



## APPLICATIONS OPEN

### 2020 IHC VETERINARY COMMUNICATION PROJECT FACULTY TRAINING

Sunday, December 6<sup>th</sup> to Thursday, December 10<sup>th</sup> 2020

hosted by

Texas A&M University College of Veterinary  
Medicine in College Station, Texas

IHC is currently inviting faculty from schools of veterinary medicine to apply to participate in our 2020 Program.

Since 2003, IHC has developed 16 educational modules and training films on skill-based communications topics, trained 487 faculty from 54 schools of veterinary medicine and technology in the United States, Canada, Australia, Portugal, Japan and South America.

#### Learning goals are centered on

- 1) Teaching and facilitation
- 2) Enhancing your clinical communication skills
- 3) Coaching/feedback

#### Comments from program attendees:

*“Gave me tools and ideas to improve my communication and coach others – valuable in our profession.”*

*“It improved my conflict skills and my comfort and skills as a facilitator of small group exercises. This course reinvigorated me...”*

*“Provided training in areas critical to my job—feedback, coaching, teaching communication, modeling communication.”*

*“Gained tools for coaching/running simulations and trainings for students. I'm much more aware of powerful skills that are teachable.”*

*“I learned personal insights and techniques to help develop trust.”*

*“How I provide resident feedback will change immediately; I also plan to organize a small rounds session with my residents and interns to model and teach these skills.”*

2019 IHC VCP Faculty Cohort



2018 IHC VCP Faculty Cohort



*“Building Relationships....*

*....Improving Outcomes for over 25 years”*

Phone: 800.800.5907

Email: [lmansfield@healthcarecomm.org](mailto:lmansfield@healthcarecomm.org)

**TO DOWNLOAD THE 2020 APPLICATION  
PLEASE CLICK BELOW  
[WWW.HEALTHCARECOMM.ORG](http://WWW.HEALTHCARECOMM.ORG)**

**APPLICATIONS ARE DUE  
JUNE 19, 2020  
SPACE IS LIMITED TO 25 FACULTY ATTENDEES**



Institute for Health Care Communication, Inc.  
171 Orange Street, 2<sup>nd</sup> floor- 2R, New Haven, CT 06510 800•800•5907

## 2020 IHC Veterinary Communication Project Faculty Program School Application

### *Veterinary Communication Training*

The Institute for Healthcare Communication (IHC), located in New Haven, Connecticut, is a non-profit organization founded in 1987 which has provided communication training to over 175,000 clinicians and healthcare team members in human medicine. In 2002, IHC expanded the scope of communication training to the field of veterinary medicine through a grant from Bayer Animal Health. The Bayer Communication Project\* (BCP) addresses gaps in communication skills training within schools of veterinary medicine and in the practice community. Since June 2003, the project has developed 16 educational modules and training films on skill-based communications topics, trained 487 faculty from 54 schools of veterinary medicine and technology in the United States, Canada, Australia, Portugal, Japan and South America. In addition, the Director and faculty trainers conduct numerous presentations at national, regional and statewide meetings.

The demand for communication training in the veterinary community remains strong. Given the overwhelming interest from schools of veterinary medicine, a competitive application process was implemented in 2005 to assure integration of communication skills within the veterinary curricula. Of the 54 schools that have benefited from the Bayer Animal Health grant for faculty training, 37 schools have invested in training of several faculty members.

The weeklong training program provides faculty with knowledge, confidence, tools, practice opportunities, and resources for teaching and facilitating communication skills within all domains of veterinary medicine. In our efforts to meet the demand for faculty training, we are pleased to announce our 2020 annual faculty development program from **Sunday, December 6<sup>th</sup> at 8:00 a.m. to Thursday, December 10, 2020 at 12:00 p.m.** to be held at Texas A&M University in College Station, Texas facilitated by IHC's CEO and a team of international senior trainers.

We are currently inviting schools of veterinary medicine who have previously participated in the Project to apply for additional faculty to participate in the 2020 Program. **IHC requires that all faculty who teach IHC Veterinary Communication modules within their University's curriculum participate in the weeklong program.** Please refer to the attached guidelines and faculty selection criteria and information about the Faculty Development (train the trainer) Program.

**\*For more information about the IHC Veterinary Communication Project, visit our website at [www.healthcarecomm.org](http://www.healthcarecomm.org) and click on Veterinary Communication**

### ***Faculty Development Program (Train-the-Trainer)***

This annual weeklong program provides foundational training required for faculty who teach IHC Veterinary Communication modules.

#### ***Learning Goal***

The learning goals are centered on teaching and facilitation, relationship-building, communication, and coaching/feedback.

#### ***Format***

The faculty development program is *intense and interactive*. The program combines large group presentation and exercises with small group interactive learning using a trainer/learner ratio of 1:5. Each session offers principles, teaches skills, and allows learners to practice skills in a controlled environment (small group learning).

#### ***Four essential components***

- 1) Evidence-based teaching strategies to enhance faculty confidence in teaching while using components of professionalism (communication, relationship-building) as the content for mastery and delivery across domains of veterinary medicine (4 core modules).
- 2) Practice teaching and facilitation skills within small groups with feedback for improvement.
- 3) Practice clinical interviewing skills with simulated clients using cases that are contextually relevant for practice in the community.
- 4) Development and practice of coaching and feedback models for use with learners and colleagues in teaching and modeling communication skills and professionalism.

#### ***Faculty Outcomes***

- 1) Increased subject matter expertise and innovative instructional methods using field-tested tools and resources
- 2) Tailored use of communication training materials for application throughout the curriculum
- 3) Fostered collaboration among colleagues within the veterinary community
- 4) Application of a coaching and feedback process for use with students and colleagues
- 5) Encouragement of lifelong learning and practice in professionalism

## **Guidelines and Criteria for School Selection 2020 IHC Veterinary Communication Faculty Development Program**

Criteria for acceptance into the Faculty Development Program include:

- I. Demonstrated **school support and commitment** to the teaching of communication skills within the academic curriculum.
- II. Careful **selection of appropriate faculty** to participate in the training.

Each school's letter of application packet will be considered with these criteria in mind.

### **I. School Support and Commitment**

1. The selected school will demonstrate endorsement and commitment to the development of curriculum that values effective communication skills for all domains in the field of veterinary medicine. A written endorsement is required from the Dean's office and must be reflected in curriculum and faculty development. Further, this endorsement assures the institutional awareness of annual licensing fee to use IHC Veterinary Communication copyrighted materials.
2. The school agrees to incur tuition expenses of \$5,700.00 per faculty and all other relevant expenses including travel, lodging and meals not included in the weeklong training.
3. The school agrees to provide the faculty member(s) with the position, time, and authorization to integrate the IHC Veterinary Communication modules into the curriculum.
4. The school will describe an implementation plan which includes integration of the IHC Veterinary Communication modules into the school curriculum.

### **II. Individual Faculty Selection:**

In choosing faculty members to participate in the IHC Veterinary Communication Faculty Development Program, the following credentials are highly desirable to ensure that presentation and facilitation of the educational modules are of the highest quality and delivered in a professional manner.

1. *Academic degree and relevant training.* The prospective faculty member has had training that enables him/her to be a competent and credible presenter as well as a consumer of veterinarian client communication research. The specific discipline and degree of the prospective faculty member is less important. Veterinarians, social workers, psychologists, veterinary technicians and educators have all been successful as IHC Veterinary Communication Project faculty members.
2. *Commitment to client and patient centered quality health care.* Successful faculty members develop, express, and act upon a profound commitment to excellence in client and patient care. Their commitment comes from personal and professional reflection upon the challenges presented to veterinarians. Thus, they are both empathic with practicing clinicians and veterinary students about the dilemmas they face and certain about the centrality of excellence in client and patient care as a core value.

3. *Critical thinking.* Successful faculty members possess conceptual skills which enable them to appraise, analyze and evaluate evidence-based medicine related to the practitioner-client relationship and health outcomes.
4. *Clinical experience.* Successful faculty members know the clinical world in which veterinarians function. This may be because they are clinicians themselves and/or may be because they have spent years working in clinical settings.
5. *Passion for the topic.* Successful faculty members care deeply and their passion comes through when they teach and serve as role models of the skills they are teaching. Typically, successful faculty members have worked to advance their own communication skills and have long recognized the importance of these skills in clinical settings.
6. *Presentation and facilitation skills.* Success as a faculty member is, to a great extent, reliant on the ability to deliver effective presentations that are responsive to the educational needs of the target audience. They bring excitement to their subject. They are compelling speakers who invite the audience to participate with them in a meaningful conversation about an important topic.
7. *Group leadership skills.* Successful faculty members are able to draw upon and manage the resources of the group in an authentic manner. They promote a community of learners.
8. *Learning orientation.* Successful faculty members value learning for themselves and others. They feel comfortable recognizing and acknowledging their own ignorance as a normal state of being human rather than as a personal weakness to be hidden.
9. *Influence and credibility.* Successful faculty members are recognized as innovators and leaders within their institutions. With or without the authority that comes from holding a specific position, they are individuals whom colleagues, staff and learners listen to because of their record of accomplishment in making things happen. They have knowledge and experience (or interest) in curriculum design, development and evaluation and pursue innovative ways to integrate communication training throughout the curriculum.

## Letter of Application Packet Process

- I. In order to be considered for the 2020 IHC Veterinary Communication Faculty Development Program, a **letter of application** must be submitted by your university or school. The application letter should be stated as concisely as possible, addressing the following criteria:
  1. University support and commitment
    - a. Endorsement from Dean's office.
    - b. Implementation Plan. This includes a description of how previously trained IHC VCP faculty have integrated communication training into the curriculum and plans for including 2020 newly trained faculty to strengthen and/or expand communication skills training.
    - c. Responsibility for tuition, travel, lodging and incidental expenses for designated faculty.
    - d. Responsibility for university annual licensing fee to use copyrighted materials.
  2. Selection of appropriate faculty to participate in the training.
    - a. Brief overview of reasons for selection of the faculty member based on the guidelines listed in this application packet.
    - b. Include selected faculty Curriculum Vitae.
- II. Submit the application packet (Letter of application and application form (see page 6) by **June 19, 2020** to:

Kathleen A. Bonvicini, MPH, EdD  
CEO/Executive Director  
Institute for Health Care Communication  
171 Orange Street, 2<sup>nd</sup> floor – 2R  
New Haven, CT 06510
- III. Applicants will be notified by IHC upon receipt of their letter of application by email and we reserve the right to contact the applicant for further information, as deemed necessary.
- IV. **Acceptance:** Applicants will be notified of the acceptance or denial or wait list by **July 3, 2020**.

**Application Form  
2020 IHC Veterinary Faculty Development Program**

**PLEASE PRINT OR TYPE:**

School Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**CONTACT PERSON:**

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_

Degree(s): \_\_\_\_\_

Position Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Extension: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**NAMES OF RECOMMENDED FACULTY MEMBERS:**

_____	<b>Degree(s):</b> _____	<b>Title:</b> _____
_____	<b>Degree(s):</b> _____	<b>Title:</b> _____
_____	<b>Degree(s):</b> _____	<b>Title:</b> _____
_____	<b>Degree(s):</b> _____	<b>Title:</b> _____

**ADDITIONAL FACULTY MEMBERS FOR CONSIDERATION:**

_____	<b>Degree(s):</b> _____	<b>Title:</b> _____
_____	<b>Degree(s):</b> _____	<b>Title:</b> _____
_____	<b>Degree(s):</b> _____	<b>Title:</b> _____