

AVA and Pfizer Animal Health are proud to provide an annual award to recognise veterinary practices that provide outstanding service to their clients.

This award acknowledges excellence and encourages veterinary practices Australia wide to further improve their customer service techniques and overall practice management.

## The Process

- **Practices intending to nominate for the award should apply to the Australian Veterinary Practice Management Association at 3/2404 Logan Road, Eight Mile Plains, QLD 4113 or [admin@avpma.com.au](mailto:admin@avpma.com.au) for an explanatory Award Entry document to assist in preparing their entry.**
- Nominations will be accepted from any practice in Australia provided that the principal veterinarians of the practice are all AVA members. Previous winners of this award are not eligible to reapply for a period of three years, however previously unsuccessful applicants are encouraged to apply again. There will be six award recipients and the selection processes will ensure that at least two of these are mixed practices.
- The nomination will be made by the practice concerned and must address the issues and topics presented in the application form. The application consists of two sections – a general practice description and a written submission describing the aspects of customer service that may qualify your practice for the award. Customer service is to be defined in its widest possible sense and should embrace many aspects of modern practice management. Entrants are encouraged to include supporting information and documents that will allow assessment of specific management policies and procedures.
- The closing date for applications is 25 August 2006. The winners of the Award will be announced in November 2006.

## The Selection Committee

The selection committee will include representatives of the wide diversity of practice types in Australia as well as the veterinary industry.

Practices honoured by this award will receive:

- A framed certificate for public display
- A \$1000 contribution to practice continuing education
- One registration fee to the AVA Conference in 2007
- A profile of the practice in an issue in the AVJ and AVPMA newsletter

The award is intended not only to recognise outstanding service, but also to raise the awareness of the importance

## PART ONE - Practice description

Name of practice \_\_\_\_\_

Address \_\_\_\_\_

Name of principals \_\_\_\_\_

Are all principal veterinarians AVA members?

Yes  No

Contact: \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Email Address \_\_\_\_\_

|                         |                 |                 |
|-------------------------|-----------------|-----------------|
| Number of veterinarians | Full time _____ | Part time _____ |
|-------------------------|-----------------|-----------------|

|                                 |                 |                 |
|---------------------------------|-----------------|-----------------|
| Number of support staff members | Full time _____ | Part time _____ |
|---------------------------------|-----------------|-----------------|

## Type of Practice

i) Type of practice \_\_\_\_\_  
*(Small Animal, Mixed, Cattle, Equine, Specialist or Consultant, Other - please describe)* \_\_\_\_\_

ii) Species treated by your practice *(please indicate approximate proportions)* \_\_\_\_\_

iii) Are you an AVA New Graduate Friendly Practice? \_\_\_\_\_

## Qualification/Education Information

1. Number of AVA members in practice \_\_\_\_\_

2. Please list membership by all staff members of other relevant professional associations and organisations \_\_\_\_\_

3. What tertiary qualifications apart from a Bachelor of Veterinary Science degree have staff members (veterinary and support) earned \_\_\_\_\_

4. Describe the professional development and continuing education undertaken over the past two years by your a) veterinarian and b) support staff members \_\_\_\_\_

5. To which professional journals does the practice presently subscribe? \_\_\_\_\_

## Practice systems

6. What are the opening hours of the practice? \_\_\_\_\_

7. What are the consulting hours *(if different from above)*? \_\_\_\_\_

8. Describe your appointment system? \_\_\_\_\_

9. What is your monthly average number of professional consultations? \_\_\_\_\_

10. Do you offer an after hours or emergency service? *(Tick one or more)*

- By your practice staff.
- By referral to another practice.
- By referral to an emergency centre.
- Other *(please describe)* \_\_\_\_\_

11. Are there any veterinary or ancillary services you provide beyond those of a general veterinary practice? \_\_\_\_\_

12. What veterinary referral services do you use? \_\_\_\_\_

## PART TWO - Your practice and your clients

Please describe the specific features of your practice's customer service processes. The selection panel is particularly interested in what you do for your clients and patients that differentiates your practice from others. You should interpret customer service in its widest sense and consider how you organise your practice, how you develop and deliver your services and how you judge the final outcome of your professional activities. This may include (amongst other matters) practice management issues such as client service and communication, human resource management and staff communications, professional development, the use of information technology and veterinary services.

Your submission should be of no more than **1000 words**. You may in addition include (within reason) information such as examples of practice newsletters, supporting material, client handouts and other material that you feel best presents your practice.

*Completed nomination form and practice description should be sent to "Practices of Excellence", AVA National Office, Unit 40, 2a Herbert Street, St Leonards NSW NSW 2065. For further queries call the AVA Office on 1300 137 309.*