



# PURINA® PRO PLAN® Vet Nurse Symposium 2024

Empowering the Vet Nurse Journey

## Managing and Mastering Your Crucial Role in the Vet-Owner Relationship

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# The purpose of this session



Building trust through communication



Involving your clients in decision-making



How you can look after yourself too

Why does  
communication  
matter?

*“Dogs do speak,  
but only to those  
who know how  
to listen.”*





A photograph of a woman in a pink sweater holding a small grey tabby kitten. A veterinarian in green scrubs with a stethoscope around her neck is examining the kitten. They are in a clinical setting with a computer monitor and other medical equipment in the background.

# We will explore....

- 
- 'Compliance'
  - Shared decision-making
  - Advocacy
  - Empathy
  - Motivational Interviewing
  - Reflective practice

# Poll

Who uses the term 'client compliance'?

- Yes, it's the best way to describe whether the client has taken your advice or not
- Yes, but I'm not sure if I like to use the term
- I sometimes use it
- I never use it

# Compliance



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# Meaning?

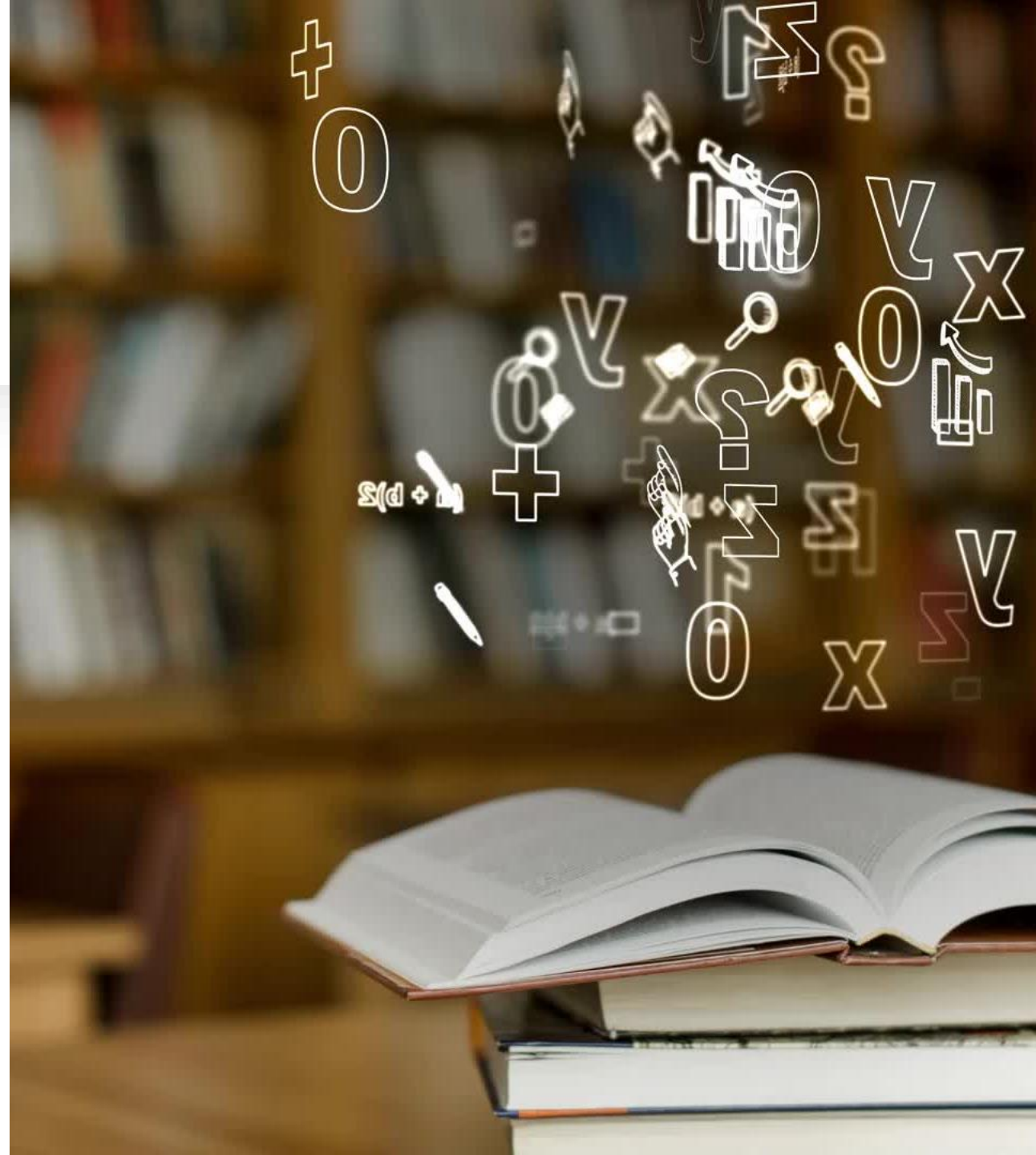
“the act of doing everything that someone tells or wants you to do..”

(Cambridge dictionary)

The opposite?

defiance, disobedience, non-compliance, non-conformity

(Collins dictionary)

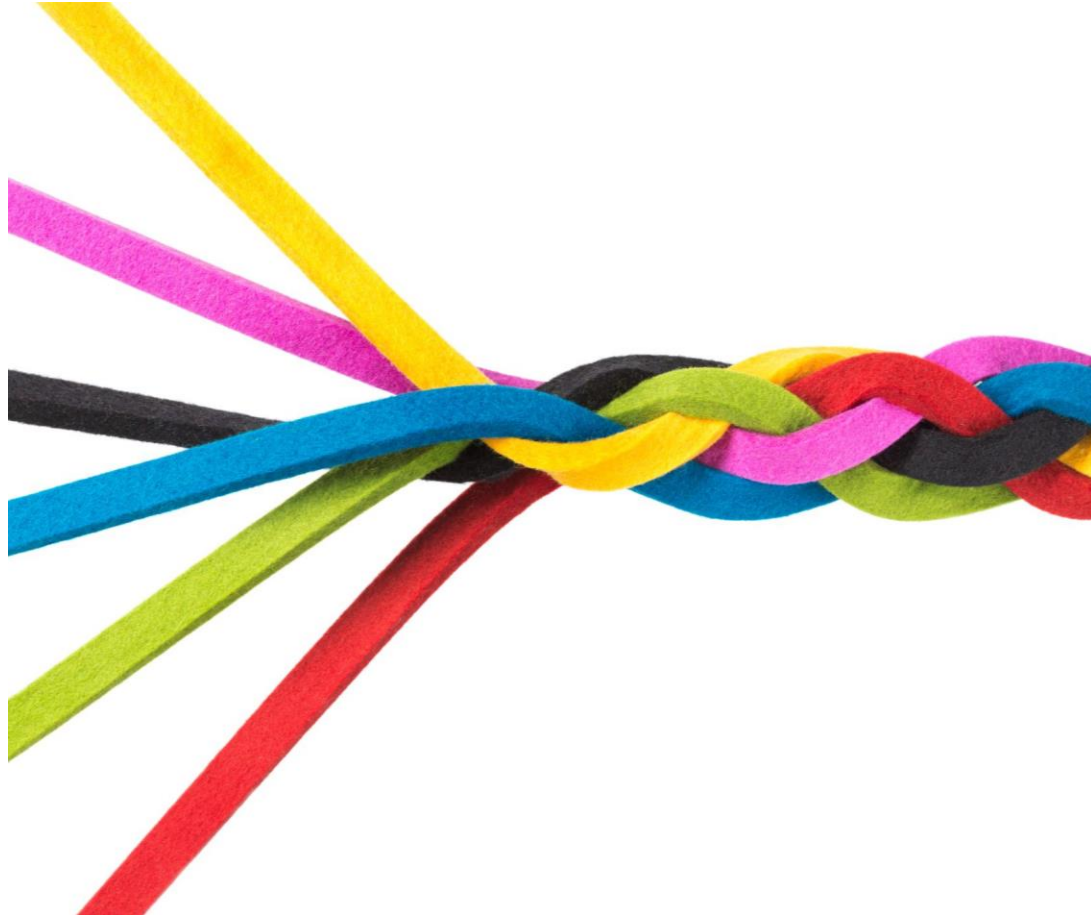


# Let's try

'Following', 'adhering', 'agreeing'



# It's about nurturing:



- Partnership
- Patient and client-centred care (*not just what we want or think needs to happen*)
- **Contextualised** care

# Poll

Who understands what we mean by contextualised care?

- Yes, and I use this in my communication with clients
- Yes, I understand it, but I've never used it
- No, I have not heard this term
- I've heard of it but I'm not sure what it means



# What is contextualised care?

Tailoring care to the needs of both the animal and the client, such as considering the animal's age, temperament, and general health, as well as the client's lifestyle, ability to provide care, and financial constraints.



Client perspective



# Shared decision-making

- Client perspective
- Offer enough information
- Listen
- Ask
- Discuss
- Plan
- Agree



# Effective and active listening

- Listen without interruption
- Eye contact
- Use pauses
- Pick up and act upon cues
- Check (your) understanding







Empathy

# Question

In which of these situations might you use empathy?  
(all correct)

- The client has been held up in traffic and was late for their appointment
- The client is worried about a nail clip
- The patient has been diagnosed with a severe condition
- A treatment hasn't worked for the patient
- A diet that you recommended didn't suit the patient
- The client can't afford a particular diet or treatment
- During a euthanasia appointment





# Being an advocate

The role of the practice team

Motivational interviewing (MI) is a method of clinical communication that uses a **guiding** style, helps us to **identify** clients' **motivation for change**, and **promotes client autonomy** in making decisions about their pet's care.

Motivational interviewing





**R**esist the righting reflex

**U**nderstand client's own emotions and motivations

**L**isten with empathy

**E**mpower the client

## Motivational interviewing



**1. Engaging** the client in talking about the issues, gaining trust and a perspective on their concerns and hopes for the outcomes of treatment.



**2. Focusing** - finding out the factors that the client may have a desire to and can change.



**3. Evoking** – eliciting the reasons behind why the client may want to make the change.



**4. Planning** – working out a plan with the client that will be achievable for them and their pet.

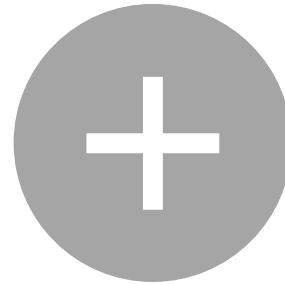
# Motivational interviewing



# Self-care and reflective practice



What is reflective practice?



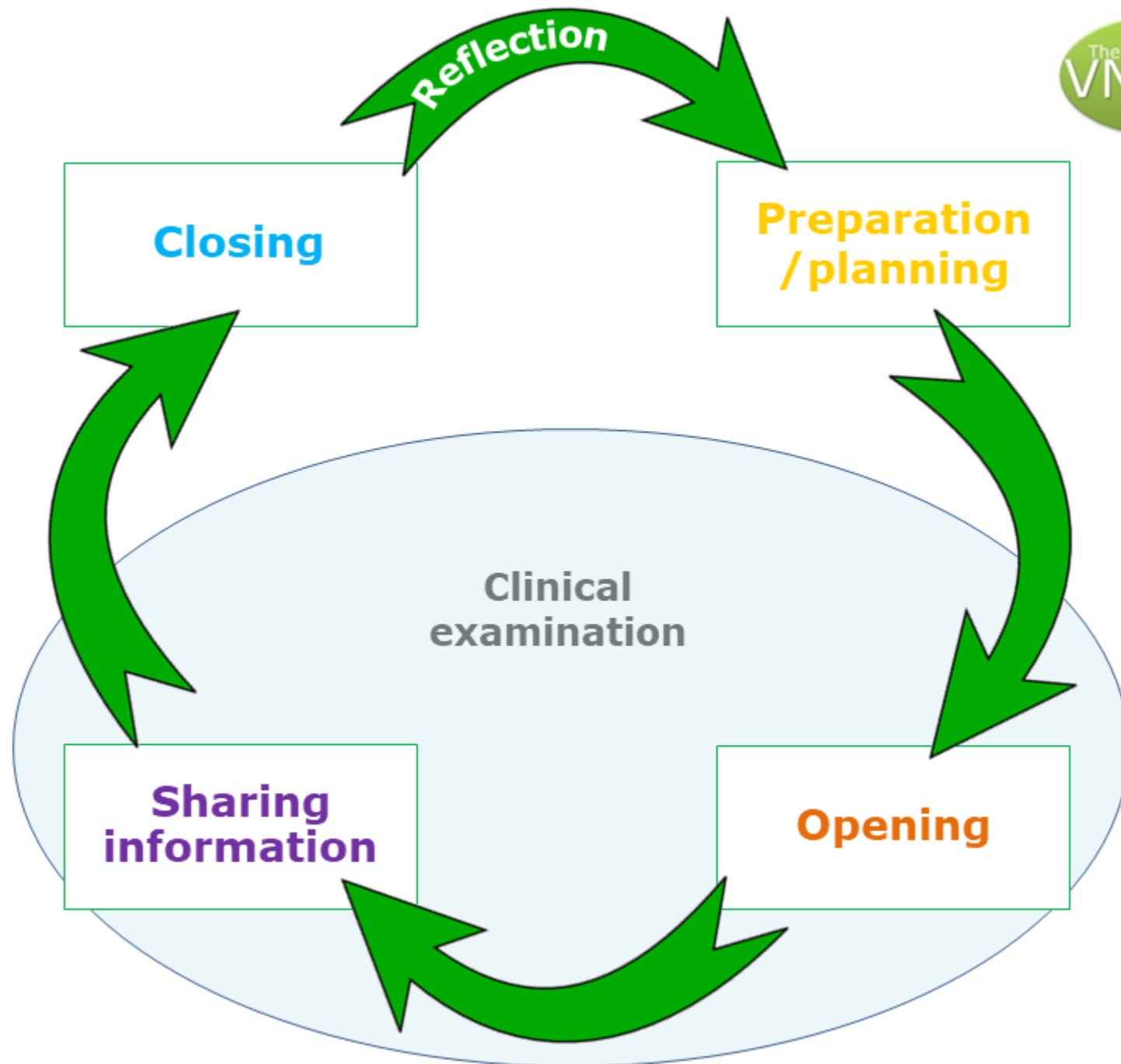
Why it is of benefit



Examples



What are your experiences of reflective practice?



# 'How' to reflect?



Gibbs' reflective cycle is a useful framework for reflecting on experiences



Providing a structure to reflection will help to make it a more productive exercise



Sharing the process and outcomes with others can be very useful



**What happened, what went wrong and/or right, what can I do next time?**



Write it down, record audio/video, write an article



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**Thank you!**

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