

DAY EMERGENCY AND MANAGEMENT/HUMAN RESOURCES

The objective of this rotation includes a continuation of those for Overnight ER, but also includes an overall goal of improving communication. To gain this knowledge, the students will be matched part of the time with the Daytime ER doctor and focus on communication with the referring veterinarians as well as pet owners. The shift is from 7:30am to 5pm. Time will also be spent with members of the office staff, with whom, they will be exposed to:

- Customer Service for both our clients, owners and referring veterinarians
- Marketing a specialty clinic with both its uniqueness and particular precautions.
- Marketing techniques to include social media and Google searches
- Aspects of Human Resources including hiring and firing (do's and don't's) FMLA, ACA, and scheduling
- Inventory Management, coding of invoices and setting of fee structure
- Finances, leases
- Staff training
- Medical Record Auditing

On Tuesdays, students had the opportunity of paring with an Oncology, Dermatology or Dentistry Specialist; however, Daytime ER and the Front Office shall be the priority depending upon case load among other factors.