



ANNUAL REPORT TO MEMBERS

2014 IN REVIEW

A summary of your association's achievements and objectives



PRESIDENT'S MESSAGE



Dr. Marg Seward

Dear Colleagues,

I find it hard to believe that I am already writing the President's Report and that my reign as "El Presidente" is almost over. It has been a huge privilege and an enormous learning curve for me to represent our Association both in our Province and across the Country as I have travelled across Canada; from BC to Newfoundland. Our profession is truly a noble one and

despite some negative press at the moment, we truly have a significant impact over the health and welfare of our animal patients throughout the country.

I will be passing the reins, so to speak, to Roxane Neufeld, at our AGM in February. Roxane will make an excellent successor. Her keen interest and dedication to our Association is going to enable us to have the best President ever!

As I look over the past year, there are a few issues that came to light. MAHTA came to us early in the year requesting the right to have their name changed to Veterinary Technologists. As we explored the request and delved deeper into the *Veterinary Medical Act*, we came to the realization that the MVMA was actually responsible for registration and regulation of veterinary animal health technologists. Somehow, that authority had been transferred to MAHTA about ten years ago without an actual legal basis. We are now looking at how we can work with this new arrangement in a way that will benefit both our Associations.

Another issue that has been of great concern to us came after a meeting that was called in spring by the Assistant Deputy Minister of Agriculture. Dr. Corey Bartley, Andrea Lear and I attended. Dr. Wayne Tomlinson was also present but his capacity was as a representative for the Province.

At this meeting, we were told that it was actually the Minister of Tourism, Culture, Heritage, Sport and Consumer Protection that was investigating complaints in regard to veterinary fees that were being charged. They would not tell us how many complaints had been received. We, in turn, could not say how serious an issue veterinary fees were. The MVMA mandate, related to complaints, does not accept complaints that are solely fee driven because the MVMA does not regulate fees charged for veterinarian services. Should a fee complaint be included within a complaint, it will be reviewed along with the main complaint. The MVMA Registrar reviewed formal complaints for the past three years and determined only eight included a component re-

lated to fees.

As you are all well aware, veterinary fees have been front and centre during the past year as various exposes have appeared on television announcing the veterinary profession as a money-grabbing scheme where the public is being taken advantage of on a large scale. It is a sentiment that reverberates throughout the country.

As an aside, although the television exposes were mainly on fee and service disparity in the small animal world, there is also a growing resentment towards veterinarians in the large animal world too. Here veterinarians are perceived to make huge amounts of income off large animal veterinary drug sales. Some industry sectors are asking that veterinary drug sales be taken out of the veterinary clinics all together and be accessed only through third party "pharmacies" in order to remove the "temptation" of "expensive" veterinary drug therapy regimes. They feel if the veterinarian does not get the mark up then their vet drug costs would be significantly lower. The result, we have fallen to a significant degree from being, at one time, one of the most respected professions in the public's eye.

However, returning to this meeting, we ended up with the conclusion that even though there was no indication of how many people were complaining, there was enough of a concern for the Province to be involved. They wanted us to address not so much the fees for services provided themselves, but to make sure that there was actual "fee clarity" for our clients.

The MVMA has since learned that the Province is intending on opening up the *Veterinary Medical Act* and may insert a clause in it related to fee clarity. We have asked that the Government allow us to institute a by-law on the subject rather than them legislating the requirement. However, it seems the Government feels that by inserting a requirement into the Act, the public will be better protected (and it is a great sound bite on the 6 o'clock news).

The Government has indicated that once the *Veterinary Medical Act* is open, the MVMA can now insert the required legislation to allow incorporation of veterinary clinics. This is something the MVMA has been asking for many years. The drawback from opening an Act, as I understand it, is it can be like opening Pandora's Box; other ministries and/or individuals could ask to insert some stipulations in the Act.

Since the subject of fee clarity was brought up, I have been asking opinions of both small and large animal owners and have discovered that several people indeed felt that they were charged for services that they were unaware were being performed on their animals. Some have also admitted and are feeling very "guilty" about it but feel they can no longer afford to provide their pets with "optimal" veterinary care. Instead of discussing the issue with their vet, they prefer not to take their pets to the vet at all.

This opens a potential avenue of discussion with our clients. Although I realize that clinics are already spending a lot of time with their clients and feel that there is adequate fee clarity, perhaps, we should take the opportunity to reassess our client education and possibly offer differ-

ent “levels” of veterinary care. This way, clients are allowed to choose a level which is affordable to them and where the animal’s health is maintained and not compromised.

Finally, but definitely not in the least, was been our Leadership Weekend. Roxane receives full credit for organizing the excellent event. She will be including a report in this issue and I encourage you to review it. It had been a pet peeve of mine for awhile that I was not fully cognizant of my role and indeed the MVMA’s role in general as I went to more and more meetings. Council decided to hold this weekend and I assure you that it was time incredibly well spent. We were able to re-focus our attention to a new vision and mission statement as well as to set goals as to how we wanted the Council to proceed. It also provided us with a governance structure which, although it is unique in its nature to Manitoba, will enable our MVMA staff to have a much better understanding of their roles in the grand scheme of things. This weekend was successful because of the input of the many great veterinarians who attended. From past presidents, young enthusiastic veterinarians and even a few of us older 30+ years as vets, everyone contributed and input was valued.

We have also come to the conclusion that Council and Committee Members require formal training. In my own case, I had never served on a Board until coming to Council, and honestly my expectations turned out completely different from reality! This will only help us become more effective in our roles.

I have to spend some time now telling you all about how impressed I am with our MVMA Staff. Their dedication to our Association is truly heartfelt. This fall, Colleen Ferguson, who was working in the Member Services Coordinator position, left the MVMA to take a position with the University of Calgary’s Veterinary College. We are very happy, to welcome Tracy Rees into the Member Services Coordinator position. Tracy joined the MVMA in November and has dived right into the workload. She is already a valuable addition to our office.

The MVMA needs to say a very special thank you to Andrea Lear. We have always appreciated the hard work that she does for our Association. This year was especially busy for her as she was filling the shoes of both Colleen on member services and Michelle on the regulatory side of the MVMA. Michelle required a short leave this fall, and Andrea stepped in to the Registrar role during that time. This was helpful in providing a new perspective on the regulatory side of the Association. Andrea has told us also that her workload was somewhat lessened by Araina who went above and beyond her usual duties to help out as well. We are truly lucky to have such a fantastic and caring staff to work with.

I also want to take this opportunity to thank and say goodbye to Wayne and Jackie as they will be leaving the MVMA Council after the AGM in February. Wayne Tomlinson will be sadly missed by Council. His wit and no-nonsense attitude, as well as his experience and knowledge, were always valued at our Council meetings. He certainly was a great help to me as I reluctantly took over the helm as your President. We also bid a fond farewell to Jackie Enns. When I first joined Council, and Andrea warned me that I could potentially become President, I never gave it a second thought because Jackie Enns was the other new Councillor at that time and I was certain that she would become the next president. Her no-nonsense attitude and being a real “doer” by nature would have made her an excellent president. I still think that she should have

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taken the presidential challenge but she did promise me that she would return to Council in the future, once her hectic lifestyle, with her teenagers and busy practice, would give her more time.

I would like to take the opportunity to welcome both Dale Douma and Jonas Watson to our Council midst. I promise that it will be a great experience.

I will now close my report with a few words of wisdom that my grey hairs have earned me in veterinary medicine. Never forget that our most important role as veterinarians is to be advocate for our animal patients. We are the most suited professionals to give advice to our human owner clients as to the best care, health and welfare concerns of our animal population.

When I first started practice, 35 years ago, my first concern was always to treat my animal patients in order to satisfy the emotional, psychological, and/or financial needs of my human clients. I fear that at times I may have sacrificed my animal patient needs over the best interests of my human owner clients. I hope that you have the time, sometimes, to reflect on this observation.

Take care everyone and all the best in 2015.

Best Regards, Marg

Dr. Marg Seward
MVMA President 2014

A WHO'S WHO ON YOUR GOVERNING COUNCIL

Following the February 6, 2015 Annual General Meeting, Dr. Marg Seward's term as president of the MVMA governing council will end. Taking her place as the 2015 MVMA President will be Dr. Roxane Neufeld. Drs. Dale Douma and Jonas Watson will be filling the positions of outgoing council members Drs. Wayne Tomlinson and Jacqueline Enns.

MVMA COUNCIL 2015



DR. ROXANE NEUFELD,
PRESIDENT
2015 (COUNCIL TERM ENDS FEBRUARY 2017)

Dauphin
Veterinary
Clinic, Dauphin

I am a 1998 WCVN graduate, and have been working in the Dauphin Vet Clinic since 2001. I have co-owned the Dauphin Vet Clinic since 2002 and the Ste. Rose Vet Clinic since 2009. I am married and have two beautiful daughters. I enjoy veterinary practice, as well as many activities including kayaking, fishing, camping, and reading. Since joining Council in 2013, I have had the opportunity to meet many of my colleagues and gain an appreciation of the tremendous variation of experience and knowledge within our profession.

I am coming to the end of my second year on Council. With the work that has been done this past year on both our vision and mission statement, as well as the planning that was done at our first Leadership Weekend, I am excited about taking over as President in February 2015. I believe that as we clarify roles and responsibilities, and clearly define what our goals are, we will accomplish much more as an association. This is an exciting time to be part of the MVMA Council, and I would encourage you to be involved in our association.



DR. SUZANNE DAVIDSON
PRESIDENT ELECT 2016
(COUNCIL TERM ENDS FEBRUARY 2018)

Portage Veterinary Hospital, Portage
la Prairie

Hello, I currently practice small animal medicine at Portage Veterinary Hospital in Portage la Prairie.

My first year on council has been very interesting. Although people often comment that it is a good experience to serve on council, *it really is a great experience.* I have had the pleasure of meeting more of my colleagues and feel that I now have a much better idea of what the MVMA is, does, and tries to accomplish. I have enjoyed listening to past councilors talk about previous challenges, dedicated members who volunteer their time on our different committees, and have had the chance to chat with younger colleagues with fresh ideas on our future directions. Every council struggles with the "fire engine" approach of dealing with immediate issues that arise (we are veterinarians, it comes naturally) and losing sight of the direction for our organization. We have put some time and effort into strategic planning in this past year, and there is optimism about our future as an organization and how we can better serve our members going forward.



DR. MARG SEWARD
PRESIDENT 2015 (COUNCIL TERM ENDS FEBRUARY 2016)

Canadian Food Inspection Agency,
Steinbach

Last year I wrote that I thought becoming the MVMA President was going to be exhilarating as well as a bit daunting! While, as my presidential term comes to an end, I must say I have thoroughly enjoyed my time as MVMA President and the opportunities

it has provided me to meet colleagues in Manitoba and across Canada – it truly was not as scary as I feared. Our council has taken great strides to become more effective and I look forward to finishing my term on Council with a clearer path than I started with. Thank you to everyone who supported me during this past year.

Who am I? (They say I have to tell you every year!) I graduated from WCVN in 1980 and practiced in a mixed animal government clinic upon graduation, eventually owning the clinic for a short while. I was also a large animal ambulatory veterinarian for many years and worked as an associate veterinarian in a swine consulting practice. I am currently working full time for CFIA.



DR. JASON KELSEY,
COUNCILLOR
(COUNCIL TERM ENDS FEBRUARY 2017)

McLeod Veterinary Hospital,
Winnipeg

Hello Everyone!

I graduated from WCVN in 2008 and continue to work full-time alongside the well-trained team at McLeod Veterinary Hospital. This has been my first year on council, and I must say, what an eye-opening, exciting, and challenging year it has been! It is intriguing to discuss and debate the wide spectrum of issues that arise within such a diverse profession. I anticipate 2015 will bring many new opportunities and appreciate being able to serve the MVMA and its members on council.



DR. MICHAEL SHERIDAN,
COUNCILLOR
(COUNCIL TERM ENDS FEBRUARY 2016)

Swine Practitioner,
Winnipeg

INCOMING COUNCILLORS



DR. DALE DOUMA
COUNCILLOR (COUNCIL
TERM ENDS FEBRUARY 2018)

MAFRD - CVO/Food
Safety Knowledge
Centre

After graduation from the WCVN in 2003, I worked in mixed animal practice at the Beausejour and Lac du Bonnet clinics until returning to the University of Saskatchewan for a Ph.D. in Epidemiology. I joined the CVO/Food Safety Knowledge Centre of Manitoba Agriculture Food and Rural Development in 2008. Since that time, I have had the opportunity to work in multiple areas of veterinary medicine in the public setting including animal welfare, animal health, food safety and veterinary public health.

While my work with the CVO enables me to work with many veterinarians throughout the province, having the opportunity to serve on MVMA council will allow me to participate with our profession in an entirely new way. I strongly believe that veterinarians play a significant leadership role in society and look forward to the future that lays ahead for our association.



DR. JONAS WATSON
COUNCILLOR (COUNCIL TERM
ENDS FEBRUARY 2018)

Tuxedo Animal Hospital,
Winnipeg

I received a Bachelor of Arts degree in film studies from the University of Manitoba, followed by a DVM from the University of Saskatchewan. I have a special interest in aquatic animal medicine and completed an externship during veterinary school at the Center for Coastal Health and the Vancouver Aquarium in British Columbia.

I've practiced companion animal medicine in urban and rural settings, in both the United States and Canada. My colleagues at Tuxedo Animal Hospital and I are pleased to provide veterinary services to several local animal rescue groups. I have a fondness for sled dog medicine and enjoy hosting regular spay/neuter/vaccine clinics in northern Manitoba and Nunavut. A professional priority of mine is working to address cat and dog overpopulation.

I presently serve as a director on both the boards of the Winnipeg Humane Society and Canadian Animal Blood Bank. I am very pleased to be joining MVMA council and look forward to the challenges this new position will bring. I am especially interested in using my role on council to address animal welfare issues of relevance to the veterinary profession.

FROM OUR OUTGOING COUNCILLORS . . .

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



DR. WAYNE TOMLINSON - PRESIDENT 2013

(COUNCIL TERM ENDS FEBRUARY 2015)

Manitoba Agriculture, Food & Rural Development, Winnipeg

Four years ago I was approached by a colleague from work at MAFRD. He asked if I would consider letting my name stand as a councillor for the MVMA. I didn't know much about the inner workings of the association and wasn't sure that I would have much to offer.

Reluctantly I agreed. I was welcomed like family by Brad Chappell (President), the rest of council and our staff. From the first meeting I could see the MVMA was different than some other boards I had been involved with. While we all had different experiences and strengths, we all had a single goal that united us, the advancement of animal health and welfare. At each meeting everyone participated, all opinions on issues were sought. I was humbled by the knowledge and the abilities of the other councillors and feel like I learned more than I contributed.

I would like to thank all members of the MVMA for allowing me to serve on our council. I have a few parting comments. The Association is in very good hands with the current council and staff. The MVMA is a great association and does a fantastic job at fulfilling its mandate. I encourage all members to consider joining council if the opportunity arises. I will guarantee that you will not be overwhelmed and that you do have something to offer. You will meet some interesting people and make some good friends. Thanks again to the MVMA.



DR. JACQUELINE ENNS - COUNCILLOR

(COUNCIL TERM ENDS FEBRUARY 2015)

Winkler Veterinary Clinic, Winkler

You know what they say; time flies when you're having fun. That is certainly the case in describing how quickly my

3 year term on council has come and gone. It has been an excellent opportunity to work together with colleagues who have the betterment of the profession in mind. The issues that come to the table are broad, but it has been an enlightening process for me to be part of this group in working towards appropriate solutions.

Thank you to the membership for allowing me to serve in this way, to the staff for educating me, and to fellow council members for our time together. I would encourage all members to participate in our association in some capacity; it is a worthy experience.

NEWLY REGISTERED WITH THE MVMA IN 2014

Welcome to our new members!

Dr. Samad Abdulrahman

Dr. Kevin Anderson

Dr. Patricia Ball

Dr. Odette Blankvoort

Dr. Brenda M. Bryan

Dr. Gemriff Capao

Dr. Danielle Friesen

Dr. Jackie Henderson

Dr. Ryan Koetke

Dr. Davinder Kumar

Dr. Patricia Johnson

Dr. Chelsea D. Lim

Dr. Amber Ly

*Dr. Jewellynn Miralles
White*

Dr. Cecily Moore

Dr. Ronald Moore

Dr. Victor Oltean

Dr. Josephine Olver

Dr. Meagan Peats

Dr. Pilar Peterson

Dr. Erica Robertson

*Dr. Ariane Santamaria-
Bouvier*

Dr. Lisa Schmidt

Dr. Monica Schott

Dr. Surinder Sharma

Dr. Angelika Stoutamyer

Dr. Kim Ward

Dr. Kelleigh Waters

Dr. Heather Wilton




COUNCIL REPORTS



MVMA LEADERSHIP WEEKEND REPORT

SUBMITTED BY DR. ROXANE NEUFELD

For the last 10 years, the MVMA has discussed the possibility of hosting a Leadership Weekend. In 2014, we saw this vision become a reality.

With a full agenda every month, reviewing current MVMA business, we are left with little time for defining the vision and mission of the MVMA or formulating a strategy plan for the association. So, on November 14-16, 2014, under the direction of facilitator Mick Lutt from Taiga Consulting, nearly 20 veterinarians representing all demographics within the association, worked hard on behalf of the MVMA during the 2014 MVMA Leadership Weekend. We met at Elkhorn Resort and through the course of the weekend we received some leadership training, reviewed our vision and mission statement, reviewed what a high performance team model looks like, and participated in a team-building exercise.

During the weekend, we identified opportunities in three areas where our association can work to improve. These opportunities are in the areas of professional image, membership services, and membership engagement.

Furthermore, through an intense session of brainstorming, we were able to come together and redefine our Vision and Mission Statement. They are:

Vision:

We envision a society that embraces excellence in animal health and welfare.

Mission:

As trusted leaders and advocates for the betterment and protection of animals and people in Manitoba, we provide regulatory governance and empower our members to champion the art and science of veterinary medicine.

Another key objective accomplished through the Leadership Weekend was a review of our association structure, and particularly the roles and responsibilities of our staff, and communication flow. The MVMA has wonderful staff who are truly working for the benefit of our association. They deserve to work with clear direction and roles. As a result of our staff team working for us, Council is able to move away from being an operational council, tending to the daily function of the association, and move towards a governance council, providing more strategy planning and vision.

To work towards higher performance and efficiency, we needed to clarify roles and process of operation within our office and association. The MVMA is a single association with a dual mandate: regulation and member service. This presents the challenge of balancing the responsibilities of protecting the public while providing for its members and advocating for the profession. While it may appear that these two responsibilities are in opposition, with mindful planning, conflict (perceived or real) between these mandates can be diminished and largely removed.

To manage this balance, an outcome from the Leadership Weekend was to establish an organizational structure using functional departments - one regulatory, one member service, and one administrative. All of these departments report to the Executive Director (ED), who is then responsible to the MVMA Council. The Council, as elected by membership, oversees our ED. Our ED oversees all other staff within the office. Our Registrar (Regulatory Department) is responsible for the regulation of the members as well as PRC and PIPS committees. Our Member Services Coordinator (Member Services Department) is responsible for the member service committees and areas related to member services. Our Secretary Treasurer and Administrative staff (Administrative Department) support all areas of the association as directed.

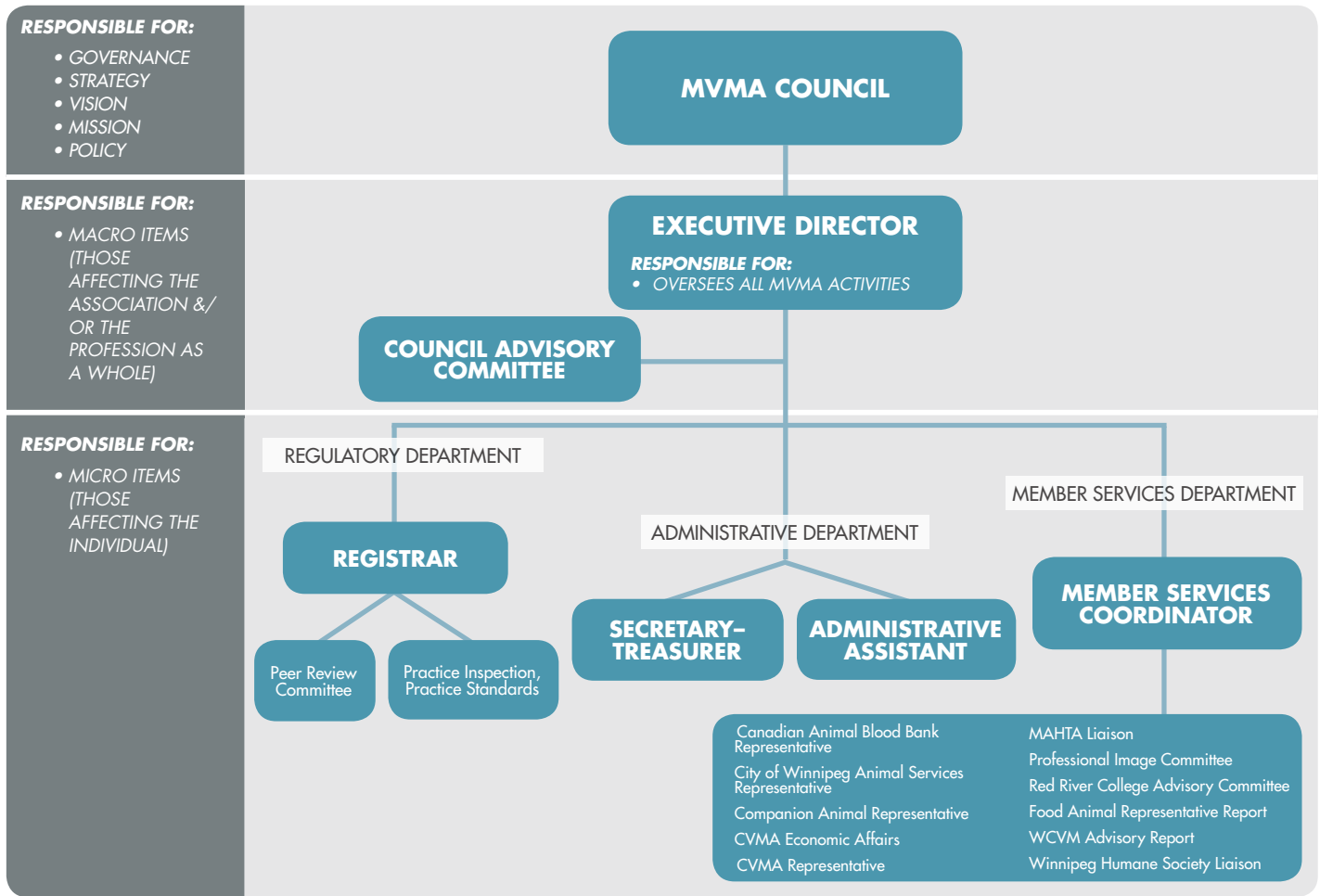
Communication flow was also reviewed during the retreat. The ED will manage the flow of communication within the office, directing it to the appropriate department, whether it be staff, council, or committee. In general, all items affecting the profession or association as a whole, should be directed initially to the ED. Items that affect an individual member should be directed to the appropriate department. This will help ensure all communication is dealt with appropriately and managed effectively.

Those that participated in the weekend, unanimously declared the weekend a success. Many felt it was definitely worth doing again. We all know that for success, we need to have a plan; and a Leadership Weekend is a great place to collectively come up with that plan. A detailed report of the weekend is available on the MVMA Website.

Sincerely,

Dr. Roxane Neufeld

MVMA ORGANIZATIONAL CHART



UPDATE: ANIMAL HEALTH TECHNOLOGIST REGISTRATION & REGULATION

On July 10, 2014, the MVMA and Manitoba Animal Health Technologists Association (MAHTA) announced to their members that the MVMA would need to assume the registration and regulation of animal health technologists in Manitoba. This process is moving forward, but has been paused due to the likely opening of the *Veterinary Medical Act* by the Government of Manitoba in the spring of 2015. Once any amendments to the Act are complete, the MVMA and MAHTA will determine how best to proceed with the required changes to their respective governing documents as well as determining the responsibilities of each association.

Background:

In early 2014, MAHTA approached the MVMA with a request to change their members' designation from "Animal Health Technologists" (AHT) to "Veterinary Technologists" as the veterinary technologist designation is most commonly used in Canada. As the designation "Animal Health Technologist" is defined in the *Veterinary Medical Act*, a review of the Act, as it pertains to AHTs, was undertaken.

During this review of the *Veterinary Medical Act*, it was identified that AHTs are members of the MVMA and the MVMA is responsible

for their registration and regulation. Consequently, the MVMA would need to undertake the registration and regulation of AHTs in Manitoba. With this change, AHTs will become a regulated profession under the rules of the *Veterinary Medical Act*.

Currently, MAHTA fulfils the roles of the regulatory and member service body for AHTs in Manitoba similar to what the MVMA does for its veterinarian members. When it was realized the MVMA is required to fulfil the regulatory requirement for AHTs, a discussion between the MVMA and MAHTA was held to consider the opportunity to have one association represent the whole of the veterinary profession (clinics, veterinarians, AHTs as well as other individuals working in the veterinary field). It was felt that a focus on the veterinary team versus individual professions could enhance the veterinary profession as a whole and create efficiencies that neither association could have on its own. At this time, this discussion has been suspended. Further exploration of this concept must be completed prior to reopening this discussion.

The MVMA will continue to update its members on activities regarding this item.

STAFF REPORTS

EXECUTIVE DIRECTOR REPORT SUBMITTED BY ANDREA LEAR



I always start the year with a plan. Reviewing my project list and identifying key items to work on. This year, that list quickly went out the window!

The first, unexpected item that came up was a review of the *Veterinary Medical Act* and the MVMA's responsibility regarding Animal Health Technologist (AHT) registration and regulation. (*There is a report in this issue with an update*

on this item – so take a moment to review it.) During the spring, quite a few resources were allocated to this review and how it could affect the MVMA. Advice from legal counsel was sought and options were discussed. Council and board members from the MVMA and MAHTA met to understand how this may affect both organizations. By the end of June, the MVMA and MAHTA had a good understanding of what was required to be done and planned to reconvene in the fall to begin work on the next steps. Then, the MVMA learned the *Veterinary Medical Act* may open, so planning was put on pause.

In March, we were approached by the Government of Manitoba to attend a meeting regarding veterinary fees. The first meeting took place in late March with a follow up meeting in April. The government's primary objective was to review complaints received by the Consumer Protection Department. The complaints fell under three main areas:

- Cost of services
- Clients not understanding the veterinary services being recommended and the related fees
- Decisions being made by the veterinarian after initial review of services, without the client understanding the increase in cost and/or without the client's approval to proceed

The government was not focused on the fees charged for veterinary medicine (i.e. fee regulation), but felt there needs to be greater transparency and clarity in veterinary fees. After our spring meetings with the government, the MVMA was left to understand this issue would go back to Consumer Protection to determine if and what legislative changes may be required. We did not hear anything further until the fall.

In the fall, we were told that the *Veterinary Medical Act* would be opened and that legislation required for veterinarians to incorporate would likely be added to the *Act*. The MVMA was very surprised to learn this news as the government did not seem interested in dealing with this item. We took the opportunity to review the *Act* and suggested some minor edits but also made a request to review and clarify the section regarding AHT registration and regulation.

Turns out, it wasn't the Manitoba Agriculture who was driving the opening of the *Act*, but the Department of Tourism, Culture, Heritage, Sport and Consumer Protection. Even though there had been no follow up with the MVMA, the government had continued its work on legislating requirements regarding veterinary fees (fee clarity and transparency). It appears there will be an amendment to the *Veterinary Medical Act* that will require the MVMA to create a by-law related to clarity and transparency of veterinary fees and ensure related complaints are investigated. (In the past, the MVMA has not become involved in fee disputes.) In the Province of Manitoba's Speech to the Throne on November 20, 2014, the government announced its intention to introduce legislation related to this topic during the 2015 Spring Session of the Legislature. The MVMA is being consulted on this matter and will work with government with the aim to influence what the requirements will be and how to make them flexible enough when considering emergency and evolving medical cases.

These three items - AHT registration and regulation, "fee clarity" by-law, and veterinary incorporation - will require significant resources. By-laws, policies and procedures will need to be reviewed, updated and/or created. The MVMA will better understand what is required after the Spring Session of the Legislature and any amendments to the *Veterinary Medical Act*.

In amongst those issues, the "typical" business of the MVMA was completed and new initiatives undertaken. CenCan 2014 was a success and it looks like CenCan 2015 will continue that trend. The MVMA continued its work on the regulation of veterinary pharmaceuticals with a presentation before a government Special Committee regarding the opening of the *Animal Diseases Act* (and amendments that could be made to better protect animals and the public). We launched an online member renewal system, which I am pleased to report had very few issues. The MVMA completed an investigation and has committed to a Member Wellness Program (details to be announced at the AGM!). And, Council coordinated a Leadership Weekend which not only will help the MVMA set its course for the years to come, but provided clarity about roles and responsibilities within the MVMA.

Thank you to everyone who supports me throughout the year. The folks on the MVMA Council as well as all MVMA volunteers are excellent; I truly enjoy working on their behalf. Thank you to the staff of the MVMA – Araina, Judy and Michelle are great people to work with. We bid a sad farewell to Collene Ferguson this year, but I am excited to work with our new Member Services Coordinator, Tracy Rees, and the experience she brings to the MVMA.

I am looking forward to seeing you at the AGM and CenCan.

Cheers! Andrea

REPORT FROM YOUR REGISTRAR

SUBMITTED BY MICHELLE MARTIN-STRONG



Looking back at 2014, it was both a challenging and rewarding year. I focused primarily on work with the PRC, PIPs, the Office of the Manitoba Fairness Commission, and my participation with the other Canadian Registrars in our national regulatory body, the Canadian Council of Veterinary Registrars. I continue to learn and hone my skills in providing service in my role to protect the public interest as well as providing interpretation and guidance for those members working within our governing documents.

My work with PIPS inspections and PRCC involves establishing protocols for codifying what is already practiced and trying to streamline the processes while working under the rubric of transparency and clarity which in turn supports the excellent service both committees provide. The establishment of protocols has been extended to in-house practices as well, again to make sure that all regulatory work is consistent and efficient.

I also continue to collect data for the Office of the Fairness Commission (OMFC), a department of the Provincial Government. They are mandated to ensure that all self-regulatory bodies are in compliance with their Act, which focuses heavily on registration and particularly with respect to Internationally Educated Applicants (IEA). Not only do I collect data, which I must now submit (no personal identifiers are used) each year to them on all our new IEA but also Domestically Educated Applicants (DEA). I am hoping to create web pages on our MVMA site to support all potential applicants with the latest information to help them with the registration process, both with the MVMA and the CVMA, when needed.

I am continuing to work toward the goal of revising the MVMA website in relation to regulatory matters. It is the MVMA's hope to create web pages that will inform the public about the processes related to complaints and appeals and the PIPS inspection process, bringing more transparency to these processes and making them accessible to the public. It is very important that the public knows what rules and regulations veterinarians are bound by. I believe the MVMA's pursuit to inspire public confidence is a worthwhile goal and one I believe each of the MVMA staff supports in their contributions to the association. I am committed to see that the concepts of transparency and efficiency become the cornerstones of the MVMA's regulatory arm.

In July 2014 the Registrars met at the CVMA Conference and were able to finalize the creation of a Canadian national regulatory body – the Canadian Council of Veterinary Registrars (CCVR). The goal of this body is to address veterinary regulatory issues with a national perspective and a unified voice, but keeping in mind that each province has their own governing legislation. It is still the respective councils who will have the final say on issues. The CCVR looks to bring consistency to some of the processes used across Canada, providing a more cohesive voice to the international bodies that Canada interacts with on veterinary matters. One of first issues the CCVR is looking into is anti-microbial resistance and use; canvassing with our respective councils what role a regulatory body might play with this global concern.

I have had many great opportunities to interact with members from both the rural and urban communities around the province, and thank you all for your great questions and suggestions. Although there may be some differences that exist in running a rural clinic as opposed to an urban, a lot of the same issues do arise mainly through interactions with clients. These issues challenge me to review governing documents and current practices and to find innovative ways to solve some of these issues. Please keep sharing your interesting stories as well as any comments you have related to governing legislation.

ANNUAL COMMITTEE SUMMARIES

CANADIAN ANIMAL BLOOD BANK

SUBMITTED BY **DR. KEN MOULD**, CABB PRESIDENT

I am pleased to report on the activities of the CABB which has seen some important developments in the past year.

Firstly we continue to see growth in the demand for blood products with CABB sales in the fiscal year ending May 2014 exceeding \$350,000. The provinces of Ontario and Alberta lead the demand for product.

As the calendar year progressed, the CABB was faced with recurring shortages of product making it impossible to meet demand. Considerable time and resources have been spent over the last few years to expand the CABB network of satellite collection centers first established in Alberta at the Northern Alberta Institute of Technology in 2001. Collection centers were initiated at Vanier College in Montreal and at the Central Toronto Veterinary Referral Clinic where blood is collected from donors in those regions and shipped to Winnipeg for processing. While we wait to fully evaluate these initiatives, the CABB has rededicated itself to recruiting donors here in Manitoba. Through the efforts of Lab Director Beth Knight and Lab Coordinator Gina Marsh, the CABB has set up donor clinics in many Winnipeg, Brandon and an increasing number of rural clinics. By virtue of this, our Manitoba veterinarians have gained a stronger sense of ownership of the CABB and an appreciation for their role in generating a source of high quality blood products and the goodwill that follows when owners participating with their animals, help others.

In 2015, the CABB plans to strengthen its marketing in Manitoba to make pet owners (and veterinarians) more aware of the blood donor shortages we routinely face. We encourage all of you to work with us in helping sustain and build the canine donor pool from amongst your client base. As we tell our donor owners, the products generated by a single donation enable the blood bank to help up to three other dogs either here in Manitoba or somewhere across Canada. While the CABB has inspired the formation of smaller blood banks in various Canadian communities, it remains the largest supplier of canine blood products in Canada and we feel that the CABB screening and protocol standards make it the leader in supplying high quality products for veterinary transfusion medicine in Canada. With your assistance, the MVMA, partnering with Red

River College in operating the CABB, can maintain this leadership role.

Respectfully submitted on behalf of myself and fellow board members Drs. Cathy Moir, Heather McDonnell and Jonas Watson.

CVMA ECONOMIC AFFAIRS

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

The economic surveys sent out in the fall have just been returned at the time of this writing and final approval for member distribution is forthcoming in January. This past year there was a survey return of 19 hospitals in Manitoba, up 5 from last year. The returns continue to be quite low. This is either a case of hospital owners being too busy to do the survey or there is a lack of interest in the survey. Hopefully, it is a case of the former. Having a fee guide takes on more importance as the profession is increasingly under fire from the public as well as the government as witnessed in the last throne speech. Without a fee guide, there is no point of reference for fees being charged in Manitoba. The fees proposed are in line with a professional level income and with other provincial associations across Canada.

There has been a decrease in revenues noted across Canada with the exception being in Manitoba. Manitoba has seen a 9% increase in practice revenue per full time equivalent veterinarian and a 15% increase in net income per FTE. Revenue per client increased 5% on average. Manitoba veterinarians appear to be faring very well in a difficult economic climate. With that in mind, a modest increase in fees is proposed for this year, running slightly above inflation.

The top performing clinics across Canada charge in the range of the fee guide. Darren Osborne, economist at the OVMA, has seen where clinics in Ontario, who advertise cut rates, do not perform as well as those that stay the course and keep fees where they need to be to cover expenses, allow for hospital upgrades and profit.

As always, I encourage you to do and read the economic survey. Look for the survey results early in the new year.

PRACTICE INSPECTION, PRACTICE STANDARDS (PIPS)

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

I would like to start by thanking Michelle Martin-Strong, MVMA Registrar, for all her work on the PIPS bylaws and their application. Also a thanks to all the inspectors: Max Popp, Erica Answeeuw, Bill Richards, Sally McGillivray and Gord Glover for their time. The year to date has had few major issues but we are still continuing to review PIPS and make recommendations for changes. In the New Year, an item that will be reviewed is how changes to medical records should be handled with specific recommendations on how they are done. This is easy with handwritten files but with the varied number of computer programs out there we need to carefully research what is capable before any changes are made to PIPS.

WCVM ADVISORY COUNCIL REPRESENTATIVE

SUBMITTED BY **DR. CHRIS BELL**,
MVMA REPRESENTATIVE

The WCVM reported another good year full of many new advancements and innovations for the students and the profession. The WCVM has begun investing in research using novel simulation models in concert with the Royal University Hospital and the College of Medicine. These new models will be able to assist in both DVM student training as well as post-graduate training.

The College will be renovating the Veterinary Medicine library in the coming year. This renovation will include new areas for student congregation and will see the removal of many of the print periodicals and journals now available electronically.

The newly minted DVM-MBA program is underway and will see its first students beginning the MBA portion of the program in the coming year.

The WCVM continues to recruit for positions in small animal oncology and medical imaging. This is an ongoing process and will hopefully result in improved specialty services as these positions fill.

The WCVM turns 50 this coming summer and the college will be hosting a variety of events to commemorate the anniversary – keep your eyes open for information as the date approaches.

COUNCIL ADVISORY COMMITTEE

SUBMITTED BY **DR. BRAD CHAPPELL**, COMMITTEE CHAIR

The Council Advisory Committee (CAC) is made up of past presidents and committee chairs. The goal of this committee is to advise the MVMA Council on past and current events as well as on issues facing the association. It also acts as the nomination committee for MVMA council, committee and volunteer positions. It meets 2-3 times a year, depending on the agenda items brought forward by the MVMA council. In 2014, the committee met three times; one in-person meeting with the MVMA Council and two teleconference meetings. Many members of the CAC also participated in the Leadership Weekend held in November.

This year, the CAC put forward four member names as potential MVMA Council nominees. Dr. Dale Douma accepted his nomination; however the other three members declined their nominations. Fortunately, Dr. Jonas Watson was nominated by membership and both of the two upcoming vacant council positions were filled. Drs. Douma and Watson will be replacing Drs. Wayne Tomlinson and Jackie Enns as their council terms end.

The CAC also acted as the nominating committee for a vacant public representative position on the Peer Review Committee. This is a new responsibility for the MVMA. About a year ago, the Veterinary Medical Act was changed. Prior to this change, the Province appointed the public representative to the PRC. The change to the *Act* transferred this responsibility to the MVMA Council.

A framework for the process to nominate a public member was developed and nominations were sought. Four potential public names were put forward and each of these individual were asked to complete an application form. From these applications, the CAC made a recommendation to Council. Council will be reviewing these recommendations at their January 9, 2015 meeting and make the final appointment.

In the Spring, CAC met with Council to discuss the potential of holding a Leadership Weekend. Many past council members, serving on the CAC, confirmed hosting this type of event had been previously discussed, but never brought to fruition. Many of the CAC members felt that a Leadership Weekend would be extremely beneficial and assist the MVMA to set its course and plan for the coming years.

Our members were pleased to learn that the MVMA Council was moving ahead with the Leadership Weekend and made themselves available to attend. Those who participated were eager to share their knowledge and provide input into the subjects reviewed. Furthermore, as Council works towards finalizing its plan, we are ready to assist as required.

PROFESSIONAL IMAGE COMMITTEE

SUBMITTED BY **DR. JAY THRUSH**, COMMITTEE CHAIR

It was very quiet on the Professional Image front in 2014. However, based on outcomes from the MVMA Leadership Weekend, enhancing the image of veterinarians in Manitoba will be a priority in 2015. The CVMA will also place a greater focus on the image of veterinarians as their research has shown that the public's "good" perception of veterinarians has declined over the past few years. The MVMA hopes to work with the CVMA on this project.

To that end, the Professional Image Committee is looking to recruit new members into its committee. Being on the committee doesn't mean you have to step in front of a microphone. We are looking for members who have ideas as well as the energy to development projects that will help support our members and their clinics in promoting a positive image. If you are interested, please contact Andrea at the MVMA (alear@mvma.ca or 204-832-1276 ext. 1).

Thank you to everyone who spoke to the media on behalf of the MVMA. I am always afraid to list everyone's name as I am likely to forget a few! Please know, those of you who do step in front of the camera on the association's behalf are great value to the whole profession. Thank you!

CITY OF WINNIPEG ANIMAL SERVICES LIAISON

SUBMITTED BY **DR. LYNN WEBSTER**, MVMA LIAISON CITY OF WINNIPEG ANIMAL SERVICES

The Advisory Committee to Animal Services did not meet in 2013 but the City of Winnipeg implemented revisions to the Animal Control By-Laws. The most significant change was the requirement of licensing of cats. The revenue in excess of administrative costs will be ear marked for spay and neutering. The by-law also amended the number of pets all in a home to six; four of which can be dogs. The minimum term which Animal Services will hold an unlicensed pet is three days. However, the adoption policy on dogs, suitable for rehoming, means that very few dogs are euthanized.

The Animal Services performance under the new CEO is admirable with in excess of 60,000 dogs licensed and an adoption rate of impounded dogs, not returned to owner, in excess of 90%.

The MVMA and its members should make every effort to implement a spay and neuter program in conjunction with the Winnipeg Humane Society and Animal Services to address the excess cat population.

COMPANION ANIMAL REPRESENTATIVE

SUBMITTED BY **DR. COREY BARTLEY**

It was a mixed bag on the companion animal side in 2014. The year started off on a good note with the Cen-Can 2014 conference. There were loads of small animal presentations by speakers such as Dr. Edwards, Dr. Joffe, Dr. Liz O'Brien, Dr. Verbrugge as well as communication presentations by Dr. Cindy Adams. Every year the quality of the lecture content and the product exhibits increases!

In March of 2014, the MVMA was contacted by the provincial government regarding concerns over transparency to the public related to veterinary fees. In April, Marg Seward, Andrea Lear, and I met with the Deputy Minister of Agriculture as well as Tracy Gilson (Manitoba Agriculture, Food and Rural Development or MAFRD), Wayne Tomlinson (MAFRD), Carlyle Bennet (MAFRD) as well as Keir Johnson, a representative of the Consumer Protection Bureau.

With information from a three year time frame, it was assessed that for the entire MVMA membership there were only eight formal complaints with a fee component included in the complaint. Our standpoint was that the number of fee-related problems within our membership is actually quite small, certainly not significantly greater than any other similar professional group (e.g. dentistry or chiropractic). Consumer Protection suggested public polls (perhaps online) or the consideration of bylaw changes might be necessary. We argued that online polling was unlikely to give meaningful results and a more appropriate response would be providing education to MVMA members on client communication over fee structuring to improve clarity.

Andrea also addressed the lack of action on the government's behalf to respond to the MVMA's 2010 request to change the *Veterinary Medical Act* to allow for incorporation of veterinary clinics. We submitted, that if we are to be held to a general business standard (as opposed to a medical or an agricultural operation), we should be allowed to operate as most businesses do. Tentative plans were made to follow up in June. By then, it was shared that there would be internal government meetings to discuss possible veterinary act changes.

By now, most of you have heard (or heard about) the Premier's Throne speech in which veterinary fee were referenced. It's difficult to know what the vague statements about 'improving fee clarity' would mean at a practical level for small animal practice owners. Obviously, at a higher level of government, it is felt that veterinarians are to be held to a different standard from other professions.

The positive, the government is consulting with the MVMA on changes regarding fee clarity. Hopefully, these consultations will allow the MVMA to have influence over the type of legislative amendments that are introduced. This issue appears to be a high priority for someone in

government and an item that will go forward regardless of MVMA pressure.

If you have concerns about this topic I invite you to contact your MLA and/or contact the MVMA. Also, if you have any interest in volunteering, I am looking to expand our group. I would appreciate having your input on this as well as other items that are referred to me.

Looking forward to seeing everyone at CenCan 2015!

MAHTA REPRESENTATIVE TO THE MVMA

SUBMITTED BY **MS. TRISH LOBATON**, MANITOBA ANIMAL HEALTH TECHNOLOGIST ASSOCIATION VICE PRESIDENT & MVMA LIAISON

In September, our Vice President Deirdre Black, stepped down to spend more time with family, and I was asked to step into the role. These were big shoes to fill, but the MVMA has welcomed me to their table with great professionalism and integrity. This group of veterinarians, from all across the province, has a great balance as well as a great team behind them.

At the start of the year, MAHTA decided to have a retreat after last year's AGM to get new and old board members acquainted. We had a guest speaker help clarify priorities and run efficient meetings. This I feel was a great step in having such a successful year. We would also like to thank our newly appointed Executive Director, Donna Taraschuk. Her hard work, initiative and diligence has made this year a great success with great things to come for 2015.

In 2014, we focused on providing more for our members by staying connected through social media, frequent email blasts, and surveys. We have also been in greater contact with our future animal health technology (students at Red River College) to entice them to volunteer and be active members on our board.

AHT week for Manitoba was a success this year, being recognized by members across the country as well. Every day, an AHT superstar was showcased. To name a few, we had an individual speak of going to Vietnam to practice her trade over the year and we had another technologist become an RMLAT aka Registered Master Laboratory Animal Technician. These we know are above and beyond the norm, so we decided that not only should the rest of the province know of these accomplished AHTs but also the rest of the country. These success stories were sent to CAAHTT's global communications committee to share with the rest of the Canada as well as the continent. No other province has done this, so we feel this is something we plan on continuing for years to come.

For 2015, our focus is "Wellness". We plan to have a very fun filled, interactive year with members. We are working with the YMCA to host a retreat weekend for all AHTs in June just after the Heartworm Season Blitz ends. This will allow some downtime with other AHTs to relax together and rejuvenate for the weekend before the summer begins. It will also help promote team building and relaxation as well as build friendships. We are also able to get gym memberships at either Shapes or the YMCA at a discounted rate for members! We all know how strenuous our jobs can be so being healthy is the one way to prevent injury, keep stress at a minimum, and have a clear head when we are in the workplace.

MAHTA lastly would like to thank the MVMA for allowing us to keep building this relationship. It is definitely strengthening our associations by opening up communications and working together. Cheers to 2015 and all its successes.

RED RIVER COLLEGE ADVISORY COMMITTEE

SUBMITTED BY **DR. BOB NEWFIELD**, RED RIVER COLLEGE LIAISON

The advisory committee met twice this past year in March and November.

The new and revised Animal Health Technologist curriculum was rolled out in September with much excitement and anticipation. So far the program appears to be running well with some minor issues to work out. Overall the students seem to be satisfied with the program.

In September, 30 students were admitted to the program. There were two dropouts on the first day. However, they were immediately replaced with two individuals from the waiting list. Unfortunately, there was another student that withdrew but was too far into the program to recruit another candidate, leaving a class of 29 students. It appears there will be approximately 28 graduates in 2015 which will be the largest graduating class from the program. I look forward to seeing the fruits of our curriculum review labour in 2016.

In late November, the program went through a full CVMA accreditation review. The program was fully accredited in the past and RRC has worked to comply with all CVMA standard requests. We do not foresee any issues with full accreditation and are awaiting the official stamp of approval. The program will be fully accredited at the time of this reading.

PEER REVIEW COMMITTEE

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

In 2014, the Peer Review Committee received 41 complaints in total (compared to 53 in 2013), of which 13 went on to the formal written stage (21 in 2013). The numbers fluctuate a fair bit, but over the long run the total number of complaints, including informal, has generally been “in the 40s” and, the far more important formal written complaints, in the 10 to 20 range. This year there were also 4 appeals. There were 2 in 2013. We will go several years without any appeals at all and then when they come, they sometimes come in clusters (a statistician will tell you that this kind of clumping is usually meaningless). An interesting observation is that the cases that are appealed are not necessarily the more complex or “serious” ones.

As in past years it is important to emphasize that the informal “verbal” complaints comprise a wide array of different phone calls from the public, ably fielded by the Registrar, Michelle Martin-Strong. Some of these calls are true complaints that are resolved informally, but many more are from people who simply want to vent or from people who are confused about something and are satisfied with a simple explanation. The Manitoba Veterinary Medical Act does not recognize any sort of complaint other than the formal written complaint, but we keep statistics on these calls as a type of barometer.

With respect to the written complaints, it is perhaps important to remind everyone again that the Act permits anyone to formally complain about any member regarding any concern they may have. We have no authority to filter out some of the more vexatious and trivial complaints. If the complainant insists on proceeding with a formal written complaint, they have the absolute right to do so. I mention this so that those of you who have been unfortunate enough to be on the receiving end of a formal complaint understand that the formality of it does not necessarily correspond to the seriousness of it. The PRC has not made any determination whatsoever prior to proceeding with the formal process.

As in every year, the majority of the complaints in 2014, formal and informal, arose from some variation on the theme of “communication”. It is gratifyingly rare for the PRC to review a complaint that truly brings a veterinarian’s technical skill or knowledge into question. On the other

hand, it is all too common for the PRC to review a complaint that could have been avoided had the communication between the veterinarian and the client been more complete and effective. These communication issues run across quite a broad spectrum, but I will again outline the most common types:

- Failure to provide accurate estimates or failure to try to contact the client when medical circumstances necessitate a change to the estimate.
- Failure to use appropriate, comprehensible language when talking to clients. Some of us have lost perspective on what some clients can and cannot understand. Do not assume that they know what you’re talking about!
- Failure to explain all reasonable options.
- Failure to ensure that the client understands the difference between a tentative diagnosis and a confirmed diagnosis.
- Failure to be frank about prognosis.
- Failure to clearly communicate empathy when things go badly.

Another item to take note of is that the PRC is in the process of updating its policies and procedures with a comprehensive document that will also be available to members who might have questions about how things are done. In addition, I would also like to invite anyone who has questions about PRC process to contact me directly. I am of course unable to discuss case specifics and, as Chair, am not in fact involved in adjudicating individual cases, but I am always available to address general inquiries.

I cannot conclude this report without making mention of Sheryl Feller, a longtime public representative on PRC, who died tragically and unexpectedly in November. She was a pleasure to work with and committed so many volunteer hours for the benefit of the profession and the animal owning public of this province. She will be missed.

Finally, as in past years I would like to emphasize that the PRC does not get to see the tens of thousands of interactions that go well! We do not get calls or letters when the veterinarian has done an outstanding job of communicating. When one considers the incredibly complex and emotionally fraught nature of our work, it is astonishing that the numbers of complaints are as consistently low as they are, so please keep up the good work and all the best in 2015 to each and every one of you!



CANADIAN VETERINARY
MEDICAL ASSOCIATION
L'ASSOCIATION CANADIENNE
DES MÉDECINS VÉTÉRINAIRES

One profession. One strong voice.
Une profession. Une seule voix.

Through its priorities, CVMA strives to address issues of relevance to veterinarians across the country. We hope this information will provide insight into what CVMA has achieved for you, our valued members in Manitoba.

POLICY AND ADVOCACY

PROVIDING FEEDBACK ON FEDERAL FRAMEWORK FOR ACTION ON ANTIMICROBIAL RESISTANCE AND USE IN CANADA

CVMA recently provided feedback to the Minister of Health regarding the "Antimicrobial Resistance and Use in Canada: A Federal Framework for Action." While CVMA supports the three pillars of the Framework – surveillance of resistance and use in humans and animals, stewardship and innovation – it should not state that Canada's actions on antimicrobial resistance and use are aligned with international organizations and partners. Until Canada addresses antimicrobial regulatory voids (e.g., 'Own Use Importation' and importation as active pharmaceutical ingredients) that do not allow for effective control over antimicrobial use such claims cannot be made. CVMA has also urged the government to include veterinary stakeholders in the development of the Framework's Action Plan that will provide details on how the specific antimicrobial issues within the three pillars will be addressed.

ADDRESSING TRANSPORTATION CONCERNS OF CULL DAIRY COWS AND VEAL CALVES

CVMA's Animal Welfare Committee, the Canadian Food Inspection Agency (CFIA) and the Canadian Association of Bovine Veterinarians (CABV) are working together to address growing concerns over some animal welfare issues that are connected to the transportation of cull dairy cows and veal calves. CFIA inspectors are reporting an increased number of cases of cows and calves that were unfit for transport to auction markets, slaughter plants, or U.S. export. Cows that are severely emaciated, lame or were unable to rise or remain standing were observed, as well as calves that are dehydrated, profoundly weak and non-ambulatory.

CVMA, CFIA and the CABV are producing modules that will raise awareness of this issue, in order to avoid the transportation of unfit cows and calves. These modules will be rolled out through the dairy boards in 2015.

GUIDING VETERINARIANS WITH NEW POSITION STATEMENTS

CVMA continues to update and create new position statements, so Canadian veterinarians have guidelines on key veterinary issues. In addition to the updating of existing position statements, in 2014, several new position statements were developed to address issues such as:

- Veterinary Telemedicine
- Commercial Cat and Dog Breeding
- Free-roaming, Abandoned, and Feral Cats
- Active Pharmaceutical Ingredients for Veterinary Use

VOICING CONCERNS REGARDING REVISIONS TO FEDERAL FOOD AND DRUGS REGULATIONS

CVMA has voiced concerns to Health Minister on how Schedule F drugs are being referenced in recently revised federal legislation. Health Canada's Food and Drugs Regulations were amended during 2013, and Schedule F was repealed and replaced with the Prescription Drug List (PDL). During the consultation process, CVMA provided input on this repeal, noting that the PDL would allow for improved efficiency, but would require an Appendix that clearly sets out the non-prescription veterinary drugs captured in the former Schedule F Part II of the regulations. Without an Appendix that clearly references the non-prescription veterinary drugs, a gap exists that does not allow for appropriate regulation, which also has implications for the enforcement of federal drug import regulations. CVMA continues to monitor this issue and advocate for the necessary regulatory changes.

STRENGTHENING TIES WITH CAAHTT

CVMA teamed up with the Canadian Association of Animal Health Technologists and Technicians to strengthen the ties between veterinarians, registered veterinary technicians/technologists and registered animal health technicians/technologists. Overall, this union is focused on enhancing communication, advocacy and continuing education opportunities for all members of the veterinary team.

MEDIA AND PUBLIC RELATIONS

CVMA continues to represent Canadian veterinarians and position the profession positively in the public eye by continually providing credible, expert information to the media and public. CVMA carefully monitors and identifies issues that affect veterinarians and comments publicly when appropriate.

FEDERAL ANTI-SPAM LEGISLATION

Canada's New Anti-Spam Legislation came into force on July 1, 2014. A collection of fact sheets was prepared by CVMA to help veterinary practices come into compliance. These can be found on CVMA's website.

PRACTICE AND ECONOMICS

ANTIMICROBIAL STEWARDSHIP – A TOP PRIORITY

In 2014, CVMA placed emphasis on Antimicrobial Stewardship. A number of initiatives have taken place, including the release of two new practice tools, one of which is a smartphone app called *Antimicrobial SmartVet*. This app is intended to guide companion animal practitioners through diagnostic steps and appropriate antimicrobial therapy for simple and complicated UTIs. You can download it for free on your Apple or Android device. CVMA and the Canadian Animal Health Institute also developed a poster that promotes the importance of applying the "Decision Cascade" when prescribing medications. It provides general guidance and important points for veterinarians to consider when prescribing compounded products.

PET NUTRITION ASSESSMENT VIDEO

As a member of the Pet Nutrition Alliance, CVMA released a pet nutrition assessment video to help veterinarians conduct pet nutrition assessments and discuss nutritional guidelines with clients. Visit CVMA's YouTube Channel to view the video.

EVERYBODY NEEDS HELP FROM TIME TO TIME

When life becomes more challenging than what you can handle, it may negatively affect your personal and professional well-being. Should you need to reach out for assistance or support, a nation-wide listing of crisis centres, resources and support services is available on the CVMA website. You'll find this list and other wellness resources under the section Practice & Economics.

CANADIAN STANDARDS OF CARE FOR ANIMAL SHELTERS

CVMA was represented on a Canadian panel that reviewed the Association of Shelter Veterinarians' Guidelines for Standards of Care in Animal Shelters. This document is now available on CVMA's website.

CVMA ANIMAL HEALTH ARTICLES

Follow CVMA on Facebook or Twitter for access to lots of great animal health information from our collection of

online articles, available in the Public Resources section of www.canadianveterinarians.net.

CVMA ECONOMIC SERVICES

CVMA business management services continue to be delivered, including provincial suggested fee guides, associate and non-DVM compensation and benefits reports, economic consulting services, practice management resources, financial management services and employment guidelines.

PREVENTIVE HEALTHCARE TOOLKIT

CVMA members can access to the *Partners for Healthy Pets* preventive healthcare toolkit, a collection of tools and resources to enhance the overall vitality of pets and veterinary practices, the delivery of preventive healthcare services and communication with pet owners about the value of routine care. Visit www.partnersforhealthypets.org.

SAVINGS AND DISCOUNTS FOR CVMA MEMBERS

CVMA uses its group purchase power to negotiate preferential prices for CVMA members. CVMA members continue to enjoy exclusive savings and discounts on hotel reservations, car rentals, office supplies, business banking services, classified advertising in *The CVJ*, convention registration and more.

CVMA INSURANCE PROGRAM

Specialized coverage, risk management services and preferred rates exclusive for members. Save on premiums for commercial, liability, group health, personal automobile and home insurance. Visit cvmainurance.com.

CVMA AWARDS

Each year, through its awards program, CVMA recognizes selected individuals and groups for their contributions to veterinary medicine and to the health and welfare of animals. 2015 recipients will be honoured during the CVMA Convention in Calgary, Alberta.

CVMA TO LAUNCH SOCIAL MEDIA CAMPAIGN

To increase the understanding of the many roles of veterinarians and promote the value of veterinary healthcare, throughout 2015, CVMA will be sharing a series of educational messages on Facebook and Twitter. A series of veterinary healthcare statements have been developed to draw attention to a variety of topics such as companion and large animal health, public health, antimicrobial stewardship, the human-animal bond, preventive healthcare options and more. Watch for this on CVMA's Facebook and Twitter feeds so you can share these important messages with your own networks.

QUESTIONS OR SUGGESTIONS?

Contact your CVMA National Office at 1-800-567-2862, or by e-mail at admin@cvma-acmv.org or contact your Manitoba Council Representative, Dr. Kevin Millar at 204-482-4987, or by e-mail at millark_ma@yahoo.ca.

WINNIPEG HUMANE SOCIETY LIAISON

SUBMITTED BY **DR. JONAS WATSON**, MVMA REPRESENTATIVE

The Winnipeg Humane Society (WHS) got off to a busy start in 2014, with “Beat the Heat”, an ambitious spay and neuter program sponsored by PetSmart Charities, which saw 500 low-cost feline spay surgeries performed over the month of February. The program represented one of many strategies the WHS employed through the year to address cat overpopulation in the city.

The WHS began formulating clear position statements on a variety of animal welfare issues, including feral cat management, the exhibition of captive marine mammals, and the use of horses to pull carriages, among others. The policy that commanded the most consideration concerned the utility of zoos in modern society, an issue of particular relevance given the recent renovations at Winnipeg’s zoo. With input from both the Assiniboine Park Conservancy and animal welfare advocacy group Zoocheck Canada, a position deemed satisfactory to the board was ultimately formulated.

The WHS was invited to join the Canadian Federation of Humane Societies (CFHS). The WHS had historically been reluctant to join due to CFHS’s lack of a position on the issue of gestation crate use in pig farming. A recent change in policy to clear opposition to sow stalls by CFHS, likely influenced by the presence of past WHS CEO Vicki Burns on their board of directors, motivated the WHS to accept CFHS’s invitation to join.

The provider of pet food to the WHS (IAMS) was sold this year by its parent company and subsequently terminated food donation contracts with all Canadian shelters. The WHS was able to negotiate an agreement with Hill’s Science Diet, which now provides the shelter with unlimited dry pet food, but charges for canned food. This new expense has increased the shelter budget by roughly \$45,000 per year.

The WHS hosted “Take Back Manitoba from Factory Farming”, a speaking event at the Park Theater, which aimed to raise awareness about questionable practices in intensive animal production. The keynote speaker was Paul Shapiro, Vice President of Farm Animal Protection for the Humane Society of the United States. The evening raised funds directed toward continued advocacy for farm animal welfare.

CEO Bill McDonald asked government officials this year to amend legislation related to pets in rental properties, as 20% of the cats received at the WHS are relinquished due to restrictions on pets in rental properties. The hope

is to convince more landlords to allow pets, thus preventing fewer animals from being given up when their owners move. A poll of 600 Winnipeggers confirmed that 65% of respondents would pay a “pet rent” of \$35 if it meant they could keep their pet. The current *Residential Tenancies Act* permits landlords to charge an additional damage deposit specifically for pets, but does not allow them to charge an additional rental subsidy; this despite the fact that pet rents of up to \$50/month are becoming increasingly common throughout North America, and many landlords are supportive of such a change to the *Act*. The issue remains a work in progress.

It was a decent year for annual fundraising events in 2014. The “1001 Donations” Telethon raised \$70,000; more money than ever before. The “Bow-Wow Ball” and “Paws in Motion” were also successful fundraisers. The launch of the WHS licence plate sale through MPI went very well; the plates are among the highest selling novelty plates available in Manitoba.

Despite these successes, revenue for the year was less than projected, owing mostly to funds from charitable bequests coming in considerably lower than budgeted. It is difficult to predict revenues, especially as an ever-increasing number of competing interests emerge. (There are now dozens of companion animal rescue organizations operating in Manitoba, each vying for charitable donations.) The WHS is constantly employing novel strategies, including social media, to achieve fundraising goals needed to keep the shelter operational.

On the plus side, the Canada Revenue Agency conducted an audit of the WHS in September of 2014 and issued a clean opinion on our financial statements.

At year’s end, Bill McDonald resigned from his position as CEO after 13 years of involvement with the WHS. Efforts began immediately to hire his replacement.

As the MVMA’s liaison with the WHS, I feel strongly that both groups’ mutual goal of ensuring the well-being of animals in our province can best be achieved by working collaboratively. This year I implemented a volunteer vet program at the WHS clinic, wherein several Manitoba vets graciously donated their time and skills on select Saturday mornings, to help ease the burden of the high surgical load with which WHS clinic staff contends. I thank those vets who helped with this project and urge others interested in volunteering to spay cats to please contact me. It is extremely rewarding to help out at the WHS in a hands-on way. The WHS vets, clinic staff, and hospital facility are all positively exemplary.

I am always willing to discuss matters pertaining to the WHS with MVMA members. Please contact me at jonaswatson@hotmail.com or 204.488.1843 if you are so inclined.

IN RECOGNITION OF...

The following individuals will be recognized at the beginning of the MVMA Annual General Meeting. Please join us to acknowledge their outstanding contributions to the veterinary profession in Manitoba!

"WE MAKE A LIVING BY WHAT WE GET, BUT WE MAKE A LIFE BY WHAT WE GIVE."

– Winston Churchill

DR. MARY ANN MILLAR LIFE MEMBER AWARD

A Life Member has been a member in good standing in one of the MVMA's membership categories for 25 years or more, who has retired from active practice, and does not hold a license to practice.

Dr. Mary Ann Millar was a member of the MVMA for over 35 years, and during that time she served the Association in a variety of roles. In the 1980s, she acted as Continuing Education Coordinator, setting up CE workshops for MVMA members. She was a member of Council between 1986 and 1988, and was President in 1987. For several years she also helped to coordinate The Great Manitoba Dog Party.

For 25 years, Dr. Millar was a faculty member of the Animal Health Technologist (AHT) program at Red River College in Winnipeg, first as Lead Instructor and later as Program Coordinator. During her time at RRC she oversaw the development of the AHT program from a single instructor faculty into a three veterinarian and four technologist faculty. She was part of the development of the program into a CVMA accredited program. In her last year before retirement, she helped to develop a new curriculum for the AHT program.

DR. PHILIPP SCHOTT LIFE MEMBER AWARD

Awarded by the MVMA Council, the Award of Merit recognizes veterinarians and other individuals who have made significant contributions towards the achievement of the MVMA's vision.

Dr. Schott served on Council in the 1990s, and in 2001 accepted the invitation to join the Peer Review Committee (PRC). He became Chair of the committee in 2011. Although he describes his volunteer job on the PRC as a "hateful position", he recognizes its importance. Through the PRC the MVMA seeks to maintain a high level of excellence in the profession, and demonstrates to the public that veterinarians and the association take their concerns seriously. Dr. Schott also says that "PRC is important because it is the fulfillment of our obligation as a self-governing profession. Self-governance is a privilege and one that requires us to act in the public interest."

Despite the sometimes difficult work, Dr. Schott has remained on the committee because after so many years he feels he has developed a certain amount of expertise, and it the best way for him to serve the Association.

DR. JOAN STEWART-HAY VETERINARIAN OF THE YEAR

Nominated by MVMA members, the Veterinarian of the Year is presented to a veterinarian who has provided exemplary service to the MVMA and the profession.

Dr. Joan Stewart-Hay has had a long career full of firsts. She was one of the first women to graduate from WCVN in the early 1970s. She identified the first case of heartworm in Manitoba, and took additional training so she could do more about the problem and educate Manitoba veterinarians and dog owners about this then new and serious threat to dogs. For many years, she provided veterinary care for animals at the Assiniboine Park Zoo and was one of the first Canadian members of the then newly formed American Association of Zoo Medicine.

These days the focus of her career is reproductive medicine, primarily of purebred dogs and cats. Dr. Stewart-Hay is well known for mentoring colleagues. In nominating her, Dr. Jonas Watson said she is "always willing to work collaboratively, share her endless wisdom on a wide range of topics, and provide advice on the management of complex cases. Once you start working with Joan, you can hardly imagine working without her."

Don't Forget to Register!



2015 CENCAN VETERINARY CONFERENCE

February 6 – 8, 2015 • Victoria Inn, Winnipeg, MB

EXCEPTIONAL SPEAKERS – COMPELLING CE TOPICS

Dr. Albert Barth

- Pubertal development of bulls
- Abnormal sperm morphology
- Infertility in bulls with a satisfactory BSE and normal service capacity
- Frozen semen evaluation in veterinary practices

Dr. Chris Bell

- Equine colic
- Neurological conditions of the horse

Dr. Tara Edwards

- Injury prevention
- Canine rehabilitation overview
- Wet lab 1 & 2 – Starting from Scratch

Dr. Angelica Galezowski

- In-house cytology: a review of collections, processing and evaluation of cytology samples – Part I
- In-house cytology: a review of collections, processing and evaluation of cytology samples – Part II

Dr. Gary Landsberg

- Preventing and managing fear and aggression in the veterinary hospital (cats and dogs)
- Drugs and natural products for behaviour therapy and cognitive dysfunction (cats and dogs) – an evidence-based approach (vet only CE)
- Help me, I'm stressed out! How stress affects health and behaviour and strategies for stress prevention and management (for cats and dogs)

- Meet and Greet. Canine fear aggression, risk assessment, safety and treatment for aggression toward unfamiliar people and dogs

Dr. Karin Orsel

- Lameness and claw lesions in dairy and beef cattle
- Digital dermatitis in dairy cattle: footbath strategies and new laboratory technologies

Dr. Berney Pukay

- Achieving practice success by creating value for your clients
- Connecting with your clients to achieve customer satisfaction
- Transforming your practice through effective change

Dr. Lynne Sandmeyer

- Completing a Systematic Ocular Examination of Cats and Dogs
- Completing a Systematic Equine Ocular Examination and Discussion of Common Ocular Diseases
- Ocular Emergencies of Cats and Dogs

Dr. Gregory Starrak

- Positioning in small animal imaging
- Imaging of the limbs and skull – things to consider
- Common mistakes in veterinary imaging and how to overcome them
- Advances in small animal imaging-clinical case presentations

Dr. Frank van der Meer

- Developing bovine vaccination strategies: the vaccine, the animal and other considerations
- Bovine Viral Diarrhea Virus (BVDV): an old enemy with new tricks