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NAVC VetFolio Partners with Dr. Andy Roark and Uncharted Veterinary Conference to Launch a New Series of Business and Leadership Certificates

New Program Helps Veterinary Practice Leaders Reach Leadership Potential

ORLANDO, FL – MARCH 5, 2024 – [The North American Veterinary Community](#) (NAVC) and Uncharted Veterinary Conference (UVC), founded by practice management speaker, writer, and consultant Dr. Andy Roark, have partnered together to develop and launch the Uncharted Leadership Essentials Certificate, a new certificate series developed for veterinary practice leaders and managers. The program is available through [VetFolio](#), the NAVC's industry-leading digital platform which provides online virtual learning and engagement for veterinary professionals.

"The NAVC's vision and mission are to support all members of the veterinary healthcare team," said NAVC CEO Gene O'Neill. "Through this partnership with Andy Roark and Uncharted Veterinary Conference, we are confident we will provide practice managers and other team members the critical business and leadership skills they need to thrive in their careers and enable practices to reach their full potential."

The Uncharted Leadership Essentials Certificate is the first in a new series of online certificates offered through VetFolio. It includes eight hours of RACE-approved Continuing Education (CE) and includes sessions on training in strategic planning, identifying and utilizing team values, trust-building behaviors, communication styles, delivering coaching and feedback, holding people accountable, gaining team buy-in, setting priorities, delegating effectively, and understanding the basics of successful project management.



Dr. Andy Roark discusses the Uncharted Leadership Essentials Certificate program with VetFolio's Dr. Cassi Fleming at VMX 2024

“The Uncharted Leadership Essentials Certificate program focuses on teaching the essential leadership skills every person managing others should have,” said Roark. “Technician team leads and Customer Service Representative team leads are so valuable to the modern veterinary practice, but there is little training to support these roles. This certificate should be a great resource for them as well as upper management.”

Dr. Roark, with a team of professionals at UVC, developed the certificate program over the last three years. The program arose from his work with corporate practices to determine which leadership and management resources would be most valuable for practice managers, medical directors, and multi-site leaders.

“VetFolio is the veterinary community’s most respected online education resource with its extensive experience with online training, their position as a recognized leader in veterinary education, the flexibility and features of the VetFolio platform, and VetFolio’s ability to support practices providing training for multiple members of the veterinary team,” Roark added. “We are thrilled to partner with NAVC and VetFolio to bring these resources to thousands of veterinary practices.”

About the NAVC

The North American Veterinary Community (NAVC) is a 501(c)(3) nonprofit organization dedicated to supporting and advancing veterinary professionals worldwide. As the world’s leading provider of veterinary continuing education, the NAVC delivers essential training, tools and resources for veterinary professionals to stay abreast of advances in animal medicine and provide the best care for animals everywhere. Through its commitment to innovation and excellence, the NAVC has developed a diverse portfolio of products and services, including: educational events, headlined by VMX (Veterinary Meeting & Expo), the world’s largest, most

comprehensive continuing education conference and launchpad for new products and innovations within the veterinary industry; VetFolio.com, a robust digital platform for virtual learning and engagement; NAVC Media, the veterinary industry's largest and award-winning portfolio of trade publications; and Embrace, an advocacy arm which unites the veterinary community and pet lovers. The NAVC was founded in 1982 and is headquartered in Orlando, FL. Since 2017, the NAVC has been recognized annually as one of the Top Workplaces by the Orlando Sentinel. To learn more about the NAVC's products and brands, visit <https://navc.com/>. To see our schedule of upcoming events, visit <https://navc.com/calendar/>.

About UVC

Uncharted Veterinary Conference has been an industry leader in business development, management, and communication training for veterinary professionals since 2017. The organization has worked with thousands of corporate and independent veterinary hospitals in that time, and Uncharted leadership programs have been shown to both increase employee retention for participants in leadership roles and also to increase retention of veterinarians being managed by those participants.

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