

Additional guidelines for certification/accreditation of courses with contents on commercial-economic practice management

Introduction:

Since March 1, 2009 ATF accreditation of courses with contents on commercial-economic practice management is possible. According to § 7 (4) of the model professional code of conduct [Musterberufsordnung] of the Federal Chamber of Veterinary Surgeons [Bundestierärztekammer – BTK] **further training on commercial-economic practice management** can be accredited with a **maximum of 25 percent** and interactive courses with a maximum of 50 percent of the total time of continuing education per year.

Please note that according to § 7 (2) of the model professional code of conduct [Musterberufsordnung] of the BTK veterinarians in Germany have to fulfil 20 hours of continuing education per year (veterinarians with an additional qualification: 24 hours per year, a minimum of 6 hours thereof concerning the subject of the additional qualification; specialised veterinarian: 30 hours per year, a minimum of 15 hours thereof concerning the subject of their specialization; veterinarians authorised to provide advanced veterinary training: 40 hours, a minimum of 20 hours thereof concerning the subject of their authorization).

The rules of professional code of conduct of the Chambers of Veterinary Surgeons of federals states [Landestierärztekammern] are mandatory and might be slightly different.

Criteria for ATF certification:

– Participants:

The training is aimed at veterinarians, in exceptional cases veterinary nurses as well as other persons with verifiable activity in practice management (in cooperation with veterinarians in the clinic/practice), e.g. “practice manager” are also allowed to participate.

– Contents:

Further training may be accredited if it provides knowledge of practice organisation and management, business administration, marketing, personnel management and communication, incl. the associated legal basis.

This includes, according to a resolution of the ATF Executive Board [ATF-Vorstand], the following contents:

- ↪ Practice organization, human resources, personnel management
e.g. legal foundations (labour law, maternity protection), working time and remuneration models, conflict management etc.
- ↪ Form of practice, practice purchase and sale
e.g. regulations under professional law, possibilities of partnership, valuation of the practice, practice as retirement provision etc.
- ↪ Accounting and practice controlling, business development, quality management
e.g. tax law, insurances, bookkeeping structure, cost types, cost and activity accounting, application of the veterinary fee schedule, profit and loss control, etc.
- ↪ Marketing
e.g. customer loyalty, public relations incl. social media, (therapeutic products) advertising and competition law etc.
- ↪ Communication
e.g. communication with employees, communication with pet owners to increase compliance, self-management etc.

– Qualification of speakers:

- ↪ Academic degree in business administration or economics
(university or university of applied sciences / college)
- ↪ Other academic degree (university or university of applied sciences) for the area presented in the training (example: lawyer for labour law etc.) and appointed tax consultant (for the area of tax law)
- ↪ Veterinarians with specialist references in the commercial and business management sector