## WVMA Strategic Plan

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## Mission: To advocate and promote veterinary medicine, while enriching animal and human health.

### The WVMA Commitment: Integrity, Compassion, Community, Well-Being

Integrity: The WVMA is committed to a set of professional and ethical principles to do what is right, for the right reasons.

Compassion: The WVMA is committed to promoting and supporting compassion towards people and animals.

Community: The WVMA is committed to being a responsible community citizen.

Well-Being: The WVMA is committed to caring for one another, the public, clients and patients.

**Critical Issues:**

* Ensuring the viability of veterinary medicine (financial well-being)
* Enhancing veterinary medicine’s image
* Leading the animal welfare discussion with the Wisconsin public
* Establishing the WVMA as a member’s primary information source
* Protecting public health and responding effectively to animal health emergencies
* Pro-actively addressing public policy challenges facing Wisconsin veterinarians
* Setting educational expectations for the veterinary profession

WVMA meeting 4-27-11

District reports: Many clinics seem to be level or a few percentage decrease in revenues. The Milwaukee VMA meets monthly and has been experiencing great attendance for its CE meetings. Waukesha VMA meets at the Webster office in Pewaukee. They have dental suites for people and designing for Animals.

WVMA meeting with WVTA leadership to aid them in moving forward with organization, planning, and managing since there are few members playing these roles. WVMA staff is helping with convention planning, possibly billing, and will be used as a permanent mailbox address. Have about 400 members.

Impromed was purchased by Butler Schein, who also owns Avimark

New Federal Budget will result in losses of dollars for the Wisconsin Dept of Ag, Trade & Consumer Protection (estimated 7-8MM which is 30% Fed dollars for ear-marked programs) and they are working closely with WVMA to identify key programs and areas to lobby for continued financial support. Most of these issues revolve around crop production and dairy. We will still receive Federal dollars but the decreased amounts available will affect the programs supported. WVMA has developed materials for large animal veterinarians to disseminate to producers in matters regarding food safety, meat/milk residues, raw milk, etc. Opportunities will develop in the areas of international trade and production management due to the rapidly growing populations of China, India.

Many efforts by the WVMA to integrate with various legislative bodies to deal with meat and milk residues, and regulatory agencies overseeing veterinary practice.

WVMA Investments: WVMA uses Johnson Bank Advisory Service. Gave a review of the current economic situation. Most of the invested funds of the WVMA is in various term bond mutual funds or treasury notes with PIMCO or Metropolitan West Funds. The portfolio is currently valued at $618K. Historical return over the past 7 years these funds have been managed with Johnson group is roughly 5%. The WVMA Executive Board has voted to move a small portion of our Bond investments into equity funds as a hedge against future inflation.

Veterinary Examining Board & Professional Ethics matters: There are efforts to further define the Scope of Veterinary Medical Practice. The WVMA is dealing with more clearly defining what falls under the category of unlicensed practice (“lay practice”). Our goal is to better define which procedures may or may not be accomplished by the non-veterinarian (CVT, paraprofessional, etc.) regarding dental procedures, alternative medicine, therapies, and to stop those performing veterinary practice procedures without a veterinary license. These include scope of supervision by the veterinarian, and the scope of veterinary medical procedures that may be done by the Certified veterinary technician. WVMA is attempting to allow CVTs to increase their scope of responsibility.

Note: Questions and inquiries regarding illegal practice concerns should be directed to Veterinary Examining Board.

Informed consent: There have been comments in the past about confusing or conflicting messages regarding the informed consent laws. Every case that is reviewed by the VEB is screened for documentation within the medical record of informed consent. WVMA is investigating the possibility of developing a video that educates its members on the informed consent policies and guidelines so that a consistent message is delivered. It was mentioned that there are other professions dealing with these issues as well.

The Informed Consent regulations direct that discussions regarding any questions clients may have regarding medical options , treatment plans, diagnosis, or medications must be between client and the DVM.

UWSVM/State VDL The Legislature will soon be voting on a budget for the UW System. The Badger partnership as proposed by the UWSVM provides one plausible option that will help continue provide vital funding for the UWSVM and WVDL. Further information regarding this may be found at: Please feel free to provide your opinion or feedback. Information about the new Badger Partnership/Public Authority is available at: [http://budget.wisc.edu](http://budget.wisc.edu/).

A side-by-side comparison of the New Badger

Partnership/Public Authority and the UW System proposal is

available at: <http://budget.wisc.edu/wp-content/uploads/2011/04/WIP-NBP-at-a-glance-0407112.pdf>

Future Presidential candidates for WVMA. If you know of someone who is a great candidate for the position of President of the WVMA please feel free to pass along the information to the WVMA. The nomination committee has in the past internally developed such nominations but the Executive Board has elected to make this process an open one in the future.

Public Relations Advocacy: Recently all member clinics were informed about the NBC co-sponsorship initiative for developing public awareness of the value of veterinary medicine to the public. There was little or no interest for a cooperative effort in any particular market to develop a WVMA sponsored public awareness campaign. The WVMA had hoped to support a consistent unified marketing effort that would be shared amongst colleagues in a particular market. Due to lack of interest this initiative will need to be tables, perhaps to be revisited again in the future.

AVMA has a nice coloring books, available on their website that may be a nice addition to your office. The WVMA is working on developing one at the current time. Their book will incorporate veterinary technicians as characters. There is a travelling display that is available for use by local associations, however it is currently being updated. There is a client e-newsletter that WVMA has developed and updated, and this is available to include with your social media links or to tap into as a resource for your own newsletters. Please contact Sarah at the WVMA for further information.

The Veterinary Examining Board has received nominations for new members but there remains an opening for the addition of a public member. If you have someone in mind they could apply through Gov. Walker’s webpage.

There are several area informational meetings that will educate the membership on regulations regarding dog licensing and inspection. A meeting in the Pewaukee area is scheduled to be held May 11, 2011. Flyers were mailed to the entire membership. Please contact the WVMA for further information.

Wednesday June 8, a celebration of 250 years of veterinary medicine will be held in Madison where the Wisconsin legislators will tour the veterinary school and the new tomotherapy center.

There are some benefits that WVMA members may take advantage of, including Staples discounts on products purchased through Staples, Avis car rentals, and payroll services. Look for more information in an upcoming newsletter.

A presentation, produced by the WVTA, was shown that focused on the utilization of the veterinary technical staff. The WVMA aims to post this power point presentation on the WVMA website as an instructional piece designed to help the veterinarian understand what services the CVT is capable of and legally allowed to perform. The aim is to optimize utilization of the CVT as a valuable clinic resource.

WVMA Annual Business meeting will be held Saturday afternoon this year, 4PM following the educational presentations. In the past this meeting was a luncheon meeting and there was a large break between the morning and afternoon educational sessions.

Submitted

Pete Gaveras

District 1 representative

WVMA Executive Board