

Increasing engagement between practice owners and the veterinary services team

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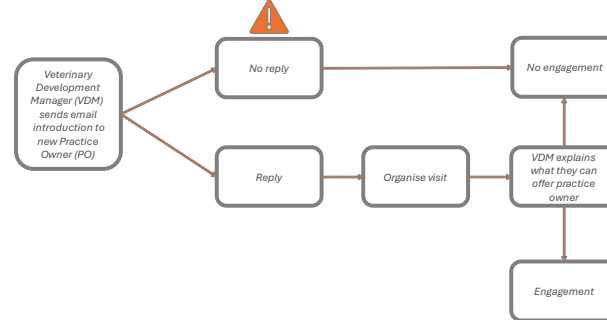
Practice owners often don't know how a veterinary development manager in the veterinary services team can help them. This leads to a lack of engagement, missed opportunities to be proactive and improve patient care and staff wellbeing.

BACKGROUND

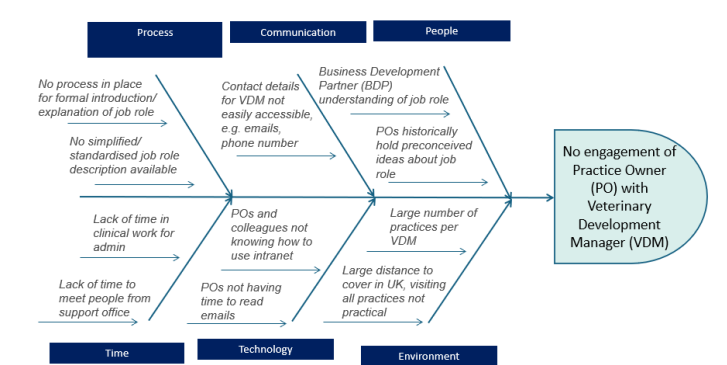
Historically the veterinary services team (veterinary development managers) would visit practices for ACE (Achieving Clinical Excellence) visits and this would force engagement that wasn't always positive. This no longer happens but it has left practice owners reluctant to engage and unaware of the changes within the job role itself and how we can support them.

DIAGNOSTICS

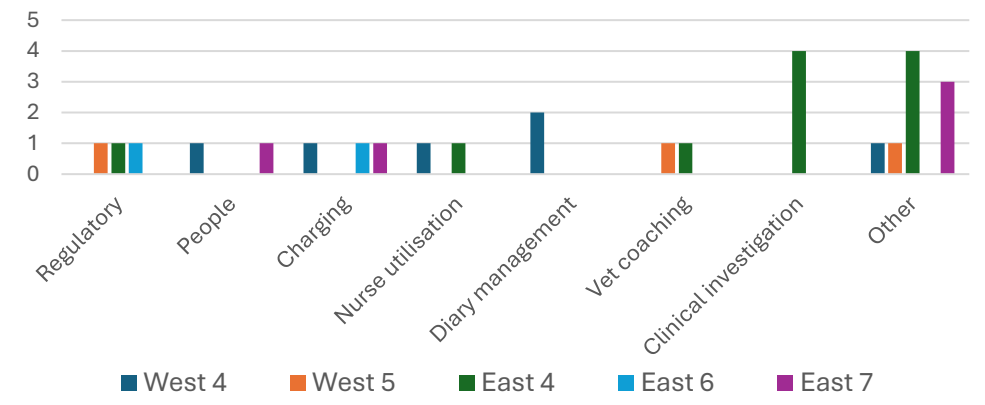
High-level Process Map



Fishbone diagram template

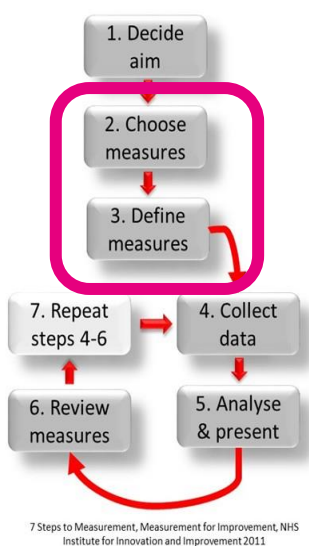


Type of enquiry from practices to veterinary services team



AIM & MEASUREMENT DEFINITION

7 steps to measurement



Aim

By the end of March 2025 the number of enquiries to the veterinary development manager in the east and west region will have increased to 2 enquiries per week

Chosen measure

The number of new enquiries (email) from practices in the east and west regions to the veterinary development manager per week.

Inclusions

All practices within W4, W5, E4, E6, E7 Emails – new enquiries From any member of the practice team or through BDP

Exclusions

Any practice outside of these regions
Clinical complaint escalations – because these escalations can come through client and clinical Investigations

CHANGE IDEAS

List all the ideas you **could** test...

- Updated intranet page with profiles and contact details
- Using crib sheets that Business Development Partners (BDP) use as check lists and discussion points
- Poster to put on wall
- Business cards
- Visits with BDPs over a month
- Practice owner meetings – give presentation about team

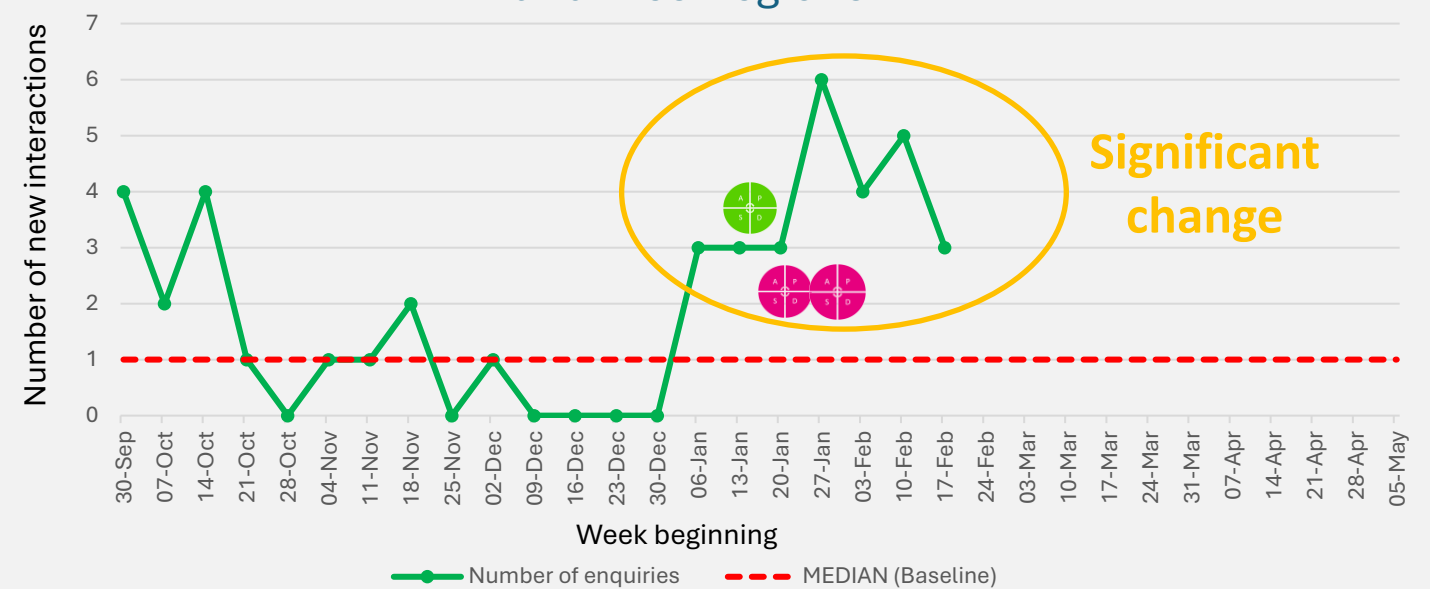


PDSA cycles

PDSA Test #	PLAN	Do	STUDY	ACT
1	Re-structure the intranet page to increase engagement with our practice owners and veterinary development managers. Make our services more accessible	Launch of the new intranet 16 th Jan New veterinary services page on intranet with profiles for each team member with contact details attached (individual email address)	No enquiries as a direct result of this change Use of the intranet may not be the best way of communicating with our practice owner.	Abandon use of intranet and try in person meetings instead
2.1	Attend a regional practice owner meeting - East	10 minute presentation given – who is in our team and the help and support we can provide practices Excellent attendance from the region (m10-minuteute from 14 practices) High attendance from practice managers	No-one asked questions following the presentation, but 3 Practice owners approached me at the end of the day to ask if I could come to their practice to help recent graduates with consulting skills. Practice owners may not feel comfortable asking for help amongst others. Practice Managers may be a good way in.	Adopt - Repeat PDSA cycle in another region to see if we achieve similar results. Consider attending Practice Managers meetings in future (PDSA 3.0)
2.2	Attend a regional practice owner meeting - West	Give a short 10 minute presentation – who is in our team and the help and support we can provide practices Poor attendance in this region – only members from 4 practices attended	Only handful of practices represented	Consider Practice Managers meetings – there is a teams meeting which involves all the practice managers across the country. Suspect their attendance might be better especially if remote. Reconsider what we offer taking into consideration capacity of the veterinary services team. Providing consult coaching to every practice is not sustainable.

RUN CHART

Number of new interactions with practices in the East and West regions



CONCLUSIONS

- There are 17 useful data points with 6 runs in total indicating that the graph is reflecting normal (expected) variation
- 7 data points are above the median which demonstrates a shift in the process as a result of the changes that I introduced which is statistically significant indicating that this has not happened by chance.
- More data point would be required to see if this change is sustained.
- The PDSA cycles 2.1 and 2.2 resulted in me **achieving my improvement aim** of a minimum of 2 enquiries per week. However, I am concerned this will not be sustained.
- The types of enquiries were mainly for consult coaching – so we need to consider if we have the capacity for this. We also need to think about the outcomes that we want from providing support beyond the number of enquiries - which is just the 1st step to increasing engagement.

REFLECTIONS & LEARNING

- The Practice Owners need for consult coaching has led me to consider if we can sustain this given the size of the team. In addition to this, are we measuring the outcome of our intervention.
- Are we decreasing engagement in the long run given we do not know if we are having a positive impact?

