Art of Veterinary Medicine III, VETM*4220
Fall/Winter 2015-2016
0.5 Credit

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

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

Guest lecturers and panellists to be announced

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

Administrative Information
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 Description
The course is based on meeting the Competency Domains of the OVC DVM Program and Professional Competencies of Canadian Veterinarians. 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 Objectives

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 marking 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-centred” 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.

**Evaluation**

Evaluation will take the form of:

1. Group case/debate 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 (10 minute) 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 an “inc” or incomplete grade will be assigned until remediation is complete. If remediation does not result in a passing grade, a grade of 49f will be assigned for the whole course.

**Schedule**

See Phase 3 schedule for actual dates and times

*Approved September 1 2015*