



INTEGRATING ACUPUNCTURE INTO PRACTICE

On Demand Prerecorded Webinar Series

Presented by Nell J. Ostermeier, DVM, CVA, FAAVA

This online, recorded webinar consists of 3 interactive modules with each module focusing on a different aspect of integrating acupuncture into your veterinary practice. The goal is to help close the gap that often occurs between obtaining an education in acupuncture and Traditional Chinese Veterinary Medicine (TCVM) and putting it into “real world” practice successfully from a business standpoint. Once you have completed the webinar and exercises you will have a user-friendly, efficient system for integrating acupuncture, as well as a plan for achieving your ideal version of an integrative veterinary practice. Because you essentially have a “road map” to follow, you will be on the fast track to success!

Module 1 – *Laying the Foundation for Your Integrative Practice*

The first module focuses on the value of acupuncture as it applies to patient care and your practice. You will build a solid foundation for introducing the modality to your team and clients. You will envision your ideal version of an integrative practice in order to motivate yourself toward a long-term goal.

Module 2 – *Compensation and Return on Investment: Owning Your Value as an Integrative Veterinarian*

Building on Module 1, the second module guides you through the process of creating a schedule and fee structure that works for your practice. Thus, not telling you “what” to charge but “how” to determine fair compensation based on value per unit time. These proven methods provide formulas and systems for success that can be implemented in multiple types of practices.

Module 3 – *Relating to Your Clients: Organic Marketing Strategies*

The third module provides in depth information on marketing to current and potential clients in order to grow your integrative practice. Methods for marketing your practice organically through word of mouth, community awareness, business alliances and social media are described, and tips are provided to get you started.

Each module has a worksheet with interactive activities to be completed as you work through each module and take-home activities that must be submitted for credit. We expect you to complete all 3 modules and submit your completed work within a 3-month time frame.

You will have the opportunity to make comments and/or ask questions about the homework at the time of submission. The activities are graded “pass/fail” so there is no need to stress about getting it perfect the first time. Your instructor will send the activity back for modification if needed.

About the Presenter



Dr. Nell Ostermeier graduated from the University of Illinois with her DVM in 2004 with a focus on small and exotic companion animal medicine. She began practicing immediately after graduation at a private practice in Southern California and then spent time as a relief veterinarian, allowing her to work in various types of practices operating from different business models. She finds it interesting to observe and analyze what works and doesn't work in different real-world work environments. In 2007, she put what she learned from these experiences into action and took over an underperforming small animal hospital with her husband.

Together, they created a thriving integrative neighborhood animal hospital that grew substantially through successful team engagement and strong client relationships. She completed the IVAS acupuncture certification course in 2010 and achieved FAAVA status (Fellow of the American Academy of Veterinary Acupuncture) in 2019. She has over 15 years of combined communication and business coaching which are additional tools she draws from when helping others integrate acupuncture into practice.

Dr. Nell has recently transitioned out of practice ownership to focus on a 2-part mission:

1. Improving work-life happiness in the veterinary field
2. Advocating for integrative medicine as the standard of care for veterinary patients.

She has partnered with IVAS to create this online series in order to help more veterinarians achieve their vision of building a successful, sustainable integrative veterinary practice.

Dr. Nell grew up on a rural farm, experienced fast paced suburban life in California, and now enjoys the urban environment and walkability of Portland, Oregon. She loves to travel and will get outdoors whenever and wherever she can.