



VMAE | Virtual ThinkWORKS
Veterinary Policy Forum

Wednesday & Thursday

April 19-20, 2023

1 – 6 PM Eastern



**VETERINARY
MEDICAL
ASSOCIATION**
EXECUTIVES

Registration Brochure

Program Overview

At the VMAE fall conference, we were presented with an insightful presentation on navigating the winds of economic change in veterinary medicine. We heard that productivity, demand for labor, staff turnover, changing work expectations, demographics, inflation, growing economic inequality, and lower health measures in the U.S. are all combining to create a different environment for the profession.

While these structural challenges are likely to be with us for some time, we know that veterinary associations will continue to be at the forefront of supporting the profession through the next set of challenges and opportunities. We can also be sure that policymakers, federal, state, and local, will be taking a close look at ways to address access to care, technological innovations, new delivery models, and professional credentialing. New players are entering the veterinary market, further increasing demands on policymakers to make changes.

Join VMAE | ThinkWORKS 2023 for a policy forum examining various regulatory ideas, proposals, and trends for 2023 and beyond. The program is designed to equip VMA executives with insight on what's happening on the ground and what we can expect next.

You spend so much time leading and supporting others. Set aside the time and space as a gift to yourself and your VMA, to thoughtfully consider the next set of issues and opportunities that will impact your members and organization.





Wednesday, April 19

All times listed are Eastern

1:00 - 1:15 PM	Welcome and Icebreaker
1:15 - 2:00 PM	The Future is Now: A Keynote Presentation Doug Raven, Former CEO of the Ontario VMA & President, Raven & Associates Demographic, economic, technological, and environmental megatrends are rapidly re-shaping almost every aspect of modern society. Keeping abreast of these changes, and taking action to meet them head on, is essential to the success of both veterinary associations and the profession we serve. Doug highlights the trends that are transforming our daily lives, and outlines the practical steps association executives can take to successfully ride the waves of change.
2:00 - 2:25 PM	FDA Update: Compounding, Antimicrobials and More Dr. Amber McCoig, Senior Veterinary Medical Officer, Science Policy, Office of the Director at US FDA Center for Veterinary Medicine The FDA's Center for Veterinary Medicine provides an update on GFI #256, the guidance intended for veterinarians, pharmacies, and others interested in compounding animal drugs from bulk drug substances. The session also covers new guidance on oversight by veterinarians of antimicrobial animal drugs that will remain available as OTC products, and the latest on a planned public-private partnership. The presentation is designed to assist VMA executives in advising their members in this important area of practice.
2:25 - 3:20 PM	Virtual Care/Telemedicine Dr. Lori Teller, President, American Veterinary Medical Association (recorded) Dr. Jessica Vogelsang, Chief Medical Officer, American Animal Hospital Association Nicole Rogers, Chief Operating Officer, whiskerDocs Our expert panel discusses the latest trends, innovations, and developments in this ever-changing area. Using different lenses, we examine the latest data, review delivery models, and discuss the similarities and differences with telemedicine in human health, along with insights into what virtual care and telemedicine are likely to look like in five years.
3:20 - 3:30 PM	Break
3:30 - 4:30 PM	Veterinary Technicians and Team Members Heather Prendergast, Chief Executive Officer, Synergie Consulting Jamie Rauscher, President, National Association of Veterinary Technicians in America There are many active elements impacting the veterinary technician sector today. Most notably is the labor shortage driven by credentialed veterinary technicians leaving the profession, as well as decreased enrollment into veterinary technology programs. This session focuses on delivering key results of the 2022 NATVA demographic study, the NAVTA member survey of the mid-level practitioner role, and action steps needed to maintain the current level of credentialed veterinary technicians. The panel also discusses how state initiatives can increase the interest in programs to attract professionals to veterinary medicine.

Wednesday, April 19 Continued

<p>4:30 - 5:15 PM</p>	<p>Veterinary Education</p> <p>Dr. Julie Noyes, Director for Academic Affairs and Executive Director of Spectrum of Care Initiative, American Association of Veterinary Medical Colleges</p> <p>The term “spectrum of care” has been defined as the “wide spectrum of diagnostic and treatment options that veterinarians can provide for their patients.” Practicing across the spectrum entails a continuum of acceptable care that considers available evidence-based medicine, while remaining responsive to client expectations and financial limitations. Learn about AAVMC’s efforts to encourage competency-based veterinary education and its Spectrum of Care Initiative to prepare career-ready veterinarians who can competently and confidently offer a wide range of high-quality, affordable care options to a socioeconomically diverse clientele.</p>
<p>5:15 - 6:00 PM</p>	<p>Peer to Peer Mixer</p> <p>Set your virtual background, pour a beverage of your choice, grab your box of Bon Bon Bon Chocolates, and join us for a relaxed virtual mixer to reconnect with your colleagues and VMAE Strategic Initiative Partners. We will divide into a series of small breakout rooms that will be randomized and reshuffled every 20 minutes. Come for great conversation, leave with new connections!</p> <p>Attendees who register by March 31 will receive a delicious VMAE-curated box of 10 bite sized chocolates! Bite into the complex, layered and unexpected flavors from wildly creative confectioners Bon Bon Bon. They’ve reimagined everyone’s favorite confection using locally and responsibly sourced ingredients to hand-create edible works of art ranging from classics with a twist to the curiously exotic. Be sure to list the address you would like your chocolates shipped to when you register.</p> <div data-bbox="574 1312 1247 1776" data-label="Image"> </div>



Thursday, April 20

All times listed are Eastern

1:00 - 2:00 PM	License Mobility and Portability Dr. Kelly Cooper, Chair, Working Group, AVMA Council on Veterinary Service Jim Penrod, Chief Executive Officer, American Association of Veterinary State Boards Each state, territory, and province have a different process for granting veterinary licensure. Confusion in the application process can delay or prevent a veterinary professional's ability to work in some jurisdictions. In this discussion, we review license portability and mobility along with the challenges and possible solutions that can make licensing more accessible. We examine the AAVSB's license mobility services and how states and territories can utilize a new central database. We also receive an update from an AVMA working group studying this issue and developing recommendations.
2:00 - 3:00 PM	Global Roundtable Dr. David Andrews, Executive Director, Australian Veterinary Association Dr. Nancy De Briyne, Executive Director, Federation of Veterinarians of Europe Jost am Rhyn, Recently Retired CEO, Canadian Veterinary Medical Association Veterinary associations benefit from sharing information with each other across the globe. That's why we invited executive directors of veterinary associations in Australia, Canada, and Europe to VMAE's first-of-its kind discussion to explore similarities and differences on the issues we are all working to address. Workforce pressures, mental health and wellbeing, availability of pharmaceuticals, new rules on antibiotic use, One Health, and climate change are among the issues our colleagues outside the U.S. are facing. This session is designed for executives to learn from one another about innovative approaches and solutions to support the profession.
3:00 - 3:15 PM	Break
3:15 - 3:50 PM	Scope of Practice Challenges A panel of VMA executives share their experience and insights gained from work to protect veterinary medicine from the latest attempts by non-veterinary interests to encroach on the scope of the profession, as well as discuss attempts to restrict certain veterinary treatments. An update on the status of various bills and proposals is provided.
3:50 - 4:30 PM	Legal Status of Animals Phil Goldberg, Managing Partner, Shook, Hardy & Bacon Legislators and judges continue to consider proposals such as non-economic damages, court-appointed animal advocates, and other measures designed to weaken the legal concept of animal ownership. An experienced attorney in this field provides an update and advice to VMAs on ways to advocate on behalf of the profession and best interest of pet owners.
4:30 - 5:00 PM	Open Floor and Wrap Up The program covers several significant policy areas, but of course there are others, and by April unforeseen issues can emerge and developments can be missed. This is our opportunity to bring up any issues or developments we did not cover but should know about.

Doug Raven



Doug Raven served as the CEO of the Ontario Veterinary Medical Association (OVMA) from 1998 to 2001. During his tenure, OVMA established a North America-wide reputation for leadership and innovation. The association placed a particular emphasis on encouraging veterinary practices to embrace customer-facing technology, including online stores, real-time appointment booking, and telemedicine.

One of Doug's many initiatives during his tenure at OVMA was the creation of the Farley Foundation, which has raised over \$12 million and assisted 14,000 low-income pet owners pay for veterinary care for their beloved pets. Since retiring from the OVMA, Doug continues to be active within the profession, facilitating strategic planning and governance projects for state, provincial and national associations across North America.

Amber McCoig, DVM, MPH



Dr. Amber McCoig is a Senior Veterinary Medical Officer, Science Policy, at US FDA Center for Veterinary Medicine (CVM). Dr. McCoig has been with the FDA for fifteen years beginning in the Center for Food Safety and Applied Nutrition (CFSAN). For the last decade, she has worked on veterinary public health policy issues for CVM with a focus on human food safety, drug residues, antimicrobial stewardship, and unapproved drugs. Dr. McCoig has served in various capacities for CVM including the Deputy Director for CVM's Division of Compliance.

Before coming to the federal government, Dr. McCoig worked in clinical veterinary practice. She earned a Bachelor of Science and Doctor of Veterinary Medicine from the University of Missouri and a Master's in Public Health from Johns Hopkins University with a focus on Public Health Policy Communication.

Lori M. Teller, DVM, DABVP (canine/feline), CVJ



Dr. Lori Teller is a graduate of Texas A&M University College of Veterinary Medicine (TAMU VMBS), and is a board-certified diplomate of the American Board of Veterinary Practitioners in Canine and Feline Practice. She has worked at Meyerland Animal Clinic for many years, starting at the age of 12. In 2018, Dr. Teller joined the faculty at TAMU VMBS as a Clinical Associate Professor. She is very passionate about her teaching role, as well as telemedicine and its utilization in the veterinary field. She and her colleagues were awarded a grant from the USDA to explore the role of telemedicine in veterinary education, and a grant from the Petco Love Foundation for a program to improve access to veterinary care for low-income, elderly pet owners in a rural Texas community. She has authored several articles on veterinary telemedicine, as well as many articles related to primary care services. Dr. Teller is currently the President of the American Veterinary Medical Association and has a monthly radio spot in Houston, Texas discussing veterinary care for dogs and cats. She continues to mentor veterinary students, graduate students, recent graduates, and rising leaders. She married her high school sweetheart, has a son, and several pets.

Jessica Vogelsang, DVM, CVJ



Dr. Jessica Vogelsang is a veterinarian, international speaker, bestselling author of *All Dogs Go to Kevin*, and Chief Medical Officer at AAHA. As the founder of Pawcurious Media back in 2009, she was one of the first veterinarians to explore how the internet was going to impact the profession and build community. In that time she reached hundreds of thousands of pet owners around the world, helped launch multiple veterinary brands, and created the Veterinary Telemedicine community in response to COVID-19. In addition to her work at AAHA, she currently sits on the boards of the Mark Morris Institute and the Veterinary Virtual Care Association.

Nicole Rogers



Nicole Rogers is a veterinary technician who has been working with animals for over 10 years and has been an animal lover and pet owner throughout her life. Her experience in the animal care field includes working with cats, dogs, and even wildlife. In addition to working in the traditional veterinary medicine field, she also has developed skills in alternative medicine for pets.

Nicole managed veterinary practices in the Philadelphia, Pennsylvania area, appeared on television and web series segments about pet care, and co-hosted a cat health radio show, all in addition to her volunteer work with local animal shelters and a wildlife rehabilitation clinic. On her own convictions, she even worked with park rangers to safely capture, rescue, and find homes for domestic animals illegally released in national parks.

Heather Prendergast, RVT, CVPM, SPHR



Heather Prendergast has spent over 30 years in the veterinary industry, with 20 years in small animal practice. She has taught several years for both veterinary technology and assistance programs and has authored the book *“Front Office Management for the Veterinary Team”*, now in its 3rd edition. Heather has also authored the book *“Review Questions and Answers for Veterinary Technicians”* that are preparing to sit for the VTNE, now in its 6th edition.

Heather is well known and lectures nationally and internationally and has authored several articles with the goal of developing leadership and culture in practices while employing appropriate team leveraging to increase efficiency and enhance the ‘flow of services’ in the veterinary practice. When she is not lecturing, writing, or consulting, she volunteers for industry groups, and serves as a Director for NAVTA, Secretary for the Pet Nutrition Alliance, and as Vice President for the Viticus Group (formally known as WVC) Board of Directors.

Jamie Rauscher, LVT



Jamie Rauscher is a Licensed Veterinary Technician from Atlanta. She is the Medical Manager of a large, 15 doctor GP/ER practice as well as part owner. Jamie is the current President of NAVTA as well as the Vice President of The GVTAA. Her interests include Emergency and Critical Care, Anesthesia, Pain Management, Euthanasia and Palliative Care and Client Communication. She is currently in process of pursuing her VTS in ECC. In her spare time, Jamie enjoys reading and spending time with her family.

Julie Noyes, DVM, PhD, MA, MS



Veterinarian and educational psychologist Dr. Julie Noyes is one of the leading educationalists working in academic veterinary medicine. As Director for Academic Affairs & Executive Director of the Spectrum of Care, she leads multiple initiatives focused on improving and advancing education in the veterinary profession.

Prior to joining the AAVMC, Dr. Noyes served as Director of Education at VetBloom, where she led the company's learning service focused on developing and implementing a variety of evidence-based educational strategies and designing competency-based courses and curricula for professional and academic programs. Dr. Noyes received her DVM from Colorado State University and her PhD in Educational Psychology from Washington State University. She also earned an MA in Education and an MS in Veterinary Science, both from Washington State University, and a BS in biology and environmental science from Oberlin College.

Kelly Cooper, DVM



Dr. Kelly Cooper is a Texas native with a DVM degree from Oklahoma State University. She works for an independent practice and is passionate about partnering with clients to keep their pets healthy for a long, happy life. At an industry level, she is an advocate for growing the profession and opening access to care through innovations including telehealth, license portability and the expansion of other professional roles.

In the community, Dr. Cooper serves on AVMA's Council on Veterinary Services and is a past-president of the Oklahoma VMA. She serves as a mentor and has taught classes on compassion fatigue and resilience to first-year veterinary students. She was a Rotarian for 15 years and was fortunate to be selected as Mars ambassador with Mission Rabies in India.

Dr. Cooper resides in Portland, OR, with her husband, four aging cats and a chiweenie. When not working or traveling, she can be found reading or out in her garden. She also loves ballroom dancing and scuba diving.

Jim Penrod, CAE, FASLA



Jim Penrod joined the American Association of Veterinary State Boards (AAVSB) in August, 2015 as its Executive Director. Prior to joining the AAVSB, Jim worked with state and provincial regulatory boards while employed with the Council of Landscape Architectural Registration Boards (CLARB), in Reston, Virginia, since 1991. Jim is a past chair of the Certified Association Executive (CAE) Commission and also served as a member of the examination committee for the program prior to his service on the Commission.

While at CLARB, Jim received the CLARB Presidential Recognition Award for outstanding and tireless service to the Council in its efforts to protect public safety and welfare through leadership and innovative strategic management of the profession's licensure exam. He was honored by the American Society of Landscape Architects when he was elected to be a Fellow of the association in 2010 for his leadership and management within the profession. In 2018, Jim received the Distinguished Association Executive Award from the Kansas City Society of Association Executives (KCSAE). Jim received the 2019 Innovation Award at the Veterinary Innovation Summit in recognition of innovative contributions to the veterinary profession.

David Andrews, PhD



Dr. David Andrews is CEO of the Australian Veterinary Association (AVA). He holds a PhD in Agricultural Chemistry (Uni Sydney), an MBA (Australian Graduate School of Management) and is a Graduate of the Australian Institute of Company Directors. After working as a scientist in the food industry, David managed the commercialization office at the University of New South Wales. He took on a role as COO of a medical research institute at the University of Sydney before becoming CEO of the Royal Australian and New Zealand College of Ophthalmologists, and CEO of the AVA for the past six months. David is married with three adult children. His wife is a trained Pharmacist, but now works in medical research. They have

two active dogs which, keep him fit. They like to travel, and are fortunate to have a weekend house about two hours' drive south of Sydney in a very popular rural area .

Nancy De Briyne, EBVS Specialist AW



Dr. Nancy De Briyne studied veterinary medicine in Ghent (Belgium), graduating in 1996. After working as a veterinary practitioner in Belgium and the UK, she works since 2000 for the Federation of Veterinarians of Europe (FVE) being currently Executive Director of the FVE.

In respect to medicines, she published papers on antimicrobials, antibiotic sensitivity testing and adverse events of medicines. She has been member of the Management Board of the European Medicines Agency representing the veterinary profession for 6 years.

She is also a diplomate of the European College of Animal Welfare and Behavioural medicine, subspecialty Animal Welfare Science, Ethics and Law and is member of the EU Platform on Animal Welfare.

Jost am Rhyn



Mr. am Rhyn graduated from business administration and economics in Switzerland. He has served for 37 years in CEO and Executive Director positions of national non-profit organizations in Switzerland and Canada; over 20 years were served as CEO of the Canadian Veterinary Medical Association and Registrar of its National Examining Board.

Prior to his involvement in the non-profit sector, Mr. am Rhyn worked for a Swiss insurance company and, subsequently, with a multi-national enterprise in a position involved in business organization and restructuring.

Mr. am Rhyn has served on the Boards of a number of organizations including, but not limited to, the Canadian Society of Association Executives (CSAE) and the Veterinary Medical Association Executives (VMAE).

Phil Goldberg



Phil Goldberg is managing partner of Shook, Hardy & Bacon law firm in Washington, D.C. and co-chair of its Public Policy Practice Group. He has over 25 years of experience on high stakes and high-profile liability-related public policy, public affairs, and public relations issues, and advises businesses and their trade associations on some of the most cutting-edge liability issues of the day. Phil has extensive experience as a litigator and author on issues involving Animal Law, Damages for Animal Injuries, and Legal Status of Animals. Since joining Shook in 2003, Phil has filed amicus briefs for many of the most influential trade and civil justice groups with courts at every level, from the U.S. Supreme Court to the U.S. Courts of Appeals

and state appellate courts, including cases involving animals and their legal status and non-economic damages. He received his law degree from George Washington University Law School, where he was Order of the Coif, and his bachelor of arts, cum laude, from Tufts University. He resides in Bethesda, Maryland, with his wife, three kids and their fun and energetic dog, Riley.



Scholarships

Thanks to the support provided by VMAE Strategic Initiative Partners, VMAE can offer four scholarships for VMAE | ThinkWORKS 2023. Two scholarships are available to VMAE members who would not otherwise be able to participate due to the association's limited operating budget. Two additional two scholarships are available for new professionals – members who are new to VMAE and/or new to the veterinary medical association setting. Each scholarship waives the meeting registration fee.

To be considered for a scholarship, please write a brief (1-2 paragraph) explanation of your desire to participate in VMAE | ThinkWORKS 2023 (and your financial need, except in the case of new professionals). Email your information to Tesha Hoff at teshahoff@vmae.org by close of business on Friday, March 17, 2023. Scholarship applicants will be notified promptly thereafter.

FAQs

What technology will I need?

For optimal experience we recommend participating from a desktop or laptop computer with broadband wired/wireless access. You will be able to connect to audio via your computer or a telephone. A webcam is suggested for the interactive components of the sessions as well as for the social learning activities. Zoom will be the primary software.

What happens after I register?

You'll receive a personalized link that provides access to:

- Pre-conference resources
- Live conference sessions and resources
- Recordings of sessions and chat streams available for on-demand access after the conference

How do I get the most out of a virtual conference?

Treat a virtual conference as you would an in-person conference with respect to your calendar and task load. Prioritize the time to be truly present in the experience, engage with the sessions and presenters, and use the chat and other networking tools regularly to connect with other attendees. Minimize distractions – when you're watching alone it's easy to "multi-task" and get distracted. Instead, try to reduce notifications, grab a notepad, and get ready to start learning! Attending the live virtual conference has huge benefits like interacting with other attendees and having your questions answered directly by the speaker. In addition, you will have on-demand access to sessions after the conference, so don't you don't have to worry about missing a slide or forgetting what the presenter said, just rewind and rewatch!

What are the key benefits of attending this virtual conference?

- You still get all the amazing information and insights from speakers
- You still get the opportunity to engage with your colleagues and partners
- You reduce the time and financial commitments required to attend in-person events

Thank you to our Strategic Initiative Partners

whose contributions allow VMAE to deliver world-class education and resources that help VMA executives create thriving organizations and provide effective leadership within the veterinary profession.

TITANIUM



PLATINUM



GOLD



SILVER



BRONZE





Name: _____

Association: _____

Position: _____ Cell Phone: _____

Email: _____

Shipping Address: _____

City/State/Zip: _____

Do you require assistance such as sign language interpretation or assistive listening device: _____

Dietary restrictions for the chocolate: _____

REGISTRATION FEES - REGISTRATION INCREASES BY \$200 AFTER MARCH 31

- VMAE Member Registration \$295
- VMAE Member Staff Registration \$395
- VMAE Strategic Initiative Partner*
 Partners receive attendance opportunities to VMAE meetings based on sponsorship level

PAYMENT INFORMATION

- Visa MasterCard American Express

Credit card #: _____ Expiration date: _____

Cardholder's name printed: _____ CVV #: _____

Cardholder's signature: _____

Billing address : _____

City, State/Province, Postal Code: _____

HOW TO REGISTER

- ONLINE: www.vmae.org
- BY FAX: 866-628-4856

Cancellations received on or before March 31 will receive a full refund less a \$50 administrative fee.
 No refunds will be issued for cancellations after March 31 or for no shows.

Register before March 31 AND SAVE \$200



**VETERINARY
MEDICAL
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VMAE exists to help VMA executives create thriving organizations and provide effective leadership within the veterinary profession.