

# CVMA

## BIG IDEAS FORUM

DATE: September 13, 2018  
FROM: Diane Matt, Chief Executive Officer  
RE: BIG Ideas Forum | Fall 2018

### You're Invited!

CVMA will hold its BIG Ideas Forum | Fall 2018 in Colorado Springs on November 2-3, 2017. Join your colleagues as we explore a topic of vital interest to you and the profession, identify desired outcomes, and formulate action plans.

The BIG Ideas Forum is always engaging, energizing, and informative. Plus, you can earn four CE credits while helping chart the course of CVMA through your participation. An RSVP form is enclosed. Please register online or fax or scan/email your response to the CVMA office at your earliest convenience – but not later than Friday, October 26, 2018.

### At Issue

#### Taming the Elephant in Your Exam Room!

#### *Building confidence in discussing the cost of veterinary care while reframing how we convey value*

Join us as we consider communication strategies that can be used to address veterinary cost conversations and as we explore the true value of veterinary care. Dr. Jason Coe, a leading researcher and educator in the area of veterinary communications, will guide us as we explore the following questions:

- What is “value”?
- Do veterinary professionals and their clients perceive value in the same way?
- Are veterinary practices healthcare providers, businesses, or both?
- What makes cost conversations an elephant in most exam rooms?
- What are the benefits to the practice and the profession in attending to this elephant?
- What communication strategies can be used to tame this elephant?
- What role do written estimates or plans of care have in communicating the cost of veterinary care?

Supported by research, Dr. Coe's session will initiate a conversation that brings new light to our discussions of the cost and value of veterinary care. Through an interactive discussion and small-group breakouts, we will learn how to reframe your approach to discussing the cost of veterinary care in a way that aligns with clients' perception of value and that overcomes many of the common hurdles to discussing the cost of veterinary care.

### Our Issue Illuminator



#### Jason Coe, DVM, PhD

Dr. Jason Coe is an Associate Professor at the Ontario Veterinary College who holds a PhD in the area of veterinary communication. He is a faculty member in the Department of Population Medicine where he has established an active research program examining the human-animal bond as well as the role of interpersonal communications on the outcomes of veterinary care. He coordinates the clinical-communication curriculum across all four years of the veterinary program and is involved in teaching students about the relationships that exist between people and animals. Over the past decade, Dr. Coe has established an international reputation for his leadership in veterinary communications, primary-care veterinary education, and understanding the human-animal bond.

## Conference Fast Facts

### Location

The Mining Exchange

A Wyndham Grand Hotel & Spa

8 S Nevada Avenue

Colorado Springs, CO 80903-1802

Phone: 719-323-2000 | 877-999-3223

[www.theminingexchangehotel.com](http://www.theminingexchangehotel.com) for location information and directions.

The Mining Exchange Hotel is a restored historic boutique hotel. Built in 1902 as a stock exchange for local mining companies, this previous financial center has oversized windows, 12-foot ceilings, exposed brick, and gold accents to bring you back to the Gold Rush years but with decidedly modern touches. Each of the 117 guest rooms and suites offer custom granite desks, plush bedding, and two-person stone showers. It is a pet-friendly hotel that offers complimentary wi-fi, Fitness Center, Business Center, and onsite restaurants.

### Lodging

The CVMA BIG Ideas Forum Guest Room Rate is \$139 per night plus applicable fees and taxes (sales tax 12.75%). Dogs are permitted at \$50 per dog with a maximum of 2 dogs. Valet parking is \$9 for day use and \$15 for overnight.

**Rates are available until October 12, 2018 or until sold out.**

<https://www.wyndhamhotels.com/groups/gr/colorado-veterinary-medical-association> Book your room while group rates are still available!

**Minutes** – Please visit [www.colovma.org/commissions](http://www.colovma.org/commissions) after September 29 to download all the commission minutes from the BIG Ideas Forum | Spring 2018 in Denver.

**Agendas** – If you would like to place an item on an agenda, please contact your commission chair or chapter representative promptly. Commission chairs and chapter representatives should submit agenda items to the CVMA office by October 19. Visit [colovma.org/leadership/](http://colovma.org/leadership/) for contact info.

**Work Group Meetings** – If your committee or task force would like a room in which to hold a meeting on Friday afternoon, please contact Kara Basinger by October 19th and we will arrange a meeting space for you.

**Schedule** – Please see the enclosed schedule of meetings and events.

**Reception** – Please plan to attend our Welcome Reception on Friday evening at 5:30 PM. This reception provides a great opportunity to network with your colleagues as well as engage in conversation with interest groups and species groups. Light refreshments and a cash bar will be provided. Register in advance for the reception and receive one complimentary drink.

**Leadership Council Meeting** – The Leadership Council will convene on Saturday at 3:30 PM. Please note that CVMA officers, Chapter Representatives, Commission Chairs, Student Chapter Representatives, and appointed liaisons are invited to attend this meeting. (A commission chair may invite a committee or task force representative to be present at the Leadership Council meeting if clarification or explanation of a work group issue will be helpful to the group's discussions. In this case, please advise Kara Basinger.)



## **BIG Ideas Forum | Fall 2018 Agenda**

November 2-3, 2018

The Mining Exchange, Colorado Springs

### **Friday, November 2**

- 8:00 AM – 12:00 PM Board of Directors Meeting
- 1:00 – 4:30 PM Leadership Council Professional Development Workshop (*open to members of the CVMA Leadership Council only*)
- 2:00 – 4:00 PM *Power of Ten* Meeting
- 5:30 – 6:30 PM Welcome Reception

### **Saturday, November 3**

- 7:00 – 8:00 AM Registration and Continental Breakfast
- 8:00 AM – 12:00 PM **Issue Forum:** Breaking Down the Communication Barrier with Clients
- 12:00 – 1:30 PM Lunch and Leadership Council Liaison Updates
- 1:45 – 3:15 PM Commission Meetings\*  
Commission on Advocacy and Outreach  
Commission on Animal Issues  
Commission on Education  
Commission on Leadership
- 3:30 – 5:30 PM Leadership Council Meeting

**\*All attendees are welcome and encouraged to attend any of the Commission meetings:**

**Advocacy and Outreach:** Charged with ensuring CVMA is a reliable and trusted provider of science-based information about animal health and welfare, and that CVMA's voice is heard and respected in the legislative, regulatory, and public arenas.

**Animal Issues:** Charged with ensuring that CVMA identifies, examines, researches if needed, and distills information into knowledge about critical and emerging issues in animal health and welfare.

**Education:** Charged with ensuring that CVMA delivers compelling and high-value learning opportunities that educate and inspire members in the art and science of veterinary medicine.

**Leadership:** Charged with fueling CVMA with ideas that will foster a strong and dynamic membership base with active involvement and leadership in the parent and student associations.