

# Postgraduate Certificate Innovation in Veterinary Centers





## Postgraduate Certificate Innovation in Veterinary Centers

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

Website: [www.techtitute.com/us/veterinary-medicine/postgraduate-certificate/innovation-veterinary-centers](http://www.techtitute.com/us/veterinary-medicine/postgraduate-certificate/innovation-veterinary-centers)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Course Management

---

*p. 12*

04

Structure and Content

---

*p. 18*

05

Methodology

---

*p. 22*

06

Certificate

---

*p. 30*

# 01

# Introduction

Veterinary centers need to have business strategies that are appropriate for their business, especially in the current context, where the market is saturated with an extremely copycat and mature business model. That's why innovation is so important, as it will give businesses a competitive advantage over the competition.

In this program, TECH gives professionals the opportunity to specialize in the field of Innovation in Veterinary Centers, in order to achieve professional success.





“

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

Business strategy is the process by which an organization looks for a sustainable competitive advantage, taking into account the following questions: Where am I?, Where do I want to go? and How will I get there? Therefore, the objective of this strategy is to try to ensure the survival of the company, while achieving its success. In this sense, success is understood as obtaining economic benefit within a business context.

In the vast majority of cases, the achievements that lead to success are not the result of chance or simple inertia. Successful cases always have a strategy that has been previously planned and then executed according to this plan, often with occasional corrections to rectify any deviations that have occurred along the way.

This program develops the keys for searching for innovative solutions which allow the business to adapt to change with the speed and efficacy that is demanded of it. That's why special emphasis is put on innovation, providing tools and methodologies for research, design and experimentation through prototypes and the development of innovative products and services that really add value to users.

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 training and specialization.

This **Postgraduate Certificate in Innovation in Veterinary Centers** contains the most complete and up-to-date scientific 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 Veterinary Center Management
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Special emphasis on innovative methodologies for innovative methodologies applied 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



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

“

*This Postgraduate Certificate may be the best investment you can make when selecting a refresher program to update your knowledge in Innovation in Veterinary Centers"*

Its teaching staff includes professionals belonging to the field of management of veterinary centers, who bring to this training the experience of their work, as well as renowned specialists from reference societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive training 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 Innovation in Veterinary Centers.

*This training comes with the best didactic material, providing you with a contextual approach 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 Objectives

The Postgraduate Certificate in Innovation in Veterinary Centers is aimed at facilitating the professional practice of veterinarians with the most innovative advances in the industry.







“

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



## General Objectives

---

- Establish an effective and systematic methodology to formulate a dynamic and innovative business strategy in a veterinary center
- Propose useful and practical working tools for innovation research
- Build specialized knowledge on innovation as a means of creating a differentiated value proposition for users
- Develop and propose a dynamic business model that allows the company to be able to adapt to the changing global environment



*Give your career a boost with this complete Postgraduate Certificate*





## Specific Objectives

---

- ◆ Specify and define the roles of a veterinary center manager or owner
- ◆ Define the mission, vision and values of a company in the veterinary health center sector
- ◆ Propose a work methodology for the research of innovative alternatives that provide value to the user
- ◆ Research, analyze and establish a suitable user profile for the proposed business model
- ◆ Research, analyze and propose an "attractive" value proposition for the ideal user profile for the business model and propose alternative or complementary business models to traditional ones that appeal to one or more user segments
- ◆ Develop and implement *design thinking* as a complementary technique to creative and innovative thinking

# 03

# Course Management

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



“

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

## 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 "¡Ya 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.



### **Ms. García Hernández, Eva María**

- Creator of training plans for skills and competencies development in businesses from Coaching on Focus
- Team Leader, Project Manager and Human Resources Business Partner at Accenture (2000-2016)
- Trainer of Trainers Program at Camilo José Cela University
- Marketing and Commercial Management Initiation Program. The Lean SECOT Methodology
- Master's Degree in Personal and Executive Coaching in the European Institute of Coaching
- NLP practitioner and Master's Degree in NLP at Create Institute

## Professors

### Mr. Martín González, Abel

- ◆ Degree in Veterinary Medicine from the Complutense University of Madrid, (1989)
- ◆ Doctoral studies, without submitting the thesis
- ◆ Collaborating teacher with Castilla La Mancha Regional Government in courses on Livestock Farm Management.
- ◆ 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 Association.
- ◆ 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 as technical director of cattle, sheep, equine and swine farms.

### Mr. Muñoz Sevilla, Carlos

- ◆ Degree in Veterinary from the Complutense University Madrid. Promotion 1985-1990
- ◆ MBA at Jaime I-(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. 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).

### 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



**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).

**Ms. Tabares, Nuria**

- ♦ Combines her passion for Consulting and Coaching at Coaching Ability, with her other passions as a speaker (Spain and Latin America).
- ♦ Teacher (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. 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.

# 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 an extensive command of new technologies.





“This training will generate a sense of confidence when practicing medicine, which will help you grow personally and professionally”

## Module 1. Business Strategy and Innovation in Veterinary Centers

- 1.1. The Role of the Manager of a Veterinary Center
  - 1.1.1. General Management
  - 1.1.2. Human Resources Management
  - 1.1.3. Financial Management
  - 1.1.4. Occupational Health Management
  - 1.1.5. Information Technology Management
  - 1.1.6. Marketing and Sales Management
  - 1.1.7. Customer Service and Public Relations Management
  - 1.1.8. Change Management
- 1.2. Strategic Planning in Veterinary Centers
  - 1.2.1. Definitions
  - 1.2.2. Sense of Business Strategy
  - 1.2.3. Strategic Plan for a Veterinary Center
- 1.3. The Philosophical Stage of Strategic Planning for a Veterinary Center
  - 1.3.1. Definition
  - 1.3.2. Components
    - 1.3.2.1. Mission
    - 1.3.2.2. Vision
    - 1.3.2.3. Values
    - 1.3.2.4. Tools
    - 1.3.2.5. Strategic Goals
  - 1.3.3. Practical Examples
- 1.4. Business Models in Traditional Veterinary Centers
  - 1.4.1. Introduction
  - 1.4.2. Structure of Veterinary Centers
  - 1.4.3. Services
  - 1.4.4. Staff of a Veterinary Center
- 1.5. Research for Innovation in Veterinary Centers
  - 1.5.1. Concept of Innovation in the Veterinary Sector
  - 1.5.2. The Blue Ocean Strategy Applied to Veterinary Centers
    - 1.5.2.1. Concept
    - 1.5.2.2. Analytical Tools
  - 1.5.3. *Canvas* Methodology for Innovation in Veterinary Centers
    - 1.5.3.1. Description
    - 1.5.3.2. Operations
  - 1.5.4. Strategy Formulation for Innovation in Veterinary Centers
    - 1.5.4.1. Generation of New Ideas and Synthesis
    - 1.5.4.2. Innovation Epicenters
- 1.6. Design of the Value Proposition for Veterinary Center Clients
  - 1.6.1. The Profile of the Client/User of Veterinary Centers
  - 1.6.2. The Value Map
  - 1.6.3. Fit between the Value Proposition and the Customer Profile Applied to Veterinary Centers
- 1.7. Innovation Prototyping Applied to Veterinary Centers
  - 1.7.1. The Minimum Viable Innovation System
  - 1.7.2. Global Innovation Scorecard
  - 1.7.3. Operational Innovation Plan
- 1.8. Patterns of Business Models in the Veterinary Health Care Industry
  - 1.8.1. Disaggregation of Business Models
  - 1.8.2. *Long Tail*
  - 1.8.3. Multilateral Platforms
  - 1.8.4. The FREE Business Model (*Freemium*)
  - 1.8.5. Open Business Models
- 1.9. *Design Thinking* and Application in Veterinary Centers
  - 1.9.1. Concept
  - 1.9.2. Guidelines and Keys
  - 1.9.3. Tools
- 1.10. Research for Continuous Improvement in the Business Strategy of Veterinary Centers
  - 1.10.1. Monitoring the Strategic Plan of a Veterinary Center
  - 1.10.2. Implementation of Improvements in the Strategy of a Veterinary Center.



“

*This training will allow you to seamlessly advance in your career”*

# 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"*

## 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. Gervas, 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.



## 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.



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.





#### Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



#### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



#### Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



# 06 Certificate

The Postgraduate Certificate in Innovation in Veterinary Centers guarantees students, in addition to the most rigorous and up-to-date training, access to a Postgraduate Certificate issued by TECH Technological University.



“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate** in **Innovation in Veterinary Centers** contains the most complete and up-to-date scientific program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will express 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 Innovation in Veterinary Centers**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
classroom



## Postgraduate Certificate Innovation in Veterinary Centers

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

# Postgraduate Certificate

## Innovation in Veterinary Centers

