

# MANITOBA VETERINARY MEDICAL ASSOCIATION MEMBER BENEFITS



MVMA members  
save 10% on any  
services booked!

Contact  
[holly@amyoliver.ca](mailto:holly@amyoliver.ca)



## TESTIMONIAL

“Our entire team was so engaged when we participated in Amy’s workshops. They were able to learn and grow on a personal and professional level, while still experiencing growth as a team. The entire group left the sessions feeling energetic, and with a renewed sense of purpose. We are looking forward to our continued collaborations with Amy Oliver & Co.”

**- Dr. Samyra Stuart-Altman  
Practice Owner  
Central Veterinarian Services**



# Hello!

We know how hard practice owners work to build something meaningful, not just a business, but a place that serves and supports your community. Whether you're managing operations, leading your team, or navigating the constant changes in healthcare, the demands on your time and energy are immense.

At Amy Oliver + Co, we see you. We've built our business around helping practice owners find sustainable ways to lead, while making sure the operational side of your work runs smoothly. With expertise in clinic operations, organizational behaviour, and leadership development, we offer practical solutions that address both the big-picture strategy and the everyday challenges you face. Our goal is to help you achieve clarity, confidence, and balance — so you can focus on what matters most to you.

But beyond that, we care deeply about the communities we're part of. As a woman-owned, living-wage business, we've built social responsibility into our work from the beginning. A portion of our profits funds pro bono services, supporting individuals facing equity barriers, escaping violence, or rebuilding their lives. It's work we're deeply proud of, and we're excited to grow our pro bono portfolio in 2025.

When you work with us, you're not just getting advice and templates — you're partnering with a team that cares. We're here to share our knowledge, guide your leadership, and offer real-world solutions that will add lasting value to your practice and your life.

Thank you for considering us as a partner in your business. We look forward to working alongside you to help your practice thrive and make a lasting impact in your community.

-Amy

# BIOGRAPHY

---

## AMY OLIVER

MBA, BSCPH, PMP, CLC

FOUNDER & CEO, AMY OLIVER + CO



Amy Oliver is an experienced healthcare executive and the founder and CEO of Amy Oliver + Co where she offers trusted advisory services and professional leadership and business coaching to practice owners, leaders, academics, and organizations in health and social sectors.

Amy has coached and advised hundreds of health leaders and practice owners. She is passionate about bridging the gaps around strategy, management, and leadership through knowledge translation at the crossroads of health and business. She is the founder of the Healthy Business series, the Womomentum series, and the online leadership platform, The Stack.

She holds a clinic degree and an MBA with a dual concentration in Organizational Leadership and Health Administration. She is a Certified Leadership Coach, and a globally certified Project Management Professional. Amy holds certificates in Emotional Intelligence and Advanced Strategic Management and Leadership. She is a sought after keynote speaker and a member of the Speakers Bureau of Canada.

Amy has won multiple health sector and leadership awards and is a recent alumna of the prestigious Governor General Canadian Leadership Conference.

### CONNECT:

e: [amy@amyoliver.ca](mailto:amy@amyoliver.ca)

w: [amyoliver.ca](http://amyoliver.ca)

AO.CO

Copyright 2025

# COACHING

Our certified coaches, with extensive leadership experience and advanced education, are dedicated to helping you set goals, enhance self-awareness, and develop leadership skills.



After almost 2 years of working with Amy, our clinic is unrecognizable. In an industry where toxic culture and burnout runs rampant, our team is resilient and positive. Amy has worked with us to improve our communication, recognize and resolve stressful triggers, and manage overwhelm. Furthermore, she has worked with leadership to identify weak spots in our operations and then provide practical solutions to improve. Today, our growing and incredibly busy practice, is able to run smoother than it ever has and Amy has given us the tools to grow and problem-solve effectively. The work Amy and her incredible team does is nothing short of magic.

- Dr. Celine Ward  
Practice Owner, Kenora Animal Hospital

**We help business owners and executives streamline operations, improve workflows, and strengthen their management practices. Whether you're scaling your business, navigating change, or refining your strategy, we provide the expertise and tools you need to run your business more efficiently.**

**Leadership isn't just about systems — it's about people. We offer practical support to help you manage teams, resolve conflict, and build a culture of trust and accountability. With our guidance, you'll lead with confidence in both the operational and human sides of your business.**

**This package includes up to 20 sessions over one year for \$17,985, with full access to our suite of online resources and unlimited text and email support to get help when you need it most.**

Contact [holly@amyoliver.ca](mailto:holly@amyoliver.ca)

# RECRUITING

---

Finding the right Veterinarian for your team can be challenging — we're here to make it easier. Our Veterinarian Recruitment Services provide personalized, end-to-end support to help you attract and secure top-tier talent for your clinic. Led by Jen Hamilton, a seasoned Human Resources Professional with over 15 years of recruitment experience in healthcare, veterinary, clinic, retail, and financial sectors, we deliver a proven approach to finding your next great hire.

Jen works closely with you to understand your unique hiring needs and designs a tailored recruitment strategy for your clinic. From creating compelling job ads to sourcing high-caliber candidates and conducting initial interviews, we take care of the entire recruitment process. You'll receive pre-screened candidates with the skills and competencies you need, along with ongoing guidance to make the right hire.



**Let us handle the hard part so you  
can focus on your patients and  
your business.**



Contact [holly@amyoliver.ca](mailto:holly@amyoliver.ca) to discuss your recruiting needs and get a quote.

# CLINIC FORWARD

## AN OPERATIONAL AND BUSINESS SUPPORT PROGRAM FOR INDEPENDENT CLINICS

Our Clinic Forward operations program works one on one with clinic owners' to increase their skills, abilities, and confidence around the business of clinic.

With a combo of on-site support and virtual meetings we help owners optimize all operational areas of clinic practice while maintaining the critical autonomy and personal values in their business. Through a combination of virtual and on-site meetings, we cover best practices in the following areas and more:

- Inventory management
- Operational efficiencies
- Risk management
- Loss prevention
- Patient care services
- Patient experience
- Continuous improvement
- Strategy and business planning
- Strategic partnerships
- Metrics and KPIs
- Security and Safety
- Human resources
- Psychological health and safety
- Process Improvement

Following a comprehensive assessment, a recommendations report is provided, as well as a personalized debrief to review and discuss.

Price \$14,485. Contact [holly@amyoliver.ca](mailto:holly@amyoliver.ca) to book



# ADMIN SUPPORT

---



At Amy Oliver + Co., we support clinic owners with thoughtful, professional administrative services designed to streamline operations and bring clarity to the back end of your business. From policy development and document branding to website updates and task management systems, we transform your operational needs into tailored, editable tools that reflect your brand and keep your processes consistent.

Our services include expense tracking templates, organized digital filing systems, structured meeting agendas, and strategic planning frameworks — all designed to support day-to-day operations while preparing you for audits, compliance checks, or growth opportunities.

Because no two clinics are alike, we offer custom solutions and curated packages to meet your unique needs. Our experienced team is here to provide flexible, high-quality support — so you can focus on what matters most: caring for your community and running a business you're proud of.

Prices start at \$4,250 per year. Contact [holly@amyoliver.ca](mailto:holly@amyoliver.ca) to discuss.

\*\* Subject to availability of the AOco team. Contact [holly@amyoliver.ca](mailto:holly@amyoliver.ca)

# SOCIAL MEDIA SERVICES

A strong social media presence can help clinics build brand awareness and connect with their communities, but managing it takes time.

Let us take the work off your plate with professional social media management, including initial account setup, customized branding, and ongoing content creation\*\*. Our team works with you to ensure your online presence reflects your clinic's values and services.

Our clinical content is created by health professionals, saving you the time and effort of coming up with post ideas. We mix educational posts with custom content specific to your site, such as flu clinic dates, holiday hours, and promotions. This service includes three posts per week on up to two platforms (such as Instagram and Facebook). We handle content planning, design, captions, and scheduling, so you can stay visible online without the day-to-day hassle.

***Reach out to [holly@amyoliver.ca](mailto:holly@amyoliver.ca) for more details.***

**\$8.695 / year**  
+ applicable taxes



# HUMAN RESOURCES & HEALTH AND SAFETY TEMPLATES

SAVE TIME WITH A FULL SET OF READY-TO-USE TEMPLATES  
CUSTOMIZED AND BRANDED FOR YOUR CLINIC!



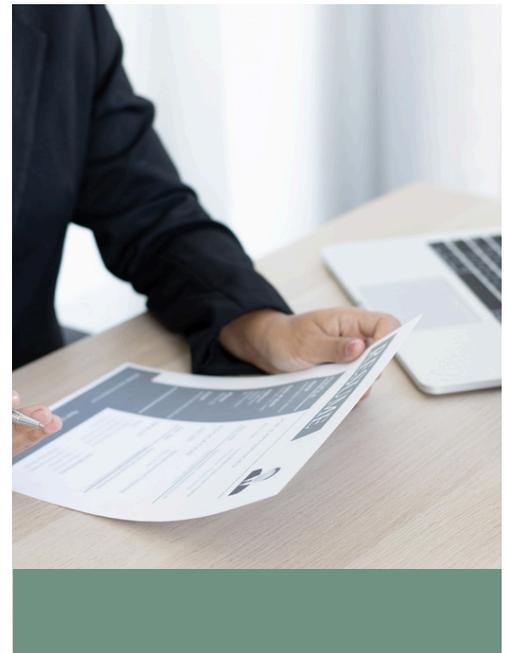
Managing your clinic's HR and Health and Safety programs doesn't have to be overwhelming.

Our HR package provides the essential tools and documents you need to stay organized and compliant.

**\$4,985**

+ applicable taxes

- Health & Safety Essentials
  - Health and Safety Policies
  - Emergency Response Templates
  - WHMIS Training Materials
  - HR Management Tools
  - Employment Contracts
  - Onboarding Checklists
  - Maternity and Leave Policies
  - Incident Reporting Forms
  - Supervisor Training Checklists
  - Offboarding Processes
- .....**and many more!**



**AO.CO**  
Copyright 2025

Contact [Holly@amyoliver.ca](mailto:Holly@amyoliver.ca) for the complete list and to simplify your HR so you can focus on your patients and your business.

# THE VAULT

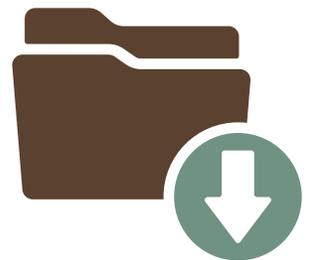
EVERYTHING YOU NEED IN  
ONE SPOT!

Amy Oliver + Co is excited to introduce The Vault, your one-stop destination for all your digital downloads!

Whether you're seeking reports, toolkits, guides, financial tools, human resources, or leadership materials, we've got you covered.

Say goodbye to the hassle of navigating through multiple piles or scouring your emails or folders for the content. With this library, access everything you need conveniently in one centralized location.

Our comprehensive library ensures easy access to valuable resources!



Get 25% off with code  
RXMB2025



# THE STACK



Amy Oliver + Co.

The Stack is a curated collection of workshops, tools, and custom content created to level-up healthcare leaders, practice owners, and health executives.

**We have spent two decades gaining deep knowledge to build this custom offer to help YOU thrive as a health leader.**

**NOW, we are on a mission to share these best practices with those who serve our communities day in and day out. Because when our healthcare teams perform at their best the ripple effects touch every corner of this country and every person in it.**

**Get 25% off with code  
RXMB2025**

Over 30 Topics Including:

- Boundaries
- Change Management
- Conflict Resolution
- Onboarding
- Psychological Health & Safety
- Leadership
- Networking
- Project Management



**Topic list is always growing, with more than 30 sessions available to you on demand. Complete at your own pace and take away tons of tools and templates.**



AO.CO

Copyright 2025