

# Presenting:



## Fear Free Initiative: A Practical Approach to Establishing a Fear Free Hospital Environment!

With Dr. Todd McCracken

The expectation of this presentation is to heighten awareness, increase excitement and improve communications to your clients pertaining to the fear free initiative. Hospitals that have participated in Dr. McCracken's workshops are more passionate about low stress opportunities and work more synergistically with all members "on the same page."



Thursday, June 21, 2018



### Center for Health Sciences at Northcentral Technical College

SW of main building on campus

1000 W. Campus Drive, Wausau, WI 54401

(715) 803-1034

### Earn 2 Hrs of CE – Invite the whole team!

Dr. Todd McCracken attained his BS and DVM degrees from Kansas State University. After graduation in 1993, he spent a short time as a mixed animal practitioner in Illinois, gaining experience with large-scale production facilities. Electing to return to the Kansas City area, he pursued an emphasis in companion animal medicine, joining a small animal practice as a general practitioner for 6 years. During that time, he also owned and operated a critical care facility for 2 years. He then became a Chief of Staff and Hospital Director in a multi-location companion animal hospital, where he broadened his management focus, opening a hospital in the Kansas City area, in 1998.

He became an industry veterinarian for Fort Dodge Animal Health in April of 1999 as a manager in the Professional Services division, having primary responsibilities and emphasis in the companion animal technical support arena. In April of 2001, he was promoted to Manager of Corporate Accounts, providing technical support for one of Fort Dodge Animal Health's largest companion animal corporate accounts. In May of 2004, he was again promoted, becoming the Associate Director of Corporate Accounts, coordinating all educational processes and interactions between FDAH and these corporate accounts. Following the acquisition of the FDAH assets by Boehringer Ingelheim in 2009, Dr. McCracken served as a technical resource for corporate accounts. In 2012, he became a Senior Professional Services Veterinarian for the North Central Region, traveling the country to provide educational support to private practitioners and pet owners. He joined Ceva Animal Health in April of 2017, serving as a Veterinary Services Manager for the North Central Region.

He resides in Olathe, KS with his wife of 26 years, Chris. They have 2 children. Megan is in her 2nd year at KU Medical School. Maddie is a junior Pre-Med student and plays softball for Notre Dame. They have 2 small Yorkshire Terriers, named "Molly" and "Harley".

#### Agenda for the Day:

- WVPMA Member Updates & Roundtable 11:00am – 12:00pm
- Lunch – with continued roundtable discussion 12:00pm – 1:00pm
- Fear Free Initiative by Dr. McCracken 1:00pm – 3:00pm

# To Register:

**WVPMA Members** = \$35.00 / \$45.00 if after June 7, 2018

**Non-Members** = \$45.00 / \$55.00 if after June 7, 2018

**Online:** <http://wvpma.com/wvpma-meetings-events.html>

Payment through PayPal or by Credit Card

Email Tina by June 7, 2018 with any dietary restrictions: buchal@tds.net

**By Mail:** Patti McFarland - WVPMA Treasurer  
Wales Animal Clinic  
219 Summit Avenue  
Wales, WI 53183

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Attendee Name(s):

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Attendee Hospital: \_\_\_\_\_

WVPMA Member:            No. attending = \_\_\_\_\_ x \$35 = \_\_\_\_\_

                                  No. attending = \_\_\_\_\_ x \$45 = \_\_\_\_\_

Non-Member:            No. attending = \_\_\_\_\_ x \$45 = \_\_\_\_\_

                                  No. attending = \_\_\_\_\_ x \$55 = \_\_\_\_\_

                                  Total Amount Included = \_\_\_\_\_

Dietary Restrictions: \_\_\_\_\_