



**AMERICAN COLLEGE OF
VETERINARY INTERNAL MEDICINE
(ACVIM)**

8301 E. Prentice Avenue, Suite 300
Greenwood Village, CO 80111
www.acvim.org



MEDIA CONTACT: Aileen Holland
The American College of Veterinary Internal Medicine
Director of Membership & Communications
303.231.9933 x. 123
Aileen@acvim.org

FOR IMMEDIATE RELEASE

**CareCredit and The American College of Veterinary Internal Medicine (ACVIM)
Partner to Help Veterinary Community Enhance Communication Skills**

Courses and workshops designed to help train the next generation of veterinarians

Denver, CO (August 28, 2019) [The American College of Veterinary Internal Medicine](http://www.acvim.org) (ACVIM) announced today a three-year strategic partnership with [CareCredit](http://www.carecredit.com) to launch an Advanced Clinician-Client Dynamics training initiative in 2020. The partnership kicks off a series of specialized workshops and courses focused on advanced communication skills development for veterinary specialists with the intent to improve the quality of care for pets and their families.

These workshops and courses will help veterinarians identify and address medical topics and concerns between clinicians, other veterinary team members and clients early by recognizing pet owners' perspectives and goals. This knowledge complements veterinarians' existing technical abilities. Participants can then use this knowledge to build greater trust with the pet owner, with the intended result of acceptance and follow through on medical recommendations, follow-up visits and pursuit of advanced medical care for improved outcomes for the pet and family.

In order for veterinary specialists to have lower levels of burnout and job-related stress while providing the best quality client and medical care, there is a need for them to effectively connect with their team members, clients, and the pet's primary care veterinarian. The ACVIM believes this series of workshops and courses takes an important step in developing this essential aspect of specialty-level practice.

"Traditionally, residency programs have focused on training for technical skills. Along with a shifting demographic in our College, with many more ACVIM specialists working in private practice, there is greater recognition of the importance of professional skills in achieving better medical and business outcomes." Current ACVIM President-Elect and incoming Chief Executive Officer, Linda Fineman, DVM, DACVIM (Oncology).

"CareCredit is committed not only to helping veterinarians become the best in their field, but also providing guidance on how to overcome perceived barriers about cost in client conversations in the pursuit of better medical and business outcomes," said Boo Larsen, vice president and general manager, CareCredit. "This collaboration does more than just provide instruction, it opens the door to meaningful conversations about enhancing vets' business and communication skills in hopes to shape the next generation of leaders."

These workshops and courses will provide case-based learning scenarios that are relevant to ACVIM residents and specialists. Participants will be able to attend live workshops and enroll in interactive online modules. The first course is slated to launch in 2020.

About the ACVIM:

Based in Greenwood Village, Colorado, the American College of Veterinary Internal Medicine is the certifying organization for veterinary specialists in cardiology, large animal internal medicine, neurology, oncology, and small animal internal medicine. With over 3000 members, the ACVIM is dedicated to improving the lives of animals and people through the education, training, and certification of specialists in veterinary internal medicine, discovery and dissemination of new medical knowledge, and increasing public awareness of advances in veterinary medical care. To learn more about the ACVIM visit www.acvim.org and “LIKE” us on Facebook at www.facebook.com/TheACVIM

About CareCredit:

CareCredit, a Synchrony solution, is a health, wellness and personal care credit card dedicated to helping people get the care they want and need. For more than 30 years, CareCredit has helped millions of people by offering special financing options with convenient monthly payments. CareCredit is accepted at more than 210,000 locations for a wide variety of health and wellness procedures, treatments, products and services. <https://www.carecredit.com/vetmed/>

#