

Turning Downturns into Opportunities: Motivating Teams & Maximizing Impact During Slower Times

Jodi Michaelson, BS, CVPM

July 8, 2025

J-Bar Sportsman's Lodge, 32798 Hwy 11, Buras, LA 70041

Description:

It is no secret that veterinarians across the country are seeing a decline in client visits and patient volume. Rather than viewing this as a setback, this session explores how to turn extra time into a valuable asset. Attendees will examine current market trends and uncover practical strategies to enhance patient care, increase revenue, and strengthen team engagement. Learn how to uncover what drives your team, coach them effectively, and empower them to educate clients on products and services that improve pet health and promote compliance.

Learning Objectives:

- Understand current market trends impacting the veterinary industry
- Identify effective strategies to maintain healthy profit margins
- Discover what motivates your team and how to tap into it
- Learn proven coaching techniques to boost team performance and client education

Bio:

Jodi obtained her certification in veterinary practice management (CVPM) designation from the Veterinary Hospital Manager's Association (VHMA) in August 2015 and holds a Bachelor of Science from Louisiana State University (1996). With over 34 years of experience in the veterinary field, Jodi has served in a variety of roles- including veterinary assistant, receptionist, hospital manager, and as an executive coach, where she helped veterinary teams advance their practice to the next level. Most recently, Jodi has been a territory manager with Boehringer Ingelheim Animal Health in the Lafayette and Baton Rouge areas.

Jodi was appointed to the Southwest Veterinary Symposium Continuing Education Program Committee in 2021 where she continues to shape and plan educational content for the Practice Management track. Jodi has a proven track record of motivating veterinary teams to improve their efficiency, achieve their goals, and enjoy practice life. She has a passion for teaching and is ready to help you and your veterinary team reach your full potential.

Jodi lives in Baton Rouge, Louisiana with her husband, Freddy, miniature schnauzer, Gabrielle and her Border Collie, Quinn. When she is not supporting veterinary teams, she enjoys riding and showing her horse, May, working in her flower beds, bird watching, and being outdoors.