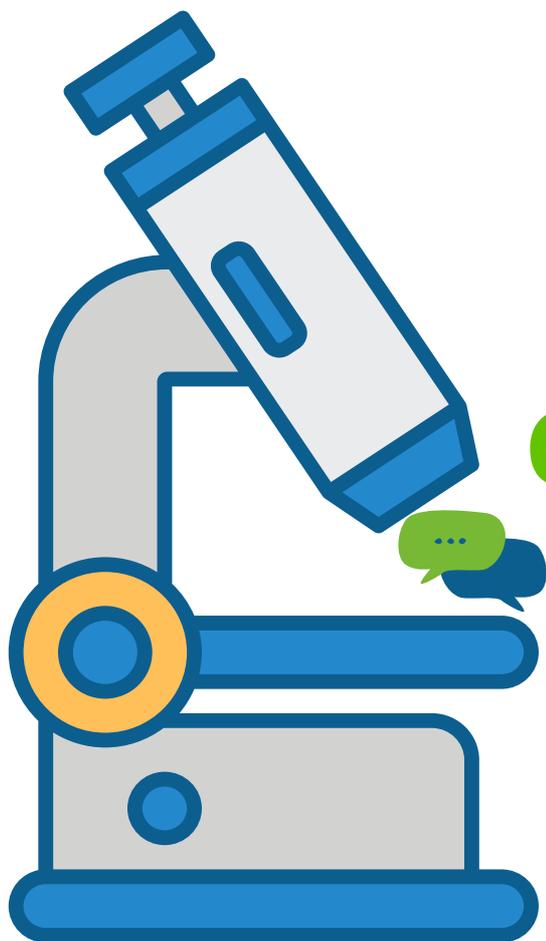




Ordine dei Medici Veterinari di Firenze e Prato



Evidence Based Communication

The scientific bases
of Clinical Communication
in Veterinary Medicine

Florence, 15-17 December 2022

Main Sponsors



VetPlus



The Conference 2022

**Evidence
Based
Communication**

The international conference organized by the Veterinary College of Florence and Prato returns this year with a program of great appeal and exceptional scientific quality. Four international speakers will take us "for a walk" through the world of medical communication and will do so by describing, explaining and analyzing the most widely used communication method in the world both in Human Medicine and in Veterinary Medicine, the Calgary-Cambridge Communication Model. Validated by millions of consultations carried out according to this method and backed by evidence-based research, this approach to the Communication Sciences sets the bar for the medical world.

The Conference aims to introduce the Calgary-Cambridge Communication Model and provide attendees with practice-ready tools that can be put into use immediately to reduce communication breakdowns, avoid misunderstandings with pet parents and to offer a better communication experience for the entire veterinary team. Patient outcomes are improved when the veterinarian-client-patient relationship is strong. Strength is achieved through deliberate attention to creating and maintaining partnership as well as engaging in shared decision-making. This Conference includes theoretical masterclasses, role-plays with professional actors and round tables with the world's greatest medical communication experts.

We look forward to seeing you in attendance in Florence or live online streaming!

The Speakers

**Evidence
Based
Communication**

The four reference points in the field of Clinical Communication and Communication Skills, this is the only way to define the four speakers who will take the stage of the Florentine conference in mid-December 2022



Suzanne Kurtz, PhD, is Professor Emerita at both the University of Calgary, Canada, where she was a communication specialist in the Faculty of Education and Director of the Faculty of Medicine's clinical communication program (1976-2005) and Washington State University, USA, where she served as Nestle Purina Professor of Clinical Communication and founding Director of the College of Veterinary Medicine's Clinical Communication Program (2006-2017). Focusing her career on improving communication and educational practices in the professions and in the community, development of communication curricula, and clinical skills evaluation, she has worked with students, residents, practicing physicians and veterinarians across the specialties, nurses and technicians, other allied health professionals, patient and client groups, teachers, administrators. Working locally, nationally, and internationally, Dr. Kurtz has also consulted with or advised industry partners, human and animal health-related government and professional organizations, and teachers of law. She was co-organizer for the eight International Conferences on Communication in Veterinary Medicine. Contributing across diverse cultural and disciplinary lines, she continues to consult regarding skilled communication at all levels of human and veterinary practice and education and has collaborated on several health-related international development projects in Nepal, Southeast Asia, and South Africa. In addition to numerous presentations, articles, and chapters, her publications include several co-authored books: Multiple editions of Skills for Communicating with Patients (co-authors J Silverman, J Draper, 1998, 2005, 2013, 2022 [revised 3rd edition]), and its companion volume entitled Teaching and Learning Communication Skills in Medicine (1998, 2005), Skills for Communicating in Veterinary Medicine (2017), Participatory Education in Cross-Cultural Settings (1997), and Communication and Counseling in Health Care (1983).



Dr. Adams is a Professor in the Department of Veterinary Clinical and Diagnostic Sciences at the University of Calgary, Veterinary Medicine. Her primary role includes directing the Clinical Communication Program across the first 3 years of the DVM program, and conducting research related to communication in small and large animal practice settings and research that has to do with veterinary education and human-animal interactions. She is called upon to assist schools (veterinary and animal health technology) across North America to design and deliver communication programs. She consults nationally and internationally in veterinary medicine on all applications of communication in veterinary medicine. She is the founder and Chair of the International Conference on Communication in Veterinary Medicine, founder and Board member for the International Veterinary Communication Institute, Faculty member for the Institute for Healthcare Communication, New Haven Ct. Her most recent contribution to the profession is a handbook entitled: Skills for Communicating in Veterinary Medicine. This book was written for all members of the practice team as well as those responsible for training and coaching communication in a variety of setting

The Speakers

**Evidence
Based
Communication**



Carol Gray

Dr Carol Gray is a veterinary surgeon who spent 15 years in clinical practice then moved into academia. After 13 years as a lecturer in veterinary communication skills at the University of Liverpool, she moved to the University of Birmingham to complete a PhD investigating informed consent in veterinary practice, then moved back to Liverpool to take up a postdoctoral research fellowship in the School of Law, exploring shared decision-making in veterinary practice. She is now Principal Lecturer in Veterinary Nursing at Hartpury University, with responsibility for postgraduate course development and providing research mentorship within the Department. Her research interests include informed consent, shared decision-making and research ethics. She is co-convenor of Veterinary Humanities UK and a member of the RCVS Ethics Review Panel.



Ryane Englar

Ryane E. Englar, DVM, DABVP (Canine and Feline Practice) graduated from Cornell University College of Veterinary Medicine in 2008. She practiced as an associate veterinarian in companion animal practice before her debut in academia as a Clinical Instructor of the Community Practice Service at Cornell University's Hospital for Animals. She transitioned into the role of Assistant Professor as founding faculty at Midwestern University College of Veterinary Medicine (Glendale, AZ, USA) before joining the faculty at Kansas State University between May 2017 and January 2020 to launch the Clinical Skills curriculum. In February 2020, Dr. Englar reprised her role of founding faculty when she returned "home" to Tucson (AZ, USA) to join the University of Arizona College of Veterinary Medicine. As a dual appointment Associate Professor and the Executive Director of Veterinary Skills Development, Dr. Englar currently leads the Clinical and Professional Skills curriculum. Dr. Englar is passionate about advancing education for generalists by thinking outside of the box to develop new course materials for the hands-on learner. She has solo-authored five textbooks, two of which are devoted to providing students with functional, relatable, and practice-friendly tools for success in clinical communication. When Dr. Englar is not teaching or advancing companion animal primary care, she trains in the art of ballroom dancing and competes nationally with her instructor, Lowell E. Fox.

The Speakers for the "Calgary-Cambridge in Action" Session

CCG in action

Communication models...from theory to the real world!!!

Every afternoon we will have a presentation of "on the field" experiences.

Veterinary clinics that have set up a Communication Skills program for their teams will share with the audience the why, the how and the what of their experience



Camilla Deales

Camilla graduated with honors from the University of Veterinary Medicine of Bologna in 2014 with a thesis on "Molecular mechanisms of memory".

In 2015 he moved to the United Kingdom where he began a three-year collaboration at the Veterinary Hospital of Shrewsbury dealing with both surgical and medical patient management. In 2018 he moved to Swindon where he works as a lead vet at a facility of the Vets4Pets group covering both a clinical and administrative role. In 2019 he began a study course at the Liverpool University of Veterinary Medicine, obtaining the Certificate in Advanced Veterinary Practice in 2022. In 2020 he joined the Primary Care team of Eastcott Referrals hospital, working closely with multiple European graduates and specialists. Since April 2022 she has collaborated with VetPartners Italia in the creation of a Primary Care department at the Vet Hospital in Florence.



Paolo Peppucci

Graduated in Veterinary medicine in 2003 at Perugia University (Italy) in 2015 he obtained a Master in veterinary management at Bocconi University and then a Master in lean methodology in 2017. Paolo is a speaker at international conferences of management Founder and Director of Vet Friendly Group, a company that manages three veterinary 24Hour Hospitals , one prevention plan center and one center of professional formation. Paolo works every day with his team of 130 people developing new projects and innovations and improving the group through new foundation of new hospitals.



Helen Øvregaard

After working as a veterinary practitioner and a practice manager for many years, Helen started working with clinical communication in the AniCura clinics and hospitals in Norway.

During the last five years, all health care professionals(HCPs) in 48 clinics in Norway have been trained by her team. Helen has also worked with vet and nurse undergraduates at the Veterinary Faculty at the Norwegian University of Life Sciences and at the Nord University. She has provided the content for an e-learning tool for communication skills, translated to six languages and establishing "Communication skills" as one of the Medical Interest Group is an important step towards acknowledging these skills as part of the clinical skills. In her current position as Program manager, Medical Education/ Clinical Communication, she is responsible for providing access to training in communication for all HCPs in 16 European countries.

Helen is part of the Special Interest Group (SIG) Veterinary Healthcare within EACH.

15
DEC

Day 1

Thursday

The conference will begin with two Masterclasses on the Calgary-Cambridge Method by Prof. Suzanne Kurtz and Prof. Cindy Adams.

Once the method is introduced, the speakers will present the various steps of the Calgary-Cambridge Guide alternating theory, practical examples, videos and live simulations

At the end of each module, colleagues from clinics and hospitals where the Calgary-Cambridge Method has been put into practice in daily professional life will take the stage to tell their experience.

Master Classes

08.00- 09.00

Clinical Communication

S.Kurtz

&

09.00- 10.00

The bases of the Calgary Cambridge Model

C.Adams

10.00- 10.30

Interactive session

10.35- 11.00

Coffee Break



**ROYAL CANIN**

11.05- 11.35

The 3 pillars of coaching in communication skills

M.A.Diaz & I.Lopez

Session

1

11.40- 12.40

Initiating & gathering information

*Frequent mistakes, practical tools
examples of real situations*

R.Englar

&

C.Gray

12.45- 13.15

Meet the Speakers



13.20-13.50

Introducing the CCG in our hospital

C.Deales

CCG in action

13.50- 14.40

LUNCH



Session

2

14.45-15.45

Building relationship and providing structure

*Frequent mistakes, practical tools
examples of real situations*

S.Kurtz

&

C.Adams

15.50-16.20

Meet the Speakers



16.25-16.55

Walk the talk! How can we implement communication skills training in a large scale?

H.Øvregaard

CCG in action

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Friday

Day 2

With this second day we will come to define all the salient points of the Calgary-Cambridge Guide and will thus provide participants with the theoretical and practical bases for the use of this method in clinical practice.

At the end of the day, participants will be asked to fill in a form where they can tell about a recent communicative "breakdown". Some of these episodes will be selected to be staged the day after during the clinical simulation session

Session

3

09.00-10.00

Explanation and Planning

*Frequent mistakes, practical tools
examples of real situations*

**R.Englar
&
C.Gray**

10.05-10.35

Meet the Speakers

10.40-11.10

Coffee Break



11.15-11.45

*"Do as the Romans do" ...four years
of CCG courses in our clinic*

P.Peppucci

CCG in action

vetPartners
Italia

11.50-12.20

VetPartners Presentation

13.00-14.00

Lunch



Session

4

14.20-15.20

Closing the session

*Frequent mistakes, practical tools
examples of real situations*

**S.Kurtz
&
C.Adams**

15.25-15.55

Meet the Speakers



Foschi

16.00-16.30

**Helping vets to communicate
better**

M.Cipolletti

16.35-17.00

Interactive session for organizing role plays

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DEC

Day 3

Saturday

During this last day the notions acquired in the previous days will be put into practice and, with the help of professional actors, interactive role-plays will be put in place with direct involvement of colleagues present in the hall.

Session

5

09.00-09.20 Introduction to the role play session

G.Micoli

09.25-11.00 Simulation of clinical cases

11.00-11.30 Coffee break

11.35-13.00 Simulation of clinical cases

13.00-13.30 Final discussion and Closure



Simultaneous Translation

It will be possible to follow in Spanish all the lectures given in English and Italian through simultaneous translation thanks to the Interactio application, which you can download to your mobile phone by clicking on the buttons below.



Once you have downloaded the application, you will receive an access code for translation at the conference.

At this point, if you are present in the room, you can listen to the translation with your phone's headphones. If you are following the conference online, you will need to mute your computer and listen to the translation directly from your mobile phone



How to register

To register for the Conference, click on the following link

<https://ebc2022.shareevent.it/en-US/>

will take you to the web page where you can choose the type of registration and choose the payment methods

Live

Allows you to participate live to the whole conference, coffee breaks and lunches included

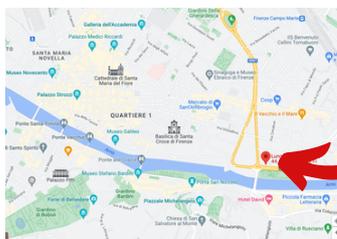
Euros 200.00

Online

Online attendance to the whole conference, simultaneous translation included

Euros 90.00

How to reach the conference site



Grand Hotel Mediterraneo

Lungarno del Tempio 44

50121 Firenze

tel. +39 055 660241

<https://www.hotelmediterraneo.com>

How to make the hotel reservation

Visit the hotel website at
www.hotelmediterraneo.com
and insert the event code: **DOCVET22**

For any further request please write to:

eventi@ordmedvet.fi.it