREAK			
3:00–4:00 p.m.	Social Media 3.0: Tracking and Improving ROI Caitlin DeWilde, DVM SPONSORED BY: HILL'S PET NUTRITION, INC.	The Secret Sauce of Leading Effective Veterinary Teams Josh Vaisman, CCFP, MAPPCP (PgC) SPONSORED BY: MERCK ANIMAL HEALTH	<div style="background-color: #0070c0; color: white; padding: 2px; text-align: center; font-weight: bold;">SCIENTIFIC TRACK</div> Blocks, Buddies, and Bravery: The 3 B's That Will Revolutionize Your Dental Anesthesia Panel Mary Berg, BS, LATG, RVT, VTS, Tamara Grubb, DVM, DACVAA, PhD, and Jennifer Sager, CVT, CTS SPONSORED BY: IDEXX LABORATORIES, INC.	<div style="background-color: #c0392b; color: white; padding: 2px; text-align: center; font-weight: bold;">MASTER CLASS</div> Growing Geniuses: Improving the EQ of Veterinary Teams PART 3 Debbie Stoewen, DVM, MSW, RSW, PhD SPONSORED BY: ROYAL CANIN

CHECK CONNEXITY WEBSITE FOR MOST UP TO DATE SCHEDULE. PLEASE NOTE ALL TIMES ARE MOUNTAIN STANDARD TIME.

4:15–5:15 p.m.	<p>Telehealth 2.0: Beyond the VCPR: How to Integrate it Into Your Practice Tomorrow Lori M. Teller, DVM, DABVP (Canine/Feline), CVJ</p>			
FRIDAY, OCTOBER 2, 2020				
6:00–6:30 a.m.	<p>Puppy Yoga SPONSORED BY CARECREDIT</p>			
7:00–7:50 a.m.	<p style="text-align: center;">SPONSORED SUNRISE SESSION</p> <p>Your Pet Owner Is Changing, But Has Your Marketing Changed? How to Get Your Millennial Clients to Say Yes to Preventive Care Diagnostics Julie Miles, MS, DVM and Emma Lishness SPONSORED BY: IDEXX LABORATORIES, INC.</p>	<p style="text-align: center;">SPONSORED SUNRISE SESSION</p> <p>Nutritional Modulation of the GI Microbiome: What's the Evidence Michael Robbins, DVM SPONSORED BY: HILL'S PET NUTRITION, INC.</p>		
8:00–9:30 a.m.	<p>KICKOFF & KEYNOTE</p> <p>Changing “I Quit!” to “I Fit!”—Five Powerful Strategies to Increase Employee Retention and Create an Amazing Workplace Culture Heather Younger SPONSORED BY: MERCK ANIMAL HEALTH</p>			
9:30–10:00 a.m.	BREAK & SPONSOR VILLAGE HOURS			
10:15 a.m. – 12:15 p.m.	<p>Resilience: The Key for Managing Change Heather Younger SPONSORED BY: MERCK ANIMAL HEALTH</p>	<p>Balanced Mastery—Is Your Achievement Obsessed, Possessed, or Blessed? Rick Griggs</p>	<p style="text-align: center;">SCIENTIFIC TRACK</p> <p>The Science Behind Cannabis Stephanie McGrath, DVM, MS</p>	<p style="text-align: center;">MASTER CLASS</p> <p>Best Practices For Building the Best Practice: How to Find, Keep, and Engage the Best People For Your Practice Team PART 1 Randy Hall SPONSORED BY: CARECREDIT</p>
12:15–1:45 p.m.	LUNCH BREAK & SPONSOR VILLAGE HOURS			
<p style="text-align: center;">SPONSORED LUNCH & LEARN 12:30–1:30 P.M.</p> <p>New Insights into Veterinarian Wellbeing and How to Improve It Taylor Tillery, DVM SPONSORED BY: MERCK ANIMAL HEALTH</p>		<p style="text-align: center;">SPONSORED LUNCH & LEARN 12:30–1:30 P.M.</p> <p>The Future is Now: 21st Century Fecal Testing Technology in Your Practice Cory Penn, DVM SPONSORED BY: ZOETIS PETCARE</p>		
1:45–2:45 p.m.	<p>Navigating the Pricing Gap Between What Clients Want to Pay and What Practices Want to Charge PART 1 Karen E. Felsted, CPA, MS, DVM, CVPM SPONSORED BY: CARECREDIT</p>	<p>Wellbeing 201: Mental Health Awareness, Acceptance and Action in Your Veterinary Team Debbie Stoewen, DVM, MSW, RSW, PhD SPONSORED BY: HILL'S PET NUTRITION, INC.</p>	<p style="text-align: center;">SCIENTIFIC TRACK</p> <p>From Print to Practice: How the 2019 AAHA Canine Life Stage Guidelines Will Help You Improve Canine Preventive Care in Your Practice George Moore, DVM, PhD SPONSORED BY: MERCK ANIMAL HEALTH</p>	<p style="text-align: center;">MASTER CLASS</p> <p>Best Practices For Building the Best Practice: How to Find, Keep, and Engage the Best People For Your Practice Team PART 2 Randy Hall SPONSORED BY: CARECREDIT</p>
2:45–3:00 p.m.	BREAK			
3:00–4:00 p.m.	<p>Navigating the Pricing Gap Between What Clients Want to Pay and What Practices Want to Charge PART 2 Karen E. Felsted, CPA, MS, DVM, CVPM SPONSORED BY: CARECREDIT</p>	<p>Six Elements of Outstanding Workplace Cultures Josh Packard SPONSORED BY: MERCK ANIMAL HEALTH</p>	<p style="text-align: center;">SCIENTIFIC TRACK</p> <p>“Hey Doc, When Should I Spay My...My Dog?": Highlights From the Reproductive Health Section of the 2019 AAHA Canine Life Stage Guidelines George Moore, DVM, PhD SPONSORED BY: MERCK ANIMAL HEALTH</p>	<p style="text-align: center;">MASTER CLASS</p> <p>Best Practices For Building the Best Practice: How to Find, Keep, and Engage the Best People For Your Practice Team PART 3 Randy Hall SPONSORED BY: CARECREDIT</p>

CHECK CONNEXITY WEBSITE FOR MOST UP TO DATE SCHEDULE. PLEASE NOTE ALL TIMES ARE MOUNTAIN STANDARD TIME.

SATURDAY, OCTOBER 3, 2020

6:00-6:30 a.m.	Puppy Yoga <small>SPONSORED BY CARECREDIT</small>			
7:00-7:50 a.m.	SPONSORED SUNRISE SESSION Practice Economics and the Important Role of Preventive Care Adam Hechko, DVM <small>SPONSORED BY: IDEXX LABORATORIES, INC.</small>	SPONSORED SUNRISE SESSION The Use of Platelet-Rich Plasma (PRP) in Canines Peter Lotsikas, DVM, DACVS-SA, DACVSMR <small>SPONSORED BY: ARTHREX</small>		
8:00-9:30 a.m.	KICKOFF & KEYNOTE Fear Less, Do More Michelle Poler <small>SPONSORED BY: HILL'S PET NUTRITION, INC.</small>			
9:30-10:00 a.m.	BREAK & SPONSOR VILLAGE HOURS			
10:15 a.m. - 12:15 p.m.	Video Lab—Make Your Own “Get to Know Us” Video Craig Spinks	Unburdened 2.0: Next Steps in Lifting the Weight of “Those Clients” Off Your Team's Shoulders PART 1 Mary Beth Spitznagel, PhD	SCIENTIFIC TRACK Make it Stop! Unruly Behaviors: What They Look Like and How to Treat Them E'Lise Christensen, DVM DACVB (Board Certified Veterinary Behaviorist)	MASTER CLASS: Cannabis Medicine for Veterinary Teams PART 1 Casara Andre, DVM, cVMA
12:15-1:45 p.m.	LUNCH BREAK & SPONSOR VILLAGE HOURS <div style="border: 1px solid black; padding: 10px; margin: 10px auto; width: 80%;"> SPONSORED LUNCH & LEARN 12:30-1:30 P.M. Pets, Parks, and Parasites: Wherever You Go, There They Are! Kathryn Duncan, DVM <small>SPONSORED BY: ELANCO ANIMAL HEALTH</small> </div>			
1:45-2:45 p.m.	Delivering Feedback That Really Does Improve Employee Performance Randy Hall <small>SPONSORED BY: MERCK ANIMAL HEALTH</small>	Unburdened 2.0: Next Steps in Lifting the Weight of “Those Clients” Off Your Team's Shoulders PART 2 Mary Beth Spitznagel, PhD	SCIENTIFIC TRACK “But My Pug Evolved From Wolves!”: How to Make Compassionate and Credible Nutrition Recommendations Without Losing Your Mind PART 1 Martha Cline, DVM, Diplomate ACVN, Board Certified Veterinary Nutritionist (R) <small>SPONSORED BY: HILL'S PET NUTRITION, INC.</small>	MASTER CLASS Cannabis Medicine for Veterinary Teams PART 2 Casara Andre, DVM, cVMA
2:45-3:00 p.m.	BREAK			
3:00-4:00 p.m.	How to Mentor, Motivate and Advance Your People Rick Griggs	Prioritizing Prioritization—The Why and The How Mia Cary, DVM	SCIENTIFIC TRACK But My Pug Evolved From Wolves!”: How to Make Compassionate and Credible Nutrition Recommendations Without Losing Your Mind PART 2 Martha Cline, DVM, Diplomate ACVN, Board Certified Veterinary Nutritionist <small>SPONSORED BY: HILL'S PET NUTRITION, INC.</small>	MASTER CLASS Cannabis Medicine for Veterinary Teams PART 3 Casara Andre, DVM, cVMA
4:00-4:30 p.m.				

Connexity Coloring Break



Synergy Partner Program now with Synergy Intelligence

Working Together to Put Your Patients First

The Synergy Partner Program is a turn-key marketing communication tool kit which includes simple, automated email campaigns for the product offerings from our manufacturer partners targeted specifically to your clients. Synergy Intelligence provides real-time, practice-level results on those marketing campaigns — offering visibility into the positive impact the program can have for your practice.

Why is it foundational for the future?

The digital campaigns can help grow revenue and improve the health of your patients. The Synergy Intelligence reports illustrate the revenue gain and increase in compliance and when aligned with the ALLYDVM client engagement services, even greater ROI can be achieved over time.



Learn more:

<https://www.mwiah.com/synergy>

 **ALLYDVM**
AmerisourceBergen

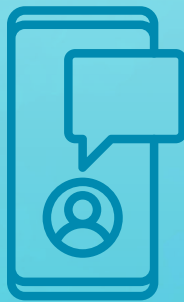
Petriage – The Veterinarian Telemedicine Solution

Petriage provides state-of-the-art telemedicine services to all kinds of veterinary practices, empowering those practices to provide the best possible care for the patients.

Petriage allows your practice to interact virtually with your clients via mobile app anytime, anywhere, on any device allowing you to provide important answers to clients' questions, assess symptoms to determine the urgency of an issue, and provide care at a lower cost.

Why is it foundational for the future?

Better care both virtually and in person should be the goal of any practice. In today's current environment and moving forward, technology helps support all levels and types of care for your clients' pets. Leveraging the Petriage solution helps you retain and grow your business, increase client loyalty and connection, and improve patient outcomes.



Learn more:

<https://petriage-mwi.youcanbook.me>



THURSDAY

Brain Teasers

1. A cat has only one.

A horse has only two.

An elephant has only three.

A crocodile has only four.

Find out what the animals are!

(For example, "To run away or escape" could be a "flea")

2. Hair-control foam _____

3. Very exposed _____

4. Tellin' falsities _____

5. A lamenting cry _____

6. A dull person _____

7. A precious or loved one _____

8. First you get a parking ticket, then you get this _____

9. These make up a chain _____

10. What bone will a dog never eat? _____

ANSWERS
1. Vowels
2. Moose (Mousse)
3. Bear (Bare)
4. Lion (Lyn)
5. Whale (Wail)
6. Boar (Bore)
7. Deer (Dear)
8. Toad (Towed)
9. Lynx (Links)
10. Tombone

DAILY INTENTION: _____

Handwriting practice area consisting of 20 horizontal dotted lines.

THURSDAY

SESSION NOTES

A series of horizontal dotted lines for taking notes.

THURSDAY

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THURSDAY

My favorite quote of the day was:

Today's keywords were:

Three things I want to implement:

- 1. _____
- 2. _____
- 3. _____

MY ACTION PLAN

SnoutID - Digital Check-in & Patient Records Delivered

Veterinary practices are increasingly needing to streamline workflows in order to better serve clients in today's environment. Online forms and touchless check-in processes for curbside operations are part of the new normal. SnoutID is focusing on this need by launching a suite of new features to make client interactions seamless and touchless. This helps practices start and end appointments on time and frees up phone lines and staff time.

Why is it foundational for the future?

The adoption of technology in order to improve the way you manage online forms and provide check-in services helps your practice better serve your clients creating better efficiencies, business continuity and growth.



Learn more:

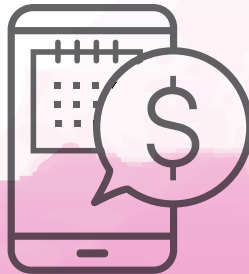
<https://calendly.com/snout/demo-mwi?month=2020-07>



Scratchpay - Simple and friendly payment plan financing for veterinary care

Scratchpay provides instant access to a simple payment plan solution that helps clients afford care for their pets plus touchless payments to aid in social distancing.

As the only "Care now, pay later" payment plan provider in the U.S. Scratchpay is simple, inclusive and transparent. The mobile app provides availability anytime, anywhere, on any device allowing quick access to funds for clients to be able to cover unforeseen expenses for their pets.



Why is it foundational for the future?

Due to the current situation we find ourselves living in, being able to provide a simple, easy to use mobile app based payment plan to clients so that they can afford care for their pets has been very beneficial for many practices, driving practice growth now and in the future.

Learn more:

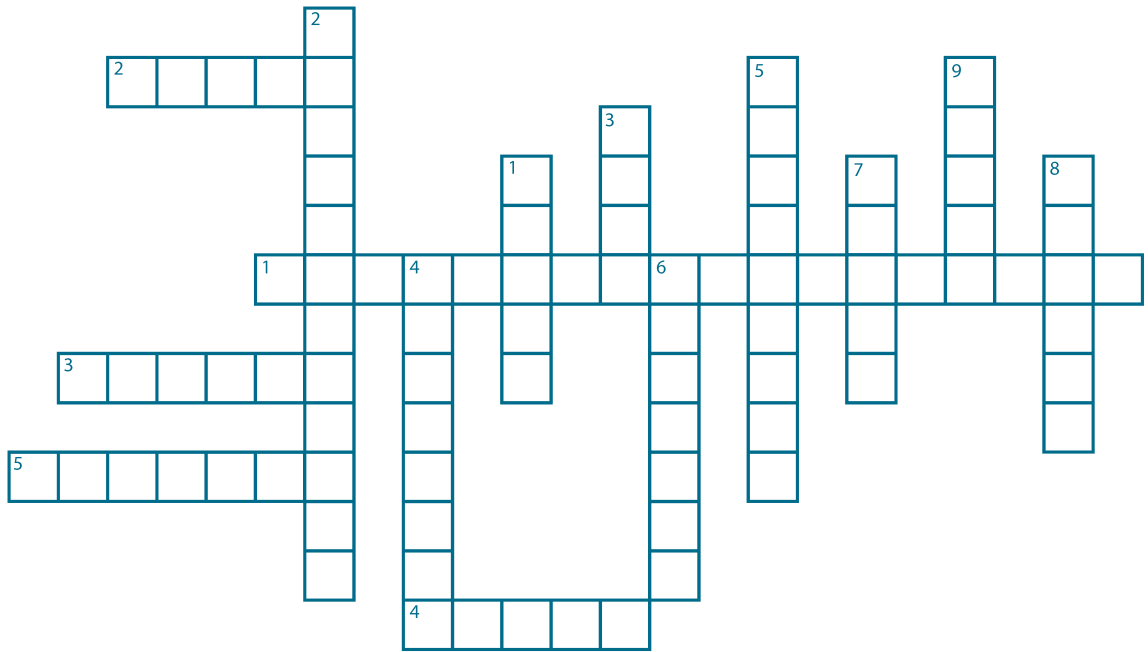
<https://get.scratchpay.com/MWI>



scratchpay

FRIDAY

Connexity Crossword



ACROSS

1. Helps with accreditation
2. Queen of England's favorite dog breed
3. But my pug evolved from . . .
4. Group of bees
5. A group of porcupines

DOWN

1. A group of lions
2. Colorado's state animal
3. Fear Less, Do . . .
4. Keynote Johnny _____
5. AAHA's purchasing organization
6. Closest living relative to T-Rex
7. Group of rhinoceroses
8. AAHA's home office location
9. Shape in the Connexity logo

ANSWERS
ACROSS
 1. practice consultant
 2. corgi
 3. wolves
 4. swarm
 5. prickie

DOWN
 1. pride
 2. bighorn sheep
 3. more
 4. cupcakes
 5. advantage
 6. chicken
 7. crush
 8. Denver
 9. heart

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FRIDAY

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MY ACTION PLAN

Premier Pet Care Plan - Preventive health care plans helping you improve compliance and pet wellness in the simplest way possible.

Pet Care Plan allows your practice to offer your clients a simple, affordable solution to help them meet the essential health care needs of their pet. By providing a preventative health care plan, you can improve client compliance and retention and grow revenue by making it easy for the client to keep on top of essential treatments at a lower cost.

Why is it foundational for the future?

Premier Pet Care Plan makes it easier for your practice to deliver affordable care that keeps patients healthy and clients compliant. With the ability to build a fully customized plan for your practice that covers the fixed-cost, non-insurable pet care services, PPVP helps you see more clients on a regular basis improving patient health and practice revenue.



Learn more:

<https://calendly.com/ppcp/mwi-premier-pet-care-plan-demo>

Repleni-Trac Vault - A digital workflow solution for veterinary practices

Achieve greater control and compliance by working smarter and safer.

The Repleni-Trac Vault stores DEA controlled substances and high value pharmaceuticals, electronically records compliance related data and automates replenishment from MWI. Your practice should be able to dedicate your time and resources toward your customers — not on the manual processes of inventory management. Repleni-Trac Vault automates inventory monitoring and ordering to meet the individual needs of your practice and all the pets you care for.

Why is it foundational for the future?

Repleni-Trac Vault digitalizes the controlled drug compliance process by minimizing the manual data capture and eliminates paper logs, tracks and automates replenishment of controlled substances and high value pharmaceuticals, and electronically records compliance related data. With a centralized dashboard for comprehensive oversight of product inventory and usage across one or multiple practice locations, veterinary clinics, animal hospitals and surgical centers gain greater efficiencies while improving safety by managing product expiration and minimizing human error.



Learn more:

<https://www.mwiah.com/solutions/repleni-trac>



SATURDAY

Thank you for making
Connexity a-MAZE-ing!



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SATURDAY

My favorite quote of the day was:

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MY ACTION PLAN

Sponsored Inventory Management Session

Rethinking Inventory Management:

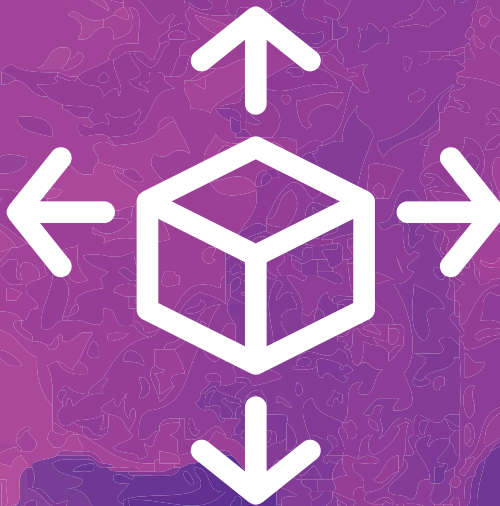
In this lunch symposium you'll gain insight on how to critically evaluate your current inventory system and where to focus improvements. Get some tips that you can implement immediately for easy inventory wins!

Thursday, October 1st | 12:30pm - 1:30pm

Location: TBD

Amanda Easley - Product Specialist, Veterinary Practice Inventory Management

Amanda started her career in the field of veterinary medicine as a kennel assistant at 16, quickly working her way to technician. After she graduated with a bachelor's degree in Broadcasting and a minor in Animal Science, she gained a position in sales for a veterinary distributor. She developed her skills in both inside and outside sales in distribution where her interest in business concepts and practices eventually led her to sales training. Amanda is currently the Product Specialist for Veterinary Practice Inventory Management for MWI Animal Health, where she has worked for the past 15 years. Amanda is a 2017 graduate of VMI.



DON'T MISS THIS!

Helping Your Business Through COVID-19 Disruptions



We will always be here for you in the ways that matter most to your business' everyday health. That means providing you with tech-powered solutions to real challenges practices are facing in today's environment.

Explore MWI's Technology Solutions

<https://www.mwiah.com/technology-solutions>

Alphabet Challenge

CAN YOU COME UP WITH AN ANIMAL- OR PRACTICE-THEMED WORD THAT STARTS WITH EACH LETTER OF THE ALPHABET?

A	N
B	O
C	P
D	Q
E	R
F	S
G	T
H	U
I	V
J	W
K	X
L	Y
M	Z

MY #1 GOAL IS TO _____

I DEFINE SUCCESS AS _____

WITH WHOM DO I NEED TO WORK TO REACH MY GOAL? _____

WHY WILL THEY WANT TO WORK WITH ME? _____

ACCOUNTABILITY PLAN

WHAT WILL I DO, BY WHEN? _____

WHAT RESOURCES WILL I NEED? _____

HOW CAN THIS TEAM HOLD ME ACCOUNTABLE FOR REACHING MY GOAL? _____

HOW WILL I CELEBRATE SUCCESS? _____

Monthly Goal

GOAL _____

STEPS TO TAKE

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

SMALL GOALS

WEEK 1

WEEK 2

WEEK 3

WEEK 4

Monthly Goal

GOAL _____

STEPS TO TAKE

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____

SMALL GOALS

WEEK 1 _____ _____	WEEK 3 _____ _____
WEEK 2 _____ _____	WEEK 4 _____ _____

**CAN'T WAIT
TO SEE YOU
NEXT YEAR!**



Scottsdale, Arizona
September 21–25, 2021

aaha.org/connexity

