Dear CVPM:

If you’ve got it flaunt it! What is “it?” The CVPM credential, of course!

VHMA encourages you to flaunt your CVPM certification professionally and informatively by using the materials contained in the *It’s Because I’m A CVPM Toolkit*.

The ‘tools’ help CVPMs inform fellow management professionals about the benefits and advantages of the credential.

Open the toolbox and find:

**What It Means To Be a CVPM – The ABCs of CVPM:** An overview of the benefits of hiring a CVPM.

**Start the Conversation – Talking the Talk:** CVPM talking points and conversation starters that identify the salient benefits of earning the CVPM credential, which can be shared when meeting prospective candidates.

**Extra! Extra! Read All About It!** A press release newly-minted CVPMs can customize and submit to their local newspapers.

**How to Become a Local Media Expert:** Tips on how to get media coverage for your CVPM announcement through both traditional media and social media outlets.

**The Vital Link:** A brief CVPM description designed to be added to a LinkedIn profile.

**Your Calling Card:** A CVPM networking business card to share with prospective CVPMs. An order form is attached to your sample calling card. Please contact VHMA at 877-433-8911 or online at VHMA.org/cvpm-certification/documents-resources to order cards.

CVPMs can also build awareness by using the CVPM digital badge to enhance their professional profile across a variety of social media platforms.

Open the toolkit today to see how you can build excitement and awareness about the CVPM credential.

All the Best,

Christine Shupe

Christine Shupe, CAE
Executive Director
Veterinary Hospital Managers Associations, Inc.
As a CVPM, you understand the benefits of receiving the credential and have firsthand knowledge of its impact on professional growth and development. Let your colleagues know the secret of your success, “it’s because I’m a CVPM.”

Share your insights with others and encourage them to become certified. Starting the conversation is easy with these suggestions:

- The CVPM credential can be instrumental in expanding career opportunities.
- The CVPM credential links certificants to like-minded professionals who share information and support.
- CVPM is the industry credential, signifying a level of accomplishment relatively few management professionals achieve.
- The CVPM certification process is rigorous and focuses on creating well-rounded practice managers who demonstrate a high level of expertise.
- There is a direct relationship between the CVPM and higher salaries.
- CVPMs are equipped to assume leadership positions in the industry.
- CVPMs are well-prepared to address the broad and complex needs of the practice.
- CVPMs are committed to ongoing learning.
- The CVPM certification program and the Veterinary Hospital Managers Association (VHMA) are exclusive of each other, but go hand-in-hand in enhancing one’s professional career.
- CVPMs agree, “Receiving the CVPM has been the most satisfying accomplishment in my veterinary career so far!”
The CVPM program is a three-part process based on veterinary practice management experience, achievements and knowledge.

CVPMs must demonstrate a minimum of three years experience in a veterinary hospital.

CVPMs must demonstrate management knowledge in Human Resources, Law and Ethics, Marketing, Organization of the Practice and Finance.

CVPMs must uphold the Veterinary Hospital Management Association’s (VHMA) Professional Code of Ethics.

CVPMs, through their course of study, cultivate a deep understanding of all aspects of veterinary practice management.

CVPMs engage in extensive peer networking and benefit from ongoing dialogue with fellow certificants.

CVPMs are an elite group of professionals who are motivated to excel professionally and make a contribution to veterinary medicine.

CVPMs are inspired to lead and to inspire others.

Wouldn’t a CVPM benefit your practice?

For more information, go to www.VHMA.org.
FOR IMMEDIATE RELEASE

NAME EARNES PRESTIGIOUS CVPM CREDENTIAL

ALACHUA, FL – The Veterinary Hospital Managers Association (VHMA) is pleased to announce the newest group of members who have earned the Certified Veterinary Practice Manager (CVPM) designation. Among the group is local resident Name, a resident of Town and is affiliated with Name of Practice.

CVPM certification is achieved by those who demonstrate the knowledge and experience necessary to successfully manage the ever-changing operations of today’s veterinary practices.

About CVPM
The CVPM program is a three-part process based on veterinary practice management experience, achievements and knowledge. The examination tests relevant management knowledge in human resources, law and ethics, marketing, organization of the practice and finance. Among veterinary practice leaders, the CVPM designation is recognized to represent the highest level of credential. The examination is offered electronically and is accessible to CVPM candidates across North America.

About the VHMA
The VHMA is a nationally recognized thought-leader and innovator in providing training, education, and resources to more than 3,700 members and a trusted resource that the veterinary sector relies on for industry insights, research, and advocacy to assure performance at the highest levels. VHMA’s core purpose is to advance and support veterinary practice management professionals by developing professional competence, supporting and encouraging standards through the industry’s highest-level certification program, the Certified Veterinary Practice Manager (CVPM), and providing individuals with a network for professional connection and support.

For more information about the CVPM program, visit www.VHMA.org.
Congratulations on attaining your CVPM. It’s a huge accomplishment that shows how committed you are to your profession and ensuring your practice’s success. Now that you’ve achieved this accomplishment, you should let the community know. Here are some tips on how to get the press release from your CVPM toolbox published.

Find and Contact Your Local Newspaper

- This first step might seem like an obvious one, but do a quick Google search of your community’s name and “newspaper.” There’s probably a large metro daily that covers your area, but almost every town has a smaller weekly paper that focuses just on your community.
- Once you’ve found your local paper go to its website and click on the “contact us” section. For your smaller papers you just need to find the editor’s name and e-mail address and phone number. For the larger papers you want to find the editor’s name for the section or area you want to be featured in. Some papers have “business” and “features” editors, while others have editors assigned to geographic locations.
- Also, sometimes the smaller papers are collected in a group with four or five other papers on one website. Make sure you get the right editor’s contact info from the “contact us” section.

Patch

- Patch is an online local news source that allows users to post information to their website without having to go through an editor.
- Not every town has a Patch. To see if yours does, go to www.patch.com and enter your zip code in the “Find my Patch” bar.
- Once you find your Patch, you’ll have to create an account, and then you can post your announcement to the boards.
- To post something to the boards simply click on “post something” and fill in the fields. Click “post,” and you’re done.

Talking to Editors

- This is probably the most daunting part of the process, actually contacting editors. However, know that editors need content. They have news holes to fill, and they can always use more stuff.
- Send an e-mail before you call them. The e-mail should have an eye-grabbing subject line like “Local Veterinary Practice Manager Receives Prestigious Certification.” The body of the email should have a quick introductory line like, “Hey I’m so-and-so from [Your Practice’s Name]. I just received a prestigious certification, and I was hoping you could run a press release about it in the paper.”
- After that should be the body of the press release copied into the e-mail. You also want to attach the press release to the e-mail as a word document.
- Very Important – include a photo. It should be a professional photo, a picture of you in front of the sign of your practice, or you can submit a photo of you with an animal.

What Next

- You probably won’t hear back from the editor. The press release may appear in the paper one day, and then that’s that. However, if a couple of issues go by, and you haven’t seen it yet, call the editor and follow up.
How to Become a Local Media Expert

When you call the editor, say that you’re checking to see if the e-mail was received, and if the editor requires more information. Let them know that you’re available for an interview if they do have more questions. If the editor seems to not know what you’re talking about, offer to resend the press release.

- From here, it’s out of your hands and up to the editor. You can always post the information on your social media as well as your practice’s social media.

Social Media

- You can post the information on your social media platforms several ways, which we’ll cover here.
- For Facebook, you can just post the press release and photo on your wall and the wall of your practice. That’s the most basic way to do it. However, Facebook is a more personalized and less formal venue than a newspaper. Feel free to rewrite the press release so that it includes more personal details. For example, “We are really excited here at [Your Practice] to announce that…” or “[Person’s Name] has worked really hard, and finally it’s paid off…”
- Another way to utilize Facebook is to use a link to direct people to the press release. Whether it’s posted on Patch or the newspaper’s website, feel free to post something on your wall like “We’re really excited about this at [Your Practice’s Name]. [Insert link to release]. You can also tag the person who received the certification by typing the “@” symbol followed by their name.
- For Twitter, the best thing to do would be to tweet the link. Remember, you only have 140 characters, so keep it short and punchy. Something like: “[Person’s name] working hard to be the best for [practice’s name] [insert link]”
- Achieving your CVPM is a great professional achievement, so you’ll want to promote it on your LinkedIn page. LinkedIn is a great resource for to see and share information between professionals.
- The first thing you want to do is update your summary to reflect your new status as a CVPM. To do that, log in to LinkedIn and go to your profile by clicking on your profile picture. Once you are on your profile page, click the “edit” button. Once you’ve clicked the “edit” button, scroll down to the “summary” section and click a second “edit” button in that box.
- Once you click the second “edit” button, the text box with your summary written in it will expand, and you will be able to edit the text.
- Feel free to write whatever you want in there to reflect you achieving your CVPM, but some suggested copy would be: “As a Certified Veterinary Practice Manager (CVPM), I have achieved the industry’s highest credential for practice management professionals, demonstrating the experience and knowledge and committed to the pursuit of excellence in veterinary practice.”
- Once you’ve added what you want to your summary click the blue “save” button.
- The last thing you’ll want to do is update your “Certifications” section.
- To do that, simply click on the “Certifications” button to the right of the “Summary” box.
- The site will automatically navigate you to the “edit” field for “Certifications.” Fill out the appropriate boxes, and then hit “save.”
LinkedIn Summary
As a Certified Veterinary Practice Manager (CVPM), I have achieved the industry’s highest credential for practice management professionals, demonstrating the experience and knowledge and commitment to the pursuit of excellence in veterinary practice.

CVPMs can also build awareness by using the CVPM digital badge to enhance their professional profile across a variety of social media platforms.

Put Your CVPM Digital Credential to Work for You
On your quest to achieve and excel as a veterinary manager, your education, and employment may not have followed a conventional path, but all efforts play a role in professional development. Earning a CVPM is evidence that these efforts have been instrumental in preparing you to be a competent, talented manager. VHMA offers the Digital Badge so that employers and other professionals have easy access and can more fully appreciate the concepts and knowledge you have mastered on your professional journey. That’s why we issue digital credentials through Credly’s Acclaim platform.

What Is a Digital Credential?
Digital credentials go beyond paper certificates. They are portable, verifiable, and uniquely linked to you. You can access and utilize your digital credential whenever, however you see fit. Digital credentials make you – and your achievements – more visible to your professional network and potential employers.

Share Your Achievements with Your Network
Your skills, competencies, and achievements are not adequately represented by a bullet point on a resume or a framed certificate. A Digital Credential allows you to share your achievements with your network in one click from Credly’s Acclaim platform. Peers and employers can verify and learn more about what it is you can do thanks to earning a digital credential from VHMA.

A viewer can click on your badge and will be taken back to the Acclaim website to view all of the details of your achievement.

Applying Your CVPM Digital Badge
VHMA will email information to you. Click on “Accept” and you will be redirected to the Acclaim website. Create an account (if you don’t have one), confirm your email, and log in. Presto! Claim your badge! Accept the badge, broadcast it to your social networks, and download it for email and business cards.

View a tutorial video of how to accept and apply your badge:
What’s the Secret to **MY** Practice Management Success?
Successful practice managers know that success comes from hard work, commitment and earning the Certified Veterinary Practice Manager (CVPM) credential.

Take the first step on your journey to a successful career and go to www.vhma.org.

Ask me how the CVPM has spelled success for me!

Name: _____________________________________________________________

Email: ___________________________________________________________

Phone: ___________________________________________________________