

ERIC D. GARCIA

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- IT Expert
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about eric d. garcia

When it comes to helping veterinary practices streamline their technology and attract & retain clients, Eric Garcia has a proven track record of educating the industry and producing results. Eric is an internationally recognized IT and Digital Strategist working exclusively within the field of veterinary medicine. Garcia's work has been recognized throughout the industry. Eric was voted *VMX 2020 Speaker of the Year* by conference attendees. He speaks regularly at conferences all throughout the world.

Introduction Video: vimeo.com/210816623

Speaking Samples: ericgarciafl.com/videos



Streamlining the Client Experience: Unveiling Strategies for Improved Practice Efficiency

Join us for an illuminating session dedicated to elevating the efficiency of veterinary practices. In this interactive exploration, we will delve into proven strategies, innovative technologies, and best practices that enable clinics to optimize their operations and enhance patient care. From seamless appointment scheduling and digital record-keeping to workflow automation and client communication tools, we will uncover a comprehensive approach to reducing administrative burdens while elevating the quality of care. If you're aspiring to create a more streamlined practice environment, this session offers actionable insights to empower your practice for increased efficiency, client satisfaction, and overall success.



Johannesburg, South Africa



Using Technology to Meet Client Expectations in Today's World

What if I told you that doing nothing could actually be detrimental to the long-term success of your veterinary practice? While it might sound severe at first, it's actually quite true when it comes to adopting the latest technology tools to better engage pet owners. Holding out or avoiding the change that comes with utilizing the newest tech can make you blend into a crowded industry, eventually eroding your ability to gain new business... Is the idea of Walmart opening veterinary practices something that bothers you? How about Chewy taking a large share of your pharmacy?

Think of Blockbuster failing to address Netflix when it was just getting started. Or local taxi drivers laughing at the notion of Uber just a few years ago.

Leveraging the latest digital tools can help you to better understand your practice's current performance, while positioning you for new growth by gaining insights into undeniable new trends in the field.

In this session, I'll be giving you a sneak peek into the newest technology, showing you exactly how it works, strategies to help you to compete with online retailers, and giving you clear tips on how to improve client experience and retention by meeting the modern, evolving demands of today's pet owner.

Trust me, you won't want to miss this one.

Harnessing Artificial Intelligence in Veterinary Medicine: Unleashing Innovative Possibilities

In this enlightening session, delve into the groundbreaking intersection of veterinary medicine and artificial intelligence (AI). Explore how cutting-edge AI technologies are revolutionizing the landscape of animal healthcare, from diagnostics and treatment planning to data-driven insights. Discover real-world applications of AI in veterinary practice, highlighting its potential to enhance accuracy, speed, and efficiency in disease detection, personalized treatment recommendations, and predictive analytics. Join us as we unravel the transformative power of AI in fostering more precise and compassionate care for our beloved animal companions. Whether you're a veterinary professional, researcher, or enthusiast, this session offers a compelling glimpse into the future of veterinary medicine guided by the capabilities of AI.

How to Stand Out in an Increasingly Competitive Market

The veterinary industry is growing by leaps and bounds each year. The good news is that this means more business. The bad news? More competition.

If you feel like you're offering the same services as most other veterinary practices, that's most likely because you are. Chances are you are also marketing yourself in the same way. Fully stocked in-house pharmacy? In-house laboratory? Unfortunately, this is now the standard and your competitors are showcasing these services in the same way too. If you're looking to define your brand and market yourself more effectively, this is the session for you. We'll be deep-diving into these fundamental questions of branding and identity, so that you can enhance your practice and create an impact on social media, the web and locally.

***Spoiler alert:** standing out in a saturated marketplace is actually easier than you think.*

Put Your Best Paw Forward: Managing Your Online Reputation

Building your online reputation takes time and commitment, and a clear dedication from day one. In this session, I'll talk about the importance of building this positive foundation so that, should you ever receive a bad review or two, your online reputation doesn't come crumbling down. With the tools and techniques you'll get from this session, you'll learn how to inspire and encourage satisfied clients to leave positive feedback. These reviews help highlight your business when future clients find themselves looking for clinics online (*and wind up checking to see what others have to say*). But don't worry, we won't ignore the elephant in the room. We'll also talk about the best ways to engage with negative reviews online so that with timely and transparent responses, your reputation will remain intact, and others will appreciate your goodwill and respect your timely and thoughtful response. Your online reputation matters and these tips will help you keep yours a positive one.

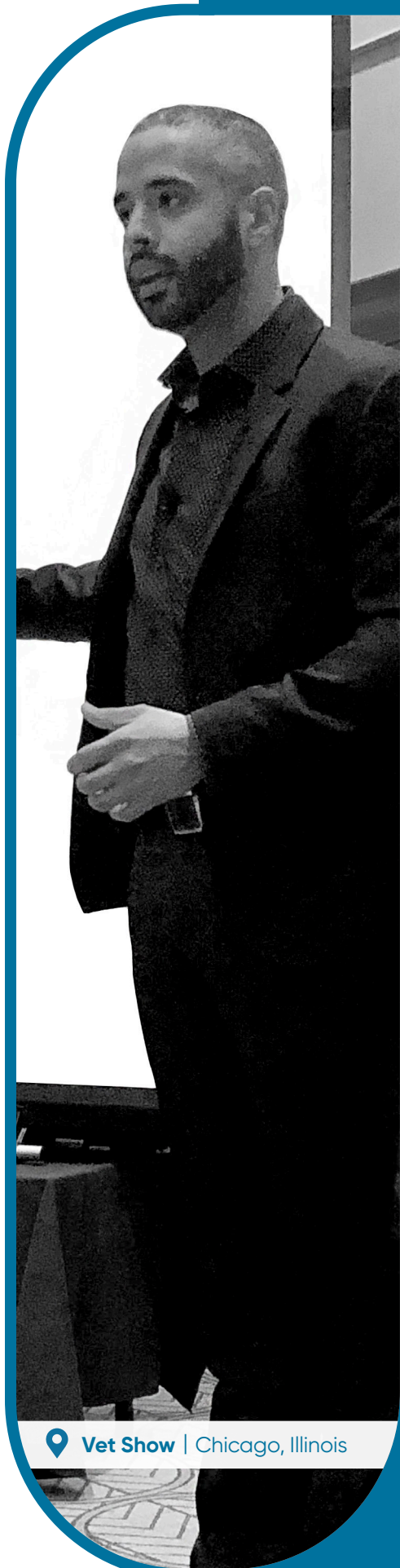
Avoiding Cat-astrophy: How to Engage Cat Owners in Life-Long Care

Have you noticed a decline in cat veterinary visits at your clinic?

If so, you're not alone. While dog owners may seem to have no problem bringing their pets in for their annual and semi-annual visits, sometimes it can feel like you need to coax your cat owners to pursue more consistent appointments and lifelong care. But in the long run, this may not be so surprising. Pet owners have different needs and concerns that vary from species to species. When you understand how a cat owner's mind works, and what they value and look for when it comes to their precious pet's care, then you have the chance of gaining a client for life. This session will help you better understand how to communicate with cat owners. You will learn how to help them feel more comfortable and taken care of at your practice. And you will help them better understand the needs and reasons behind more regular visits for their furry friend's overall preventative care.

Vets Do It Better: Optimizing Your Online Pharmacy

You know what your family needs and where you get exactly what you want, the way you want it. With our busy schedules, taking care of those we love is an ever demanding task and so the ease and added convenience makes us loyal to our favorite places. As their veterinarian, you can simplify pet owners' lists of where to shop because they already know you want what's best for their pets. Whether its pet nutrition, medication, or parasite prevention, pet owners already trust you, and they will appreciate you making their lives easier when you offer online shopping at your practice. But how do you convey that through your website? How do you market it? How do you communicate this with your pet owners? Not sure you're up for the task? In this session, I'll talk about the latest trends for pet owners shopping online and share strategies that have driven e-commerce sales in veterinary practices.



Mastering Veterinary Practice Marketing: Strategies for Growth

It's no secret that growth takes time, but to truly scale in the long term you not only have to want growth but be willing to push for change. This lecture dissects real case studies from practices at all stages, including those that went from a place of struggle to a place of growth and even practices that were already seeing steady growth accelerate into a place of established success. Along the way, I'll give you actionable, practical tips you can apply and implement back at your own practice. I'll also talk about practices that have had massive success, and how that success was made in a series of simple steps towards change. We'll discuss these topics:

- Client retention and scaling
- Social media marketing
- Video marketing
- Harnessing the power of positive reviews
- Pay per click campaigns
- And more.

Come and learn from tried and true growth strategies so your practice can make positive steps towards positive growth, regardless of whether you're the new practice owner in the area, or your clinic has been around for decades.

As Easy as 1, 2, 3: Digital Communication, E-Commerce, and Telemedicine

If recent trends have shown us anything in the past years leading up to 2020, it's that in order to be a successful business, you need to adapt to virtual. There are three key areas to focus on for your veterinary practice, each of which will be highlighted in this talk:

- 1:** The Importance Of Digital Communication: Emphasizing increasing patient compliance and patient visits.
- 2:** Expanding Your Revenue With E-Commerce: Centered on competing with big-box retailers.
- 3:** Integrating Telemedicine Into Your Practice: Explaining why telemedicine is so important today.

There are tips and tricks to forging customer loyalty with your clients. Whether its profitability, convenience, or consistent care, creating a connection with your clients is dependent upon what you find best for every patient in their unique circumstances. During this session, I will help you set up your customized virtual care center.

Develop Your Brand Online With These Top Tips

Whether you're looking to improve your brand, or simply looking to understand what your brand is, this is the session for you. Branding is so much more than a logo: it's creating a memorable association and emotional connection to your existing and prospective clients that lasts. We'll explore the *HOW* in this discussion, giving you top tips to create awareness on social media, enhance your brand on the web and connect with clients in meaningful ways.



📍 LATAM Vet Conference | Lima, Peru

Get Clients to Say YES to Your Recommendations: How to Build an Engaging Content Strategy

In this session, you'll learn practical tips for creating a content strategy that gets clients to say YES. Increasing compliance is often hard when pet owners don't understand the "why" behind your recommendations, and an engaging content strategy will help change this. In this session, you'll learn a proven step-by-step process to enable better pet owner compliance with issues relating to wellness, senior care, diagnostics, and everything in between—in order to achieve better patient outcomes. Lastly, you'll learn how to deliver this content beyond the clinic, using digital tools that pet owners in your community engage with.



📍 WSAVA | Singapore



You may not be able to control everything that's published online, but you can certainly nudge it in the right direction.

– Eric D. Garcia

I Custom Programs & Workshops

Mr. Garcia specializes in crafting custom presentations and programs that seamlessly align with your event's unique objectives, focusing on the themes of technology, marketing, client retention, and efficiency.

His approach begins by understanding your specific goals and audience dynamics. Whether it's a conference, seminar, or workshop, he meticulously assess your needs to design content that resonates. Are you looking to demystify the latest tech trends, amplify your marketing strategies, optimize client relationships, or enhance operational efficiency? He's got you covered.

Mr. Garcia collaborates closely with you to weave together insights, case studies, and practical takeaways that directly address your event's focal themes. From dynamic keynote addresses that inspire, to interactive workshops that foster hands-on learning, we tailor the format and content to match your vision.

Mr. Garcia is committed to delivering more than just information – he offers actionable strategies that can be implemented immediately. His presentations encourage engagement, facilitate discussions, and provide attendees with the tools they need to succeed.

With Mr. Garcia's customized event solutions, you're not just getting a presentation; you're getting a strategic partnership that elevates your event's impact. Let's transform your event into an immersive experience that empowers attendees with the knowledge and skills to navigate the ever-evolving landscape of technology, marketing, client retention, and efficiency.

I Building the New Client Experience in a Post COVID World

Learn how the COVID pandemic has changed client expectations for good and how you can better meet these expectations by integrating easy-to-use digital tools. Build a NEW client experience in a post COVID world, from streamlining the appointment-booking process, check-ins, communication during the visit, and follow-ups. Eric will guide you through the process from check-in to check out and all of the necessary tools, systems, and automation you should be using to give your clients faster service, on their own terms, and reduce team workloads. Let's work together to improve and redefine the client's overall experience within your practice.



How to Post Like a Pro:

The Purrfect Social Media Strategy

You've already made a connection with your clients and now you're able to connect with them on a regular basis with your social media. While witty posts and attractive Instagram graphics may get a lot of likes and engagement, your ability to be the source where they turn to for information and education is invaluable. Fostering relationships with your key audience is the main reason why you want to engage your clients, so they know to come to you for the key services they need next to keep their pet healthy. When you remember to think in a client-focused way, you're more likely to come up with a social media strategy that effectively relates with your key audience, and gets them coming in again and again for all their pet care needs. In this talk, we'll discuss key strategies that will engage existing pet owners to get them to

- Come back in for routine services
- Feature your practice as an indispensable source for pet education online
- Attract new clients who desire to come through your doors

In order to scale your business, social media plays a major role. *This is one session you won't want to miss!*

Generational Wisdom: Unveiling Leadership Insights From a Boomer to a Millennial

In this enlightening session, we delve into a cross-generational exchange of leadership wisdom, as a boomer imparts invaluable lessons to a millennial. Join us as we bridge the generational gap, unraveling the timeless principles and contemporary perspectives that define effective leadership in today's dynamic landscape.

Explore how the boomers' experience forged foundational leadership traits, while millennials bring fresh approaches driven by technology and innovation. Through candid conversations and real-life anecdotes, we unveil the pearls of wisdom shared, spanning from communication styles and adaptability to embracing diverse viewpoints and cultivating resilience.

Discover how the generational interplay enriches leadership practices, infusing tradition with innovation and fostering mentorship that transcends age. Whether you're a seasoned leader or emerging talent, this session offers a unique lens to explore the art of leadership through a multigenerational prism, illuminating pathways to inspire, motivate, and lead with impact in a rapidly evolving world.



Washington D.C.

“Have You Scheduled Your Next Appointment?” Building Client Retention Strategies

Since the pandemic began, practices have been growing leaps and bounds with new patients and clients. New clients are great and a sign of growth, however, a stronger sign of success is keeping your current clients happy. Just the smallest increase in client retention could mean thousands of dollars in recurring additional revenue, along with the added security of regular clientele. It is absolutely crucial that you and your team understand exactly what client retention is, what your numbers are, and how you can improve – and not only for the financial side of your business, either. Recurring clients know that regular preventive visits are the best medicine, and that should be the gold standard. In this talk, I will share real stories of real veterinary practices and how they have improved their own client retention using simple, but clear and valuable methods. We will talk about increasing reminder compliance, client touch points, messaging, lapsing patient campaigns, and digital tools that aid in client retention.

Cultivating Client Appreciation: Strategies for Fostering Lasting Relationships

In this interactive discussion, we will explore the art of nurturing strong and enduring connections with your clients. Discover practical approaches to express genuine gratitude, personalize interactions, and exceed expectations. Through insightful case studies and actionable insights, you'll learn how fostering client appreciation not only enhances loyalty but also amplifies your practice's reputation. Whether you're a veterinary professional, practice manager, or simply looking to enrich your client interactions, this session empowers you with proven techniques to build lasting relationships grounded in mutual respect and trust.



Telemedicine Revolution:

Leveraging Technology for Remote Consultations

As many veterinary professionals have turned to telemedicine in one shape or another over the past year, you may have already started to become familiar with the ins and outs and ups and downs of telemedicine. Taking your practice and the services you have now and turning them virtual may sound a little complicated, but it doesn't have to be. In this session, I will give you the tips and tricks you need to more efficiently utilize these services within your practice, and market them successfully, too. This isn't a brief phase in how we offer care. Telemedicine is and can be a really successful form of engaging with pet owners from all walks of life that need access to quality veterinary care. Increasing the number of telehealth appointments your clinic offers becomes an even more important priority. Adapting to something new always seems challenging, but with these tips, learning how to implement telemedicine in your practice will be much simpler than you initially thought. *You'll be reaping the benefits of an increase in revenue and in no time.*

Taming the Trolls: Managing Online Negativity with Real-Life Success Stories

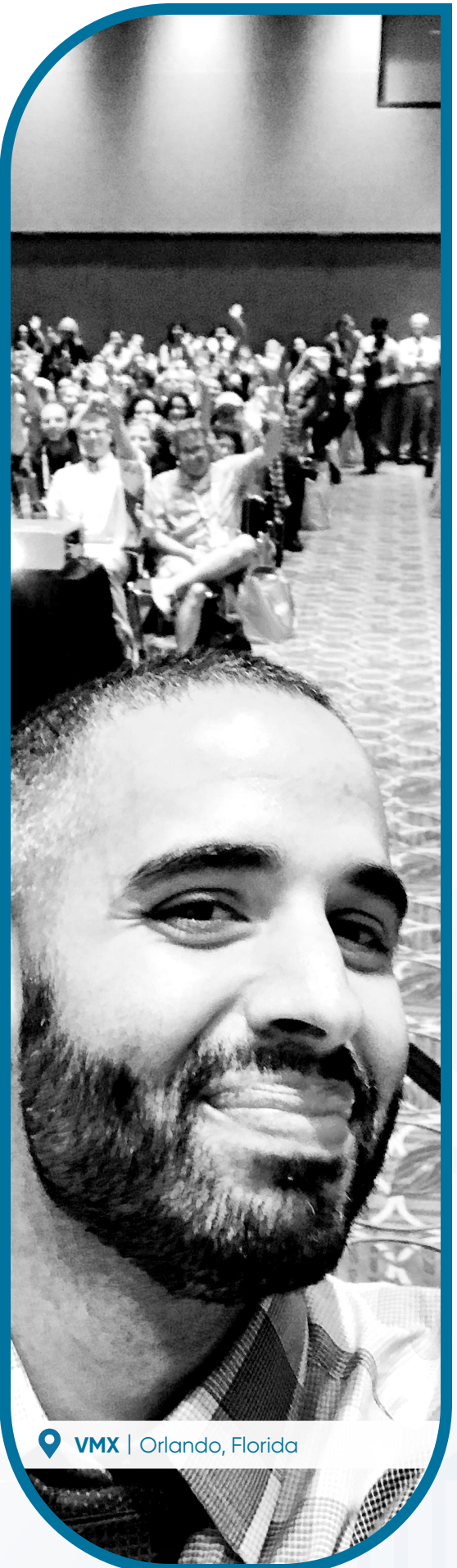
Join us for an essential session that addresses a pressing issue in today's digital age - handling cyberbullying within the veterinary community. In this informative discussion, we will explore effective strategies for identifying, addressing, and mitigating instances of online harassment and negativity. Learn how to foster a supportive online environment while safeguarding your professional reputation and mental well-being. With insights from an experienced professional and practical tips on managing online interactions, this session equips veterinarians, technicians/nurses, and the entire team with the tools to navigate the digital landscape with resilience and professionalism. Together, let's ensure that the online veterinary community remains a space of respect, collaboration, and growth.

Fix These Marketing Mistakes Before They Impact Your Practice

Sure, you can load up with information from the web, take tons of notes, attend conferences and subscribe to heaps to newsletters. Still, it's likely you're making some of the same marketing mistakes that impact countless practice owners across the country. I've identified these mistakes along with easy fixes so you can take corrective action on these common marketing errors, today. Don't miss this session filled with rapid improvements you can make to your veterinary practice.

Improving Mental Health: Social Media Distancing? How to Escape Digital Burnout

The internet can connect us in amazing and wonderful ways, but it can also have adverse effects on mental health. Between work, social media, and a never-ending virtual news cycle, it's easy to get burnt out. The truth is that we're not meant to always be connected to our phones or running our businesses via social media channels 24/7. This talk is going to be about the importance of learning to unplug from time to time: to disconnect from technology when you need to so you remain in control of it, and not the other way around. In the business of our day to day schedules, there are still ways to remain virtually connected without draining our mental health. Of course, this may sound easier said than done. That's why I'm going to offer tips on how to plan when you're on and offline, to stay better connected to the people around you for quality time with those you love most. *Who else is ready to #Unplug?*



Now Hiring: Strategic Branding and Marketing That Attracts Top Talent

Discover the winning formula for building a veterinary practice that becomes a magnet for exceptional talent in our engaging session. In an increasingly competitive landscape, it's crucial to position your practice as a workplace of choice. Join us as we delve into the dynamic realm of recruitment marketing and branding, unveiling powerful strategies that resonate with prospective team members.

Explore the art of crafting an authentic employer brand that reflects your practice's values, culture, and commitment to professional growth. From creating compelling narratives that highlight your unique offerings to leveraging social media, online platforms, and networking events, we'll guide you through proven techniques to showcase your practice as the preferred destination for veterinary professionals.

Through real-world examples and practical insights, you'll gain the tools to design recruitment campaigns that not only attract top talent but also resonate with their aspirations. Whether you're a practice owner, HR manager, or industry professional, this session empowers you to forge a workplace identity that stands out, setting the stage for a dynamic team that shares your vision and passion.

Diversity and Inclusion in Marketing: Representing Your Audience Authentically

Join us as we dive into the crucial role that diversity and inclusion play in shaping your veterinary practice's marketing strategies.

Explore how embracing diversity not only reflects the world around us but also fosters a sense of belonging and resonance among clients from all walks of life. Through compelling insights and real-world examples, we delve into the power of inclusive imagery, messaging, and outreach that genuinely connect with diverse audiences.

Uncover the ways in which authentic representation can amplify trust and rapport, fostering an environment where every pet owner feels seen, heard, and valued. From crafting campaigns that reflect cultural nuances to promoting equitable access to veterinary care, we guide you in embracing inclusivity as a cornerstone of your brand identity.

Join us to learn how to authentically champion diversity and inclusion in your marketing initiatives, creating a veterinary practice that stands as a beacon of respect, understanding, and care for every client and their beloved animals. This session isn't just about ticking checkboxes – it's about cultivating a culture of acceptance that resonates far beyond marketing materials, enriching the lives of both pets and clients.

Branding Beyond the Logo: Building Emotional Connections

In this thought-provoking session, we delve into the transformative power of cultivating emotional bonds with your clients. Beyond the surface of logos and slogans, we explore the nuances of creating authentic connections that evoke trust, loyalty, and lasting impressions.

Discover how to infuse your veterinary practice with values and narratives that resonate deeply with pet owners, forging a unique identity that distinguishes you in a crowded market. Through compelling case studies and actionable insights, we showcase how to curate experiences that touch hearts and minds, transcending transactions to create meaningful relationships.

Join us as we unravel the strategies to elevate your veterinary brand, tapping into the emotional fabric that links you to the pets you care for and the clients who entrust their companions to your expertise. This lecture isn't just about marketing – it's about nurturing connections that endure and inspire, ultimately defining your practice as a beacon of compassion and excellence in the hearts of those you serve.

Incorporating Marketing Into Your Everyday Routine: Strategies for Seamless Integration

Don't have time for marketing? You're not alone! In this session, you'll receive easy-to-use tools to streamline your marketing efforts, so they are achievable during the course of day-to-day business operations. Learn about free and paid tools to help you streamline how you produce, organize, and share your content. From review management, social media, blogs, videos, team building, and more—learn how to harness your veterinary brand's marketing more efficiently, with better results!

Fostering Client Growth and Loyalty: Strategies for Effective Marketing

During this session we will take a deep dive into the art of cultivating a thriving client base through strategic marketing techniques.

Explore innovative approaches to attract new customers while nurturing existing relationships for enduring loyalty. Through engaging case studies and actionable insights, you'll learn how to craft compelling messaging, personalize interactions, and create memorable experiences that resonate with your audience.

Uncover the secrets of building a brand that customers can't help but advocate for. This session equips you with the tools to elevate your marketing strategies, fostering client growth and loyalty that drive sustained success in today's competitive landscape.



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