Practice-Based Equine Clerkship  
Department of Large Animal Clinical Sciences  
VEM 5730 and VEM 5830

WRITTEN ASSIGNMENT

Clinical Practice/Business Management Assignment

The objectives of this portion of the written assignment are to gain an understanding of:

- How animal health care services are delivered in a private practice setting,
- How you, as a soon-to-be, new graduate should be thinking about marketing yourself for future employment. Using your PBEC practitioner(s) and staff as primary resources for information and discussion points, consider the following (Use Week ONE to initiate these discussions):
  - What is the overall description of the medicine and surgery in this practice? What species are treated, how is health care delivered (ambulatory only, haul-in, combination), what services are offered on a percentage basis (i.e. 50% preventive medicine, 20% repro, etc.) and how is practitioner’s time distributed?
  - Practice history and future goals: How has this practice evolved, what changes have been made and what is planned for in the future? How has community development and economics influenced the practice and the services that it offers?
  - How are personnel managed? Consider job descriptions, annual reviews, staff and professional development, supervisory roles, compensation decisions, hiring/firing, etc.
  - How is inventory for pharmaceuticals and medical supplies monitored and by whom? How are decisions made to purchase new equipment (based solely on economic/number of years for payback or other)? Evaluating an Equipment Purchase (Vet Economics on PBEC site) may be helpful to review. How are fees established and by whom? How often are they reviewed and what reasoning is used for increasing (or not) prices?
  - If this practice was going to hire a new associate, what would the written job description include? “Total compensation statement” from Vet Economics (on PBEC site) may be useful for review to uncover items to consider.

Week TWO: Incorporate the above discussion points and write an overall description of the practice including its daily operations, practice philosophy, style of communications with staff and clients, marketing ideas and practice ownership to include the rewards and challenges. Also note characteristics of the veterinarian(s) and/or staff that you observed that made them particularly effective in providing service to their clients, i.e. interesting methods used to diagnose a condition, novel or practical approaches to diagnostics/therapeutics or aspects of client communications that you found very effective. Include two or three suggestions that you think would add value to this practice and provide justifications for your suggestions. Understanding some of the aspects of running a business and what you have come to understand about marketing yourself as a new graduate, describe your approach to interviewing and negotiating for employment and include a paragraph describing yourself to a potential employer. This report should be approximately 2-3 typed pages. Please provide this report to your supervising veterinarian no later than the middle of WEEK TWO and ask them for their comments.

Having reviewed your practitioner’s comments, plan to finalize your report incorporating their suggestions. Once he/she has signed off on the report as satisfactory, submit this with your other material on the MONDAY following the end of your PBEC through https://projects2.ctrip.ufl.edu/pbec.