



SPEAKING FRANKLY

A Report on the Veterinary Practice Advisory Panel

April 2019

BACKGROUND

As a component of its Strategy 2020 objectives, the Council of the College of Veterinarians of Ontario formed a veterinary practice advisory panel to assist with its work. The veterinary practice advisory panel's specific mandate includes:

- to provide early advice to the College on emerging policy matters
- to provide feedback on the implementation of draft policy
- to provide input on the communication strategy with the veterinary community
- to assist in the identification of risk areas in practice
- to identify emerging trends and challenges in practice

The panel meets at least three times a year, once face-to-face with Council.

This report summarizes key areas highlighted by the panel and outlines opportunities for Council consideration.

The first meeting of Veterinary Practice Advisory Panel with College Council was held on March 20, 2019.

KEY AREAS

(A) Professional Trends and Challenges

- Affordability of veterinary services
- Veterinary shortages
- Clinical care expectations
- Provision of after-hours care and work-life balance
- Alternative therapies vs. evidence-based veterinary medicine
- The use of social media
- Understanding the complaints process
- Third-party access to medical records

(B) Increasing Veterinarian Involvement in Public Consultations

- Use of practice interest information gathered at licence renewal to create targeted consultations

- Decrease member reluctance to participate
- Increase time given for consultation feedback
- Provide more feedback after consultation input is given
- Offer continuing education hours for responding to consultations

(C) How to Best Utilize the Veterinary Practice Advisory Panel

- Be clear on advisory panel objectives
- Use an interactive, engaging format to facilitate deeper discussions
- Provide more fulsome information on topics in advance of meetings
- Use the panel to continue to develop the relationship between licensed veterinarians and the College

SUMMARY

The Council is grateful to the members of the advisory panel for their candid comments and willingness to engage with the profession as it aims to instill confidence in veterinary regulation. All information and identified opportunities will be considered for both immediate and future planning.