

Vet to Head of Digital Learning?

Reflections on similarities and differences

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Overview

- » A little about me
- » Vet degree
- » Problem solving
- » Communication
- » Data
- » Other interests
- » You?

A little about me...



My Vet background

- » Graduated 2008 from Royal Veterinary College (RVC), London
- » 5 year degree (not 7...)
 - 1 year how bodies work
 - 1 year how they go wrong
 - 1 year how you can fix it
 - 1 year your role as a vet
 - 1 year to practise

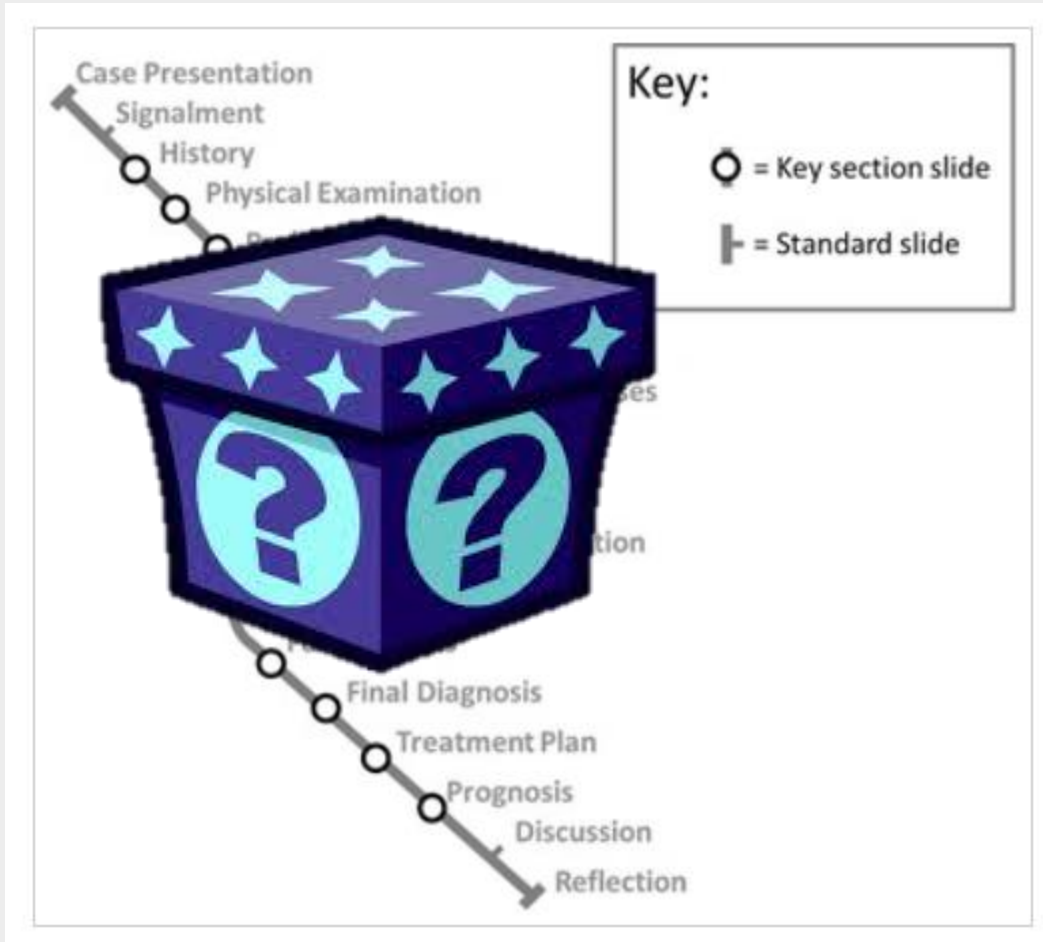


Skills it gave me?

- » Problem solving (clinical reasoning)
- » Communication skills (consultation)
- » Data: Granularity and Connectedness



Approach to problem-solving (as a vet)



Client:

Mrs Smith



Diagnosis:

Foreign body obstruction

Treatment Plan:

Fluids, surgery

And as a digital education specialist...

Prof Jones	Client:	Mrs Smith
VMS1234, 1 st year vet module	Patient:	Monty, 6yo MN Labrador
Panopto not working!	Presentation:	Vomiting
Claims followed all guidance, but silent recording	History:	Bringing up food after eating
Functioning AV in room	Physical Examination:	Swollen neck, skin tent
Absence of audio	Problem List:	Regurgitation, dehydration
User error, equipment malfunction	Differential Diagnoses:	Megaoesophagus, obstruction
Analyse recordings, test recordings too	Diagnostic Plan:	X-rays, blood tests
Video shows lecturer turning off mic...	Test Results:	Mass in oesophagus
Mic not switched on	Diagnosis:	Foreign body obstruction
Training, prompts, review guidance	Treatment Plan:	Fluids, surgery

Communication



Consultations help...

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Client Consultation



Providing
Structure

1. Initiating the session

2. Gathering Information

3. Physical Examination

4. Explanation and Planning

5. Closing the session



Building a
relationship

1. Initiating the session

Establish initial rapport

- Greet client
- Introduce self
- Demonstrate interest and respect
- Attend to client and patient's comfort

Identifying the reason(s) for the consultation

- Appropriate opening open question
- Listens attentively, without interruption or directing
- Confirms list, screens for further
- Negotiates agenda



2. Gathering Information

Exploration of problems

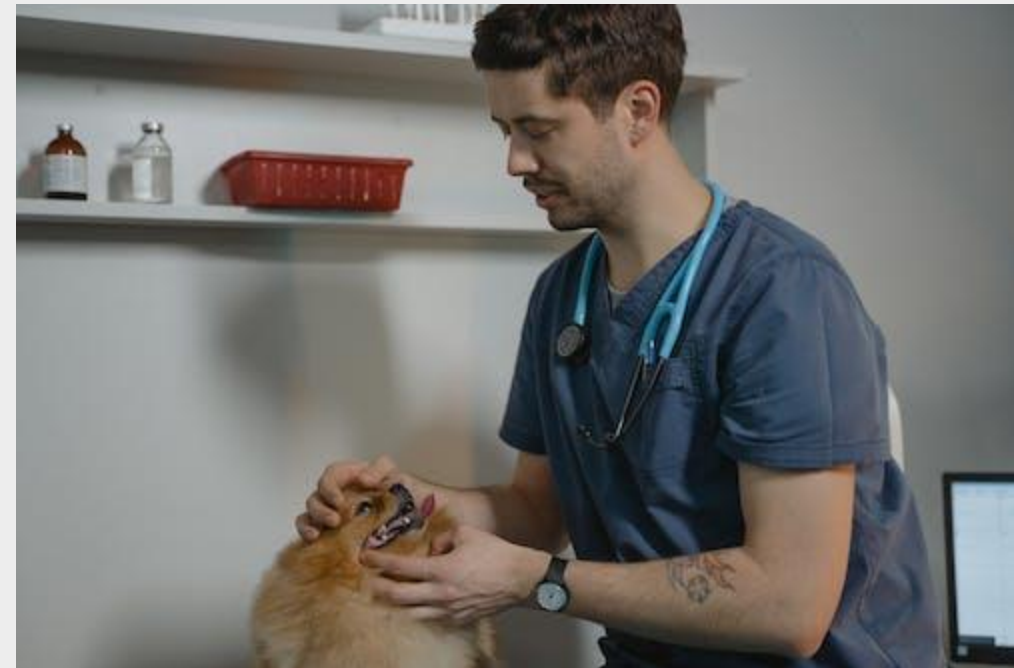
- Encourages client to tell story
- Uses open and closed questions – funneling
- Active listening
- Facilitates responses by paraphrasing
- Picks up on verbal, paraverbal and non-verbal cues
- Clarifies statements that are unclear
- Periodically summarises to verify understanding
- Use concise language, avoid jargon
- Establishes sequence of events
- Client's perspective



3. Physical Examination

Ongoing explanation

- Explain what doing
- Explain why doing
- Explain what you're finding



4. Explanation and Planning

Providing correct amount/type of info

- Chunks and checks
- Assess starting point

Aid accurate recall and understanding

- Organise explanation
- Use visual methods
- Check understanding

Achieve shared understanding

- Relate to previous concerns
- Elicit beliefs, reactions

Shared decision making

- Offer choices without assumptions
- Negotiate mutually acceptable plan



5. Closing the session

Forward planning

- Next steps for client and clinician
- Safety nets

Ensuring appropriate point of closure

- Summarise session briefly, clarify plan
- Final check that client agrees, is comfortable with plan, any other questions?





Providing
Structure

Make organisation overt

- Signposting
- Transitional statements
- Summarise before moving on to next section

Attend to flow

- Structure in logical sequence
- Attend to timing, keep on task

Appropriate non-verbal behaviour

- Eye contact
- Facial expressions
- If writing notes, does not interfere

Developing rapport

- Empathy
- Provides support
- Deals sensitively with embarrassing topics

Involving client

- Shares thinking
- Explains rationale for questions



Building a
relationship

Client Consultation



Providing
Structure

1. Initiating the session

2. Gathering Information

3. Physical Examination

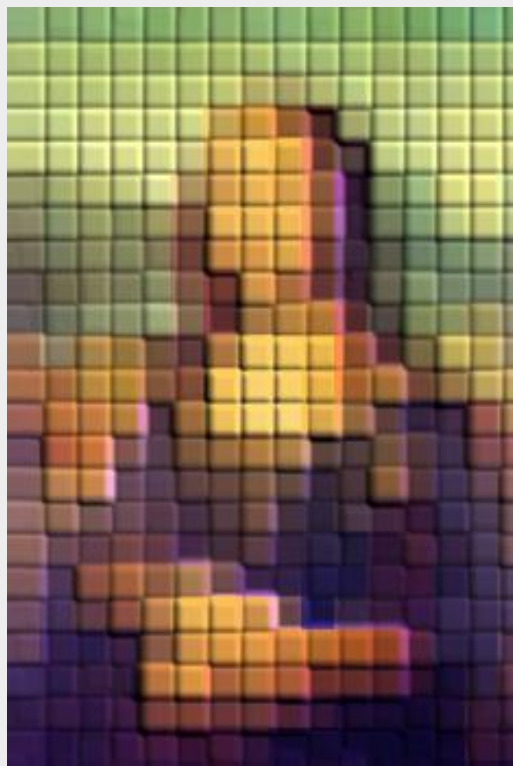
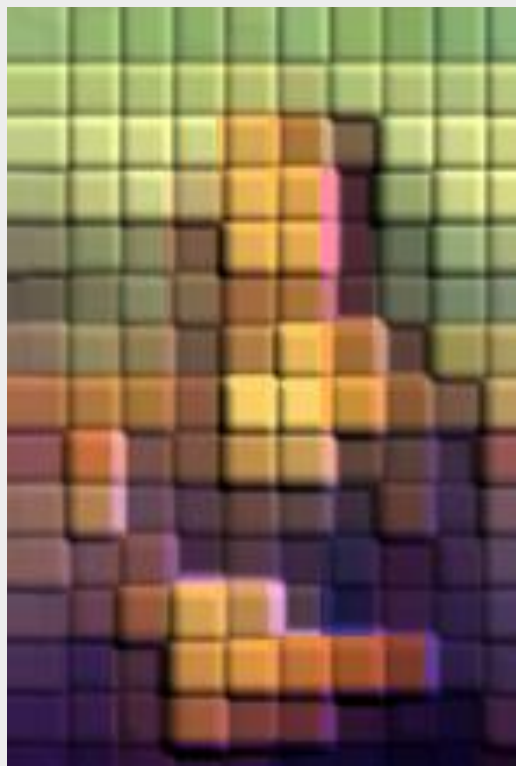
4. Explanation and Planning

5. Closing the session



Building a
relationship

Granularity of data

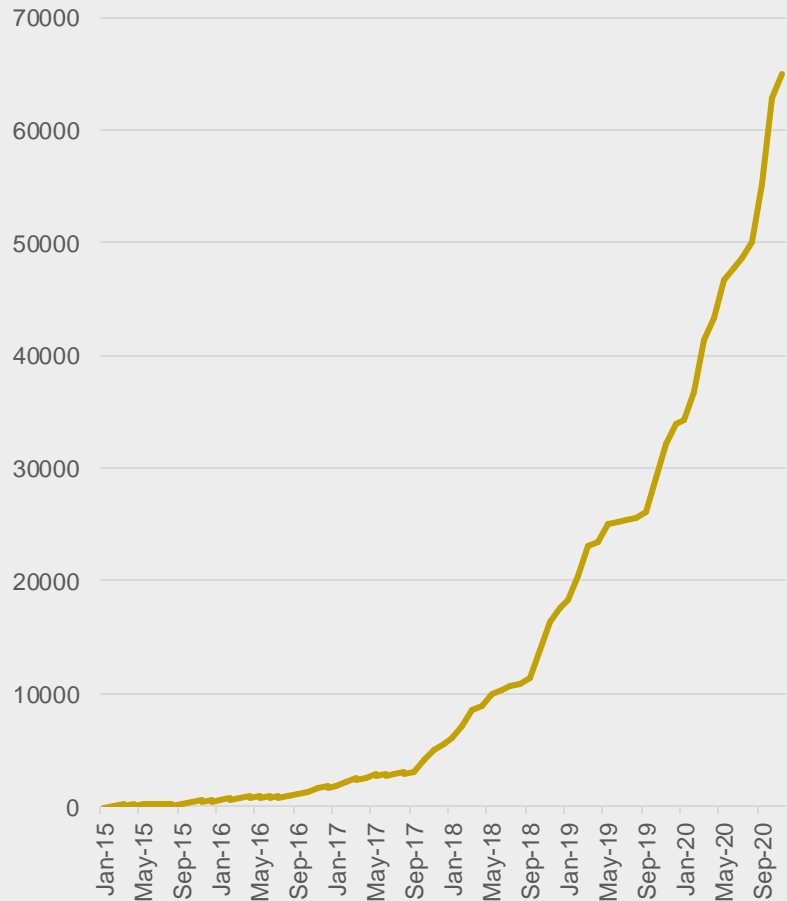




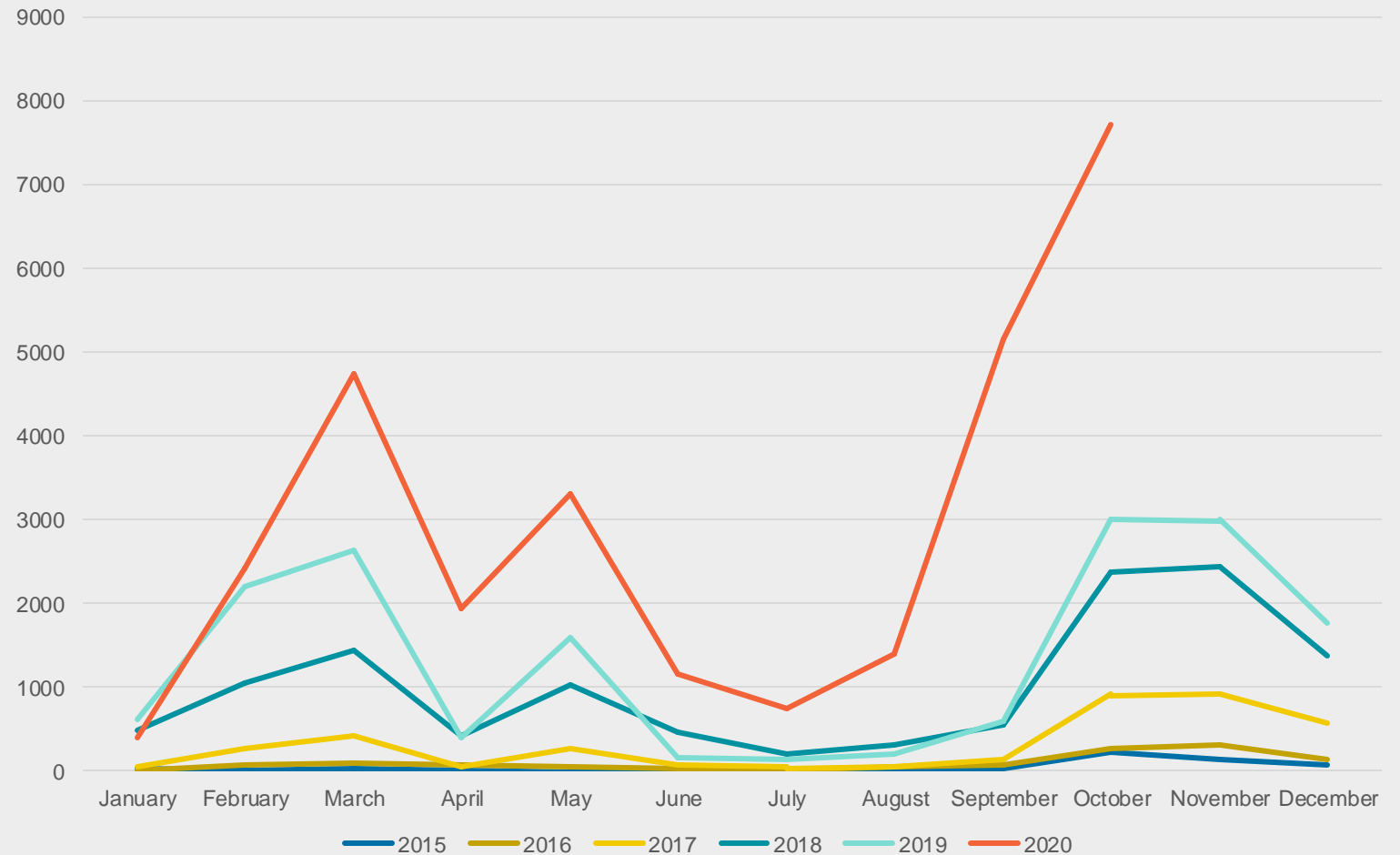
Panopto – videos created



Total videos on server



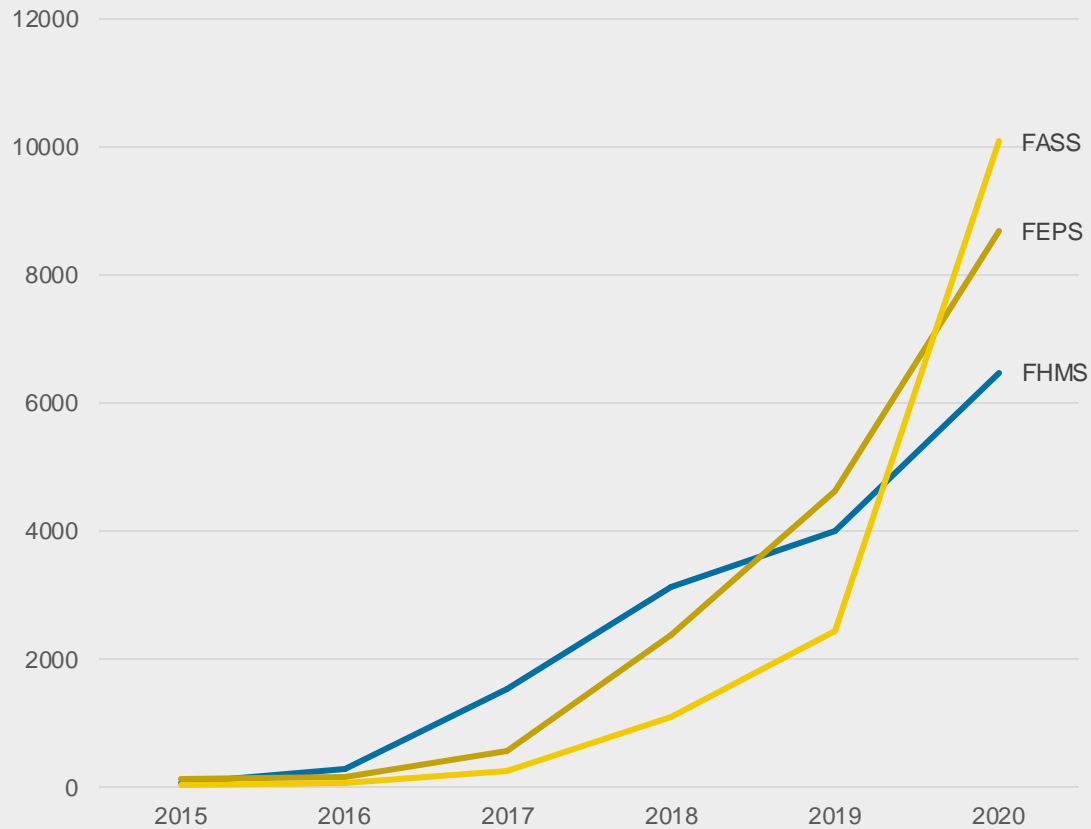
Videos created per month



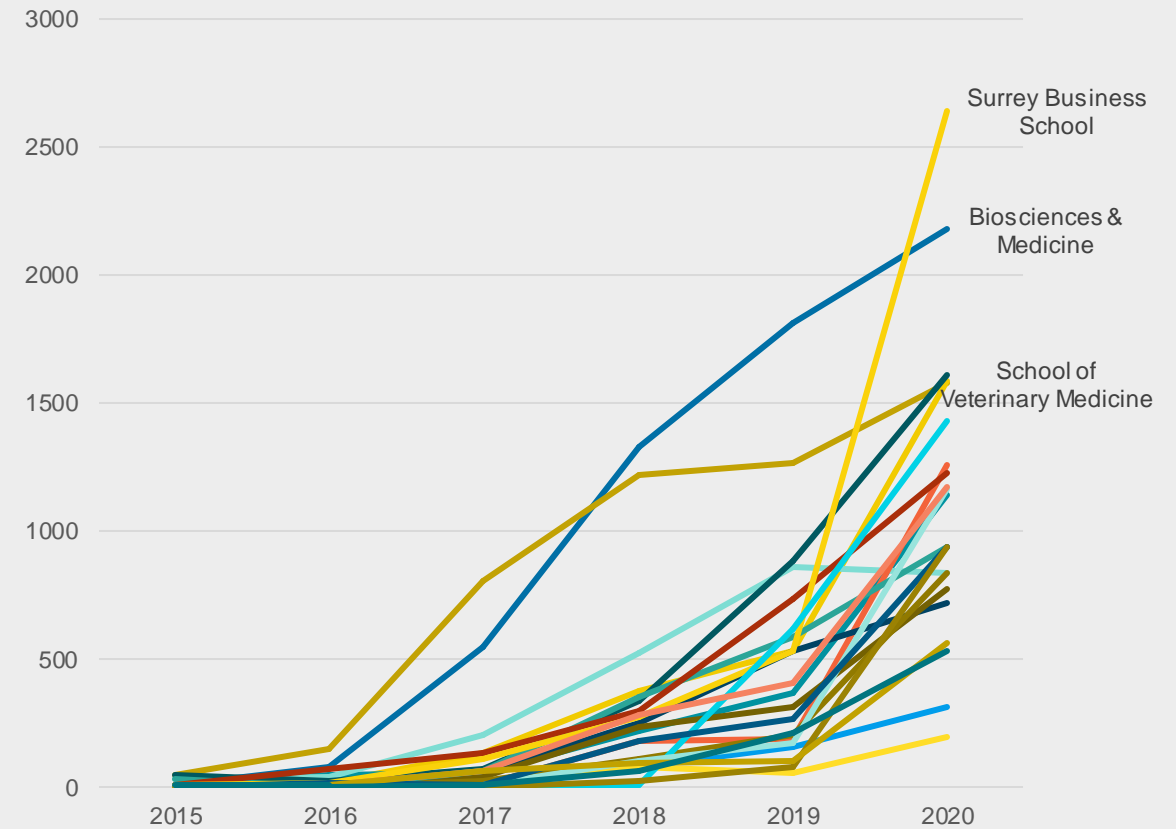
Panopto – videos created per faculty



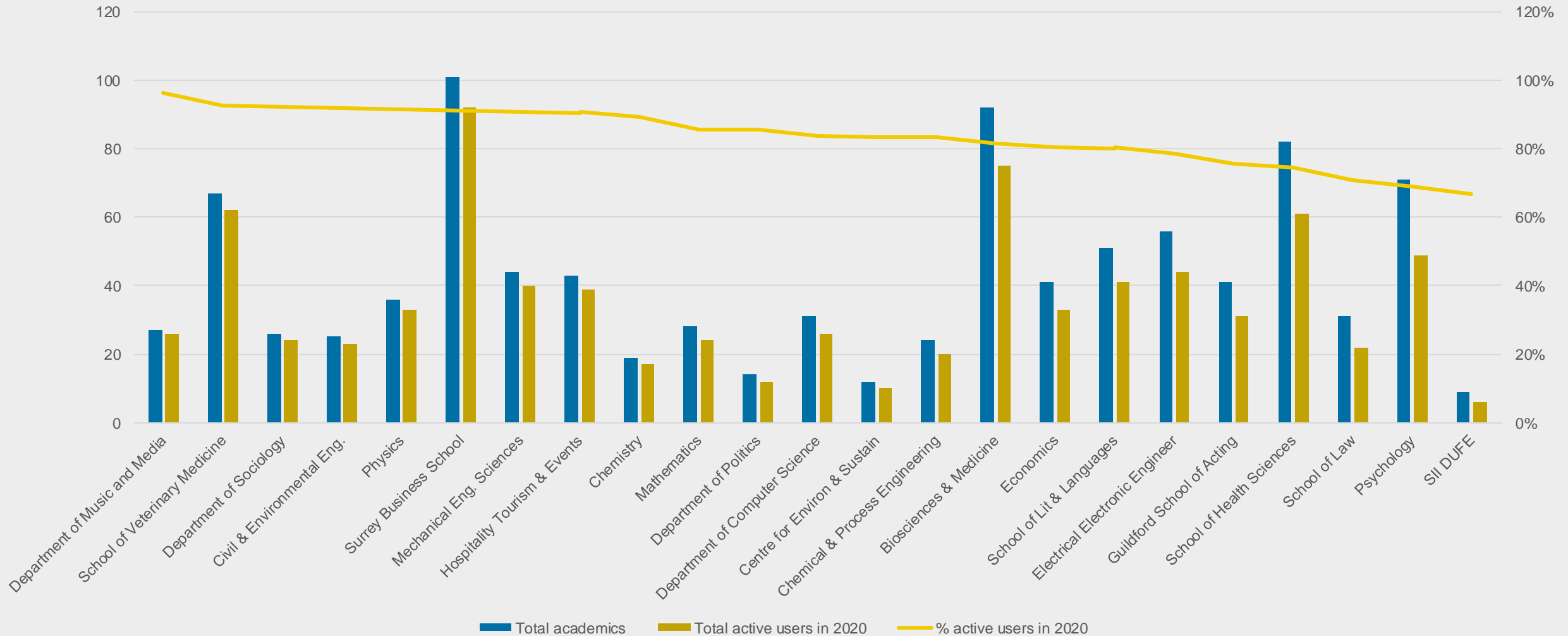
Total videos created per Faculty per year



Total videos created per school per year



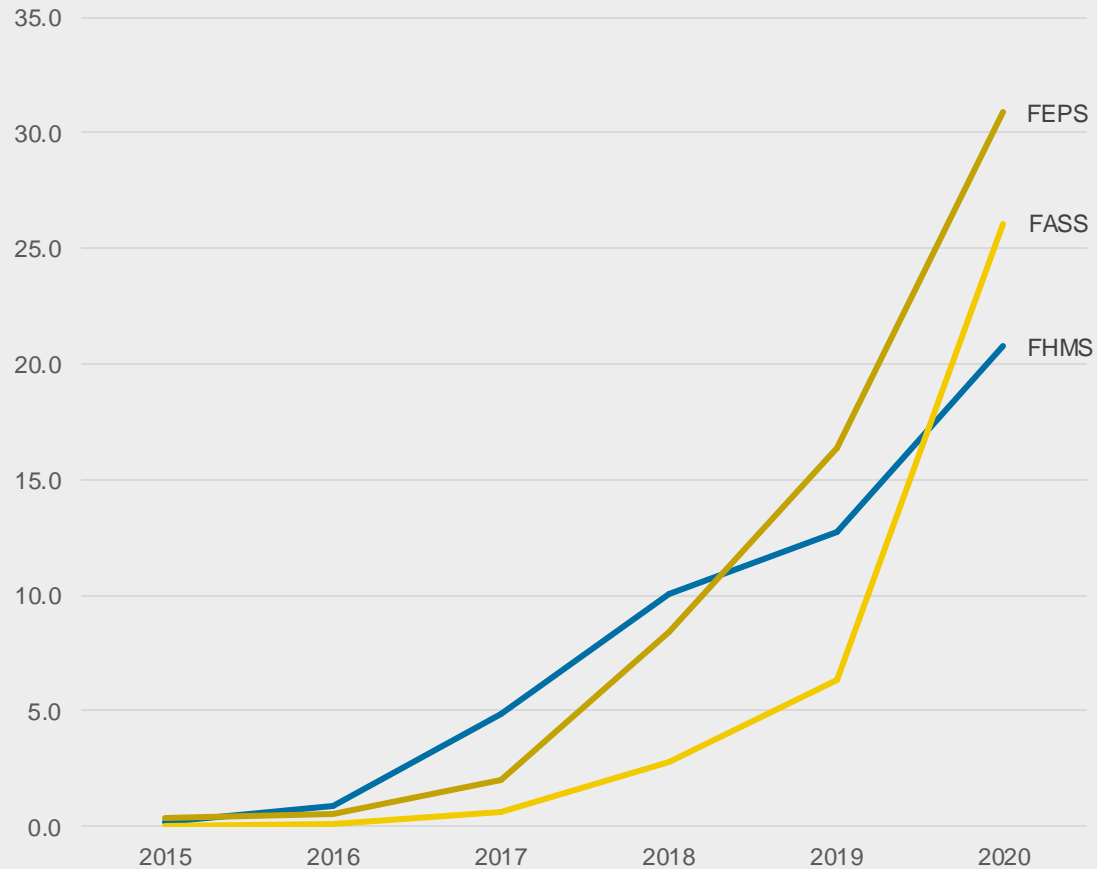
Panopto – active users in 2020



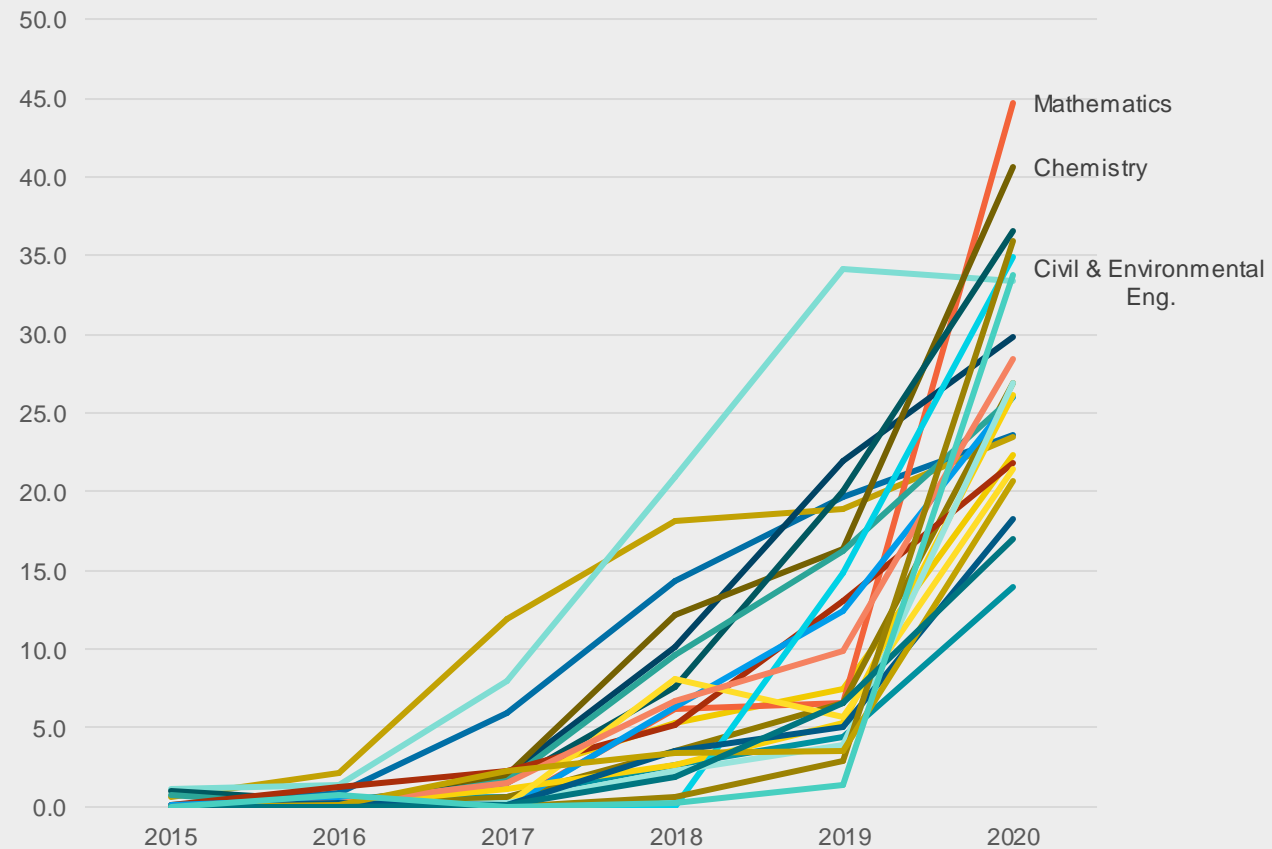
Panopto – relative videos created



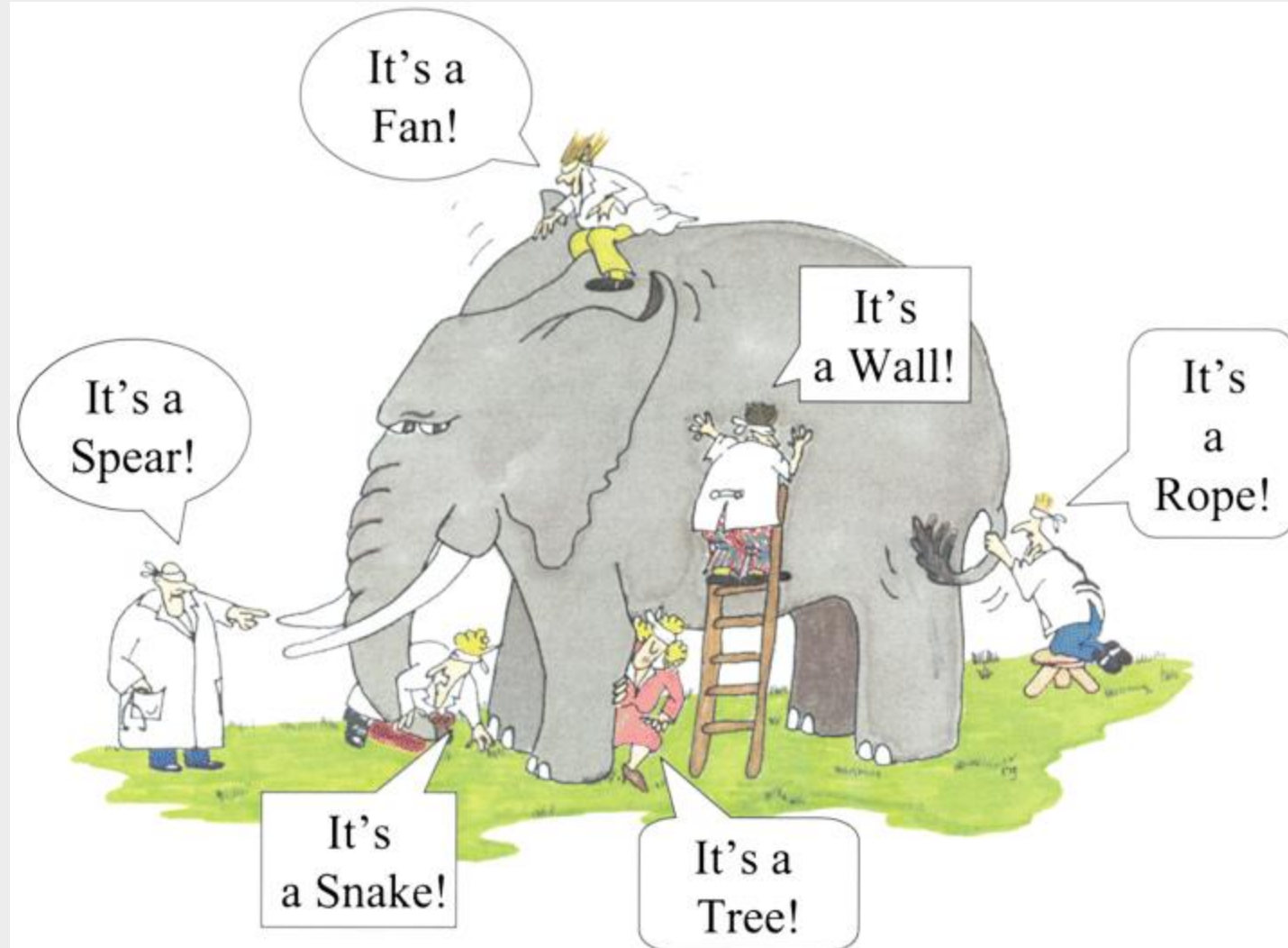
Relative videos per academic, per Faculty per year



Relative videos per academic, per school per year

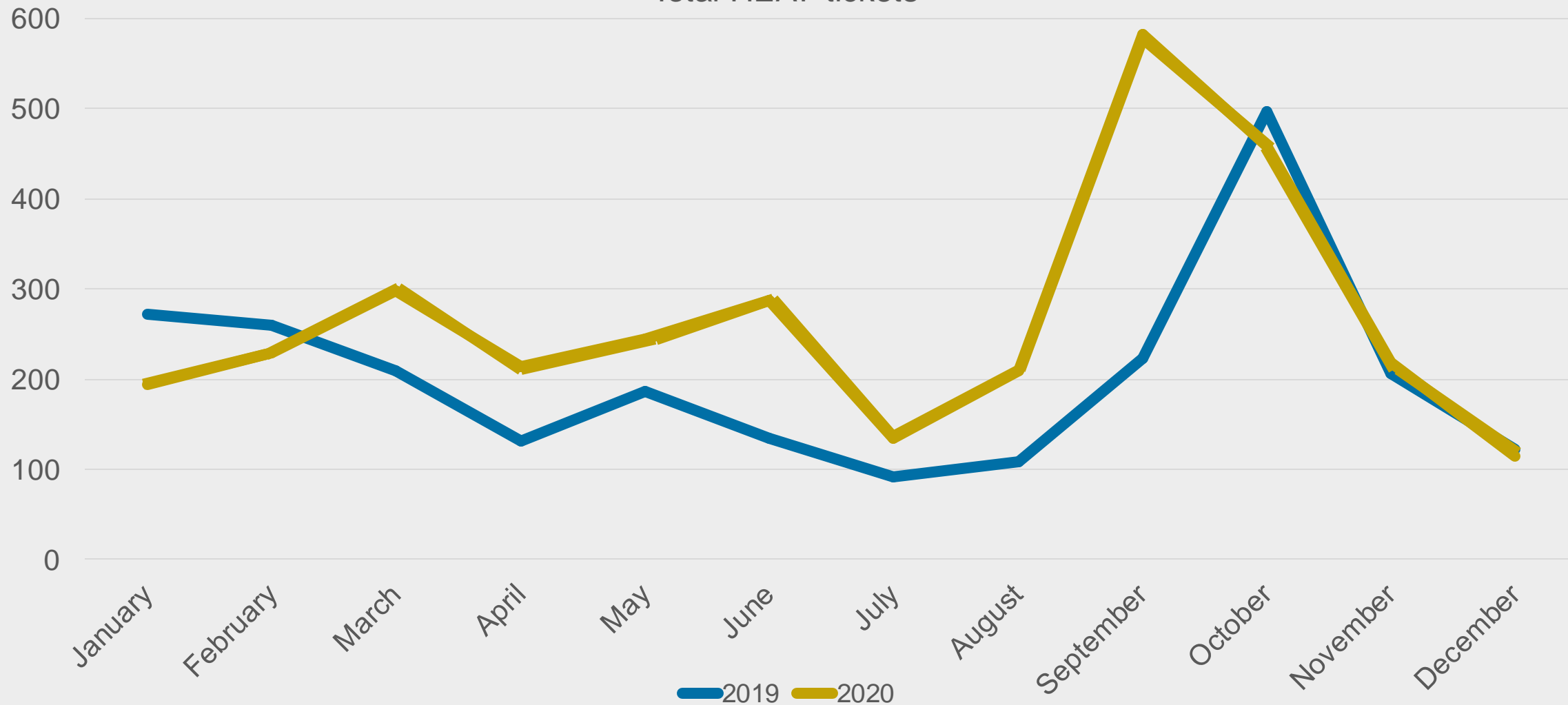


Connecting data



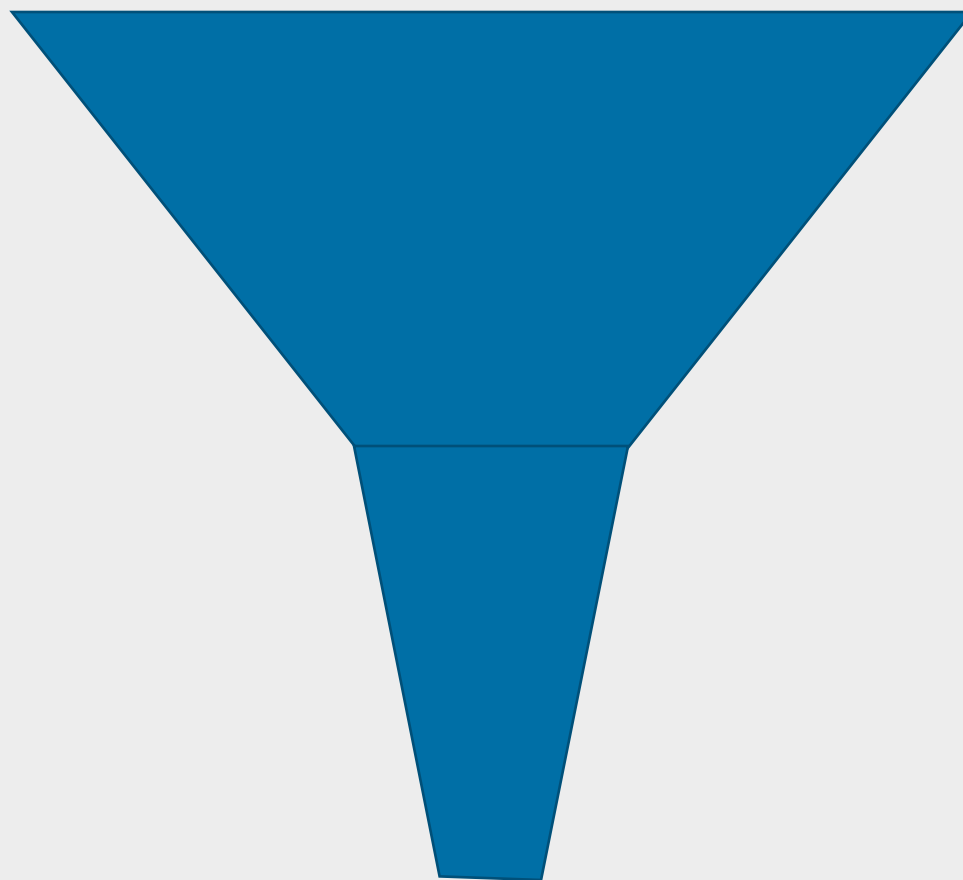
Big picture data

Total HEAT tickets



Other interests

Potential audience



Editor

AIDA Model

ATTENTION

The consumer becomes aware of your product (usually through advertising).

INTEREST

The consumer becomes interested in learning about your product benefits & how it fits with the lifestyle.

DESIRE

The consumer develops a favorable disposition towards the product.

ACTION

The consumer forms a purchase intention to make a purchase.

I am also a(n)....

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