

Art of Veterinary Medicine III, VETM*4220

Fall/Winter 2017-2018

Calendar

In a series of integrated modules, the course 'Art of Veterinary Medicine III will build upon, and enhance, the knowledge base and skill set acquired in Phases 1 and 2 in the areas of communications, human-animal interactions, professional development, and the client/patient/veterinary triad. The focus in these areas will now move towards recognizing difficulties that may arise and how to differentiate abnormal situations from normal ones. Problem-solving, conflict resolution and self-management through application of innate and acquired knowledge and skills will be developed. In addition, the course will introduce and emphasize concepts of business and entrepreneurial skills which are required for successful veterinary practice.

Course

Dr. John Tait, Dept. of Clinical Studies, ext. 52519, email: johntait@uoguelph.ca

Instructors

Dr. Jason Coe, Dept. of Population Medicine, OVC

Dr. Colleen Best, Dept. of Population Medicine

Guest lecturers and panellists to be announced

Dr. John Tait, Dept. of Clinical Studies, email: johntait@uoguelph.ca

Administrative

For questions regarding academic consideration, continuation of study, academic misconduct, safety, confidentiality, and experiential learning involving use of animals, please refer to the Phase information of the OVC website.

Course

The course is based on meeting the Current Phase Learning Outcome Statements. (http://ovc.uoguelph.ca/sites/default/files/users/ovcweb/files/PhaseLearningOutcomes_20150717.pdf). The emphasis will be on helping students achieve the knowledge, skills, attitudes and behaviours necessary to develop the general business, career and veterinary competencies addressed in Phases 1 and 2. Specific outcomes according to module are outlined below in Units of Study.

Course

Unit: Communication Skills

This module will build upon skills developed in Phases 1 and 2 by further assisting students in learning how to access, evaluate, synthesize and communicate information in a complex environment. Additional emphasis will be placed on searching and evaluating electronic resources for information, discussing both the conveniences and the pitfalls of web-based research. Students will also learn how to recognize and avoid plagiarism.

This module will build upon the concepts of intrapersonal, interpersonal, intergroup and inter-organisational conflict already introduced in Phases 1 and 2. In addition, students will be reminded of their previously ascertained Myers-Briggs personality types in an attempt to make them more conscious of how personalities will influence their interactions with clients and co-workers of the future. With a movement towards a case-based client/co-worker approach, students will develop skills in dissecting and diffusing difficult situations, where quite often the “difficult person” is oneself.

This module will also review and refine clinical interviewing skills covered in Phases 1 and 2 with additional exploration of further skills necessary for conducting the appointment. This module has a strong practical component enabling students to identify communication weaknesses and strengths, necessary refinement of skills and rehearsal of these skills through role-play and critical review of videotapes. Emphasis will be on integrating communication skills, physical examination and problem-solving with technical information students have acquired to date.

Unit: Professional Values II

This module will build upon the ethical groundwork laid out in Phases 1 and 2 adding a degree of complexity and real-life application to the basic history and theory already presented. As part of their professional development, students will be provided with the basic skills with which to solve ethical quandaries and be given practice taking a stand on and defending certain ethical issues. In addition, regulatory ethics will be explored in more depth and in Phases 1 and 2, this time not only involving a discussion of pertinent laws and regulations but, also hands-on practice exploring how complaints are received, reviewed and resolved by regulatory bodies such as the College of Veterinarians of Ontario (CVO).

Business Management III

This module will also introduce students to the general structures of microeconomics and business in the capitalist economy: the business cycle, the structure of business, macro and microeconomic overviews and considerations in operating a business and a veterinary practice in particular. In addition, the concepts of efficiency, effectiveness, decision-making strategy and situational analysis will be discussed. This module will also consider veterinary-specific issues related to marketing in veterinary medicine, the structure and function of veterinary practice, regulatory veterinary medicine, financial parameters to veterinary practice, customer service, business ethics, personal financial management and planning, client services and current trends and controversies in the veterinary profession. Included in all components of the module will be relevant human resources and ethical issues, text mainly on a case-based concept.

Unit: Human-Animal Interactions II

The concept of a “bond-centered” practice and its inherent components will be covered in this module. In addition to the human impact of the bond, this module will also focus on animal rights and animal welfare in the light that they are balanced, enhanced or often conflicted with the interest of veterinary clients.

Revised August 1,2017

In this course, Turnitin will be used and integrated with the CourseLink Dropbox tool, to detect possible plagiarism, unauthorized collaboration or copying as part of the ongoing efforts to maintain academic integrity at the University of Guelph.

All assignments submitted to the CourseLink Dropbox tool in this course will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com site.

A major benefit of using Turnitin is that students will be able to educate and empower themselves in preventing academic misconduct. In this course, you may screen your own assignments through Turnitin as many times as you wish before the due date. You will be able to see and print reports that show you exactly where you have properly and improperly referenced the outside sources and materials in your assignment

Evaluation

Evaluation will take the form of:

1. Midterm or Case/Opinion Presentation (15% of final grade). This project will seek to apply the basic skills and knowledge acquired throughout the Art of Veterinary Medicine Program. There will be a short presentation component.
2. A final exam (75% of the final grade)
3. A completed client interview (10% of final grade).

Unless approved by the course co-ordinator, failure to submit any assignment or failure of any single required evaluation component will require remediation of this section and a grade of incomplete (INC) will be assigned until remediation is complete. If remediation does not result in a passing grade, a grade of 49% will be assigned for the whole course.

Schedule

See Phase 3 schedule for actual dates and times

Approved August 29 2017