

Vet Voices: A Conversation with Dr. Jodi Werfal

A VPP Community Spotlight

Dr. Werfal is co-owner of New Hope Veterinary Hospital, a TotalBond Hospital in Belmont, NC. She joined VPP in 2020 and is a current member of VPP's Medical Advisory Board.

Q: How have VPP's mentorship and leadership development programs strengthened your practice?

A: I am a big believer that good mentorship leads to great veterinarians, staff, and managers. We have an active mentorship program within our TotalBond group, but also utilize all that VPP has to offer. All our younger DVMs have attended VPP's academy trainings and come back with added confidence in both communication and clinical skills. We have had five DVMs and two practice managers attend the leadership academy, and many of these attendees are now operating as directors across the TotalBond network of hospitals.

The majority of our partners attend the peer group meetings every spring, and we continue to leave with renewed energy and fresh ideas to make our hospitals stronger. Each of our practice managers has attended the practice manager academy, which continues to grow their knowledge and ability to make sound business decisions and develop the necessary self-empowerment to work more independently. In addition, VPP's Homecoming event has been a fulfilling event to gather with the whole VPP family to celebrate our accomplishments, while also fine-tuning ideas for hospital growth and instilling motivation to continue improving our hospitals for the betterment of our clients and staff.



Q: What have you learned as a member of the Medical Advisory Board?

A: It was an honor to be asked to join VPP's Medical Advisory Board (MAB). I am always in search of new and innovative ways to help improve hospital policies and training for our staff and DVMs. I enjoy being able to meet other partner veterinarians within the VPP network and take pride in representing TotalBond's voice on the Board.

As a member of MAB, I have learned firsthand that VPP "walks the walk," meaning that they deliver on their promise to keep veterinary medicine in the hands of the veterinarians. With every discussion that we have in our MAB meetings, we consider how the decisions we make can best serve the veterinarians and staff at the hospital level, while trying to balance good business decisions for the growth of all hospitals. I have learned so much from the other board members, Doug Aspros and the entire VPP support team during my time on the board.

Q: How has VPP helped you balance clinical responsibilities with practice management?

A: The biggest impact that VPP has had on my practice is the training and ongoing support to our Practice Managers. As a veterinarian, I have been able to step back from most of the non-medical aspects of day-to-day management of the hospital and staff. Our VPP operations team is always ready and available to help make decisions with our practice managers to keep the hospital and business side of the practice running efficiently. Before, I would occasionally be tempted to micromanage my staff and practice management, but now I have the confidence and support to step back and know that our VPP team is keeping us on track. This has allowed me to focus more on patient care responsibilities, and taking the time to support the development of our younger DVMs and staff.