



Sept 1, 2017

Dear Jeff;

On behalf of the Minnesota Veterinary Practice Manager Network, we are writing to express our disappointment that there have been no attempts to rectify the situation regarding your practice managers program and the nomenclature and target audience of the program.

At our meeting, we expressed our concern that the program was being marketed as a replacement service for professional Practice Managers who cost too much. The description of your program still states:

Consider This



After benefits and tax contributions, a practice manager with a salary of \$55,000 shows a total cost of employment around \$68,000.

The Practice Manager Program can provide management support for as little as *one-third of this cost*. You won't need to worry about benefits, tax contributions or any of the other costs and effort of hiring an employee. You won't need to worry about doing it yourself by taking time away from patients (and losing revenue) and you won't need to worry about delegating it to support staff (that doesn't want to do it).

Bonus: To show you how confident we are in this program and the benefits you will experience, there are no long-term contracts

(Source: Screenshot from VHA website 8/28/17)

Nowhere on the site does it state that this program is "administrative support" and geared toward small clinics who may only need one or two services. Thus we are left to assume that you are appealing to every veterinary clinic owner in an attempt to discredit our profession as being irrelevant and too costly.

To promote this as a Practice Manager Program is not only disingenuous, but also disrespectful to the hundreds of practice managers across the state. This is an essential position to most veterinary practices, and the qualities by which managers are hired to support practices far exceed managing financial details of a practice. To make the differentiator about money negates the tremendous amount of relationship building, team building, and educational opportunities that we as managers bring into our staff on a daily basis.

We met with you in good faith and felt that after our meeting you had an understanding of our position and why this is problematic. We've worked for 25+ years to get our contributions and accomplishments recognized as the professionals we are.

We are returning your \$500 sponsorship because your organization is clearly working against the MN VPMN.

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