



SPEAKING FRANKLY

A Report on the Veterinary Practice Advisory Panel

July 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 at its most recent meeting, and outlines opportunities for College consideration.

This meeting of the Veterinary Practice Advisory Panel was held on July 23, 2019.

KEY AREAS

(A) Shipping Drugs Directly to Clients from an Accredited Facility

1. What current methods of dispensing drugs directly to clients, beyond in office, are you aware of? What areas of practice are you seeing these different methods occurring in? What do you believe are their associated risks and benefits?
2. How do you believe that the current methods of dispensing could be expanded? What do you think would be the associated benefits and risks of these methods?

Highlights included:

- Importance of the chain of custody
- Potential to use direct shipping to expand availability of care in remote areas
- Importance of establishing clear standards of procedure within established VCPRs
- Need to ensure the credentials and quality of suppliers

- Finding a balance between offering options to clients and maintaining a strong and relevant VCPR
- Managing public expectation of convenience vs. the delivery of safe and effective veterinary care

(B) Transparency of Council

1. What does transparency mean to you?
2. What information do you wish was available/more accessible that would promote transparency?

Highlights include:

- Recent e-update related to the work of Council was informative
- Continuing to balance the discipline reporting in e-updates
- Providing more of the “why” behind Council decisions
- Making information more accessible

(C) The Visibility of College Resources

1. Do you have any suggestions for increasing the visibility of College resources in general?
2. Do you have any suggestions for increasing the visibility of College resources amongst licensed veterinarians in particular?

Highlights include:

- Providing more background on the development of resources
- Possibility of adding a written synopsis on College videos
- Potential to highlight important links in emails to licensed veterinarians
- Indexing past newsletters so they are searchable on the website

(D) Engaging Licensed Members in Consultation

1. Do you have any suggestions for increasing licensed veterinarian engagement in public consultations when it comes to form and/or ways to submit feedback?

Highlights include:

- Potential to earn CE hours for participation
- Avoiding survey fatigue
- Asking specific questions and allowing open-ended responses
- Ensuring complete anonymity
- Making calls for participation more personalized
- Making consultations more mobile device-friendly



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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.