Success in Veterinary Practice: Maximising clinical outcomes and personal well-being

Bradley Viner

Paperback  ISBN: 978-1-405-16950-9  January 2010  $64.50

DESCRIPTION

Whilst financial success can provide a short term basis for our motivation and well-being, long term satisfaction is only likely to be achieved if there is harmony between our personal values and goals and our professional objectives, and we are content with the place that our profession occupies within our lives.

—Bradley Viner

What does success in veterinary practice mean to you and how do you hope to achieve it? Going much further than a practice management book, *Success in Veterinary Practice* will help you to find your answers to the big questions:

- How will you achieve your goals in your veterinary career?

- How do you uphold your professional values in a commercial world?

- How can you improve your work-life balance?

Bradley Viner guides you on the development and application of skills and traits needed to improve the quality of care that your practice offers to your clients and patients, the working environment that the business offers to the whole practice team, and your own well-being.

This book provides a framework for reflection, raising questions that will help you to think more closely about what you do, how you do it, why you do it, and how you could do it better. Key concepts discussed include: being proactive, measuring outcomes, change management, team leadership, and effective communication.
Drawing on the author’s mix of hands-on experience and academic study, *Success in Veterinary Practice* will help veterinary practitioners at all levels of their career to develop skills that they can apply to both personal and practice development. Those who work closely with veterinarians, as well as those aspiring to a career in this field, will gain useful insight into the challenges faced.

**ABOUT THE AUTHOR**

Dr Bradley Viner has extensive practical experience in veterinary primary care, combined with practice-based research and teaching. He was amongst the first in the veterinary profession in the UK to achieve a postgraduate MSc qualification in veterinary general practice, and also went on to become a Doctor of Professional Studies. He owns five successful practices in London, England, and is an elected council member of the Royal College of Veterinary Surgeons. Bradley has been a frequent UK media contributor on veterinary issues, and is a regular columnist in *Veterinary Times*.

**FEATURES**

• Written by a high profile author with a mix of academic background and hands-on experience.

• Identifies the skills and traits that make for good veterinary practice.

• Helps the reader to develop skills that they can apply to their personal and practice development.

• Far from being “starry eyed” it offers practical advice.

For additional product details, please visit [https://www.wiley.com/en-us](https://www.wiley.com/en-us)