



OUR IVMA

2020 IVMA IMPACT REPORT



IVMA MISSION STATEMENT

The IVMA promotes animal well-being, public health and advances in the profession and serves as a voice for veterinarians while advocating the highest standards and ethics.

IVMA Values

The IVMA adheres to the following principles:

- We promote transparency, excellence and integrity
- We collaborate to benefit the profession
- We provide highly relevant information and content
- We dedicate resources to continuously enhance the profession
- We facilitate collegiality and camaraderie

Part of the mission of the IVMA is to serve as a voice for veterinarians while advocating the highest standards and ethics. At this time, it is important that the IVMA be the voice for our members facing racial injustice. Diversity in an organization and membership provide richness and value to our profession. Reaching the highest standards of humanity and ethics means recognizing and actively combating implicit bias, prejudice, and racism. We reaffirm our commitment to do the work required which leads to transformational change where we work and throughout the veterinary industry.



THE HUMAN SIDE OF
ANIMAL HEALTH

IVMA VISION

To fulfill our Mission, the IVMA will:

- Work to advance the science and art of veterinary medicine, including the relationship of the profession to public health and safety
- Promote responsible animal ownership and veterinary care
- Advocate humane care and treatment of all animals
- Be the respected source of pertinent information about the veterinary profession for members and the public
- Assure the availability of quality and challenging continuing education opportunities that will enhance veterinarians' knowledge, skills, and personal well-being
- Monitor, develop, advocate, and communicate specific legislative and regulatory positions
- Foster, maintain and enhance public understanding of the nature of the veterinary profession
- Be fiscally responsible and financially secure
- Encourage member participation in community activities and public service that reflect positively on the profession
- Endorse the highest standards of integrity, ethics, honor and courtesy in the veterinary profession

The IVMA Board of Directors is a committed group of volunteer veterinarians whose responsibility is to oversee all strategic direction, finances, and activities of the association.

A complete governance overhaul of IVMA was completed in January 2020. The first meeting with the new, streamlined board of directors was held in June 2020. The Board was to have convened in March but COVID had other ideas!

President: Dr. Aaron Smiley
President Elect: Dr. Hilary Christner
Immediate Past President:
Dr. Matt Cantrell
Treasurer: Dr. Kyle Shipman
AVMA Delegate: Dr. Jim Weisman
AVMA Alt. Delegate: Dr. Phil Borst

Region 1: Dr. Jerry Rodenbarger
Region 2: Dr. Lindsey Hedges
Region 3: Dr. Harley Robinson
At Large: Dr. Lisa Hepworth
At Large: Dr. Kristi Kantz
At Large: Dr. Greg Kurtz
At Large: Dr. Corey Swart

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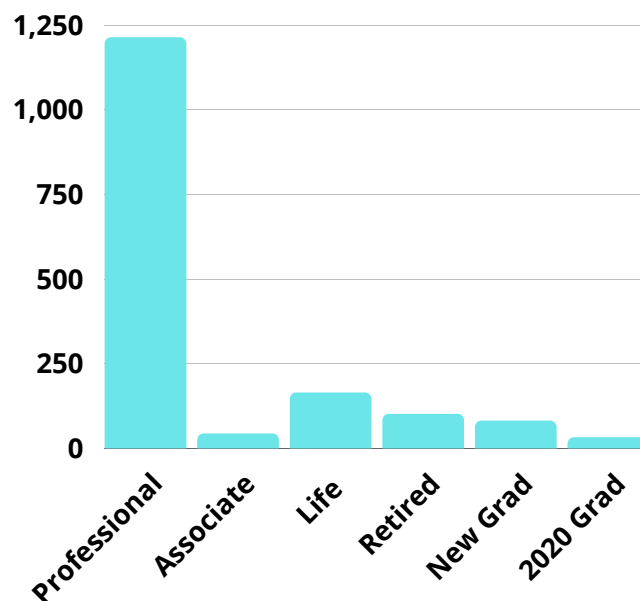
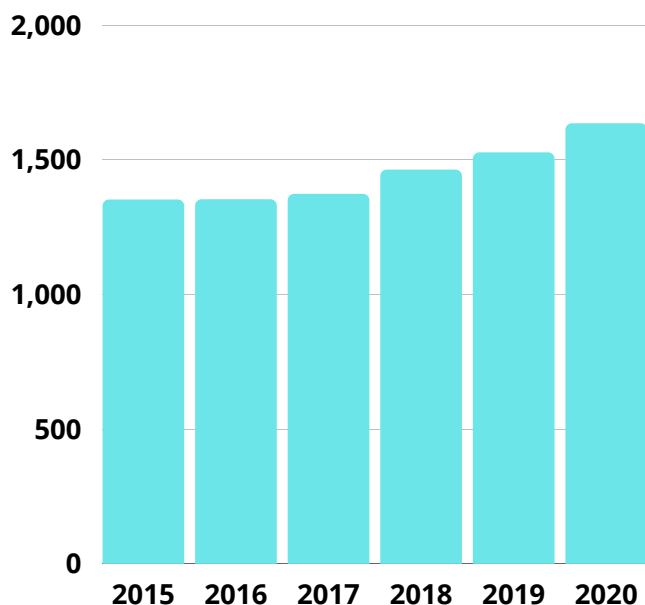
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We thank these volunteers for their dedication to leading the Indiana Veterinary Medical Association as one of the best VMAs in the country.

THANK
You

IVMA MEMBERSHIP ALL TIME HIGH IN 2020

Since 2015, IVMA membership has increased an average of 16%. **In 2020 our membership reached 1634 veterinarians.** Member value, resources, legislative advocacy, continuing education and connections are the primary reasons that your membership remains an important component of your veterinary career in Indiana.







**Setting goals is the first step in
turning the invisible into the visible!**

2020 GOALS

The IVMA completed its governance restructure after the January 2020 IVMA Board of Directors meeting. The Board had planned to work on goals for 2020 that pertained to the following areas: Innovation, Education and Community. Then the pandemic hit in March! The IVMA leadership pivoted these goal areas to work related to assisting veterinarians and their teams with remaining open during the pandemic as an essential business. What you read in the pages ahead demonstrates your member value, the collective power of the IVMA, and the importance of veterinary medicine in Indiana.

2021 & BEYOND

At the September 2020 Board of Directors meeting, the Board discussed the focus of IVMA in the year ahead. The verdict? The goals of IVMA will continually focus on making Indiana the best place to practice veterinary medicine in the next 10 years.

A Goals Strike Team was formed to determine SMART goals for these important areas:

- Modernize the practice of veterinary medicine in Indiana.
- Innovate the practice of engaging veterinarians within Indiana.
- Increase workplace wellness within veterinary medicine in Indiana.
- Protect the practice of veterinary medicine in Indiana.
- Increase economic sustainability of veterinary profession in Indiana.

IVMA COVID-19 UPDATES

Nothing dominated 2020, and the work of IVMA, more than the COVID-19 pandemic that hit the United States early in the year. IVMA leadership pivoted the planned work for 2020 to providing resources and information for IVMA members.

The main success included ensuring that veterinary medicine remain an essential business in Indiana. This declaration by Indiana Governor Eric Holcomb allowed veterinary clinics to remain open to serve the health needs of Indiana's pets and animals. This was followed by emails, Zoom Town Halls, phone calls and emails to and with members to engage them in the latest information of the changing times. The IVMA held 3 Zoom Town Hall meetings and Zoom meetings regarding implementing virtual care in veterinary practices. The IVMA sent out over 30 COVID-19 emails to members (almost day from mid-March to mid-April) with vital information. The average open rate for these emails was over 60%. IVMA members and their staffs adapted and continued to deliver quality care to Indiana's animal population. This included instituting curbside care, working in veterinary teams to minimize exposure, and seeking out resources like telemedicine. The pandemic showed the true strength of organized veterinary medicine in Indiana and the powerful work of its members.

IVMA Front Line Heroes!



IVMA TASK FORCES

PRACTICE ACT TASK FORCE

In January 2020, the IVMA Board of Directors approved the establishment of a task force to review the Indiana veterinary practice act. The task force met from July – October to review and recommend changes and updates. Their full report was submitted back to the Board and was approved on October 7, 2020.

Task Force Members Included:

Dr. Jerry Risser, Chair, Dr. Aaron Smiley, IVMA President, Dr. Greg Kurtz, Dr. Peggy Villanueva, Dr. Tony Rumschlag, Dr. Amy Woods, Dr. Dana Conner, Dr. Julie Davis, Dr. John Scamahorn, Kari Brubeck, RVT, Dr. Lori Thompson, Megan Brashear, RVT, Dr. Pete Bill, Dr. Bret Marsh, Dr. Jen Quammen

The primary areas of updates are listed below. These changes will be introduced in the Indiana General Assembly in January 2021. We thank these members for their hard work, input and dedication to making Indiana the best and most progressive state to practice veterinary medicine.

Update of the Veterinarian-Client-Patient-Relationship

- Allows remotes establishment of VCPR.
- Outcomes focused - Improves access to veterinary care.
- No change in standard of care.
- Restricted to veterinarians licensed in Indiana and animals in Indiana.
- Adaptable to future technology.

Practice Groups/Extension of the VCPR

- Allows VCPR to be extended to relief & associate veterinarians.
- Provides clients with continuity of care.

Protection in Good Samaritan Provisions

- Protect veterinarians in the event they extend care in emergency circumstances.

Confidentiality

- Places responsibility on the veterinarian to convey patient information to a specific client in a safe, confidential manner.
- Recognizes that a client that elects to use a particular platform is comfortable with its level of security.

Veterinary Nursing

- Ties it to a registered veterinary technician license.
- Not a state legal definition.

LEGISLATIVE WORKING GROUP

The IVMA Legislative Working Group is an important fixture in the fabric of IVMA. This group is charged with proposing legislation that can make a difference in the lives of Indiana's animals and veterinarians and monitoring legislation that can impact the profession or animal health.

Work in the 2020 legislative session included defeating an equine dentistry bill that would have had a direct impact on the practice of veterinary medicine and the equine industry. The Group has met in preparation for the 2021 legislative session. Proactive focus will be on passing the Practice Act Review bill and amending the laws related to zero reporting to Inspect. The Legislative Working Group, and the IVMA lobbying team, will also engage in monitoring any legislation that may impact the profession.

One of the keys to a successful governmental relations program is the participation of Association members; no one plays a more crucial role in legislative issues pertaining to your profession than the members themselves. The goal of the IVMA is to develop and maintain a network of veterinarians who are familiar with, or who have contact with, a legislator. If you know someone in the Legislature, it could be a valuable contact for veterinary legislative initiatives.

Veterinary Medicine represents an enormous social and economic impact on Indiana. Rooted in the agricultural history of our state, veterinarians play a key role in ensuring the health of our farm animals and the safety of our food supply. Veterinarians are also vital in ensuring the health and welfare of Indiana's pet population. Veterinarians work in a wide variety of professional careers that can assist legislators with important pieces of legislation.

What is the value of a grassroots network?

IVMA engages in government relations, public policy, and advocacy activities for a variety of reasons. These activities can enable IVMA to:

- Serve as a unified voice for the profession.
- Impact state and federal legislation / regulation / policy.
- Provide a platform for members' participation in the democratic process.
- Educate and inform public policy makers and influencers with its specialized knowledge and expertise.
- Veterinarians have a position of influence in your local communities.
- Indiana's legislators can rely on veterinarians and their expertise regarding potential legislative proposals related to your profession.

LEGISLATIVE WORKING GROUP

Want to connect with your state senator or representative?

Here are a few tips:

1. Start now. Reach out to their office and work to establish a relationship. Most legislators have breakfasts and/or local meetings scheduled in their district. Find out about events.
2. Be a resource for your legislator. Let them know you are available to offer your expertise. Provide them with your contact information. Let them know to contact you anytime they have a question about veterinary medicine, zoonotic disease, public health, etc.
3. Be sure to call yourself "Dr." when making contact with legislators (unless you know them, of course). Personal interaction is the most powerful way to promote veterinary medicine in Indiana in the legislative process.

The IVMA Legislative Working Group is chaired by Dr. John Scamahorn. IVMA works the governmental relations firm of The Corydon Group, led by Mr. Louis Belch.

Contributing members include: Dr. Aaron Johnson, Dr. Aaron Smiley, Dr. Angela Demaree, Dr. Bill Somerville, Dr. Bret Marsh, Dr. Brian Biggers, Dr. Hilary Christner, Dr. James Stepusin, Dr. Jerry Risser, Dr. Jerry Rodenbarger, Dr. Jim Weisman, Dr. John Feutz, Dr. John Schnarr, Dr. Larry Rueff, Dr. Leslie Brooks, Dr. Lori Thompson, Dr. Maria Cooper, Dr. Matt Cantrell, Dr. Nathan Rich, Dr. Paul Clemente, Dr. Pete Bill, Dr. Phil Borst, Dr. Robin Marks, Dr. Sandi Norman, Dr. Steve Sunbury, Dr. Tony Rumschlag, Dr. Willie Reed.



HEALTH AND WELLNESS WORKING GROUP

The wellness of IVMA members remains a top priority for the association. The Working Group continues to focus its efforts on the IVMA Veterinary Well-being Program which was created to assist veterinarians experiencing difficulties with substance or alcohol abuse.

The program elements include:

- Screening and referral
- Consultation with staff from Continuing the Care
- Case management designed to provide support and accountability
- Advocacy services (i.e. to the Veterinary Licensing Board)

Contact the Veterinary Well-being Program today. For assistance, please call 317/627-0290 or email at veterinarywellbeing@invma.org ALL contacts are confidential.

Additionally, resources were developed regarding resources for wellness during COVID-19. Most importantly, IVMA members are encouraged to take care of yourself and your staff. Ask your clients and employees how they are doing. If you, or someone you know, is experiencing a mental health crisis, we encourage you to reach out to resources in your community, colleagues, online resources (such as AVMA or resources listed below).

- AVMA SmartBrief – [Social Distancing and Empathy Leadership](#)
- [Corona Virus Sanity Guide](#)
- [American Foundation of Suicide Prevention](#)
- [CDC's Managing Anxiety and Stress](#)
- [Emergency Responders](#)
- [Tips from the APA](#)
- [Mental Health Considerations from the WHO](#)
- Podcasts such as www.yourcourageouslife.com or <https://thelifecoachschool.com/podcast/handling-chaos/>
- [COVID-19 Anxiety](#)
- [CALM App for Your Phone](#)
- [AVMA Wellbeing Resources](#)

Health and Wellness Working Group: Chair, Dr. Kristi Graham, Dr. Amanda Rigterink, Dr. Bianca Zenor, Dr. Harley Robinson, Dr. Jamie Studtman, Dr. John Schnarr, Dr. Katelyn Macy, Dr. Kristi Kantz, Dr. Lindsey Hedges, Dr. Maria Cooper, Dr. Melissa Swan.

SELF CARE

is not selfish

CROSSROADS VETERINARY CONFERENCE 2020

The inaugural Crossroads Veterinary Conference, renamed from the IVMA Annual Meeting, was held January 30 – February 1, 2020, at a new venue. The Embassy Suites Noblesville provided the backdrop for the new and improved veterinary conference in Indiana. The Market Place exhibit hall offered over 55 vendors for the sold-out event.

Partnership sponsors for the meeting were:

Patterson Veterinary Supply / Boehringer Ingelheim / Elanco Animal Health / Zoetis / Care Credit / IDEXX / Multimin USA / Lakefield Veterinary

Over 330 veterinarians and 151 veterinary team members registered and attended the meeting.

The 2021 Crossroads Veterinary Conference will be offered virtually – February 4-6 and February 9-11, 2021.

The 2022 Crossroads Veterinary Conference will be held February 3-5, 2022, at the Embassy Suites Noblesville, IN.

Crossroads Veterinary Conference Working Group: Chair, Dr. James Stepusin, Dr. Aaron Smiley, IVMA President, Debra Cochran, CMP, Dr. John Feutz, Dr. John Schnarr, Dr. Julie Davis, Dr. Maria Cooper, Dr. Marybeth Feutz, Dr. Matt Cantrell, Dr. Michele Roberts, Dr. Tony Rumschlag, Dr. Tracey Gillespie, Dr. Trisha Keffer.

Quality CE - Networking - Building Connections





IVMA POWER PROGRAMS

IVMA POWER OF 10

The IVMA completed its 7th Power of 10 program in February 2020. Ten recent graduates participated in monthly meetings in the topic areas listed below to improve, connect, learn, and grow, both in their careers and in their leadership capabilities. The IVMA now has over 60 IVMA members who have completed the program. The 2020-2021 Power of 10 class, with 10 new IVMA recent graduates, began meeting in August 2020.

Learning areas include:

- Insights Personality Training
- Influence and Communication
- Veterinary Wellbeing Boot Camp
- Emotional Intelligence
- Financial Wellness/Virtual Care/Organized Veterinary Medicine
- Diversity, Equity and Inclusion



POWER OF YOU BUSINESS

For the third year, the Power of You offered an opportunity for members to learn, connect and grow. The 2020 version focused on the Power of Business. Thirteen IVMA members participated in four monthly meetings in the fall of 2020.

Focus areas included:

- Insights Personality Training
- Financial Wellness
- Leveraging Veterinary Technician Staff
- Implement Veterinary Virtual Care
- Diversity, Equity and Inclusion

Review of the program from several program participants include:

"LOVE your programs. I always leave energized and ready to mix work up routine and protocol some!!! Love that they are spread over several days and months apart. Good to refresh and keep the energy/momentum going."

"Great program covering diverse topics and I liked getting to know some of my colleagues."

"Thanks for providing this program!"

I really enjoyed this series and would highly recommend to my peers. I liked the variety the sessions offered and having one a month gave me something to look forward to to help break up the monotony of practice/appointments day in and day out. Thank you for all the work you put into these meetings."

"This is an excellent program. All parts of the power programs have been well presented and enjoyable!"



POWER 4 U

The Power 4 U program connects with veterinary students at the Purdue University College of Veterinary Medicine. This connection occurs through student emails and visits to the College. This includes the following activities:

- The IVMA presents 4 - \$1000 and the Indiana Animal Health Foundation 2 - \$1000 scholarships to six veterinary students each year.
- The IVMA sponsors the Overall, Large Animal and Small Animal Proficiency Awards presented to three 4th year students each year with a total value of over \$3000.
- The Freshmen Stethoscope Dinner is held each September, in partnership with Patterson Veterinary Supply and the Purdue Veterinary Alumni Association, to welcome the first-year class and provide them their stethoscopes.
- IVMA worked with Merck to deliver a wellness session for veterinary students on February 25, 2020.
- IVMA, in conjunction with Elanco Animal Health, offered Insights Personality Training to all incoming first year students in August 2020. This occurred during their on-boarding week at Purdue. Offering Insights to 86 students is groundbreaking – they are the first veterinary school class in the country to receive this training! Additional training, building off of this education, will continue during their time in veterinary school.



IVMA INSPECT UPDATES

IVMA offers information and training related to veterinarians' compliance with the Indiana INSPECT program, run by the State of Indiana. INSPECT is a reporting process that summarizes the controlled substances a patient (or animal) has been prescribed.

IVMA members can access the Members' Only INSPECT page to learn more about the following areas:

- How to Register for Inspect
- How to Register a Delegate
- How to Register with the Clearinghouse
- How to Report to the Clearinghouse
- Zero Reporting
- How to Query Before Providing a Written Prescription
- Inspect Gateway Integration
- Frequently Asked Questions

IVMA staff has responded to hundreds of emails and phone call, assisting members with implementation. IVMA leadership, led by Dr. Aaron Smiley and Dr. Matt Cantrell, has communicated with staff at Professional Licensing Agency to get the answers needed for veterinarians. Training videos have been created for each topic area. IVMA also held a series of Town Hall Zoom meetings to provide further training and information.

Important deadlines and information:

- Each veterinarian is to have registered with Inspect as of 1/1/2019.
- Each veterinary clinic is to have registered with the Clearinghouse as of 1/1/2019.
- Dispensations of controlled substances and Gabapentin of > 72 hours must be reported to the Clearinghouse within 24 hours.
- Each clinic must zero report if they don't dispense every 24 hours.

Important Upcoming Dates:

- Beginning 1/1/21, you must query Inspect before you prescribe opioids and benzodiazepines of more than 72 hours. (You don't have to query if you are prescribing Gabapentin.)
- Beginning 1/1/21, all prescribers are required to E-prescribe a controlled substance – **EXCEPT FOR VETERINARIANS.**

Indiana

INSPECT

Acetaminophen

Insights

The IVMA is in a very unique position to be able to offer Insights Personality Training to veterinarians and their staffs in hospitals all around the state. Insights Discovery is a fantastic tool that can help you understand your own behavior as well as that of others. Based on two axis developed by Carl Jung (Introvert versus Extrovert and Thinking versus Feeling), four quadrants can be made that describe a certain personality. Each personality is represented by a color: red, yellow, green and blue. Insights Discovery helps us understand ourselves and others – whether that is in the workplace or your personal life. Going through the Insights Discovery training can help your team communicate better and be more effective in their day-to-day work.

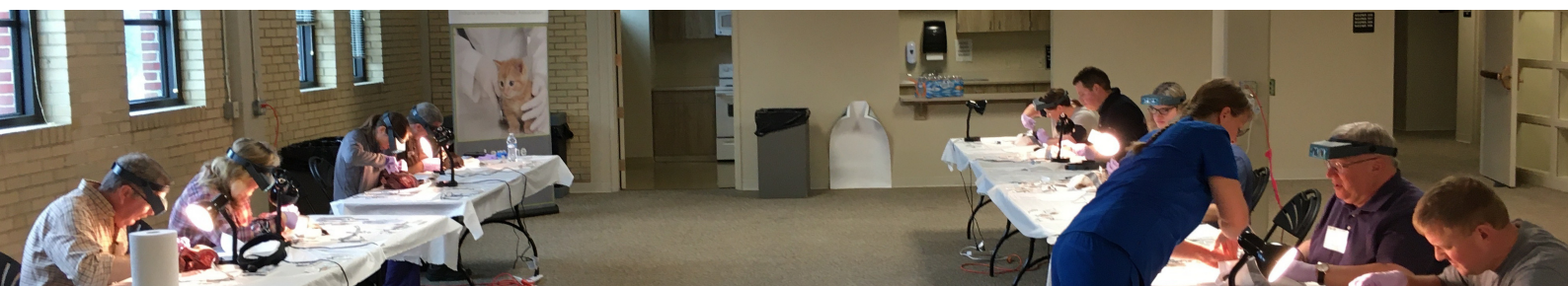
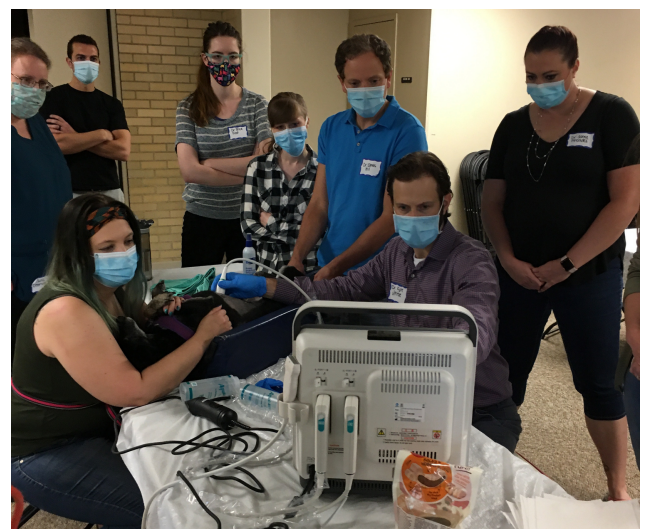
Insights Discovery training is provided in IVMA's Power of 10 and Power of You programs. Because of this, Lisa Perius, IVMA Executive Director, has been trained and certified to deliver Insights Discovery. IVMA is committed to offering and delivering this opportunity to IVMA member veterinary clinics around Indiana to improve communication strategies, staff retention and culture in your practice. IVMA is the only veterinary medical association in the country offering this valuable training to its members!

Since August 2019, Insights training has been delivered to nine veterinary clinics all around Indiana impacting over 89 veterinarians and staff. Additionally, Insights training was delivered to 86 incoming first year veterinary students at the Purdue University College of Veterinary Medicine. Contact the IVMA office to learn more about how you can make a difference in the culture of your practice in 2021.



IVMA WET LABS

The IVMA is committed to delivering educational opportunities to our members in many different ways. The development of the IVMA Wet Labs has offered many new and engaging learning opportunities. The Wet Lab Working Group is led by Dr. Matthew Lemmons. Two wet labs were held in 2020 – an Ophthalmology Wet Lab and an Ultrasound Wet Lab. Plans were developed for wet labs in these areas as well: dermatology, wellness and oncology. With the pandemic still ongoing, those wet labs have been postponed. Look for more great wet lab educational opportunities when meeting in person is safer!



GET INVOLVED WITH IVMA

MICRO VOLUNTEER OPPORTUNITIES

Goal: Looking to get involved? We are all busy! We get it. IVMA offers **volunteer opportunities that are short and convenient, bite-sized chunks of time**. It offers you a series of easy tasks that can be done anytime, anywhere, on your own terms. **The key benefit is flexibility!**

Time Commitment: You decide... 15 minutes, or a couple hours.

Location: Flexible, your home, or the IVMA offices.

Micro Volunteer List:

- **Post membership flyers at your office**
- **Submit a testimonial about why you are an IVMA member**
- **Assist with raising money for VetPlex**
- **Volunteer at IVMA office**
- **Be an annual meeting speaker moderator**
- **Write a blog, "One Welfare" or "Hoosier Veterinarian" article**
- **Participate and develop an IVMA podcast**
- **Recruit nonmembers via email or phone message**
- **Develop IVMA social media posts**
- **Be a State Fair surgery suite narrator or surgeon**
- **Record a brief video for the IVMA YouTube channel**
- **Write a new member welcome note card**
- **Serve on the IVMA Well-Being Working Group**
- **Serve on Legislative Working Group**
- **Serve on the Crossroads Veterinary Conference Working Group**
- **Become a Social Link Ambassador**