AVMA veterinary leadership conference

the HOD

PLENARY SESSION

January 5, 2018
Dr. Janet Donlin
AVMA CEO

CEO UPDATE
this is our
PASSION

this is our
PROFESSION
a membership milestone

91,000

The largest year-over-year increase in the last nine years
SUCCESS EQUALS PROVIDING MEMBER VALUE AND EXCEEDING MEMBER EXPECTATIONS
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culture of collaboration & focus on relevancy in action
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- wisdom, experience, vision of volunteers & key stakeholders
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- skills, character, commitment of AVMA staff
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SUCCESS EQUALS PROVIDING MEMBER VALUE AND EXCEEDING MEMBER EXPECTATIONS

detailed goals & action plans

- skills, character, commitment of AVMA staff
- wisdom, experience, vision of volunteers & key stakeholders
- culture of collaboration & focus on relevancy in action
SUCCESS EQUALS PROVIDING MEMBER VALUE AND EXCEEDING MEMBER EXPECTATIONS

delivering member value & exceeding expectations
detailed goals & action plans
  skills, character, commitment of AVMA staff
  wisdom, experience, vision of volunteers & key stakeholders
culture of collaboration & focus on relevancy in action
Dr. Kevin Dajka & Dr. Jen Brandt

MEMBER VALUE & WELLBEING
2018 strategy

DRIVE LIFELONG MEMBERSHIP

3 key strategies

1) student & recent graduate value
2) enhance AVMA member engagement
3) wellbeing, diversity & inclusion
student & recent graduate value

**DRIVE LIFELONG MEMBERSHIP**

student & recent graduate focus

- key demographic 18% that are “at risk”
- utilize our market research
- focus on three key areas
- microsite development
- coordinated communication plan
engage membership

**DRIVE LIFELONG MEMBERSHIP**

enhance the ability of members to engage

- group & national practice membership
- payment strategies for members
- segmentation, contact & professional
- communicate value to AVMA members
wellbeing, diversity & inclusion

**DRIVE LIFELONG MEMBERSHIP**

addition of Dr. Jen Brandt

nationally recognized leader

2018 outreach & partnership development

Dr. Jen Brandt

DIRECTOR OF WELLNESS & DIVERSITY INITIATIVES
building on the work of tremendously dedicated colleagues and a fully committed organization!
the AVMA is a nationally recognized leader in promoting the health, wellbeing, diversity and inclusion of veterinary professionals in nine dimensions: emotional, career, social, financial, intellectual, spiritual, physical, creative and environmental.
WELLBEING DIVERSITY & INCLUSION

OUTREACH 2018

- WVLDI
- RCVS Webinar
- VMX
- Midwest
- AAVMC Leadership Academy
- WVC
- SAVMA
- Tuskegee Symposium

- Iverson Bell Summits
- Chicagoland Wellness
- AAVMC Healthy 100
- AVMA Convention and VLC
- SACNAS
- FFA
- AABP
healthy 100

annual health & wellbeing summit
joint effort between AAVMC, Zoetis & AVMA
April 15–17, 2018

wellbeing steering committee efforts
targeted resources for early career “first five”
implementation of D&I scorecard for AVMA projects
leadership training and development resources
practitioner resources
- suicide prevention & aftermath
- interviewing guidelines
- safety in the workplace
ENTERPRISE DATA MANAGEMENT
innovate through

DATA MANAGEMENT & INTELLIGENCE

commit to understanding wants, needs, behaviors and motivators so we can accelerate desired outcomes

- our members
- non-members
- partners, competitors

AVMA
American Veterinary Medical Association
innovate through

DATA MANAGEMENT & INTELLIGENCE

commit to learning/knowing more about our members
- more complete member profile information
- collecting the right information about our members
- measuring member engagement
innovate through

**DATA MANAGEMENT**

& **INTELLIGENCE**

deliver customized member benefits, tailored services and products

enable better decision-making through data analytics
innovate through

DATA MANAGEMENT & INTELLIGENCE

data powers what we do

we need to do it
we need to keep it
we need to optimize
Dr. Mia Cary

STRATEGIC ALLIANCES & PROFESSIONAL DEVELOPMENT
a commitment to
LIFELONG LEARNING

enhance a rewarding and profitable veterinary career by providing resources that advance the scientific acuity & education of veterinarians

- professional development
- strategic alliances
- collaboration
- innovation
- deliver on member value

Member Value

Lifelong Learning

AVMA
American Veterinary Medical Association
a commitment to

LIFELONG LEARNING

our 2018 commitments to you

new partnerships to expand our support for the profession

relevant, practical & fun education and resources

leadership
communication
practice onboarding & team-building
financial literacy
telehealth
wellbeing
animal welfare
a commitment to
LIFELONG LEARNING

AVMA Convention 2018
Denver July 13-17
AVMA convention 2018 objectives

Enhance convention CE

Operations:
- Destination
- Increasing attendee F & B

Events:
- Exhibit hall reception
- Concert held offsite

Improve attendee experiences

Increase speaker honoraria
- Adjust interactive lab model
- Niche CE
AVMA convention CE highlights

- disasters
  - wildfires
  - hurricanes
- controversial
  - cannabis
  - animal welfare
- antimicrobials
  - VFD
a commitment to
LIFELONG LEARNING

AVMA convention event highlights

Friday
- meet-the-experts round-table
- alumni receptions

Saturday
- keynote: Shiza Shahid
- young professionals event
- exhibit hall opening
- technician appreciation event

Sunday
- concert: announcement soon!

Saturday
- exhibit hall reception NEW!
CVMA proposal

- goal is to build a strong relationship with local VMA in effort to support each organization’s convention
- create a revenue-share program to help subsidize any lost revenue opportunities caused by the AVMA convention happening in that state
Dr. Gail Golab

PROFESSIONAL POLICY & PRACTICE
PROFESSIONAL POLICY & PRACTICE

Policy provides:
- guidance and support for veterinary practice
- direction for resources and products
- foundation for advocacy

and addresses issues that:
- cross the profession
- are timely
- are member-focused
- have AVMA best positioned to lead
advance

PROFESSIONAL POLICY & PRACTICE

retain antimicrobials, fight resistance
- speak with one voice on stewardship
- resources that apply core principles in practice

telehealth & telemedicine
- policy (HOD, July 2017)
- AVMA-AAVMC-AAVSB agreed statement
- pilot for underserved population
- toolkit to assist use in practice
animal welfare education
- students: animal welfare assessment contest
- faculty: model syllabi
- veterinarians: convention CE in partnership with ACAW

humane endings
- new guidelines on depopulation
- update guidelines on euthanasia
- second Humane Endings Symposium (November 2–4, 2018)
disaster preparedness and response

- AVMA in new role
- coordination and resource development
- develop training to address a critical gap
- business continuity

...and, for 2017, thank you!
- board of directors, house of delegates, state and allied VMAs, staff
- AVMF
the key to our success is OUR VOLUNTEERS

we want volunteers to

be fully engaged in efforts to deliver member value

feel they receive a solid return-on-investment of their expertise and time

enjoy their time as a volunteer

in 2018 improve onboarding to fully align our entities’ efforts with our member-focused strategy
VIF contributes to policy

- we can’t satisfy members if we don’t know what they want
  - surveys, member inquiries, environmental scanning
  - VIF
- resources and advocacy on VIF topics
  - cannabis
    - what we know, what we don’t help for communicating with clients
  - opioid epidemic
    - veterinarians as part of solution resources for state VMAs and veterinarians
policy begets advocacy

offshore licensing

  assuring veterinary oversight of the health of offshore aquatic populations

MVPA

  Council on Veterinary Service Working Group
  member comment opportunity in 2018
the power of

GOVERNMENT RELATIONS

federal advocacy
updates & talking points
state & allied organizations
grassroots

AVMA PAC
the power

POLITICAL ACTION COMMITTEE

Member Value

Advocacy

$312,595

$140,458


#1957 #1542
The power of the **POLITICAL ACTION COMMITTEE**

### 2018 PAC communication strategy

**education**
- Increase awareness among AVMA members using materials that educate and make the value proposition

**engagement**
- Reach AVMA members using a variety of communication methods and provide them with feedback about how their money is used to their advantage

**solicitation**
- Recognize and thank members for participation, and make it easier and more convenient to contribute
the power of POLITICAL ACTION COMMITTEE

Total Federal and State
- Republican: 53%
- Democrat: 44%
- Other: 3%

Federal Senate
- Republican: 54%
- Democrat: 44%
- Other: 2%

Federal House
- Republican: 50%
- Democrat: 47%
- Other: 4%
the power of POLITICAL ACTION COMMITTEE

2018 PAC goals

$171,000

#1,550 contributors
Angela Roberts

AVMA BRAND & TELEHEALTH TOOLKIT
the role of of

MARKETING & COMMUNICATIONS

engage members and potential members
communicate the value of membership and our commitment to members
promote AVMA, profession and the role of veterinarians
drive awareness of member resources
improve timeliness of communications
coordinate and manage communications to members
telehealth toolkit

MARKETING & COMMUNICATIONS

OBJECTIVE
- provide education to members on telehealth
- provide tools to build telehealth into your practice

TIMING
- July 2018: launch of full toolkit
- January 2018: components now available on avma.org:
  - telehealth definitions
  - VCPR requirements
  - steps to build telehealth into your practice
  - descriptions of service models
  - case study

explore the toolkit today at www.avma.org
give us your feedback: avmatelehealth@avma.org

we also have a telehealth session on Sunday at 8:30am, so please be sure to join us!
this is our
PASSION
this is our
PROFESSION
Dr. Janet Donlin
AVMA CEO

CEO ANNOUNCEMENTS
the Trust unification of

AVMA | PLIT & AVMA | LIFE

soon to be providing

A STRONGER MEMBER EXPERIENCE

ONE SINGLE RESOURCE FOR YOUR PERSONAL & PROFESSIONAL NEEDS
NEWLY FORMED UMBRELLA TRUST

seven trustees will be appointed to the new umbrella trust
  up to two trustees from AVMA PLIT
  up to two trustees from AVMA LIFE
  three new trustees will soon be appointed

these same seven will serve as the trustees on the Board of AVMA LIFE and
the Board of AVMA PLIT in the interim

trustees who have served on the boards of AVMA LIFE and AVMA PLIT who
will not serve on the umbrella trust will be involved on an advisory panel
strategic focus for year one

items to note in the short term

the newly formed trust will be exploring valuable products and services, including a BUNDLING OF PRODUCTS to provide a suite of services—all supported by EXEMPLARY CUSTOMER SERVICE

policyholders will see no changes to their policy due to the unification

the goal is to provide a better member-focused resource for the profession
Dr. Janet Donlin
AVMA CEO

CEO ANNOUNCEMENTS
a new partnership between the

**VETERINARY MEDICAL ASSOCIATION EXECUTIVES (VMAE)**

and the

**AMERICAN VETERINARY MEDICAL ASSOCIATION (AVMA)**
the AVMA will offer **ASSOCIATION MANAGEMENT SERVICES** to the VMAE beginning January 1, 2018

this partnership will join together **THOUGHT LEADERS, INFLUENCERS** and other **STRATEGIC PARTNERS**, adding the opportunity to reach a greater number of veterinarians in unique and meaningful ways
Ralph Johnson  
VMAE, Chief Executive Officer  
AVMA, Director of Special Projects  

joining the AVMA on January 1, 2018

will remain CEO of VMAE

will assist the AVMA with initiatives focused on delivering high-quality products and services to members
Deloris Green

VMAE President

Ralph Johnson

VMAE CEO
Dr. Arnold Goldman
AVMA TREASURER

TREASURER’S REPORT
AVMA continues to have strong financial health.

AVMA net assets have grown and continue to grow:

- strong member growth (91,050+ members)
- robust investment revenue and growth
- increased non-dues revenue
AVMA continues to have strong financial health.

Net assets ($)

- $10,000,000.00
- $20,000,000.00
- $30,000,000.00
- $40,000,000.00
- $50,000,000.00

AVMA continues to have strong **FINANCIAL HEALTH** growth.

<table>
<thead>
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<th>Year</th>
<th>Net Assets</th>
<th>Investments</th>
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<tbody>
<tr>
<td>2009</td>
<td>0.00%</td>
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</tr>
<tr>
<td>2010</td>
<td>30.00%</td>
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<td>2011</td>
<td>60.00%</td>
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<td>2017</td>
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what does this mean for AVMA members?

demonstrable value for our membership

growing non-dues revenue through programs members value & that have a high return on investment

example: the Veterinary Career Center

innovations under consideration include

flexible dues payment options
corporate dues structure

prudent investment in programs, initiatives, strategic alliances and the members themselves

example: disaster support including Business Continuity resources
disaster support including Business Continuity resources
example: wellbeing support & resources

continued adherence to sound fiduciary policies
a bright AVMA future