

8

EFOMV

Encontro de **F**ormação  
da **O**rdem dos  
**M**édicos **V**eterinários

**RESUMOS**

Comunicação, competências  
pessoais e bem-estar na  
profissão

**Sala 4**



# Resumos das palestras



Encontro de Formação  
da Ordem dos  
Médicos Veterinários

15 de abril // domingo

## Comunicação, competências pessoais e bem-estar na profissão // sala 4

09h00-09h50

### Ten tips for better communication in consultations / Carol Gray

This lecture will present ten short and easy improvements that you can make to your consultations, leading to higher client satisfaction, better concordance regarding treatment proposals and care plans, and improving both animal welfare and personal wellbeing!

09h55-10h45

### Shared decision-making – veterinarians and clients working together / Carol Gray

This lecture will compare and contrast paternalistic (“the veterinarian knows best”) and consumerist (the client receives options and makes an independent decision) consultation styles, and will consider the third option of both parties working to reach a shared decision.

11h15-12h05

### The Unspoken Connection / Kimberly Pope-Robinson

This lecture is designed to take a look into how the human animal bond presents itself in both the struggle and survival of our careers within the veterinary profession. The Human Animal Bond is often the critical piece that drives each of us into the profession, yet the reality of the profession both challenges that value of the bond and can also promote an unhealthy reliance on that bond. However, it is not all compassion fatigue and an over connection to the bond. This lecture will start to look at the dynamics of this bond in the profession and how in fact it can provide support to our wellbeing. The bond is powerful, and this lecture is to provide visibility on how that power can be better understood in hopes to find that individual path to each of our authentic sustainable careers within veterinary medicine.

12h10-13h00

### How To Manage Emotions in Tough Conversations / Kimberly Pope-Robinson

There are multiple factors that need to be determined and shared during a conversation with a client when their pet is suffering with a difficult or complex medical situation. These conversations can elicit a number of emotions from the veterinarian and their staff when attempting to support the client through a decision. This presentation covers the traps that a team can fall into due to the emotions within themselves not being recognized and addressed during these conversations. It will provide direction on how to partner with the client and shares ideas and tools with the audience to help manage the emotions related to these conversations. While there is no right answer on how to have these conversations, this presentation helps to define the situation and allows the audience to recognize that we are all normal in our struggle and that true connection and acceptance of our own emotions is in fact the answer.

14h30-15h20

### Diagnosing and Treating Frustration Yours (With Seemingly Uninformed, Skeptical, or Unappreciative Pet Owners) / Kimberly Pope-Robinson

Everyday our teams navigate through difficult conversations and work to explain intense and detailed treatment plans. They utilize their knowledge and education to find ways to share this with pet owners to help in making decisions for their pets. Often the owners may not recognize the severity of a situation or even the urgency required in order to have a positive outcome for their pet. This place can be frustrating for the team, watching a pet suffer while trying to communicate this to their owner who does not understand or truly grasp the situation. This lecture takes the audience through this emotion, and how to recognize it, embrace it and then provide tools to help connect with it. Instead of the team falling into the trap of naming it, blaming it, and then judging it which can lead to career discontentment and vilifying the owner.

15h25-16h15

### Training for the Marathon We Call a Career in Veterinary Medicine / Kimberly Pope-Robinson

When planning to undertake a marathon, the logical approach would be to train and prepare for the goal of finishing the 26.2 miles successfully and without injury. This training would include both a physical training plan, along with developing the mental development to withstand the stress of hours of running. In taking a look at the life style we call a career, finding that path to our individual authentic sustainable career really requires planning and training as well. Although there is never an “end” to the marathon, thinking we can just go out and jump in and withstand the damages both physically and mentally is dangerous. This career, as a marathoner, requires both physical and mental training. We have much support for the scientific approach to the medicine we practice, but not much to our wellbeing as we run this marathon of a career. This lectures walks through the 5 key steps needed in everyone’s approach to their training to be a veterinary professional marathoner.

16h45-17h35

### Communicating in difficult situations / Carol Gray

This lecture will present “difficult” scenarios, for example, financial hardship, dealing with mistakes, or seeing a patient as a “second opinion” from another veterinary practice, and will give practical tips for dealing with them.

17h35-18h25

### Anaesthetic death: who pays? / Carol Gray

This lecture will present the scenario where an animal patient has died during general anaesthesia, both for an elective and for a non-elective procedure. We will consider the options for communicating with the client, and discuss relevant ethical and legal aspects.

