



Amplify

A Group Accreditation Program

Stronger Teams. Better Care. More ROI.

That's the value of AAHA accreditation.



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

BENEFITS FOR PRACTICE TEAMS

- **AAHA Advantage** is AAHA's group purchasing organization with over 20 vendors. All vendors within this program offer exclusive discounts, preferred pricing, rebates, and more from top manufacturers. The average practice that actively utilizes this program saves over \$4,000 annually. The cost to join is just \$300 per year.
- Achieve AAHA accreditation in manageable steps guided by experts through an established curriculum
- Fully engage your whole team in your journey towards veterinary excellence. Participation by the practice will improve teamwork, creating a better work environment, driving improved morale
- Join a community of peers striving to reach similar goals
- Participate in organic knowledge sharing and mentoring
- Create clinical protocols based on evidence-guided recommendations
- Access tools and resources you can immediately use
- 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*®
 - Discounted and free standard shipping on AAHA books and merchandise

BENEFITS FOR CORPORATE-OWNED VETERINARY GROUPS

- Preferred Business Providers. As a busy practitioner, you need business solutions that save you time, effort, and money. AAHA hand-selected, trusted Preferred Business Providers that offer reliable resources with preferred pricing or other special services just for AAHA members.
- Accredit your practice(s) more quickly and efficiently
- 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
- Access to bulk pricing on career ads on the AAHA Job Board, as well as discounted pricing on bulk purchases of professional development Guidelines certificates.
- Choice – AAHA will never require practices to enroll in Amplify

See aaha.org/benefits for more

How does Accreditation Benefit Me?

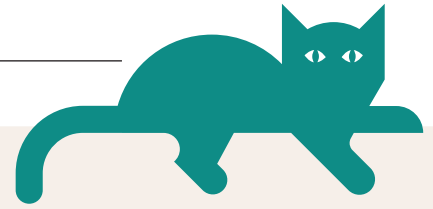


32%
MORE CUSTOMERS

41%
MORE REVENUE

* Commissioned Practice Analysis Report | VetSuccess, 2019.

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



3 STEPS TO ACHIEVING ACCREDITATION

- 01** Complete a self-assessment of your practice
- 02** Complete AAHA modules during live virtual meetings and complete independent work to attain practical skills your team can immediately apply
- 03** 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 select 10+ that will participate in AAHA Amplify. AAHA will work with the hospital to build the most effective program for participants in our hybrid live-online format.

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.

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.

IMPORTANT

Though the purpose of the cohort model is to work collaboratively with each of your practices to meet all the applicable standards. If a practice cannot currently meet these three standards, please contact your Amplify representative to discuss.

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

97% of Amplify participants successfully achieve accreditation on their first try

91% of practices report building a better team thanks using Amplify's tools

Here's what others are saying about the benefits of the Amplify program:

"It was all beneficial — gave me a larger perspective of what needs to get done."

"Great tips on how to organize and streamline processes."

"I really like how interactive it is."

ABOUT AAHA ACCREDITATION

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. 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.

AAHA is the only organization that accredits veterinary practices in the United States and Canada. Unlike the human health world, accreditation of animal hospitals is voluntary.