



VETM*3220 Art of Veterinary Medicine II

Fall 2018

Section(s): C01

Ontario Veterinary College (OVC)

Credit Weight: 0.50

Version 1.00 - August 22, 2018

1 Course Details

1.1 Calendar Description

Using modules, this course will build on, and enhance, the knowledge base and skill set acquired in Phase I in the area of communications, human-animal interactions, professional development, and the client/patient/veterinarian triad. The focus in these areas will now move towards recognising difficulties that may arise and how to differentiate abnormal situations from normal ones. Problem-solving, conflict resolution and stress management through application of innate and acquired knowledge and skills will be developed. In addition, the course will introduce concepts of business and entrepreneurial skills which are required for successful veterinary practice.

Pre-Requisite(s): VETM*3210
Co-Requisite(s): All Phase 2 courses.

1.2 Timetable

Timetable is subject to change. Please see the DVM course schedule for the latest information.

1.3 Final Exam

Exam time and location is subject to change. Please see the DVM course schedule for the latest information.

2 Instructional Support

Guest Lecturers

Dr. Susan Sabatini, Practice Advisor - College of Veterinarians of Ontario

Jennifer Bluhm, Senior Inspector – Ontario Society for the Prevention of Cruelty to Animals

Douglas Jack, Lawyer – Borden Ladner Gervais

2.1 Instructor(s)

Dr. Jason Coe

Email: jcoe@uoguelph.ca
Telephone: +1-519-824-4120 x54010
Office: OVCS 2534

Dr. Derek Haley

Email: dhaley@uoguelph.ca
Telephone: +1-519-824-4120 x53677
Office: OVCS 2539

Dr. Martha Winhall

Email: mwinhall@uoguelph.ca
Telephone: +1-519-824-4120 x52287
Office: OVCS 2535

2.2 Instructional Support Team

Course Co-ordinator: Jason Coe
Email: jcoe@uoguelph.ca
Telephone: +1-519-824-4120 x54010
Office: OVCS 2534

3 Learning Resources

3.1 Recommended Resource(s)

Reference Textbooks (Textbook)

Silverman J, Kurtz S, Draper J. Skills for Communicating with Patients. New York: Radcliffe Medical Press, 2013. *University of Guelph Library Electronic resource R727.3 .S56 2013*

Rollin BE. An Introduction to Veterinary Medical Ethics: Theory and Cases. Ames: Blackwell Publishing, 2006. *University of Guelph Library On Reserve SF756.39.R65 2006*

Recommended Readings (Article)

Mullan S, Main D. Principles of ethical decision-making in veterinary practice. In Pract 2001;23:394–401.

MacMartin C, Wheat HC, Coe JB, Adams CL. Effect of question design on dietary information solicited during veterinarian-client interactions in companion animal practice in Ontario, Canada. J Am Vet Med Assoc 2015;246:1203-1214.

Kanji N, Coe JB, Adams CL, Shaw JR. Effect of veterinarian-client-patient interactions on client adherence to dentistry and surgery recommendations in companion-animal practice. J Am Vet Med Assoc 2012;240:427-436.

Dysart LMA, Coe JB, Adams CL. Analysis of solicitation of client concerns in companion animal practice. *J Am Vet Med Assoc* 2011;238:1609-1615.

Coe JB, Adams CL, Bonnett BN. Prevalence and nature of cost discussions during clinical appointments in companion animal practice. *J Am Vet Med Assoc* 2009;234:1418-1424.

Coe JB, Adams CL, Bonnett BN. A focus group study of veterinarians' and pet owners' perceptions of veterinarian-client communication in companion animal practice. *J Am Vet Med Assoc* 2008;233:1072-1080.

Coe JB, Adams CL, Bonnett BN. A focus group study of veterinarians' and pet owners' perceptions of the monetary aspects of veterinary care. *J Am Vet Med Assoc* 2007;231:1510-1518.

4 Learning Outcomes

The Art of Veterinary Medicine II is the second in a series of three integrated courses spanning Phases 1, 2 and 3 of the DVM curriculum. The emphasis in this course is to build on your experiences and learning established during Phase I in order to further assist you in developing the foundation of knowledge, skills, attitudes and behaviours necessary to achieve the general and veterinary competencies required of an entry level veterinarian at the time of graduation. The general and veterinary competencies addressed by the Art of Veterinary Medicine courses as outlined in the Learning Outcomes document are included at the end of this course outline. Specific learning objectives for Phase II are outlined below under three modules of study.

4.1 Course Learning Outcomes

By the end of this course, you should be able to:

1. **Communications and Client Relations II (CCR)** This stream builds upon the skills and knowledge attained during Phase 1 with an emphasis on further developing aspects of communication necessary for the complex environment of veterinary practice. At the completion of Phase II the student will be able to:
 - Identify and demonstrate the communication skills that can be used to conduct an effective clinical interview
 - Begin to demonstrate the ability to adapt one's use of communication skills to a range of situations and contexts
 - Identify and apply the required elements of informed-owner consent
 - Demonstrate the ability to communicate effectively through written means

This module has a strong practical component enabling students to assess and evaluate their communication skills including areas of strength and areas for further development.

This will be accomplished through appraisal and review of students' interactions with simulated clients.

2. **Personal and Professional Development II (PPD)** This module will deepen and enhance the professional development of students from Phase I in preparation for a career in veterinary medicine. At the completion of Phase II the student will be able to:

- Demonstrate the ability to work effectively as a member of a team
- Demonstrate the ability to critically reflect on a situation and modify behaviours as appropriate
- Demonstrate the use of critical reflection as a tool for ongoing learning and professional development
- Demonstrate elements of skill based coaching and feedback including critical appraisal of an interaction and providing constructive feedback that is descriptive and specific
- Apply the principles of ethical decision-making to a variety of clinical and professional situations
- Identify legal restrictions under which a veterinarian must operate

3. **Human Animal Interactions II (HAI)** At the completion of Phase II students will be able to:

- Describe common ethical perspectives on the use of animals
- Describe techniques used for scientific assessment of animal well-being
- Describe techniques used for the practical assessment of animal well-being
- Apply the practical assessment of animal well-being to the investigation of suspected animal cruelty or neglect
- Describe a veterinarian's legal obligations with respect to animal abuse or neglect

5 Teaching and Learning Activities

Please consult your DVM course schedule for the time and location of lectures, tutorials and the clinical communication labs. **Printed notes will not be provided for this course.** Students are responsible for recording lecture material at the time it is delivered and accessing the referenced reading material listed in this outline.

5.1 Lecture

Topic(s): Introduction to Art of Veterinary Medicine II
Lecture 1

Module : All

Topic(s): Critical reflection assignment
Lecture 2

Module: PPD

Topic(s): Lecture 3	Conflict management
Module: PPD/CCR	
Topic(s): Lecture 4	Conflict management
Module: PPD/CCR	
Topic(s): Lecture 5	Decision making and informed consent
Module: CCR	
Topic(s): Lectures 6 and 7	Tutorial Preparation - Writing medical records
Module: PPD/CCR	
Topic(s): Lecture 8	Communicating about money
Module: CCR	
Topic(s): Lecture 9	Breaking Bad News
Module: CCR	
Topic(s): Lecture 10	Shelter dogs (Video)
Module: HAI/PPD	
Topic(s): Lecture 11	Pet relinquishment
Module: HAI/PPD	
Topic(s): Lecture 12	Lab preparation - Coaching and feedback
Module: PPD/CCR	
Topic(s): Lectures 13 and 14	Animal welfare and the role of the OSPCA
Module: HAI/PPD	

Topic(s): Lecture 15	Animal welfare I
Module: HAI/PPD	
Topic(s): Lecture 16	Animal welfare II
Module: HAI/PPD	
Topic(s): Lecture 17	Animal welfare III
Module: HAI/PPD	
Topic(s): Lecture 18	Animal welfare IV
Module: HAI/PPD	
Topic(s): Lectures 19 and 20	Veterinary ethics and the law
Module: PPD	
Topic(s): Lectures 21 and 22	Social media
Module: PPD/CCR	
Topic(s): Lecture 23	Disclosing medical errors
Module: CCR	

5.2 Seminar

Topic(s): Tutorial 1	Group interview: Gathering information
Module: PPD/CCR	
Topic(s): Tutorial 2	Group interview: Explaining and planning - Part 1
Module: PPD / CCR	

Topic(s):
Tutorial 3

Group interview: Explaining and planning - Part 2

Module: PPD/CCR

5.3 Lab

Topic(s): Individual simulated client Interviews

Labs 1 to 5

Module: PPD/ CCR

6 Assessments

Within this course there are a number of assessments. Failure to complete any assessment by the end of the course will result in a grade of 'Incomplete' (INC) being assigned for the Art of Veterinary Medicine 2 (VETM*3220) course until the assessment is complete. If all course assessments are not completed by July 1, 2019 and academic consideration has not been granted, the student will be assigned a grade of 49% in the Art of Veterinary Medicine 2 course (VETM*3220).

If a student receives a failing grade for any graded assignment s/he will be encouraged to participate in a remedial process. This will include consultation with the course coordinator followed by a rewrite of the original assignment. The student will be provided the opportunity to submit the rewritten assignment for remarking.

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.

The final exam in this course, based on clinical communication skills, professional development and the interaction between humans and animals, will constitute 25% of the final grade. Testing will take the form of an Objective Structured Clinical Exam (OSCE), during which the student will be required to work through stations that are designed to assess their knowledge and skills pertaining to the material covered in the course.

6.1 Marking Schemes & Distributions

*** CourseLink (D2L) will be used to support the teaching and learning within this course. All assignments will be distributed through CourseLink. This is also where you will contribute to your critical reflection log.

6.2 Assessment Details

Critical Reflection (15%)

Critical reflection log - 7.5%

Meta-analysis of Critical reflection log - 7.5%

Tutorials (20%)

Participation - 5%

Group medical record - 10%

Group discharge statement - 5%

Simulated Client Laboratories (15%)

Video review of interaction with a simulated client - 10%

Coaching assignment: Performance analysis of a peer - 5%

Animal Cruelty Investigation Report (5%)

Student Continuing Professional Development (CPD) Assignment (5%)

Submitted to the College of Veterinarians of Ontario

Written Exam (15%)

Final Exam - OSCE (25%)

7 Course Statements

7.1 The Competency-Based DVM Curriculum

- Competencies are the required activities that are consistently exhibited by successful members of a profession. Every profession has a desired and defined mix of competencies. Simply put, a competency is an underlying characteristic that improves job

performance. Competencies follow the 80% / 20% rule. For any job, there will be a few (the 20%) key competencies that will largely (the 80%) influence excellence and success.

- Your curriculum is one that is competency-based. This means that at graduation, you will have demonstrated to us a set of competencies that are necessary for entry to the veterinary profession. The DVM curriculum was constructed to ensure that you have been taught these competencies and that your achievement of them has been evaluated.
- Competencies do not exist as either/ or, but are a matter of degree or level of expertise. They follow a developmental path, from the least to the most complex behaviours. Although different jobs require different competencies, competencies are transferable once they have become learned behaviours. Thus, each job experience can be used in career development or personal growth plans.
- Competencies include three categories that have been identified as critical for success in veterinary medicine: **Skills, Knowledge, and Aptitude and Attitudes**. Skills and knowledge are relatively easy to define, observe and measure. Aptitudes and attitudes are harder to observe and even more difficult to develop. However, they are the competencies that are most likely to define successful performance and satisfaction with work and life.
- Competencies are achieved by attaining specific learning objectives.

The general and veterinary competencies addressed by the Art of Veterinary Medicine courses as outlined in the [Learning Outcomes](#) document are:

Professionalism

Demonstrate the ability to evolve and adapt written and oral communication skills in order to effectively interact with clients, colleagues and staff as both a leader and team manager

This includes, at the appropriate level, being able to:

1. Listen respectfully and comprehend appreciatively
2. Practice the elements of good interpersonal communication successfully.
3. Demonstrate the ability to work cooperatively.
4. Effectively manage interpersonal conflict.
5. Communicate effectively by oral, written and electronic means.
6. Understand the importance of feelings, emotions, and values as elements of communication.

Comply with ethical principles, legislation and regulations for the licensed veterinarian, and any other contractual or legal arrangements.

This includes, at the appropriate level, being able to:

1. Identify and articulate your personal value system.
2. Identify ethics and standards of conduct.
3. Identify the values and assumptions that may be operative in various contexts.
4. Identify, critically evaluate, and accept the implications and consequences of decisions.
5. Re-evaluate decisions based on new information.
6. Deal effectively with uncertainty.
7. Accept that self-assessment of ethics and standards of conduct is a professional responsibility
8. Accept that others may have different values and assumptions and respect those differences.
9. Recognize and comply with the privileges and responsibilities of licensed veterinarians.
10. Recognize and comply with professional obligations arising from other legislation.
11. Recognize contractual arrangements.
12. Recognize situations in which prevailing legislative regulations are unclear or open to interpretation.
13. Identify and use sources of expert advice concerning compliance with legislation when warranted.
14. Report suspected illegal activities to the appropriate authorities.
15. Engage in professional behaviour which is consistent with the standards of the veterinary profession.
16. Recognize factors affecting the welfare of animals and recommended codes of practice.
17. Obtain permission to undertake procedures when required.
18. Take appropriate action in the case of suspected unethical behaviour.
19. Promote the welfare of animals.

Planning and Analysis

Appropriately identify, validate and analyze a problem based on scientific methodology, in a manner that can be critically reviewed.

This includes, at the appropriate level, being able to:

1. Identify and articulate the strengths and weaknesses, similarities and difference, of various forms of inquiry.
 2. Describe and apply the scientific method.
 3. Demonstrate an ability to evaluate information.
 4. Describe, evaluate and apply various approaches to the diagnostic process.
 5. Articulate and evaluate personal problem-solving processes.
 6. Use, where appropriate, alternative approaches in an investigation.
 7. Communicate clearly in a form appropriate to the context.
 8. Consider the needs of the audience.
 9. Give due emphasis to listening.
 10. Maintain orderly, legible records of veterinary work in a form suitable for use by others.
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8 University Statements

8.1 Email Communication

As per university regulations, all students are required to check their e-mail account regularly: e-mail is the official route of communication between the University and its students.

8.2 When You Cannot Meet a Course Requirement

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons please advise the course instructor (or designated person, such as a teaching assistant) in writing, with your name, id#, and e-mail contact. The regulations and procedures for [Academic Consideration](#) are detailed in the Undergraduate Calendar.

8.3 Drop Date

Courses that are one semester long must be dropped by the end of the fortieth class day; two-semester courses must be dropped by the last day of the add period in the second semester. The regulations and procedures for [Dropping Courses](#) are available in the Undergraduate Calendar.

8.4 Copies of Out-of-class Assignments

Keep paper and/or other reliable back-up copies of all out-of-class assignments: you may be asked to resubmit work at any time.

8.5 Accessibility

The University promotes the full participation of students who experience disabilities in their academic programs. To that end, the provision of academic accommodation is a shared responsibility between the University and the student.

When accommodations are needed, the student is required to first register with Student Accessibility Services (SAS). Documentation to substantiate the existence of a disability is required, however, interim accommodations may be possible while that process is underway.

Accommodations are available for both permanent and temporary disabilities. It should be noted that common illnesses such as a cold or the flu do not constitute a disability.

Use of the SAS Exam Centre requires students to book their exams at least 7 days in advance, and not later than the 40th Class Day.

More information: www.uoguelph.ca/sas

8.6 Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community – faculty, staff, and students – to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection.

Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The [Academic Misconduct Policy](#) is detailed in the Undergraduate Calendar.

8.7 Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

8.8 Resources

The [Academic Calendars](#) are the source of information about the University of Guelph's procedures, policies and regulations which apply to undergraduate, graduate and diploma programs.
