



ANNUAL REPORT TO MEMBERS

2010 IN REVIEW

*A summary of your professional association's
achievements and objectives*

PRESIDENTS' MESSAGE



Dr. Chris Kranendonk



Dr. Brad Chappell

When we look back at 2010, it would be best described as a year of redefinition. The MVMA Council redefined how the MVMA operates. This included staff, committees and Council itself. The goal was re-allocate resources (staff and volunteers) in the most effective and efficient manner.

This spring, MVMA Council reviewed the current staff structure. Using our 2009 membership survey to guide us, we looked towards our office staff. Membership told us they recognized the fact that volunteer support of our association is waning and, in light of this, the membership would be willing to extend additional resources in shoring up our MVMA office staff support. This year we made the move to re-incorporate a staff managerial role in the association. Andrea Lear has become our full-time General Manager, Director of Communication and Advocacy. The Registrar also moved to a full-time position, and Michelle Martin-Strong joined the MVMA in this role in July. A new communication position was added to support the growing activities of the MVMA office. Simone Gillies accepted the Communication and Regulatory Associate role this past October. Araina Dowd remains as the part-time MVMA Secretary-Treasurer (as position she has held for 28 years!) and Judy Reynolds continues as the part-time administrative assistance. These changes increase our investment in staff salaries, however, we recognize this investment will allow us to address a number of significant and persistent issues affecting all members.

The MVMA Council has also begun reviewing the MVMA's volunteer positions and the various committee structures. We want to ensure volunteers are employed in a valuable way; where their skills are put to the best use. Terms of reference for all volunteer positions and committees are being developed. The number of Standing Committees is being reduced; however, the use of the Task Force format as a Committee structure replacement is increasing. The 2009 survey told us the members willing to volunteer would prefer short-term, task specific jobs rather than long term Committee membership. It is felt the change to Task Force format will allow members with specific interests and/or expertise to advise on difficult topics without requiring a significant time commitment. Please consider volunteering with the association - we have many opportunities for you to be involved!

MVMA Council also looked at its own processes. The MVMA Council is working towards moving to a governance board model. This requires codifying policy, to direct the MVMA staff, and removing itself from many daily operational decisions. With the appropriate staff and policies in place, the MVMA Council will now be able to focus on strategic issues affecting the practice of veterinary medicine in Manitoba.

Also in 2010, the MVMA Council set out specific goals to work on during the year. This helped provide direction and focus for council activities. MVMA Council has identified its 2011 goals and is now ranking them to determine 2011 priorities.

We are confident the changes that have been made will result in a stronger and more proactive association.

Thank you for your support in 2010.

Wishing everyone and successful 2011,

Dr. Brad Chappell
MVMA President 2010

Dr. Chris Kranendonk
MVMA President 2011

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A WHO'S WHO ON YOUR GOVERNING COUNCIL

After the February 4, 2011 Annual General Meeting, Dr. Brad Chappell's term as president will end. Replacing Dr. Chappell as president for 2011 will be Dr. Chris Kranendonk. Retiring council members are Dr. Colleen Marion and Dr. Rosemary Postey. Dr. Bhupinder Singh and Dr. Wayne Tomlinson will be joining council.

MVMA COUNCIL 2010



DR. BRAD CHAPPELL
PRESIDENT
(TERM ENDS FEBRUARY 2012)

Swine Health
Professionals, Steinbach

Over the last year as president of the association I have gained a great appreciation for the dedication that council and staff have for the profession. It has been a rewarding

year as we worked through many initiatives:

- Re-organization of the PIPS bylaws.
- Veterinary Incorporation.
- Even though veterinary pharmaceutical regulation changes were not accomplished because of the upcoming provincial election, council will continue to work toward this goal.

It has been my pleasure to serve the association for the last three years and look forward to many of the 2011 goals to be fulfilled during my last year on council.

Once again thank you. You are in good hands with Dr. Kranendonk as the president for 2011.



DR. CHRIS KRASENDONK
PRESIDENT ELECT 2011
(TERM ENDS FEBRUARY 2013)

Canadian Food Inspection
Agency, Winnipeg

I joined Council because I thought I could contribute something. I am certainly open to everything and anything placed in front of council, and feel that because I am not

in practice, I may bring a new and balanced outlook to different issues.

Having gone to other provincial veterinary association's meetings, I see these organizations are facing many concerns similar to our own. Although we are not necessarily as large an organization as others, we can take a lead on many of these issues. And despite the monumental tasks that confront us, we are beginning to see the early results of the many changes instituted by the MVMA, (committees reviews, PIPS and pharmaceuticals), and the new direction is truly exciting.

Another thing I believe will make a difference in the coming year is the addition of a few new staff members to the MVMA office. With new people, new ideas and new targets, it is my hope we harness all of the energy for the good of the association.

It is also my hope that YOU as an MVMA member will be a part of it! Get involved! This is your association, and working together is what it is all about. Though we may not agree on everything, this is an opportunity to voice your thoughts and opinions of where the MVMA is heading. You are holding and guiding your own future.



DR. MARC PHILIPPOT – PRESIDENT ELECT 2012 (TERM ENDS FEBRUARY 2014)

St. Claude Veterinary Clinic, St. Claude

I was born and raised in St. Claude, Manitoba, where my father, for many years, dairy farmed for my uncle and aunt. My father left the farm and my mother left nursing and purchased the local grocery store; where my brother, sister and I grew up working the family business. We continued to grow up next door to my uncle and aunt's farm, watching it change to a cow-calf operation, then to a PMU operation during my teen years.

During those years, helping out my uncle and cousins on the farm whenever I could, cultivated my interest in animal science and veterinary medicine. After completing high school in 1994, I went off to the University of Manitoba (Faculty of Agricultural and Food Sciences) and completed my pre-vet requirements and first year of Animal Sciences. I graduated from the Western College of Veterinary Medicine in 2001, and began

working as a mixed animal practitioner at Central Veterinary Services.

In May 2004, I took over the St. Claude Veterinary Clinic; and to this day my wife Kristie and I run the practice with our staff and raise our new baby boy, Calem, and our border collie, Kaiya. I look forward to another year with the MVMA Council. We have accomplished many things and I hope we will continue to do so for the benefit of veterinary medicine in the province.

GOVERNING COUNCIL (CONTINUED)



DR. TREVOR BEBCHUK, COUNCILLOR (TERM ENDS FEBRUARY 2012)

Great Plains Veterinary Surgery, Winnipeg

I have now served on the MVMA council for two years and in that time have witnessed much change. This has led to some challenges, but it has also been a very rewarding period to be involved with our organization. We are seeing the early results of the many changes instituted. This has led to improved functioning of the MVMA and we are making progress on a number of different fronts. While it is always sad to see the departure of valued staff members from the MVMA office, we have added new people to the team with fresh ideas and energy. This is really going to help drive our agendas forward. As always it is the people that make the MVMA. Our staff, volunteers, committee members and council are an unparalleled group. I am excited about another year of working with all the people that make the MVMA function. I also would encourage all members to consider volunteering and playing a greater role in our profession.



DR. LEEANNE BARGEN, COUNCILLOR (TERM ENDS FEBRUARY 2013)

Pet Vet, Steinbach

As a 2004 WCVM graduate, I am pleased to be able to work with the MVMA as a councillor. I am a small animal veterinarian at Pet Vet, in Steinbach, and also have some experience in shelter medicine and swine practice. My MVMA experience started when I became involved with our Professional Image committee, which I have chaired for the past 5 years. Currently, I am at home with my 4 month old daughter, but am anticipating returning to work in April, just in time for the spring rush. I have played ringette for all but a few of the past 30 years, and have had the pleasure of being on a team of wily veterans for the past five years. I look forward to working with the rest of council in 2011.

INCOMING COUNCILLORS

DR. BHUPINDER SINGH

COUNCIL MEMBER (TERM ENDS FEBRUARY 2014)

Henderson Animal Hospital, Winnipeg

Having had the privilege to work in India, U.S.A. and in Canada, I feel I will bring diverse experience to the MVMA council. Over the years I have had extensive management training. I have a long term vision while still paying attention to the short term objectives. I think the MVMA has done a very good job, and I feel I can help it go to the next level. I am a team player and work very easily in a group and for the group betterment; at the same time I am fully capable of making excellent individual decisions.

DR. WAYNE TOMLINSON

COUNCIL MEMBER (TERM ENDS FEBRUARY 2014)

Manitoba Agriculture, Food & Rural Initiatives,
Winnipeg

I would like to thank the MVMA for accepting my nomination to the council. During my 22 years in mixed practice I realized the importance of a strong association but was "too busy to get involved". Now that I am no longer in private practice, I have no excuses. I promise to work hard on your behalf in order to keep our MVMA strong and relevant to its members.

FROM OUR OUTGOING COUNCILLORS . . .

Your MVMA colleagues thank you for the time you have invested in advancing your profession during your respective terms.



DR. COLLEEN MARION – PAST PRESIDENT

(TERM ENDS FEBRUARY 2011)

Manitoba Agriculture,
Food & Rural Initiatives,
Winnipeg

Five years serving on MVMA council has provided me with the opportunity to meet many colleagues in Manitoba and across Canada. In doing so, I have learned what is deemed to be of importance and interest in the veterinary community. I would like to thank those who have volunteered their time to effect change in our profession, and have facilitated the evolution of our association and veterinary medicine in general. Thanks as well to those who approached me with concerns/thoughts/opinions on issues relevant to the MVMA during my time on council. In order for council members to effectively serve as a voice for Manitoba's veterinarians, open communication between MVMA staff, council members, and the veterinary community must exist and thrive. In closing I would like to encourage my colleagues to give back to the association by donating their time to any of a number of committees or task forces within the MVMA. Volunteering is a great opportunity to share your strengths with others and facilitate the development of a strong foundation for Manitoba's veterinarians in the future. Let your voice be heard!



DR. ROSEMARY POSTEY – COUNCIL MEMBER

(TERM ENDS FEBRUARY 2011)

Veterinary Diagnostic Services (MAFRI), Winnipeg

I can't believe that 3 years have come and gone. I would like to thank the MVMA staff, council members and all the volunteers who help keep our organization moving forward. It's been an interesting experience and I would encourage every member to volunteer for a committee or sit on the council. You will see a whole new aspect of our profession and gain appreciation for the amount of work our staff and volunteers do as your representatives. It's a great way to meet and interact with members that you may otherwise never get a chance to know. Often members can't "see" what is being accomplished on a day-to-day basis, but there are always projects on the go. Unfortunately there seems to be a trend of decreasing member volunteering with all organizations. We have an excellent complement of staff at the office, but I would encourage all members to get involved. With new digital and internet technology, I think we need to move forward to make meetings more accessible for member participation outside the perimeter. Thank-you for the privilege of being an MVMA Council member.

NEWLY REGISTERED WITH THE MVMA IN 2010

Dr. Wadie Ariza

Dr. Harvinder Hirkewal

Dr. Angelica Galezowski

Dr. Tanja Preugschas

Dr. MarniePisclevich

Dr. Jill Tait

Dr. Leanne Paetkau

Dr. Joseph King

Dr. Waheed Haneef

Dr. Chris Bell

Dr. Charlene Berkvens

Dr. Kurt Preugschas

Dr. Camilla Nichol

Dr. Jessica Treen

Dr. Sarah Moore

Dr. Amanda Malboeuf

Dr. Kimberley Krasnesky

Dr. Bielak Anita

Dr. Ray Aslani

Dr. Alison Litchfield

Dr. Gwenda Olson

Dr. Narinder Brar

Dr. Melanie Youngs

Dr. Matt Van Steelandt

Dr. Kurtis Swirsky

Dr. Basgaran Karthijayini

Dr. Petrov Velcho

Dr. Mairead Drain

Dr. Ron Mentz

Dr. Angela Coleman-Wiebe

In total 30 individuals registered with the MVMA in 2010

REPORT FROM YOUR DIRECTOR OF COMMUNICATION AND ADVOCACY



SUBMITTED BY **ANDREA LEAR**

I believe that 2011 will be a great year for the MVMA. During the past year, many changes took place that will allow the association to grow; moving from an operationally focused, reactive organization and evolving into a strategically focused, proactive organization. This evolution began in 2010 and I am already seeing the positive results of the MVMA Council's implemented changes.

A significant change that affected me directly was the reincorporation of a staff managerial role. I was very proud when the MVMA Council asked me to accept the role of General Manager and very excited to accept. The position comes with greater responsibility, but I am up for the challenge.

The MVMA Council also introduced addition staffing changes. . The Registrar position was expanded to a full-time position, additionally a new communications position was created. Our new Registrar,

Michelle Martin-Strong was hired in July and has brought a tremendous wealth of experience and insight into this position. Michelle and I work very effectively together, respecting boundaries but recognizing times when collaboration is necessary for the betterment of the Association and its members. Simone Gillies accepted the Communication and Regulatory Associate position in October. I believe this will be a key position for the Association to move ahead with its activities. Simone will be responsible for the communication and event planning; duties that my position was formally responsible for. This allows me more opportunity to focus on higher level projects. Also, I can never do a staff structure review without recognizing Araina Dowd. Having someone on staff who has worked for the MVMA for over 28 years is invaluable. Finally, I need to mention Judy Reynolds, who keeps our financial house in order. I would like to extend a HUGE THANK YOU to these individuals who contribute to the Association every day. I recognize that some may wonder why the Association needed more staff – I'll sum it by saying "It's not about what we were doing; it's about what we were not doing." Now, we just need to get to work!

So, what's up for 2011? There are some carry over goals from 2010 (continued "clean-up" of PIPS; finalizing terms of reference for volunteer and committee positions; continued pursuit of veterinary pharmaceutical regulations). Ongoing goals include policy development including organizational policies. New goals include drafting by-laws and procedures for veterinary incorporation (assuming this passes during the spring legislative session); developing better communication methods with membership; and utilizing a strategic process in decision making. In reviewing the "goals", they sometimes look very procedural, but these steps will lay the groundwork for continued growth. Add to this the day-to-day tasks, and it will be a busy 2011.

Finally, I want to thank all the MVMA members with whom I have worked with this year. It's a true privilege to work for the MVMA and its membership. I look forward to the opportunities and challenges that 2011 will bring

REPORT FROM YOUR REGISTRAR

SUBMITTED BY **MICHELLE MARTIN-STRONG**



I assumed the duties of the registrar's position in July 2010 and I have greatly enjoyed the challenges associated with the learning curve. Every day offers new questions and issues to be resolved, making for exciting work. I have had an opportunity to speak to many of the veterinarians around the province on a variety of issues, and the cooperation from everyone has been wonderful. I foresee many wonderful changes in future years that will help our community grow. It is us, working together as a team, which will help us achieve our goals.

At the time of this report, the MVMA had 347 general members, eight associate members, four public members, 22 life members and ten honorary members. In 2010, a total of 26 new licenses were issued.

Some of the upcoming projects that I am working on are:

- Continuing with the regulation of PIPS inspections, and CE, including review and redrafting of the CE bylaws
- Re-drafting of PIPS bylaws
- Further research for the preparation of an educational platform related to Cosmetic Surgery
- Drafting bylaws and policies to create an infrastructure to support the veterinarian incorporation should it be passed with the spring session of the Government
- Codifying some of the practices currently in use by the PRC to maintain consistency

Though I will continue to act as a support to the PRC committee and PIPS committee, there is a host of other projects awaiting my attention should time allow.

To borrow the words of Dr. Jon Seguire, past acting-registrar, (I couldn't say it better): Congratulations to all of our volunteers who contribute their time and talents to the functioning of the PIPS process and the Peer Review process. Along with MVMA Council and MVMA staff, they make a strong and effective team that helps create an atmosphere that veterinarians can thrive in practice.

UPDATE ON ASSOCIATION ACTIVITIES

PRACTICE INSPECTION, PRACTICE STANDARDS

MICHELLE MARTIN-STRONG

At the 2010 Annual General Meeting, it was proposed that the MVMA Practice Inspection and Practice Standards Bylaws ("PIPS Bylaws") be redesigned. The rationale for this was to provide for ease of read, clarity and standardization of requirements between all types of practices. It was felt that a two stage process would best serve this proposal. Stage I would be a re-formatting of the bylaws; instead of keeping separate sections of requirements for each practice type it was decided to put all like requirements (i.e. equipment and supplies), under one heading with the general section being applied to all practice types and specific additions for individual practice types being added at the end of the general section. This was accomplished after consultations with MVMA council and members. This reformatted version of PIPS was passed by MVMA members in November 2010.

Stage II will commence after the 2011AGM. This stage is to review and redraft all sections of the PIPS Bylaws, removing irrelevant and erroneous material and adding material that will facilitate members in maintaining the high standard of practice which Manitoba veterinarians strive to achieve. I know that the PIPS Chair and I are very excited to begin this new stage. An opportunity to suggest changes to the content of the PIPS will be given to membership, and you are all encouraged to share your suggestions.

VETERINARY INCORPORATION

MICHELLE MARTIN-STRONG

An amendment to the *Manitoba Veterinary Medical Act* (“Act”) to allow for incorporation of veterinary practices was sent to the Government of Manitoba early in 2010. The suggested amendment was required to allow MVMA members to incorporate their veterinary practices. Unless there is a provision in the Act allowing for incorporation, any MVMA bylaws permitting incorporation are null and void. All members were advised of this last year. The good news is the amendment to the Act allowing for incorporation appears to be on the agenda for the spring session of the Legislature, meaning this could be passed spring 2011.

This amendment is both exciting and a challenge as many supportive bylaws and policies will have to be drafted and approved to provide the infrastructure required to support this amendment; especially in terms of licensure and regulation. This means, although the document may be passed this spring, it will be much later that we will have it proclaimed to allow us the time needed to do the background work. Membership will be kept apprised of the progress in this matter.

VETERINARY PHARMACEUTICALS

ANDREA LEAR

The MVMA continues to pursue changes to veterinary pharmaceutical regulations in Manitoba. These changes include regulation of the sale of veterinary pharmaceuticals in lay outlets, including the requirement of all schedule F drugs to have a prescription. Initially, it was indicated that the provincial government would implement these regulations during 2011, however we have been advised that changes have now been put on hold until after the fall 2011 provincial election.

A driving force behind the desire to control the use of pharmaceuticals in food animals is the increased public awareness on issues of food safety, public health and antimicrobial use in livestock. Additionally, the veterinary community wants to proactively address claims from the human medical profession that unchecked use of antimicrobials in the food supply is contributing to antimicrobial resistance in humans. We feel that our proposed regulations are a step towards this goal.

The MVMA is working with Manitoba Agriculture to educate other stakeholders – including producers, industry (packing plants), public health, and environmental groups – on this issue. Also, a public media campaign will be launched to educate the general public. With these steps, the MVMA hopes that the proposed regulations will have minimal opposition.

COSMETIC SURGERY

MICHELLE MARTIN-STRONG

At the 2010 MVMA Annual General Meeting, it was proposed by a member that a Cosmetic Surgery Bylaw be drafted prohibiting the practice of cosmetic surgery (i.e. ear cropping; tail docking in equine, bovine and canine; onychectomy in any species other than the domestic cat; etc.) by veterinarians in Manitoba.

A task force of MVMA members was established to research and eventually draft a Cosmetic Surgery Bylaw that would be sent to MVMA membership for approval. The Task Force reviewed several documents including:

- Cosmetic surgery bylaws from other jurisdictions (passed and defeated).
- Position statements from the CVMA.
- Articles on pain in the neonatal animal.
- Articles on the pros and cons of veterinarians doing cosmetic surgery as opposed to non-veterinarians without proper knowledge or tools.

A priority with this issue, as always, is the safety and comfort of the animal involved.

After this initial review was completed, the Task Force has decided that further research is needed. They have also recommended the development of an educational platform for the general public. The Task Force will submit periodic updates on their progress to Council.

COMMITTEE TERMS OF REFERENCE

ANDREA LEAR

At the 2010 MVMA Annual General Meeting the MVMA Council reported that the association would begin to work on self-governance policies which would include a review of the MVMA’s committee structure and development of terms of reference for all volunteer positions including the various committees and liaison positions. The MVMA Council, committees and staff have been working on these terms of reference. The terms of reference will include:

- The description of the volunteer position/committee.
- The responsibility of the position/committee.
- The selection of committee members including a nomination and volunteer criteria process.
- The process for nomination of the chair.
- Term limits and reappointments.
- Meeting and reporting requirements.
- Resource (staff and budget) allocation.

The draft versions of the terms of reference are complete for most volunteer positions. These will be finalized after consultation with the various stakeholders. It is anticipated that this will be completed before the MVMA’s year end (June 30, 2011). Once complete, the terms of reference will be available for all members to review on the MVMA website.

ANNUAL COMMITTEE SUMMARIES

CANADIAN ANIMAL BLOOD BANK

SUBMITTED BY **BETH J. KNIGHT**, CABB LABORATORY DIRECTOR

The Canadian Animal Blood Bank continues to supply Canadian veterinarians with high quality canine blood products. The revised donor screening panel has successfully improved the quality of products issued, and identified dogs positive for some of the markers. To year end, 18 donors, from 511 collections (358 from Manitoba MB and 153 from Alberta AB) have tested positive for the following:

- 6 for *mycoplasma hemocanis* (AKA Haemobartonella canis): 4 MB 2 AB
- 7 for Lyme: 5 MB 2AB
- 2 for *Canine anaplasma phagocytophilum* Antibody both from MB, 1 was also Antigen Pos
- 1 for *Candidatus mycoplasma haematoparvum*: 1 MB
- 2 for Bartonella spp. Pos: 2 AB

One particular donor tested negative in June for Bartonella spp. and subsequently tested positive in September, illustrating the need for testing on every collection.

The Canadian Animal Blood Bank attended the Canadian Veterinary Medical Association (CVMA) in Calgary to help raise awareness of its existence and how Alberta veterinarians and animal health technologists might support the satellite collection site in Edmonton at the Northern Alberta Institute of Technology (NAIT). After a cautionary year of a slight decline in sales in 2009, it noted a moderate increase from \$155,000 to \$165,000 in 2010.

After a manufacturing re-packaging wait, the Canadian Animal Blood Bank is proud to announce that inventory and supply of the Alvedia Quick Tests for canine DEA 1.1 and feline A+B typing has been re-established, and a mass inventory shipment in the first weeks of January 2011, has resulted in sales of over \$12,000.

The MVMA membership continues to support the Canadian Animal Blood Bank with their time and expertise during canine blood collections both in-clinic and at Red River College, as well as on the Board of Directors. 2011 will mark the 15th anniversary of the Canadian Animal Blood Bank. Celebratory events are planned throughout the year for our volunteer veterinarians, animal health technologists, collection clinics, owners and donors.

PEER REVIEW COMMITTEE

SUBMITTED BY **DR. PHILIPP SCHOTT**, COMMITTEE CHAIR

2010 saw 46 complaints in total, the identical number reported for 2009. However, of these complaints, only 10 proceeded to the formal written stage, half of what was seen in the previous year. It is important to point out that the remaining 36 “verbal complaints” have no formal status, and in many cases do not amount to much more than a client wanting to vent some steam or express some concerns. The great majority of these are quickly resolved by the Registrar. Of the ten written complaints received, seven have been resolved and three are still pending resolution. One case resulted in the calling of an Inquiry Panel, only the second since the proclamation of the Veterinary Act in 1999. However, this case was ultimately resolved by the original investigating subcommittee in an “out of court” arrangement with the charged member, thus saving the MVMA considerable time and expense, while still serving justice and protecting the public.

If there was a general theme to the complaints received, it is the same as it is every year: communication, communication, communication! Our profession enjoys an enviable level of innate trust with the public, so in many cases we begin a relationship with a client with that advantage. Nothing erodes that advantage and that trust faster than failing to meet the client’s expectations by not effectively communicating what we are doing, what we are going to do, and why we are doing these things. I cannot emphasize strongly enough the importance of always obtaining “fully informed consent”. So often we have clients sign wordy documents and think that it is sufficient. It is not. We need to be confident we have communicated in a style and language which permits the client to really understand, regardless of their level of knowledge or their preconceived expectations. I know this is time consuming, but it is one of the cornerstones of the “art” of veterinary medicine.

2010 also saw the appointment of a new Registrar, Michelle Martin-Strong, who is now ably assisting the PRC by being our public face and voice through the complaints process, both formal and informal, and handling most of our administrative functions. We are very pleased to have her on-board!

Looking ahead to 2011, the PRC hopes to continue to reach out to the membership in the form of articles in the *News & Views*. A series of such articles were published in 2010 outlining the peer review process. Next on the agenda is to publish generic sample cases which illustrate this process and some of the common ways members might attract complaints. I am always happy to answer questions about any aspect of the PRC and the complaints process.

From the desk of the PRC Chair, I wish all our members a very happy, healthy (and complaint free) 2011!

CVMA REPRESENTATIVE

SUBMITTED BY **DR. MICHAEL SHERIDAN**, CVMA REPRESENTATIVE

My term as the Manitoba Veterinary Medical Association (MVMA) representative to the Canadian Veterinary Medical Association (CVMA) council has come to an end. I have had the privilege to sit with 7 presidents, and it has been very exciting to see how seamlessly the transitions have been due in large part to the CVMA executive and staff.

During my two terms, I have seen a lot of progress and a lot of change. This includes the development of The Canadian Veterinary Reserve (CVR), and the transformation of Veterinary Drug Directorate (VDD). The CVR now has 200 reservists trained, and after catching up on its backlog, the VDD has taken a very progressive approach to getting products approved. Their agency has clearly become an important link in the veterinary medical service chain.

The volunteers serving for CVMA are amazing! I had the chance to meet people from across Canada, and their skills and dedication are remarkable. For example, each year a student veterinarian from each of the colleges sits on council. Their insights into the issues challenging students today have been invaluable, and have helped the council really understand the impact decisions have the future of veterinary medicine.

Another rewarding part of my role was sitting on six strategic planning sessions. Each time we met, blank sheets were turned into impressive action plans, with veterinarians bringing forward new ideas coupled with knowledge and experience. And always, there was the respect for each other's opinions.

I also had the opportunity to sit on 3 award committees, and when reading the submitted nominee biographies, I realized I was both humble and proud. I am humble in what I do, but I must admit, I am very proud of holding a veterinarians degree – a degree that allows people to follow so many rewarding and varied paths in life. We truly are a diverse body of professionals.

I would never have appreciated the fullness of my profession had I not served on your behalf. Thank-you all for allowing me this great experience.

FOOD ANIMAL REPRESENTATIVE

SUBMITTED BY **DR. WAYNE TOMLINSON**, FOOD ANIMAL REPRESENTATIVE

The Food Animal Committee (FAC) was established in January 2006. The purpose of the committee is to provide MVMA's large animal practitioners with a unified voice when representing the profession on issues regarding food animal health and the practice of food animal veterinary medicine. The committee consists of any MVMA members that wish to participate. We typically meet annually at the MVMA Winter Conference.

At the 2010 February meeting, practitioners in attendance discussed a wide variety of issues. We talked about the need for better communication within the profession. The group felt communication not only needs to be improved between private practitioners and government (the Canadian Food Inspection Agency and the Manitoba Agriculture, Food and Rural Initiatives), but as well between clinics (VSD and private clinics). Also on the agenda was the Veterinary Service District (VSD) fee schedule. Finally considerable time was spent on pharmaceutical issues facing veterinarians. We discussed the use and abuse of pharmaceuticals; as well issues relating to illegal and unethical sales of pharmaceuticals to livestock producers.

The FAC along with MAFRI organized some continuing education sessions this past fall. MAFRI staff wanted to increase the flow of information between the vet lab and its clients (veterinarians). In order to make it easier for rural veterinarians to attend, two sessions were held this fall. One was held in Brandon and the other in Winnipeg. The agenda consisted of a BSE update (CFIA), including sampling techniques (MAFRI), beef cattle nutrition and ruminant respiratory disease. Attendance at both locations was high and the evenings were deemed successful. Any suggestions for future CE meetings would be greatly appreciated.

I would like to thank all the people who attended the Food Animal Committee meeting, as well as the speakers from the two CE sessions. I would also like to thank the MVMA staff for their help over the past year.

ANNUAL COMMITTEE SUMMARIES (CONTINUED)

WINNIPEG HUMANE SOCIETY

SUBMITTED BY **DR. NANCY MCQUADE**,
WINNIPEG HUMANE SOCIETY LIAISON

The Humane Society saw an increase in the number of cats received and a decrease in adoptions which, of course, translates to more euthanasias. With uncontrollable cat overpopulation in Winnipeg, it was hoped the City of Winnipeg would take the initiative through Animal Services but that has not happened. With the civic election in 2010, this was not a priority for city politicians. Will it ever be? Any suggestions on how to address this would be greatly appreciated.

Dogs on the other hand are not euthanized for lack of space. Behaviour or medical disorders account for all of the euthanasias. The behaviour department is doing a fabulous job on screening the dogs to ensure aggressive dogs do get adopted.

RED RIVER COLLEGE ADVISORY REPRESENTATIVE

SUBMITTED BY **DR. BOB NEWFIELD**,
CVMA ECONOMIC AFFAIRS REPRESENTATIVE

The advisory committee met twice this past year. The advisory committee provides advice and guidance on all matters related to the AHT program and is comprised of veterinarians, AHTs and student representatives. The committee ensures graduates and courses are relevant and responsive to veterinary industry needs. The program recently went through an accreditation review by the CVMA and fared very well save a few correctable items. One of the items named was a lack of a veterinary oversight committee for course content only. To rectify this, a special sub-committee was struck last fall that to date includes Louise Gordon (Dean), Drs. Jillian Presto-Gren, Merv Madill, Chris Enright, Neil Charnock and myself. The newly formed committee met in November to set terms of reference and orientation. The committee will meet once or twice annually.

A major concern over the years has been the high attrition rate from the program. I am pleased to report the college has responded to the challenge and has implemented measures to reduce the problem. Prior to acceptance into the program, potential students must now complete 80 hours of in-clinic voluntary work, attend a mandatory orientation session conducted by RRC faculty, attend an advising session, and may be required to participate in testing to determine program readiness. The RRC staff is involved in counseling potential students as to program suitability, especially students scoring poorly on testing.

The math passing grade has been increased from 60 per cent to 70 per cent. Although attrition continues to be a concern, the average attrition rate for colleges across North America is no better than what we experience here in Manitoba. The 2011 class should graduate at least 20 students pending academic performance. RRC graduated 20 in 2010, 17 in 2009 and 16 in 2008. It would appear the measures the college has taken are working, and we look forward to more progress in this area in the next few years.

COMPANION ANIMAL REPRESENTATIVE

SUBMITTED BY **DR. COREY BARTLEY**,
COMPANION ANIMAL REPRESENTATIVE

2010 was a quiet year for the Companion Animal Committee. Committee members were contacted by email twice for new issues or topics relevant to the companion animal community. No meetings were held.

We are proposing an organizational change to streamline the process of bringing relevant topics to MVMA council's attention and assisting all veterinarians whenever possible with companion animal practice concerns. The new structure would maintain a CAC chairperson to act as a liaison between the veterinary community and MVMA council and to voice any concerns. They would also aid in assigning task forces for more specific issues.

PRACTICE INSPECTION PRACTICE STANDARDS (PIPS)

SUBMITTED BY **DR. FRED LINDENSCHMIDT**, COMMITTEE CHAIR

The PIPS process has seen few problems in 2010. As is often the case, we are we require the services of an inspector based in the western part of the province with the appropriate large and small animal experience and references. If you are interested in this position please contact the MVMA registrar.

The re-writing of the PIPS bylaws has started and to date a reorganization of the current bylaws has occurred. Shortly, after the 2011 AGM, we will start reviewing each section of the PIPS bylaws individually, and over the next year or two update all the PIPS bylaws.

I would like to thank all those involved; the inspectors, current and past registrars, the DCA and the office staff for their work in organizing, monitoring and overseeing the PIPS process.

CITY OF WINNIPEG ANIMAL SERVICES

SUBMITTED BY **DR. WENCHAO ZHENG**,
ANIMAL SERVICES LIAISON

The City of Winnipeg Animal Services board continues to have discussions regarding cat licensing. There is concern there will be resistance from cat owners and that many owners will not comply with the licensing requirement. Questions have also been raised regarding how the revenue from licensing might to be allocated, as the Winnipeg Humane Society, and not Animal Services, is responsible for lost/stray cats in Winnipeg. There have been talks that revenue could be used to support enforcement, animal care and low cost spay/neuter programs, but these suggestions need further development.

The board has also been discussing if the Pit bull ban bylaw should be rescinded. The board is split on this topic and additional discussion will take place before a recommendation is made to the City of Winnipeg.

Winnipeg Animal Services has seen a 100% increase in adoption over the past two years. Also, euthanasia is at its lowest number in recent history.

CVMA ECONOMIC AFFAIRS

SUBMITTED BY **DR. BOB NEWFIELD**,
CVMA ECONOMIC AFFAIRS REPRESENTATIVE

Despite numerous email reminders and incentives, the economic surveys for this year lagged in response rate compared to 2009. In 2009, 30 surveys were returned for a 23 per cent response rate. In 2010, 23 surveys were returned for an 18 per cent response rate. Surveys now come out in a more timely fashion and provide economic information to participating clinics prior to year's end.

Overall, this year has seen a modest 3 per cent fee increase in veterinary services. The current fee guide is now at a level where fee increases in the future will be more in line with inflationary levels. I believe it has taken a few years to get to a level where veterinarians can earn a respectable living while providing for clinic enhancements and para-professional salary improvements for employee retention.

We are fortunate to get support from Hills, Petsecure, Intervet and Scotiabank in bringing the fee guide surveys and information to Manitoba veterinarians. A larger response rate next year would go a long way to providing more accurate survey information. I look forward to all of your inputs in the coming year.

PROFESSIONAL IMAGE COMMITTEE

SUBMITTED BY **DR. LEEANNE BARGEN**, COMMITTEE CHAIR

This past year for Professional Image was a bit of a different one, with me stepping back in mid-August to start my maternity leave. My co-chair, Jay Thrush generously helped in fielding any media concerns arising during that time. The committee continued to make quick and accurate media response it's priority, with members supplying media outlets with valuable information. In this capacity, I would like to thank Drs Mike Sheridan, Pat Dorval, Claus Leppelmann, Marc Philippot, Leanne Boyd, Wayne Tomlinson, Colleen O'Morrow and Chris Enright for making themselves available for media work.

The second annual "This Season is Fur Everyone" food drive campaign in conjunction with the Christmas Cheer Board was a success, with 3000 lbs of food donated in Winnipeg and Brandon-Westman region. Thank-you to all the clinics that participated and encouraged their clients to donate.

I would like to welcome Simone Gillies to the MVMA office team. Simone has a strong background in communications, with work in radio and broadcasting. I am looking forward to tapping into that base of knowledge to advance our association in the public's eye. This year is the 250th anniversary of the first veterinary college in Lyons, France and we are looking to celebrate this milestone in as many ways as possible.

I would like to thank our core of members who contribute to the PI committee - Jay Thrush, Val Smid and Erika Anseeuw all of whom contribute ideas to our projects.

WCVM ADVISORY REPORT

SUBMITTED BY **DR. HUGH MILLAR**,
WCVM ADVISORY REPRESENTATIVE

The WCVM Advisory Council assembled for their annual meeting this past September. The highlights from the meeting are as follows:

1. Dr. Douglas Freeman, the new dean of the college, was introduced and he gave us his vision for a college that is more cooperative with its shareholders, including veterinarians from the western provinces.
2. The first phase of the construction has nearly been completed and they are starting to tender for the second phase which includes upgrades to the equestrian performance center and ongoing upgrades to the pathology department.
3. The college is to start a review of its student admissions process in an effort to streamline the application process and look for ways to improve the interview component.
4. The college is starting a formal undergraduate communications course for the students and is working towards more computer based learning, such as virtual microscopy.
5. Third year students will now perform at least one live cat spay prior to the end of the school year.

ANNUAL COMMITTEE SUMMARIES (CONTINUED)

STRATEGIC PLANNING COMMITTEE

SUBMITTED BY **DR. RANDY AITKEN**, COMMITTEE CHAIR

MEMBERSHIP:

DRS. ERIKA ANSEEUW, CORY BARTLEY, LEEANNE BARGEN, BRAD CHAPPELL, FRED LINDENSCHMIDT, CHRIS KRANENDONK, JANE KRANENDONK, COLLEEN MARION, DALE MCKAGUE, KEVIN MILLAR, PHILLIP SCHOTT, WAYNE TOMLINSON, TERRY WHITING.

NON-VOTING STAFF MEMBERS:

ANDREA LEAR, MICHELLE MARTIN-STRONG.

Please find below a summary of the topics and related discussions the Strategic Planning Committee addressed in 2010.

Prompted by a member complaint with its current approach, MVMA Council directed the Strategic Planning Committee to consider the question of what are normal hours of operation and then by extension what are extended hours with respect to the delivery of emergency and critical care.

Current MVMA PIPS By-laws state: To be designated as an “emergency” hospital, a practice should be open at all times outside of the normal working hours of small animal hospitals or clinics (e.g. nights, weekends, and holidays). Additionally, provision is also made for “Emergency Service” where a veterinarian shall normally be available for emergency consultations.

Clearly, hours of business do not matter when it comes to emergencies; they happen at all times of the day. So not surprisingly, after reviewing the current MVMA materials, the committee felt the key issue is not about hours of operation rather, the issue is about what the consumer is expecting to get and thus is an issue about what a clinic holds itself out to be. In short it was felt the public communication a practice uses must be truthful and clear. Emergency care and emergency clinic are, in the public’s mind, a level of care and immediate availability. If a veterinarian advertises or uses words which imply 24 hr care or immediate availability, you must provide it since this is the expectation of the client.

Given the wide range of views the committee members had regarding what constitutes adequate emergency care, there remains a need to have a standard of care better defined. The paramount consideration of any standard should be that the client and patient are best served. To accomplish that, a standard could be designed which will help veterinarians to best advise a client and better understand their own obligations to the patient requiring emergency

and critical care. However, given the challenges with the delivery of emergency and/or critical care in some cases, it was felt that clients must also be allowed to influence this standard of care once informed consent has been reached (i.e. The owner is informed that animal should be monitored yet cannot be monitored at current clinic. If, given the option to transfer, an owner decides to leave animal unmonitored, any subsequent peer review complaint may be dismissed.) The members strongly felt our ethical obligation is to relieve suffering, not necessarily to “fix” the medical issue. Client finances must be allowed to adjust the standard of care. Informed client consent must, of course, be obtained in all cases but it was felt to be especially important in cases of emergency and critical care. Consideration should be given to understanding that this will likely be an emotional time for many clients and some may not be able to clearly understand all that is being told to them.

In our discussion, we also noted problems with our current policies. Virtually all day practices and pager carrying practices see emergencies yet could not stand up to a PIPS inspection as an emergency practice. Exactly the same types of medical and or surgical cases can be treated with acceptance by MVMA in facilities of different PIPs requirements and/ or Peer review expectations.

The committee recommends MVMA Council should consider a review/update of existing by-law(s) for further definition of the various clinic types and the requirements of those clinics. The type of practice category should be defined by the availability of the veterinarian, their skill level and equipment. It should be incumbent on each clinic to determine what services they will provide and how they will maintain standard of care or obtain informed consent for lesser levels of care.

Counsel also asked the SPC to review our current position regarding the CE requirement imposed on any MVMA associate member who wishes to apply for a general member license or a veterinarian seeking a general member license after being out of practice for an extended period of time. The committee was faced with a number of less than ideal circumstances as it discussed this topic. There currently is no CE requirement on an Associate Member. There are no refresher courses for veterinarians wishing to re-enter active practice which were known to committee members. Thus, despite the obvious attractiveness of the refresher approach, it was felt that MVMA should not make a requirement for something that is not available. Additionally, it was felt this scenario has little difference from an existing general member transferring from one practice type (i.e. large animal) to a different type (i.e.

small animal). MVMA does not enforce refresher CE or retraining in this case either. Ultimately, despite concerns, the committee felt that individuals are responsible to maintain their competencies. If they are practicing and not competent, it is likely a complaint will be lodged and Peer Review will determine if further continuing education is required. Thus, the committee suggested that as a minimum, the MVMA by-law(s) ask individuals who are transferring from an association membership, be required to complete the same amount of continuing education as an existing general member who is renewing their license prior to their license being approved. For example, an individual applying in 2011 would have to complete the 2010 requirements (10 CE hours). They would also have to complete the 2011 requirement in that year.

The committee was also asked to examine the question of should MVMA develop a cosmetic surgery by-law. The issue continues to gain momentum in the public and the MVMA needs to be proactive regarding this issue. The common concern that breeders will

challenge veterinarians to continue to provide cosmetic procedures and/or that breeders will perform the procedures themselves should not stop the association from putting forward this type of by-law to the membership. Suggestions to proceed include development of a small task force comprised of an animal welfare expert, two companion animal veterinarians, and a mixed or large animal veterinarian. The task force should review CVMA and other VMA position statements as a guideline in the development of the MVMA by-law.

MVMA council also asked SPC to begin work on a nominations process for the purpose of making recommendations to the MVMA Council for the appointment of officers of the council and of members to standing committees, task forces of the MVMA and to other bodies requiring MVMA members.

We are excited to see what the new year brings and continue to serve the MVMA in our best capacity.

MVMA ANNUAL WINTER CONFERENCE

FEBRUARY 4, 5 & 6, 2011

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JOIN YOUR MANITOBA COLLEAGUES FOR AN EXCITING AND EDUCATIONAL WEEKEND OF CONTINUING EDUCATION, AND MEET AND SPEAK WITH SUPPLIERS OF NEW AND INNOVATIVE VETERINARY SUPPORT SERVICES AND PRODUCTS FROM ACROSS NORTH AMERICA.

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Go to www.mvma.ca > Go to 'News & Ads' > Select 'Continuing Education Events' > Locate "2011 MVMA Winter Conference" and click link.

If you are unable to register online, contact the MVMA office for a paper-based registration form (204-832-1276 or 1-866-338-6862).

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The MVMA is pleased to announce the following corporate sponsors for 2011. These companies recognize the benefits of supporting the MVMA and we encourage you to acknowledge this support when you interact with local representatives. The funding acquired through corporate sponsorship helps to offset the costs of association expenses. This is a direct financial benefit to MVMA members.

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