

STRONGER TEAMS. BETTER CARE. MORE ROI.

That's the value of AAHA accreditation.

Now, there's a brand-new way to achieve accreditation:

INTRODUCING



Amplify

A group accreditation program

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[AAHA.ORG/AMPLIFY](https://www.aaha.org/amplify)



AAHA Amplify is a cohort-group model for traditional, full-service hospitals or practices within veterinary enterprise groups seeking AAHA accreditation.

ABOUT AAHA ACCREDITATION

Accreditation is an acknowledgment of a specific achievement. AAHA accreditation signifies that your veterinary practice has met or exceeded the *AAHA Standards of Accreditation* that encompass all aspects of veterinary medicine, from pain management to medical record-keeping, and has committed to a path of continuous improvement. Attaining accreditation is a significant achievement.

AAHA is the only organization that accredits veterinary practices in the United States and Canada. Practices seeking AAHA accreditation are evaluated on mandatory standards as well as additional applicable standards. Unlike the human health world, accreditation of animal hospitals is voluntary.

Why have nearly 5,000 practices representing 50,000 veterinary team members joined AAHA as an accredited practice, willingly striving to meet a higher standard of care?

It's simple: they want to be the best for their clients and patients.

AAHA accreditation demonstrates your veterinary practice or hospital is committed to delivering

quality medicine—which positively impacts clients, patients, and teams and raises the bar for the entire veterinary profession. The accreditation process builds a positive, strong employee culture focused on quality patient care. In addition, compared to non-accredited practices, AAHA-accredited practices have:

- fewer lapsed patients*,
- 32% more new customers per year*,
- clients who choose more care*,
- higher customer loyalty and retention*,
- better staff utilization** and
- 41% more annual revenue**.

This is even more critical in today's environment of rapid and high turnover. As an AAHA-accredited practice, you can rest assured that your entire team is following credible, trusted veterinary standards—every time. Your written protocols will be based on AAHA standards and guidelines: evidence-guided best practices—and ease training new team members.

*Commissioned Practice Analysis Report | VetSuccess, 2019.

**Financial and Productivity Pulsepoints, 10th Edition | AAHA Press.



BENEFITS FOR PRACTICE TEAMS

- Join a community of peers striving to reach similar goals
- Achieve AAHA accreditation in manageable steps guided by experts through an established curriculum
- Participate in organic knowledge-sharing and mentoring
- Fully engage your whole team in your journey towards veterinary excellence
- Create clinical protocols based on evidence-guided recommendations
- Access tools and resources you can immediately use
- Receive discounts on job placements and access to the widely-used AAHA Career Center
- Enjoy the many benefits of AAHA membership while your practice seeks accreditation. Benefits include:
 - Ongoing support from your Practice Consultant
 - Free subscriptions to *JAAHA*[®], the *Journal of the American Animal Hospital Association*, and AAHA's magazine focused on practice management, *Trends*[®]
 - 50 hours of RACE-approved CE delivered in an online format
 - Discounts on practice supplies and services
 - Free standard shipping on AAHA books and merchandise
 - See aaha.org/benefits for more



BENEFITS FOR CORPORATE-OWNED VETERINARY GROUPS

- Accredit your practices more quickly and efficiently
- Accredit multiple practices in a more cost-effective manner
- Build community across your practice teams at different facilities as they work together toward a common goal, while reinforcing your corporate culture
- Receive a neutral, third-party assessment of your practices
- Raise the bar for your non-accredited hospitals
- Utilize a new avenue to communicate with and provide content to your team members
- Choice—AAHA will never require any practice to enroll in Amplify



3 STEPS TO ACHIEVING ACCREDITATION

Step

1

Complete the pre-qualifying assessment

Step

2

Complete 13 AAHA modules during live virtual meetings and complete independent work to attain practical skills your team can immediately apply

Step

3

Participate in an on-site accreditation evaluation (occurs at each practice), led by an expert AAHA practice consultant



SELECTING AAHA AMPLIFY PARTICIPANTS: YOUR CHOICE

Enterprise group leadership generally selects seven to 10 facilities (though we have worked with both smaller and larger cohorts) that will participate in AAHA Amplify. Each facility will designate two representatives – a clinical and a management staff member – to attend each of the weekly or biweekly cohort meetings.

AAHA AMPLIFY ELIGIBILITY

Currently, AAHA Amplify is only available to traditional full-service veterinary hospitals that are seeking AAHA accreditation.

In order to become an AAHA-accredited member, a general full-service veterinary hospital or practice must meet nearly 50 mandatory standards in addition to other applicable standards. AAHA's standards were developed by experts in the field and are continuously updated to keep accredited practice teams at the forefront of the profession.

Though the purpose of the cohort model is to work collaboratively with each of your practices to meet all the applicable standards, there are three mandatory standards that can significantly slow the accreditation if not met prior to beginning the process. *If a practice cannot*

currently meet these three standards, please contact your Amplify representative to discuss.

1. All major surgeries are performed in a surgical suite.
2. The surgery suite must be an enclosed, single-purpose space (i.e., not utilized for routine patient care or storage of miscellaneous equipment).
3. All dental procedures are performed under general anesthesia with canine and feline patients intubated and supplemental oxygen being administered.

Members of each cohort should commit to attending all cohort meetings. If a representative misses more than two meetings, it is extremely difficult to catch up and finish accreditation with the rest of the cohort.