



Open Door Certificate

Cost of Course = \$400 (full and partial scholarships available)

Pending RACE approval by the American Association of Veterinary State Boards (AAVSB) RACE Program #XXXXX, 10 CE hours

Approved for 1.0 CEU's for renewal of certification by the Association for Animal Welfare Advancement (AAWA) and **pending** for the Veterinary Hospital Managers Association (VHMA).

Course Coordinator

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Director of Online Learning for Open Door Veterinary Collective

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Please allow a minimum of 2 business days for a reply to e-mail messages.

Course Description

An on-demand, self-paced, online course that prepares students with the knowledge, values, and skills necessary to incorporate the Open Door business model into their practices. The course is intended for everyone on the veterinary-care team who works in a for-profit, not-for-profit, or hybrid setting. The Open Door veterinary practice model is shown to increase access to veterinary care for all clients while supporting clinics to remain profitable and increase the wellbeing and job satisfaction of staff. Successful completion of this online training can be followed by onsite consultations for those clinics that desire additional coaching for success.

Course Content

The course is organized into 10 interactive chapters, each taking approximately 60 minutes to complete (see **Course Schedule** below for detail). The lessons apply universal instructional design principles in order to be as accessible as possible for the diverse needs of learners and ADA compliant. Students must complete all of the activities in each chapter and pass a 5-question quiz at the end of each chapter in order to qualify for continuing education hours and receive a Certificate of Completion for the course. Students may also review the chapter content and retake the quizzes if needed to raise their scores.

Course Website

<https://opendoorconsults.org/>

Course Learning Outcomes

By the end of this course, students will be able to:

1. **KNOW:** Know that a profitable practice model can be built around offering a spectrum of treatment and payment options matched to the financial needs of diverse veterinary clients in order to retain existing clientele, serve more pets, and increase wellbeing and professional satisfaction of clinic staff.
2. **VALUE:** Appreciate how using Open-Door Guiding Principles can increase both staff and client satisfaction with veterinary services while providing the highest quality of care possible for pets.
3. **DO:** Use practical strategies that are equitable, inclusive, and serve a diverse clientele to increase access to veterinary care.

REQUIRED TECHNOLOGY

Computer with reliable, high speed internet access; your preferred web browser; video player with ability to play MP4 videos; speakers and/or headphones and working sound; PDF reader. Some of the course activities might work on mobile devices such as cell phones or tablets, but these technologies can be unreliable.

Course Schedule

Chapter 0: Start Here—Introduction (0 CE hours/Free)

Organizing Questions:

What is Open Door Certification?

How does this course work?

Take Away(s): Guiding Principles of Open Door Veterinary Collective, and Glossary of Open Door Vocabulary

Instructor(s): Aimee St. Arnaud, CEO Open Door Veterinary Collective

Chapter 1: Protecting Your Team from Unnecessary Pain (1 CE hour)

Organizing Questions:

Which concrete tools can we use to help us avoid moral distress while serving our clients, providing quality pet care, and remaining profitable?

How can increasing access to veterinary care help us increase our profit margin so we can provide an adequate wage for our veterinary care team?

Take Away(s):

Instructor(s): Jessica Dolce, MS, CCFE, and Lauren Smith, DVM

Chapter 2: Speaking so People Want to Listen (1 CE hour)

Organizing Questions:

How should we handle difficult conversations about treatment options and finances with our clients?

How can we make these conversations less judgmental and keep our staff from burning out?

Take Away(s):

Instructor(s):

Chapter 3: Barriers to Veterinary Care: Client Impact (1 CE hour)

Organizing Questions:

How do barriers to veterinary care impact our clients?

Why do our clients turn down our treatment plans?

Take Away(s):

Instructor(s):

Chapter 4: Barriers to Veterinary Care Impact: Practice Profitability and Well-Being (1 CE hour)

Organizing Questions:

How do barriers to veterinary care affect practice profitability and staff well-being?

Why are we frustrated and/or burning out?

Take Away(s):

Instructor(s):

Chapter 5: The Financially Friendly Practice (1 CE hour)

Organizing Questions:

How can we apply a financially-friendly veterinary practice model to our clinic?

Can we increase acceptance of our treatment plans without discounting?

Take Away(s):

Instructor(s): Suzanne Cannon, MS, MA, and Aimee St. Arnaud, CEO

Chapter 6: Spectrum of Payment Options (1 CE hour)

Organizing Questions:

How can we apply a spectrum of payment options to help clients overcome a variety of financial barriers?

How does providing a spectrum of options help our clients and maintain clinic profitability?

Take Away(s):

Instructor(s):

Chapter 7: The Spectrum of Care Approach (1 CE hour)

Organizing Questions:

Can we meet the standard-of-care while offering a spectrum of treatment options?

Is there more to veterinary medicine than the “gold standard of care?”

Take Away(s):

Instructor(s): Kate Boatright, VMD and Stephanye Quinn, DVM

Chapter 8: Choosing the Relationship Standard (1 CE hour)

Organizing Questions:

How does creating trust with our clients increase the perceived value of veterinary services and promote acceptance of treatment plans?

Why can't we just work with all of our clients in the same way?

Take Away(s):

Instructor(s):

Chapter 9: Efficiency of Practice (1 CE hour)

Organizing Questions:

How can we increase our practice's efficiency so we can serve more clients with less stress?

How can we serve more clients if we are already working this hard?

Take Away(s):

Instructor(s):

Chapter 10: Building Partnerships (1 CE hour)

Organizing Questions:

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How can we develop community partnerships to provide a safety-net for those that we cannot serve?

Do we have to do this alone?

Take Away(s):

Instructor(s):

Chapter 11: Don't Stop Here! (0 CE hours)

Organizing Questions:

How do we get RACE CE credits for this course?

How does our veterinary practice become Open Door Certified?

Getting 1:1 mentorship

Take Away(s):

Open Door Access Checklist for your clinic

Sign up your practice on PethelpFinder.org

Instructor(s):

BONUS Chapter 12: Open Door Journal Club (0 CE hours)

Organizing Questions:

What does published research say about using Open Door practices?

How can you participate in ongoing research about effectiveness of Open Door practices?

Take Away(s):

Instructor(s): Heather Cammisa, MA

Heather Cammisa, MS, CAWA

OVERVIEW OF GRADING

EXPECTATIONS AND POLICIES:

Instructional Policy:

Attendance:

This course is self-paced, and taught on-demand, asynchronously so no real-time attendance is required. However, there will be optional opportunities within the course to meet synchronously with your classmates and instructors to develop a community of learners and to ask questions.

Class Participation:

Students are expected to constructively join in online discussions, complete online assignments with appropriate preparation, and to interact professionally with their classmates and instructors.

Performance Expectations:

Students are expected to participate regularly in the online chapters.

Due Dates and Late Submissions:

This course is self-paced and designed for working professionals like yourself. There are no hard due dates. However, you will only have 90 days to access the course once you are enrolled.

Grade Changes:

Grades will be changed only when a grading error has been made. If you think an error has been made, you should contact the Course Coordinator as soon as possible.