

WASHINGTON STATE
UNIVERSITY

World Class. Face to Face.

College of Veterinary Medicine

2006
Case Study



Institute for Healthcare Communication
Program Partner Award



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The Animal Disease Biotechnology Facility (ADBF) houses offices for the Department of Veterinary Clinical Sciences and research laboratories. Opened in November of 1999, the facility has 44,000 assignable square feet and cost \$23.4 million.

In recognition of its outstanding commitment to improving clinician-client communication, the College of Veterinary Medicine of Washington State University (Pullman, WA) has received the Institute for Healthcare Communication Program Partner Award for 2006.

In 2002, under the leadership of Dean Warwick Bayly, WSU's College of Veterinary Medicine (CVM) began a comprehensive initiative to address the significant gaps in non-technical and professional skills training for future veterinarians documented in several major studies. A five-year campaign was begun to integrate teaching and reinforcement of such competencies – including leadership skills, emotional intelligence, and communication skills – into the veterinary medicine curriculum.

The campaign led to the development of a freshmen orientation experience (the Cougar Orientation and Leadership Experience or COLE) that stressed awareness of emotional intelligence competencies and a personal leadership model. Through that vehicle, incoming WSU CVM students are introduced to the concept that relationships with others, whether colleagues, peers or clients, all start with the abilities to be self aware and aware of the perceptions of others.

WSU understood that getting faculty buy-in required professional retreats in which the case for the development of non-technical competencies was introduced and reinforced. These faculty forums ultimately led to an ongoing partnership with the Institute for Healthcare Communication (IHC), and specifically the Bayer Animal Health (BAH) Communication Project, which had undertaken the mission of training faculty in clinical communications.

At WSU the BAH training modules have been integrated into the classrooms of a wide variety of subjects, and students have been encouraged to investigate such specialty areas as “Dealing with the Difficult Client,” “Medical Team Communications,” and “Helping Clients Through Euthanasia.” Furthermore, faculty have asked to have communications components integrated into their labs and problem-based discussions.

Since 2002, WSU has gradually been adding more content to a variety of classes and clinical rotations, which has been instrumental in changing the culture from one of science-only training to one that incorporates the dimensions of communications and personal leadership skills into all aspects of the training and governance of the college. To this end, in 2005, WSU recruited Dr. Suzanne Kurtz to join the faculty to assist in the development of a clinical communications training program similar to that which she spearheaded and led at the School of Medicine in Calgary for 25 years.

Finally, WSU established the Veterinary Leadership Experience (VLE), an annual leadership symposium that brings together two students and one faculty member from vet schools in the US, and more recently, Canada, Australia and Europe, and exposes them to the principles of non-technical skills, including professionalism, leadership, emotional intelligence and communication training. In its third year of existence, the VLE has obtained national recognition and support from the AVMA, and industry partners, and has provided a networking/meeting place and list serve for initiated faculty and students to continue working to promote the integration of these skills into their respective schools.

About the College of Veterinary Medicine at Washington State University

The College of Veterinary Medicine at Washington State University is the fifth oldest veterinary college in the United States and sixth oldest among the veterinary colleges in the U.S. and Canada. The school was founded in 1899 beginning with a single \$60 shed. From those modest beginnings, it has developed into a multi-million dollar state-of-the-art complex serving the entire Pacific Northwest.

Today the College of Veterinary Medicine is one of the nation's top veterinary schools. It has one of the best-equipped veterinary teaching hospitals in the world and top faculty who are respected worldwide. The College is fully accredited by the American Veterinary Medical Association, awards more than \$200,000 in scholarships each year to DVM students, and ranks among the top U.S. veterinary colleges in terms of extramural research support.

The College of Veterinary Medicine is organized into 3 departments, each dedicated to excellence in teaching, research, and service.

Veterinary Clinical Sciences (VCS) includes the Veterinary Teaching Hospital. The department teaches clinical subjects such as medicine, surgery, and radiology. VCS is responsible for teaching the majority of the third and fourth year professional curriculum and is home to the clinical training programs for interns and residents.

Veterinary and Comparative Anatomy, Pharmacology and Physiology (VCAPP) has responsibility for the anatomy, physiology, pharmacology, and neuroscience courses taught in the veterinary curriculum and is home to the undergraduate and graduate neuroscience programs.

Veterinary Microbiology and Pathology (VMP) provides core instruction in the veterinary curriculum in bacteriology, immunology, parasitology, pathology, public health, and virology and provides diagnostic services through the Washington Animal Disease Diagnostic Laboratory.



The Veterinary Teaching Hospital provides approximately 110,000 gross square feet of space and effectively separates large and small animal clinics. A central core provides space for separate large and small animal clinics, as well as administration, reception, pharmacy, special medicine, surgery suites, clinical pathology, and seminars. Radiology is located centrally with separate large and small animal access.



The Bustad Veterinary Sciences building houses the Department of Veterinary Microbiology and Pathology (VMP), the Washington Animal Disease Diagnostic Laboratory (WADDL), and college administrative and student service offices.

About the Institute for Healthcare Communication

The Institute for Healthcare Communication (IHC) was organized in 1987 to enhance the quality of health care by improving communication between clinician and patient. Nationally accredited, the Institute has partnered with hundreds of health care organizations throughout North America. The Institute's flagship workshop, Clinician-Patient Communication to Enhance Health Outcomes, has trained more than 100,000 clinicians in the "4Es" of communication (Engage, Empathize, Educate, Enlist).

In 2002, IHC expanded the scope of communication training to the field of veterinary medicine through a grant from Bayer Animal Health. This program, the Bayer Animal Health Communication Project evolved as a result of the importance of capacity-building to create and sustain leaders in veterinary medicine with knowledge and skills to effectively communicate with clients and within the profession. The BAH Communication Project has been steadfast in its commitment to address gaps in communication skills training within schools of veterinary medicine. This has led to the development of a 12-part series of skills-based communication modules that have been integrated into veterinary school curricula.



About the Program Partner Award

The Institute launched its Program Partner Award in 1999. The award recognizes partners who have made an extraordinary effort to address the issue of clinician-patient communication within their organizations. Recipients of the award include:

1999	Veterans Health Administration – Department of Veterans Affairs
2000	Permanente Medical Group
2001	Geisinger Health System
2002	Physicians' Reciprocal Insurers
2003	American Academy of Orthopaedic Surgeons
2004	COPIC Insurance Company
2005	Affinity Health System
2006	College of Veterinary Medicine – Washington State University



Dedicated to improving communication
between clinicians and patients.