## Postgraduate Certificate

Finances for Veterinary Center Management

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## Postgraduate Certificate

## Finances for Veterinary

Center Management
" Modality: online
» Duration: 6 weeks
» Certificate: TECH Technological University
» Dedication: 16h/week
» Schedule: at your own pace
" Exams: online

## Index



## 01 <br> Introduction

The management of finances is an essential task to be carried out by the manager or director of the veterinary centers, since a mistake in this task can jeopardize the success of the company. In this program, TECH gives professionals the opportunity to learn in depth how financial plans should be
carried out in order to achieve professional success.

We offer you the most comprehensive training on the market to bring the business management side of your veterinary center to the same level as the clinical and sanitary practice, offering your clients the highest quality in both services"

## tech 06 |Introduction

In any veterinary center, however small it may be, there are movements of financial figures, and also of other kinds, such as number of patients, visits, clients, etc. It is essential to manage and control all these aspects at all times, since the quality and timing of business decisions depend on it. In other words, the success and survival of the business depends on it.

The manager or director of the veterinary center has to correctly interpret the numerical data, trends and results. To this end, this program will work with a tool known as the financial scorecard.

Thus, specialized knowledge is developed in the use of this tool in its version adapted to veterinary centers. This tool provides valuable information about the company's productivity, in such a way that each of the indicators provides information about a specific situation related to the business activity. The director or manager of the veterinary company will be able to interpret them as a whole in order to make the best decision at all times.

The data provided by these indicators are called Key Performance Indicators or KPIs. One of the most creative and perhaps most complex tasks of the manager is to select those KPIs that will best help them to interpret the current situation of their company.

In addition, the most important financial concepts for a veterinary center, whether it is a small practice or a large hospital, are developed in this course, reinforced with practical examples for their understanding. In this way, a systematic work methodology will be developed to be implemented in the real business activity, in such a way that the manager will be able to make the most suitable business decisions at any given moment.

At present, one of the main problems affecting continuing postgraduate specialization is its compatibility with work and personal life. Current professional demands make it difficult to achieve quality, specialized training in person, so the online format will allow students to combine this specialized training with their daily professional practice, without losing their connection to their training and specialization.

This Postgraduate Certificate in Finances for Veterinary Center Management contains the most complete and up to date educational program on the market. The most important features include:

- The development of case studies presented by experts in veterinary centers
- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional development
- Latest innovations in financial management in veterinary centers
- Practical exercises where the self-assessment process can be carried out to improve learning
- Special emphasis on innovative methodologies for financial management in veterinary centers
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection work.
- Content that is accessible from any fixed or portable device with an Internet connection.

The managers of veterinary centers must have extensive skills in the financial management of the company"

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> Immerse yourself in this high quality educational training, which will enable you to face the future challenges within the management of veterinary centers"

Its teaching staff includes professionals belonging to the field of management and adminnistration of veterinary centers, who bring to this training the experience of their work, as well as renowned specialists from reference societies and prestigious universities.
Its multimedia content, developed with the latest educational technology, will enable the professional to
contextual and situated learning, i.e. a simulated environment that will provide immersive learning
immersive learning programmed to train in real situations.
This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative system of interactive videos made by renowned and experienced experts in Finances for Veterinary Center Management.

This program has the best didactic material, which will enable a contextual study that will facilitate your learning.

This 100\% online Postgraduate Certificate will allow you to combine your studies with your professional work while increasing your knowledge in this field.

## 02 <br> Objectives

The Postgraduate Certificate in Finances for Veterinary Center Management is aimed at facilitating the professional practice of veterinarians with the most innovative advances in the industry.

Objectives|09 tech

Our goal is to achieve academic excellence and to help you achieve professional
success as well"

## tech <br> 10 | Objectives

## General Objectives

- Examine the financial concepts necessary to successfully run a veterinary center.
- Develop the financial tools to manage a veterinary practice
- Identify and evaluate the behaviors and consumer trends of the clients of a veterinary center
- Compile the data necessary to generate a financial scorecard
- Designing, generating and interpreting the results of a financial scorecard

Give your career a boost with this complete
Postgraduate Certificate"



Objectives|11 tech

## Specific Objectives

- Identify the fixed and variable business costs in a veterinary center
- Define the commercial margins of the services and products offered in a veterinary center
- Effectively manage the product stock in the warehouse
- Evaluate the sales ratios in a veterinary center in order to analyze the consumer behavior of its users
- Analyze the point of balance of business activity
- Examine the different indicators that can be generated from business activity in a veterinary center
- Analyze and evaluate the different indicators to select those that will be key in the management of a veterinary center and the costs of different services provided in a veterinary center
- Use financial tools to control the cash flow and budgets of a veterinary company
- Analyze and interpret the income statement and balance sheet of a veterinary center
- Propose valuations of companies in the veterinary health center sector


## 03

## Course Management

The program includes in its teaching staff leading experts in Veterinary Center Management and Administration who bring their work experience to this training. They are world-renowned professionals from different countries with proven theoretical and practical professional experience.

## Course Management| 13 tech

We have the best teaching team, who have years of experience and who are determined to transmit all their knowledge about this sector"

## tech 14|Course Management

## Management



## Mr. Barreneche Martínez, Enrique

- Graduated in Veterinary Medicine from the Complutense University of Madrid in 1990.
- Director of the consulting firm VetsPower.com, a business consulting firm dedicated exclusively to veterinary health centers for pets.
- Vice-president of the provincial employers' association of the veterinary sector of Alicante, AEVA, and treasurer of the Confederation of Employers of the Veterinary Sector in Spain (CEVE).
- Co-founder of AVEPA's Management and Administration Working Group (GGA), of which he was chairman between 2011 and 2013.
- Own business experience. Founder and owner of the Amic Veterinary Center in Alicante from 1991 to 2018, transferred to dedicate himself exclusively to business management within the sector of veterinary health centers for pets.
- Author of the books on business management in veterinary centers "¿Quién se ha llevado mi centro veterinario?" (2009) and "¡マa encontré mi centro veterinario!" (2013)
- Co-author of two books and author of specific chapters in other publications for the training of Veterinary Clinic Assistants (VCA)
- Speaker in several courses and workshops on business management of veterinary centers, both in classroom and online, both in Spain and abroad.
- Since 1999, he has given numerous conferences, courses and webinars for auxiliary personnel of veterinary centers.


## Course Management|15 tech

## Professors

## Mr. Martín González, Abel

- Degree in Veterinary Medicine from the Complutense University of Madrid, (1989
- Doctoral studies, without submitting the thesis.
- Collaborating professor with the Castilla La Mancha Board of Communities in Livestock Farm Management courses.
- Conferences on Ultrasound and Reproductive Control organized by AESLA (Lacaunne Breeders Association) in different locations in Spain.
- Speaker at the Lecture Series on Fighting Bull Diseases organized by Madrid Veterinarian College.
- Conferences on the Management of Veterinary Centers organized by the AVEPA Management Group
- Speaker at several National Congresses organized by AVEPA (GTA-AVEPA, IVEE-AVEPA)
- INCUAL expert in the drafting of the professional qualification of Assistance and sanitary aid to the management of animals in Granada
- Veterinarian in free clinical practice of livestock farming as technical director of cattle, sheep, equine and swine farms.
- Technical Director of Livestock Health Defense Group (ADSG) in Castilla La Mancha, Spain: ADSG Bovine Castillo de Bayuela, ADSG Bovine La Jara, ADSG Extensivo Belvis, ADSG Bovino Los Navalmorales, ADSG Porcino La Jara
- Technical Manager of the Sierra de San Vicente Meat Quality Brand.
- Director of the Talavera Veterinary Center and Veco Veterinary Clinic in Talavera de la Reina (Toledo).
- Founding member of CEVE (Spanish Veterinary Business Confederation), where he is currently vice-president. Member of the Health Commission and Digital Commission of CEVE
- Founding member of CEVE-CLM (Veterinary Business Confederation of Castilla-La Mancha ) of which he is currently the president
- Member of various professional associations on a national and international level such as AVEPA, ANEMBE, SEOC, AVETO
- Member of the Digital Commission of CEOE (Spanish Confederation of Business Organizations)


## Mr. Rotger Campins, Sebastià

- Telecommunications Engineer
- Degree in Nautical and Maritime Transport
- Merchant Marine Captain
- Professional Diving Instructor
- Secretary of the Spanish Confederation of Veterinary Businesses CEVE
- Head of the Labor, Organization and Training Department of CEVE
- Secretary of Empresaris Veterinaris de les Illes Balears EMVETIB
- Chairman of the Services Commission of the Balearic Islands Confederation of Business Associations CAEB
- CAEB Executive Committee Member
- President of the National Negotiating Committee of the Collective Bargaining Agreement for Veterinary Health Centers and Services.
- Manager at the veterinary clinic Veterinari Son Dureta SLP
- Director of the Hospital Clínico Veterinario de Talavera


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## Mr. Muñoz Sevilla, Carlos

- Degree in Veterinary from the Complutense University Madrid. Promotion 1985-1990
- MBA at Jaime l-(UJI) University, 2017-18 academic year
- Professor of Anesthesiology and Veterinary Clinic Management at Cardenal Herrera CEU University, from November 2011 to the present.
- Member of AGESVET since its foundation, until 2018.
- Participant in the development and training of AGESVET's HR Module


## Ms. Saleno, Delia

- Doctoral Studies (2000-2003) without submitting the thesis
- Degree in Veterinary Medicine from the University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca (Romania)
- Diploma of Advanced Studies in Small Animal Clinic (2000)
- Research Sufficiency in Cytogenetics by Cordoba University (2005) with a study on Infertility in Equines.
- Course for entrepreneurs (500h), by EOI in 2007 in Palma de Mallorca (Spain)
- Qualification course as evaluator in procedures for the accreditation of professional competences through work experience in the agricultural professional family.
- Predoctoral researcher at the Department of Animal Reproduction, Faculty of Veterinary Medicine, Cluj-Napoca (Romania).
- Predoctoral researcher at the Department of Genetics at Cordoba University.
- She has been clinically active in dog and cat medicine for more than 20 years, initially at the University Veterinary Hospital of Cluj-Napoca and later in several clinics and hospitals in Spain.
- In 2008 he started his business activity with a veterinary clinic in Palma de Mallorca: Son Dureta Veterinary Clinic
- She is a founding member of Empresaris Veterinaris de les Illes Balears (EMVETIB) and of the Confederación Empresarial Veterinaria Española (CEVE). Holds the presidency of EMVETIB since November 2012 and the presidency of CEVE since March 2017.
- Since September 2018, she has been a member of the Board of Directors of CEOE.
- Representative of the veterinary sector in various national and international economic forums and in sectoral observatories and working groups of the Ministry of Education, Ministry of Labor and Ministry of Agriculture.


## Mr. Villaluenga, José Luis

- Degree in Biological Sciences at Madrid Complutense University (1979)
- Master's Degree in Digital Marketing, EAE and University of Barcelona (2016).
- Master's Degree in Human Resources Management, EAE and University of Barcelona (2018)
- Associate Professor since 2012 at the Faculty of Veterinary Medicine of the University Alfonso X El Sabio, Madrid (Spain) in the Degree of Veterinary Medicine, in the subjects of Veterinary Genetics 1st Course and Ethnology 2nd (Module: Management and Marketing in the veterinary field)
- Teacher in the area of "Customer Service", since 2017, at FORVET, Veterinary Training Center for Veterinary Technical Assistants, in Madrid (Spain).
- Professor of the Master in Equine Sports Medicine at the University of Cordoba (Spain), since 2019. Module: Marketing and management of equine veterinary companies
- Professor of the Expert Degree in Physiotherapy and Rehabilitation of Small Animals: Dogs and Cats, area: Business management of a small animal rehabilitation center, since 2017, at Madrid Complutense University (Spain)
- 2016- present:) Creation as one of the 2 founding partners of the company Rentabilidad Veterinaria, SL. This company is dedicated to the business management of veterinary centers for pets. It provides consulting, training, advisory services, company valuation, HR management, economic-financial management and new company incorporation.


## Course Management| 17 tech

## Ms. Navarro Ferrer, María José

- Degree in Psychology from the University of Valencia (UV) 1987-1992 (UV)
- Master's Degree in Clinical Psychology at CTMC Valencia (1992-1994)
- Postgraduate Degree in Social Gerontology from the University of Valencia (1994-1994).
- Postgraduate Degree in Mindfulness and Psychotherapies IL3 University of Barcelona (2014-2015)
- Trainer and workshops for companies and private organizations
- Teacher in the Collection of activities for Local Employment Services: People and Companies of Barcelona
- Collaborator in the People Management Processes and Training in Soft Skills (Communication), Effective Conflict Management and Negotiation techniques, Difficult Customer Care, Mindfulness Trainer, analysis and transformation of beliefs for Stress Management and Burnout Prevention (March 2016 to present).


## Ms. Tabares, Nuria

- Combines her passion for Consulting and Coaching at Coaching Ability, with her other passions as a speaker (Spain and Latin America).
- Teaching (Associate Professor at the Autonomous University of Barcelona, Faculty of Economics and Business).
- Collaborating Professor of the Hybrid Master's Degree at UAB
- Technical Director at the Terra San Fernando Veterinary Clinic


## Mr. Albuixech Martínez, Miguel

- Manager of AniCura Valencia Sur Veterinary Hospital
- Freelance consultir in Veterinary Center Management
- Integral Consulting in Grupo Audit, Deloitte \& Touche or Sealco Consultores.
- Degree in Business Management and Administration from the Faculty of Economic and Business Sciences at the University of Valencia
- Master's Degree in Human Resources from ADEIT (Business-University Foundation)


## Mr. Vilches Sáez, José

- Project Manager- CursoACV.com
- Training Platform Manager- Cursoveterinaria.es
- Project Manager - Duna Formación
- Sales Manager - Gesvilsa
- Professional Training Manager at Duna SL
- Community Manager
- Secretarial Management - AGESVET
- Sales Manager, Spain - ProvetCloud
- Technical Sales Manager - Guerrero Coves


## 04

## Structure and Content

The structure of the contents has been designed by the best professionals in the Veterinary Center Management and Administration sector, with extensive experience and recognized prestige in the profession, backed by the volume of cases reviewed and studied, and with a broad command of new technologies.

We have the most complete and up-to-date academic program in the market. We strive for excellence and for you to achieve it too"

## tech $20 \mid$ Structure and Content

## Module 1. Finance Applied to Veterinary Centers

1.1. Expenses and Income at a Veterinary Center
1.1.1. Fixed Costs
1.1.2. Variable Costs
1.1.3. Direct Costs
1.1.4. Indirect Costs
1.1.5. Income from Services
1.1.6. Revenues from Product Sales
1.1.7. Gross Margins
1.1.8. $\quad$ Net Profit Margin
1.1.9. Purchase Margin
1.1.10. Margin on Sales
1.2. The Income Statement of a Veterinary Center
1.2.1. EBITDA
1.2.2. EBIT or BAII
1.2.3. Profitability
1.2.4. Productivity
1.2.5. Net Income
1.3. Warehouse Stock Management in a Veterinary Center
1.3.1. Cost of Sales
1.3.2. Characteristics of a Stock Management System
1.3.3. Procurement and Stock Control
1.3.4. Stock Alert Point
1.3.5. Safety Stock
1.3.6. Ordering Point
1.3.7. Stock Rotation
1.4. $\quad$ Sales Ratios in a Veterinary Center. The Break-Even Point
1.4.1. Main Practical Key Figures in a Veterinary Center
1.4.1.1. Transaction Frequency
1.4.1.2. Average Transaction Amount
1.4.1.3. Average Spending per Customer
1.4.1.4. Number of Daily Transactions
1.4.1.5. Number of Transactions per Year
1.4.2. Break-even Point Concept
1.4.3. Prospective Break-even Calculation
1.4.4. Retrospective Break-even Calculation
1.5. Analysis of the Cost of Services in a Veterinary Center. Technological Investments
1.5.1. Fundamentals of Cost Analysis in Veterinary Centers
1.5.1.1. Veterinary Practice Cost Analysis
1.5.1.2. Cost Analysis of other Professional Services
1.5.2. Calculating the Profitability of a Technology Investment
1.6. Treasury Control and Budget Management in Veterinary Centers
1.6.1. Basics of Treasury Control
1.6.2. Treasury Control Tools
1.6.3. Fundamentals of Budget Management
1.6.4. Budget Management Tools
1.7. Economic Valuation of a Veterinary Center
1.7.1. Fundamentals for the Economic Valuation of a Veterinary Center
1.7.2. Methodology for the Valuation of a Veterinary Center
1.7.3. The Goodwill
1.8. Key Management Indicators in Veterinary Centers
1.8.1. Concepts
1.8.2. Basic Information
1.8.3. Most Frequent Indicators in Veterinary Centers
1.8.4. Basic Human Resources Indicators
1.8.5. Basic Indicators of Customer Service Quality
1.8.6. Selection of Key Management Indicators
1.9. The Financial Scorecard Applied to Veterinary Centers
1.9.1. Financial Scorecard Fundamentals
1.9.2. Trend Analysis and Comparisons between Periods
1.9.3. Control Panel Operation
1.9.4. Interpretation of Scorecard Results
1.10. The Balance Sheet of a Veterinary Center
1.10.1. Concept
1.10.2. Structure of a Balance Sheet
1.10.3. Structure of the Balance Sheet
1.10.4. Asset Valuation
1.10.5. Balance Sheet and Income Statement Diagnosis
1.10.6. Balance Sheet Analysis
1.10.7. Study of the Most Interesting Ratios of a Balance Sheet
1.10.8. Dynamic Equity Analysis
1.10.9. Income Statement Analysis
1.10.10. Income Statement Indicators

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This program will allow you to advance in your career in a seamless way"

## 05

## Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: Relearning.
This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the New England Journal of Medicine have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

## tech $24 \mid$ Methodology

## At TECH we use the Case Method

What should a professional do in a given situation? Throughout the program you will be presented with multiple simulated clinical cases based on real patients, where you will have to investigate, establish hypotheses and, finally, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Specialists learn better, faster, and more sustainably over time.

With TECH you will experience a way of learning that is shaking the foundations of traditional universities around the world.


According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, in an attempt to recreate the actual conditions in a veterinarian's professional practice.

Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method"

The effectiveness of the method is justified by four fundamental achievements:

1. Veterinarians who follow this method not only manage to assimilate concepts, but also develop their mental capacity through exercises to evaluate real situations and knowledge application
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. The feeling that the effort invested is effective becomes a very important motivation for veterinarians, which translates into a greater interest in learning and an increase in the time dedicated to working on the course.


## tech 26|Methodology

## Relearning Methodology

At TECH we enhance the case method with the best $100 \%$ online teaching methodology available: Relearning.

This university is the first in the world to combine the study of clinical cases with a $100 \%$ online learning system based on repetition, combining a minimum of 8 different elements in each lesson, a real revolution with respect to the mere study and analysis of cases.

Veterinarians will learn through real cases and by resolving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.



At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology more than 65,000 veterinarians have been trained with unprecedented success in all clinical specialties, regardless of the surgical load. Our teaching method is developed in a highly demanding environment, where the students have a high socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by TECH's learning system is 8.01, according to the highest international standards.

## tech 28|Methodology

This program offers the best educational material, prepared with professionals in mind:


## Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.


Latest Techniques and Procedures on Video
TECH introduces students to the latest techniques, the latest educational advances and to the forefront of current and procedures of veterinary techniques. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch the videos as many times as you like.


Interactive Summaries
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Additional Reading
Recent articles, consensus documents and international guidelines, among others. In
TECH's virtual library, students will have access to everything they need to complete their course.


## 06 <br> Certificate

The Postgraduate Certificate in Finances for Veterinary Center Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

## Certificate| 31 tec

## tech $32 \mid$ Certificate

This Postgraduate Certificate in Finances for Veterinary Center Management contains the most complete and up to date program on the market.

After the student has passed the assessments, they will receive their corresponding Postgraduate Certificate diploma issued by TECH Technological University via tracked delivery*.
The diploma issued by TECH Technological University will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

## Title: Postgraduate Certificate in Finances for Veterinary Center Management

 Official ${ }^{0}$ of Hours: 150 h .

## Postgraduate Certificate Finances for Veterinary Center Management

» Modality: online
» Duration: 6 weeks
" Certificate: TECH Technological University
» Dedication: 16h/week
" Schedule: at your own pace
" Exams: online

## Postgraduate Certificate

Finances for Veterinary
Center Management

