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LET'S TALK MONEY

Veterinary staff often find it difficult to discuss costs and fees with their clients. It's hardly surprising – money can be an emotive and, at times, taboo subject. Add to this the pressure of working with client expectations and often critically ill animals, and it's easy to see how veterinary financial discussions can lead to confrontation and complaints.

The good news is that there are many strategies that veterinary staff can use to find their voice when it comes to discussing professionals fees. "Let's talk money" will help you to:

- Build confidence in opening and maintaining a financial discussion with your client
- Develop a greater awareness of the importance of the client's perspective
- Understand how your own perspective impacts on financial discussions
- Develop ways to identify and manage client expectations
- Demonstrate practical skills to communicate clearly and professionally with your client
- Problem-solve and find options in challenging financial discussions

"Let's talk money" is a flipped classroom teaching innovation. Individuals wanting to attend this session at the Voorjaarsdagen conference will be able to access video-based content offered through the VetVisuals online learning platform in March 2017 (the content is free to all registered Voorjaarsdagen attendees). The interactive workshop will then allow learners to practise their chosen strategies in a relaxed group environment. The flipped classroom (both online and workshop components) are suitable for anyone working in the clinical veterinary environment, including veterinarians, veterinary technicians and support staff.