



# ANNUAL REPORT TO MEMBERS

## 2017 IN REVIEW

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

# PRESIDENT'S MESSAGE



**Dr. Richard Hodges,**  
2017 MVMA President

After two years of dealing with the consequences related to the opening of the *Veterinary Medical Act* and changes to the MVMA, MVMA Council and its bylaws, the MVMA council has been able to return to the business of supporting the Manitoba veterinary profession, comprised of both our veterinarian and veterinary technologist members. Change is difficult, but the association has come through the past two years in a stronger position and Council, and all MVMA members are better for it.

This past year saw the implementation of fee disclosure requirements as mandated by amendments to the Act. For the most part, practitioners were already presenting clients with some form of estimation of fees and so the transition to meet the legislation, and corresponding MVMA by-law, was not overly arduous. The MVMA Council congratulates our members for appropriately addressing this legislative change. This legislative surprise, without notice by the previous NDP government, has reinforced the need to stay in close contact with the government to help nurture our relationship. This is being accomplished by a minimum of two meetings per year with the Minister of Agriculture.

With approval by a vote of members, the MVMA entered into a long-term lease with MVP/WDDC, and renovations to the MVMA's office space is underway. This renovation will accommodate the expanded council and considers the MVMA's

future needs. The MVMA Council and staff look forward to those being completed early in 2018.

The MVMA Council has also taken the initiative to engage marketing company Metric Marketing to assist the MVMA in developing an approach to promote the veterinary profession. Council has funded this by diverting member fees from the legal fund (which is considered to be close to its needed level) to a marketing fund, allowing the MVMA to undertake this initiative without increasing membership fees. The first step in the MVMA marketing initiative was the adoption of a new MVMA logo.

The MVMA focused on animal welfare by updating rules and promotion of programs. The removal of the 250 km distance limit from "bricks and mortar" veterinary clinics for the provision for non-profit temporary clinics, and the presence of Community Veterinary Outreach in Winnipeg this past year, demonstrates the MVMA's and the Manitoba veterinary profession's acknowledgement of the need for compassionate veterinary services.

The MVMA continues, with its Antimicrobial Use and Stewardship Committee, to develop the necessary approaches required to meet the upcoming regulatory changes associated with antimicrobial use.

The MVMA Council continues to reach out to the membership through "Clinic Calls". Council, during its monthly meeting, calls a veterinary practice to talk with practice employees, sharing current activities with them as well as seeking their feedback on the veterinary profession in Manitoba. Council is working its way through the province with about 25% of the clinics having participated.

Council continues to undertake strategic planning exercises every fall. It's a two-day activity where, on day one, the council meets to review the MVMA's strategic plan and current activities. They also identify new activities that the MVMA needs to tackle in the upcoming year. Day two is the MVMA Volunteer and Committee Day. This day allows the MVMA Council to share the plans for the year. The committee can then determine how they are going to help the association achieve these goals.

Council can accomplish much because of the support of our wonderful, capable MVMA staff and I recognise them.

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# A WHO'S WHO ON YOUR GOVERNING COUNCIL

FOLLOWING THE FEBRUARY 2, 2018 ANNUAL GENERAL MEETING, DR RICHARD HODGES'S TERM AS PRESIDENT OF THE MVMA GOVERNING COUNCIL WILL END. TAKING HIS PLACE AS THE 2018 MVMA PRESIDENT WILL BE DR MANJIT (MANNY) SRA. DR ALISON LITCHFIELD AND MS SARA HADDOW WILL BE FILLING THE POSITIONS OF OUTGOING COUNCIL MEMBERS DR SUZANNE DAVIDSON AND MS CHRISTY MARTENS. DR JONAS WATSON HAS DECIDED TO RENEW HIS TERM ON THE MVMA COUNCIL. THE REMAINING MEMBERS OF THE MVMA COUNCIL ARE MS LORRAINE ADAM, DR WADIE ARIZA, DR AMANDA BROWN, MS JANIS MCCARTHY, DR JENNIFER NYHOF, AND MR DOUG OLIVER.

## MVMA COUNCIL 2018

### DR. MANJIT (MANNY) SRA

MVMA PRESIDENT 2018

(COUNCIL TERM ENDS FEBRUARY 2020)

Southglen & Bridgwater Veterinary Hospitals, Winnipeg



Again this year, I am grateful to be part of a group focused on the enhancement of the veterinary profession in Manitoba. I appreciate the individuals I have the pleasure to work with, and I'm pleased and excited to lead this organisation. Each council member brings differing levels of experience and knowledge. It is important all council members share their opinions and ideas before the council moves forward with a decision. Through this process, the MVMA benefits from a thorough and thoughtful decision on matters before the council.

The past year highlighted the evolving relationship with the Manitoba Veterinary Technologists Association. The MVMA and MVTA will continue to work on this relationship for the betterment of the profession.

I was also excited to see the changes to the companion animal temporary clinic rules. Now, non-profit clinics can be established without permission of surrounding clinics. This means underserved communities will have greater access to veterinary care.

I look forward to serving our profession as president in 2018. Although the task is challenging, with the support of my fellow councillors and the MVMA staff, I believe 2018 will be another great year for the MVMA.

### DR. RICHARD HODGES

MVMA PRESIDENT 2017

(COUNCIL TERM ENDS FEBRUARY 2019)

University of Manitoba, Winnipeg



I've been able to enjoy many facets of veterinary medicine in my 30 plus years since graduating. I've been able to participate in a veterinary internship, be part of a rural mixed animal practice both as an associate and as an owner, and been an embryo transfer practitioner. I've chaired the Veterinary Medical Board of Manitoba, the Veterinary Services District Veterinary Association, and was president of the MVMA in 2000 during my 1990-2002 term. I currently am the Director, Animal Care and Use Program at the University of Manitoba.

With serving as MVMA President this past year, I am entering my last year on the MVMA Council. It has been a rewarding experience working with a great group of people. I look forward to working with them to continue the initiatives we've outlined over the time I've been on council.



**MR. DOUGLAS OLIVER**  
PUBLIC MEMBER



I feel very privileged to be nominated to be one of the first two public members to serve on the MVMA council. I am a Woodlands area cattle producer and married with three grown children and five grandkids. I am a full-time bus driver for Interlake School Division. I am also a former councillor for 12 years in the R.M of Woodlands which gave me experience on many boards and committees. In my spare time I enjoy hunting, fishing and entertaining family and friends. I'm also busy attending grandkids' sporting events. I look forward to working together with the council and staff to move forward in achieving their goals.

**MS. LORRAINE ADAM**  
PUBLIC MEMBER



This year I began my second year on the MVMA Council. Over the past year, I have seen council member relationships and work processes solidify with a focus on the betterment of the profession through regulation, protection of the public and member support. The integration of technologists

and public members on the MVMA Council is fully functional.

The MVMA by-laws and policies, for the most part, have been completed, although some refinements may be necessary.

Adding focus and action to the MVMA strategic plan has been an important activity. Significant in this has been the decision to prioritise professional image and public relations in the upcoming year, as well as identifying ways to address important issues, such as pharmaceutical usage and telehealth, which will impinge upon the profession. The MVMA Council has established a process to review actions and note accomplishments. This year, the annual strategic planning sessions included members of MVMA committees to facilitate a stronger alignment of the work of these committees with the strategic goals of MVMA. In addition to the usual and strategic planning work of the council, there was a myriad of issues & unexpected events that were addressed.

It is truly a pleasure to be a part of the deliberations of the council. I am always impressed with the knowledge and commitment of the other members, our council leadership and the staff. I look forward to even greater achievements in 2018.

*\*The veterinarian council member who is elected 2019 MVMA president will serve until February 2021. The other veterinarian council member is eligible for an MVMA Council member term renewal.*

**DR. WADIE ARIZA**  
VETERINARIAN MEMBER (COUNCIL TERM ENDS FEBRUARY 2019)  
Swine Health Professionals, Steinbach



I thank everyone in the veterinary profession for concluding another year overcoming the odds. The council equally has also been in the forefront of the changes and shifts in the profession, and I again wish to congratulate the other council members for their tenacity in tackling pertinent issues and for a year well served.

I am an associate veterinarian at Swine Health Professionals since 2011. After my graduation in the Philippines back in 1998, I had been an advocate in the food animal industry. Working on this segment of veterinary medicine not only showed me the importance of having safe food for both mankind and animals, but also has constantly opened an avenue for a better understanding of the diverse interrelationships amongst food sources, of the producer/farmer and the consumers alike. Each division is an integral part of a whole, and every piece is a part of the cycle, thus one cannot be separated from the other.

For me, I considered this year as another year of integration for the association. The by-laws have been finally approved and ratified by the members. With this, there are ongoing discussions on the scope of practice, committee empowerment, strategic planning, member services improvement process, the impact of regulatory changes regarding antimicrobial use, and facilitation of continuous, effective communication within the association, and review amendments of related by-laws. All of these items engaged council and contributed to moving the association towards fulfilling its visions and mission statements this past year.

As the MVTA Liaison, I also have the opportunity to recognise the strong connection that both associations have to promote coherent mandates in advocating the veterinary profession as a whole. It is rewarding when the two associations work together on these mandates.

I hope that next year will be equally challenging, yet productive, for the association and I encourage everyone to support the council members on their undertakings, in any shape or form. I wish everyone another good year ahead!

**DR. JENNIFER NYHOF**  
VETERINARIAN MEMBER (COUNCIL TERM ENDS FEBRUARY 2020 OR 2021\*)  
Thompson Veterinary Clinic, Thompson



I have always had an interest in the history and future of our profession. Having lived and worked in Thompson, Manitoba for many years, I joined MVMA Council in 2017 with the hopes of advancing veterinary care in remote Northern communities. This past year has been met with exciting challenges and many learning opportunities.

I was pleased to take part in many MVMA initiatives over the past year, including Spay Day and This Season is FUR Everyone. Council also continued strategic planning activities over the past year to set priorities, establish common goals, and define the association's direction.

To serve its membership effectively, the MVMA relies on the contribution of members willing to volunteer their time. I consider it a privilege to serve on council and work with such a passionate group of professionals. I encourage all members to consider volunteering for such a worthwhile organisation.

**DR. AMANDA BROWN**  
VETERINARIAN MEMBER  
(COUNCIL TERM ENDS FEBRUARY 2020 OR 2021\*)  
Stonewall Veterinary Clinic, Stonewall



I graduated from the Western College of Veterinary Medicine at the University of Saskatchewan in 2007 and began my veterinary career at the Stonewall Veterinary Hospital. After spending a year in mixed animal practice, I decided to try my hand at shelter animal medicine at the Winnipeg Humane Society. After the birth of my second child, I spent time working as a locum veterinarian in and around Winnipeg, after which I eventually migrated back to the Stonewall Veterinary Hospital. I became a shareholder at the Stonewall Veterinary Hospital in 2015. I am also a shareholder, along with five other veterinarians, of the new Bridgwater Veterinary Hospital, 24-hour emergency and critical care centre in Winnipeg. I am a certified veterinary acupuncturist and enjoy practicing integrative veterinary medicine and, as of December 2017, have completed the Fear-Free Certification Program and am now recognised as a Fear-Free Certified Professional.

I am the proud mother of two young boys and several pets. Outside of the clinic, I like to volunteer for the Manitoba Cycling Association, running the Kids of Mud mountain biking program in the South Interlake.

After serving on the Professional Image committee during the past few years, I decided I wanted to become more involved in the MVMA and accepted a nomination to the MVMA Council. During my tenure on Council, I hope to help the MVMA invest in and develop a strategic approach to the promotion of the profession. Further, I hope being on council will help me meet colleagues throughout the province.

**MS. JANIS MCCARTHY**  
VETERINARIAN MEMBER  
(COUNCIL TERM ENDS FEBRUARY 2019)  
Assiniboine Park Zoo, Winnipeg



This year I started my second two-year term on the MVMA Council. There are still a few hurdles to overcome, but overall, the MVMA is making good progress integrating veterinary technologists into the MVMA.

At this year's Strategic Planning weekend in October, the MVMA focused on its committees and volunteers. The veterinary technologists in attendance were given the opportunity to participate on both established committees and those being formed. The new Veterinary Technologist Advisory Committee (VTAC) is a new committee and it will mirror the Veterinarian Advisory Committee; both committees act as advisory groups to MVMA Council. It will be an interesting new direction. The first couple of years will be focused on establishing its members and the parameters. Retiring MVMA Council veterinary technologist members will move to the VTAC, but it will take a few years before there are enough to form a well-seated group. In the meantime, we will be approaching veterinary technologists from various disciplines in the province to sit on this committee.

The MVMA Council is working towards greater veterinary technologist representation on the various MVMA committees. I urge any technologists who are interested in volunteering with the MVMA to please do so. I have enjoyed working with all of the council members these past two years and I look forward to my next year with the addition of a couple of new veterinarians and technologists coming on board as a few council members' terms come to an end. The dedication of everyone on council and the MVMA staff makes it is well worth attending the always interesting and enlightening monthly meetings! It is my privilege to represent you.



# INCOMING COUNCILLORS

## DR. JONAS WATSON

VETERINARIAN MEMBER

(COUNCIL TERM ENDS FEBRUARY 2021 OR 2022\*\*)

Tuxedo Animal Hospital, Winnipeg



I joined council several years ago - motivated to participate in the guidance and growth of veterinary medicine in Manitoba. I've enjoyed working alongside colleagues from diverse sectors of the profession and regions of the province, colleagues I might otherwise never have met.

I hope that during my tenure on council I've made some modest contribution to the MVMA. And, in light of the fact that I've just been asked to renew my term, I'll presume that I have. As an advocate for animal welfare, I was pleased to participate in the planning of Manitoba's second "Spay Day" this fall and to help in the restructuring of rules surrounding remote spay/neuter/vaccination clinics. Both efforts are aimed at making the provision of health care to underserved communities a little easier. In my second term on council, I hope we continue to explore novel ways to make veterinary medicine accessible to all pet owners, regardless of socioeconomics or geography, in the interests of both animals and people.

I look forward to working with the evolving group that forms the council in 2018, including several new members. I am inspired by colleagues, particularly those very early in their careers and new to the profession, who are willing to step forward and volunteer their time to assist our association in contending with challenges facing veterinary medicine in the 21st century. I would encourage members who've yet to get involved with the MVMA to do the same.

## DR. ALISON LITCHFIELD

VETERINARIAN MEMBER (COUNCIL TERM ENDS FEBRUARY 2021 OR 2022\*)

Southglen Veterinary Hospital, Winnipeg



I have been involved in the Winnipeg veterinary community for over 17 years and was ecstatic to start my career as a veterinarian in this city after graduating from the WCVM in 2010. I have worked at several practices throughout the city and started at Southglen Veterinary Hospital in 2015, where I continue to practice. I was also fortunate enough to join a team of five veterinarians in opening Bridgwater Emergency and Wellness last spring. It has been an eventful year!

Outside of the clinic I enjoy spending most of my time with family and friends, either exploring what the city has to offer or away from it all at the family cabin. In the winter, I love hitting local rinks and river trails to enjoy some skating or go skiing on Manitoba's beautiful cross-country ski trails.

I am excited to join the MVMA council and am especially interested in meeting colleagues from across our province and profession. I look forward to working with both veterinary technologists and veterinarians to serve and promote the field of veterinary medicine in Manitoba.

## MS. SARA HADDOW

VETERINARY TECHNOLOGIST MEMBER

(COUNCIL TERM ENDS FEBRUARY 2020)

Veterinary Technologist Member, Elders Equine Veterinary Service, Cartier



I grew up on a grain farm in southeastern Saskatchewan. I was involved in curling, Students Against Drinking & Driving (SADD) chapter, School Representative Council (SRC) and drama club in my years of schooling in Arcola, SK. I am lucky enough to have

been around horses all of my life and, in my spare time, I enjoy spending time at the barn with my horses as well as showing in Western Pleasure at AQHA shows.

I achieved my Animal Health Technology Diploma in May 2014 from Lakeland College in Vermilion, Alberta. I have been employed by Dr Chris Bell at Elders Equine Clinic since graduating, and I get to work with horses every day as well as scrub in with the surgical aspect of the practice. While working with Dr Bell, I have gained an abundant amount of knowledge in equine sports medicine.

I am looking forward to sitting on the MVMA Council, and I feel very fortunate to have been nominated for this position by Dr Chris Bell. I look forward to giving input from the equine/large animal side of practice. I want to speak on behalf of technologists and hopefully, bring their views and concerns to the meetings.

# FROM OUR OUTGOING COUNCILLORS...

## DR. SUZANNE DAVIDSON

MVMA PRESIDENT 2016

(COUNCIL TERM ENDS FEBRUARY 2018)

Portage Veterinary Hospital, Portage la Prairie



I am a small animal practitioner from Portage La Prairie and a WCVM graduate of 1992. My husband and I live in Portage and have two teenaged girls. In our spare time, we love to go cross-country skiing, running and cycling.

I have had the pleasure of working on the MVMA Council over the last four years with a fantastic bunch of dedicated individuals. They always show up for meetings ready to work for our association. Being on council has been both a rewarding and challenging and one I would recommend to anyone. Some of the days are long but everyone is engaged and willing to do the work for our association. I feel that I have a much better idea of how our association compares to others across the country and can emphatically tell you that we have a great association and are well represented nationally amongst our peers. It has been my pleasure to represent the MVMA at both national and western veterinary association meetings. These meetings are so valuable for feedback amongst our peers. Our technologist and public members on council bring unique views to the council table. I have enjoyed their voices and getting to know each and every council member. There will always be challenges but know that your work is vital to change and growth. I would sincerely like to thank the staff, council members and all the volunteers who put their efforts into this association that benefits us all.

## MS. CHRISTY MARTENS

VETERINARY TECHNOLOGIST MEMBER

(COUNCIL TERM ENDS FEBRUARY 2018)

Transcona Veterinary Hospital, Winnipeg



As I reflect on the past two years as an MVMA council member, I count it a privilege to have been asked to sit around the table with an amazing group of veterinarians, veterinary technologists and public members. Serving on council has been a great learning experience for me. I was initially an interim veterinary technologist member on the MVMA Council. I was later asked to fill one of the veterinary technologist positions prescribed in the new Veterinary Medical Act. As my term approached completion, I recognise I was fortunate enough to be able to continue on the MVMA Council through the support of my employers, and for that, I am truly grateful to them.

I have enjoyed council's many discussions around the table and having the chance to have my voice not only heard but asked for. The learning curve at first was steep. There were many meetings where the council reviewed an issue or legal document which could make your brain go mushy. It was always interesting, to say the least! I have loved seeing the council embrace the change that was put in front of them and it is a relationship that will be ever transforming and will lead to a stronger community of veterinary professionals.

I have enjoyed seeing the veterinary technologists begin to join MVMA council, committee, and leadership activities and start to embrace their role as new members of the MVMA. I am thankful I was able to sit next to another passionate veterinary technologist, Janis McCarthy. I appreciate that I was able to bounce ideas off of and work alongside her and learn from her years of experience. I look forward to the relationship between the MVMA and MVTA to continue to grow as both organisations settle after the recent changes.

As I leave the council, I am excited to see where the new veterinary technologist members will bring the role. I will miss the many council members around the table and the open discussions that we had - enabling us to better understand each other as professionals and members. Thank you for the opportunity to serve the membership in this way.

\*\*The veterinarian council member who is elected 2020 MVMA president will serve until February 2022. The other veterinarian council member, unless they have previously renewed his or her term, is eligible for an MVMA Council member term renewal.



# COUNCIL REPORTS



## 2017 MVMA LEADERSHIP REPORT

Submitted by Dr Suzanne Davidson, 2016 MVMA President

As an outcome of the 2014 MVMA Strategic Planning, the MVMA Council meets annually to specifically address strategic planning initiatives. Further, the council decided to ensure that strategic planning items identified yearly are revisited on a regular basis with quarterly council updates. On October 27, 2017, the MVMA Council met to determine the MVMA 2018 priorities. This was followed-up with the MVMA Volunteer & Committee Day on October 28. This day allows the MVMA Council to share its identified priorities for the year, and then the committee can determine how they are going to help the association achieve these goals.

Indeed, every council has struggled with the big picture of what the MVMA means to its members. Council must carry out its duties with an eye to the future and a finger on the pulse of the “now” of veterinary medicine while considering the memories of how it was in the past. Having a specific focus and an annual plan for strategic planning assists the MVMA Council in ensuring they maintain a focus on achieving objectives. That being said, sometimes Council has to resort to “fire-engine” council meetings that focus on the here and now rather than on the big picture items. However, the MVMA Strategic Planning Policy ensures the council returns to a long-term focus.

In 2014, the MVMA Council brought together general members to work on our new mission and vision as well as strategic priorities and focus points. At the 2016 council

strategic planning meeting, the council identified five key areas that needed focus. The next day, members brainstormed to flesh out these five goals and council continued to address these initiatives over the course of 2017.

The MVMA Council updated attendees on the achievement towards these goals on the MVMA Strategy Map (see pages 8-9). Thank you to our committee members and volunteers who were instrumental in these activities.

At the Volunteer & Committee Day (October 28, 2017), the MVMA’s standing committees and volunteers came together for a working day as well as a volunteer appreciation event. The day was structured to present MVMA 2018 initiatives to the working committees. The committees were then tasked with identifying other activities that should be worked on and in planning their activities for the year. Each committee strategised on their area of expertise and then presented their plan to the assembled group. There is great value in meeting like this as it gives everyone the opportunity to hear what the other committees are doing and to meet the other like-minded members who volunteer their time for our organisation.

To round out the day, a CE session was offered. Dr Sue Kilbourn, who is involved with the Veterinary Community Outreach, spoke about her work. Her work is so inspiring - encouraging a One Health objective for homeless or marginally housed adults and youth with pets.

The day was based on a superhero theme (all that can be said is that it was close to Halloween) and some fun was had with this. A quote I read about volunteering struck a chord with me as it defined those who volunteer as *individuals who go beyond one’s basic obligations*. Then thinking about superheroes made me realise that they are the best volunteers as they do not get paid either! Needless to say the MVMA committees are in good hands, powered by a team of veterinary professionals who work for the betterment of the organisation and profession and most definitely go beyond one’s basic obligations.

**To all MVMA volunteers** - Whatever your reason may be for volunteering, Council sincerely thanks you for your efforts. Everyone gives up something, be that family time, work time or just time away from thinking about veterinary medicine, to come to an event such as this and to attend your committee’s meetings. Council and staff know that each of you care about this profession and we sincerely thank you all for your commitment and your hard work, both on this day and all year long.

This was our first year to bring together our working committees for a strategic planning day in conjunction with Council. The hope is to continue to come together once a year as a group, to meet each other and know that as a strategic force we can accomplish great things, both for the MVMA and all the veterinary professionals it governs and supports.

## MARKETING THE VETERINARY PROFESSION

After the 2016 MVMA Leadership Day, it became clear MVMA members and Council wanted the MVMA to put greater focus into marketing the veterinary profession. Many ideas about what the MVMA could do – specific activities – were suggested that day. However, the “why” and “what” remained unclear. The MVMA needs to determine why the MVMA wants to promote the profession and what the message is. To assist the MVMA in determining the why and what, the MVMA Council decided to engage a marketing company to support the MVMA to develop a communication plan.

A communication plan will:

- Give the Professional Image Committee direction for activities
- Promote the veterinary industry in a positive way to our members and the public

With the support of a marketing company, the MVMA can investigate the following:

- What are the goals of a promotional campaign or communication plan?
- How do we achieve these goals (advertising, events)?
- What messages do we want to send to the public and our members?
- What will it cost to use the most appropriate mediums (to get our messages out)?
- How much should MVMA be budgeting for promotion?

Once the decision was made to hire a marketing company, the MVMA Council interviewed three companies. After the presentations, the MVMA Council settled on hiring Metric Marketing. The MVMA Professional Image Committee and staff will begin to work with Metric in 2018.

Funding for the communication plan was achieved through a realignment of members’ fees. For many years, MVMA members have been paying into a legal fund (\$50 for veterinarians and \$10 for veterinary technologists). As this fund has almost reached its cap, the MVMA Council decided to reduce the required contribution and shift the fee into a marketing fund. In 2018, veterinarians will pay \$25 into each fund and veterinary technologists will pay \$5 into each fund. The MVMA Council has budgeted \$30,000 for marketing the profession in 2018 with approximately \$12,000 coming through member fees.

# MVMA STRATEGY MAP



## 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.

### GOAL 1: Advocating for Universal Access to Veterinary Care & Public Education

#### Achievements:

- ★ Updated the MVMA Companion Animal Temporary Clinics Rules to allow not-for-profit temporary clinics to operate without permission from surrounding clinics (250 km rule).
- ★ Investigated development of a “lay vaccinator program” for remote areas. Decision was made not to proceed with such a program and rather include it in the veterinary animal care group (see below).
- ★ Discussed how to support the development of a veterinary animal care group. This group, comprised of and run by veterinarians and veterinary technologists, would provide veterinary services to remote and under-served communities.

### GOAL 2: Supporting Our Membership & Our Profession

#### Achievements:

- ★ Continued to support member wellness through:
  - ♦ Promotion of the Homewood Health member assistance program.
  - ♦ Negotiation with Homewood Health for an assistance program for clinic support staff at a reduced rate.
  - ♦ MVMA Wellness CE Day.
- ★ Begin a review of the of scope of practice for veterinary medicine.
- ★ Created by-laws, policies and procedures for members to establish veterinary corporations.
- ★ Hosted various continuing education events.
- ★ Worked with the MVTA (Manitoba Veterinary Technologists Association) to strengthen and clarify the relationship between the two organizations through meetings and agreements.

### GOAL 3: Promoting A Professional Image

#### Achievements:

- ★ Determined the goal required specific funding and management. Council established a specific fund for marketing of the profession and is working towards hiring a marketing company.
- ★ Developed and adopted a new MVMA logo.
- ★ Specific promotional activities:
  - ♦ Various press releases throughout the year.
  - ♦ Radio advertising (June 2017).
  - ♦ MVMA Spay Day.
  - ♦ The Season is FUR Everyone annual pet food drive.

### GOAL 4: Enhancing Member Engagement

#### Achievements:

- ★ Held first annual Volunteer & Committee Day
- ★ Recruited volunteers for MVMA committees via the Post. Also contacted members who self-identified to be MVMA volunteers and invited them to join MVMA committees.
- ★ Continued MVMA Council-Clinic calls to directly engage MVMA members with the MVMA Council.
- ★ Revamped News & Views to an online newsletter for ease of access and readability.

### GOAL 5: Leading Veterinary Pharmaceutical Stewardship

#### Achievements:

- ★ Established a Pharmaceutical Stewardship Committee that has:
  - ♦ Reviewed “Veterinary Oversight of Antimicrobial Use - Pan-Canadian Framework for Professional Standards for Veterinarians” and considered its suggestions related to MVMA regulations.
  - ♦ Recommended mandatory antimicrobial use and stewardship (AMU/S) continuing education (CE).
  - ♦ Suggested continuing education regarding prescription writing and maintaining medical records.
  - ♦ Considered member and public education regarding AMU/S.
  - ♦ Reviewed the veterinary-client-patient-relationship (VCPR) and suggested amendments.
  - ♦ Considered how prescribing practices for antimicrobials will be monitored.

### Additional Activities in Support of the MVMA’s Mandates and its Members

- ★ Continued protection of the public through the MVMA’s regulatory mandate.
- ★ Developed stronger relations and highlighted matters facing the profession with the provincial government through semi-annual meetings with the Minister of Agriculture.
- ★ Communicated with federal government regarding proposed tax changes for privately owned corporations.
- ★ Reviewed and revised MVMA General By-laws.
- ★ Developed and adopted an MVMA Strategic Planning policy.
- ★ Devoted specific MVMA Council meeting time to the discussion of strategic matters.
- ★ Re-negotiated the MVMA office space lease agreement, which included leasehold improvements, allowing the MVMA to maintain cost-effective and professional office space which accommodates the future needs of the association.



# ASSOCIATION UPDATES & REPORTS

## CITY OF WINNIPEG ANIMAL SERVICES LIAISON

Submitted by Dr Lynn Webster, MVMA Liaison City of Winnipeg Animal Services

Animal Services continues to provide exceptional service to the citizens of Winnipeg, responding to 12,000 calls for information or service this past year.

The service employs 27 FTE positions with a budget of \$3,150,000, with only 21% of that coming from the tax base. This is by far the smallest tax support of any city in Canada. Licensing of dogs and cats makes up 77% of the budget. Presently there are 27,000 cats licensed. Animal Services forwards \$652,000 of its budget to the Winnipeg Humane Society to offset the costs of managing the handling of the feline population.

Animal Services has an enviable record of euthanizing only 28 dogs last year - all due to extreme aggression. All other dogs were either returned to the owner or to new homes through an adoption program. The CEO and employees of Animal Services deserve our appreciation for carrying out an often thankless job with caring and compassion.

## CANADIAN ANIMAL BLOOD BANK

Submitted by Dr Ken Mould, CABB President

During 2017, Canadian Animal Blood Bank (CABB) was preoccupied with expansion and its ramifications. In May, an agreement was signed with the University of Montreal's Centre Hospitalier Universitaire Veterinaire (CHUV) whereby they serve as a collection, processing and sales depot of CABB. In return, CABB helps fund a staff position and supplies their institutional needs for blood products. This collaboration also sees CHUV Professor of Internal Medicine and Veterinary Hematologist, Dr Marie Claude Blais, join the board of CABB and provide guidance in ensuring CABB standards, products and support are industry leading. Collaboration with the University of Montreal has improved CABB's ability to serve clients in both English and French.

The relocation to Ontario of CABB Director of Donor Recruitment, Mary Robinson, occurred last year. 2017 has seen an expansion of our Ontario donor base by recruitment of clinics to serve as donor collection sites. This has become the working model in Alberta as well, allowing for the development of large-scale donor clinics in Edmonton and Calgary. As a result of these initiatives to broaden the donor base and increase blood donor clinics, CABB registered a 16% growth in revenues year over year to \$464,400 in the fiscal year ending May 2017.

The CABB updated its contract with the Northern Alberta Institute of Technology in 2017. This collaboration with NAIT allows CABB to bolster NAIT's AHT teaching program by familiarising students with the "hands-on" component of transfusion medicine, as it does at Red River College in Winnipeg. At the same time, NAIT provides a collection site for blood that is shipped to Winnipeg for processing and sale.

Following the suggestion of its accountants, CABB changed its accounting software in 2017. This enabled CABB to generate the reports required to analyse regional differences in production costs and to maximise efficiencies. The goal of CABB as a not for profit corporation remains to provide veterinarians in Canada with the highest quality blood products as inexpensively as possible.

CABB has benefited in the past from the generosity of individuals and organisations that support the goals of the CABB by making donations. In recognition of this, CABB has applied for charitable status in 2017 so that donations received in the future may qualify for tax relief. The board of CABB also sees this as an opportunity to raise funds for key pieces of equipment that support our expanding regional development model and help reduce operating costs.

As the blood bank grows, so grows the need for and value of its volunteers. There is a shared joy in the commitment of pet owners, veterinarians and veterinary technologists in seeing young healthy dogs and cats contribute to the well-being of other members of their species. That remains at the core of CABB. I thank all of our volunteers, not only the board members who give unselfishly of their time but you, the MVMA members and clinic owners who provide space and schedule donor clinics from your client base. That is what enables CABB staff to perform collections and, in turn, provide the products to meet your practice needs. Finally, I would be remiss if not recognising the invaluable contribution of our partner in the CABB, Red River College who, in 2017, provided new laboratory space for CABB operations during renovations for the Animal Health Technology program. Thank you.

## MVMA ANTIMICROBIAL STEWARDSHIP COMMITTEE

Submitted by Dr Blaine Tully, Committee Chair

The MVMA Antimicrobial Stewardship Committee (AMUC) consists of 15 MVMA members representing all facets of the veterinary profession, including food animal, companion animal, pharmaceutical companies, government and human health sciences. We have held three in-person meetings and have, with the help of the MVMA council, identified AMU issues for our committee to consider:

- 1) Mandatory Antimicrobial Use (AMU) Continuing Education
  - a. Other provinces: 0-8 hrs mandatory (ON looking at voluntary)
  - b. Discussion around who should be required to have AMUS CE
    - i. Veterinarians - yes
    - ii. Veterinary Technologist - yes
  - c. Discussion around what would count! (AMUS is "BIG")
    - i. Prudent AMU
    - ii. Infection prevention: sanitation/hygiene, vaccinology, immunology, etc.
    - iii. AMU surveillance, benchmarking, reduction
    - iv. VHP's (non-antibiotic approaches to treatment)
  - d. Committee recommends 2 hours per year of mandatory CE (with allowed carry-over)
- 2) Prescribing-dispensing-labeling (and keeping medical records) Continuing Education
  - a. Should there be some mandatory course for those individuals in veterinary practices engaged in these activities?
  - b. Need to review the *Manitoba Pharmacy Act* to determine if only registered members (veterinarians and veterinary technologists) can dispense.
  - c. Needs more discussion at committee level
- 3) Role as AMUS educator
  - a. MVMA needs to educate members
  - b. Members educating client/owner/public
- 4) Veterinary-Client-Patient Relationship (VCPR)
  - a. Current MVMA VCPR definition is quite specific
  - b. Needs more discussion to understand implications of status quo vs change in light of impending amendments (i.e. all medically important antibiotics moved to prescription)
- 5) Monitoring of antimicrobial prescribing practices
  - a. What is the public expectation that this is done (human

- medicine under similar pressure)? To what level?
- b. Who will do it?
  - i. If MVMA - PIPS inspectors? (What skillset and education required to assess within each species group)
    - Prescribing based on culture and sensitivity data may not be the only answer
    - What evidence is sufficient in the medical record to support prudent prescribing?
  - c. Surveillance of AMU will be mandated by Health Canada as well
    - i. What will that look like? What will they monitor? (i.e. total volume sold by Big Pharma? Sales at clinic level?)

- 6) Regulatory changes for prescribing to feedmills and dispensing from feedmill
  - a. Committee will try and connect with CFIA Feedmill division or feedmill vet/manager to understand implications of Health Canada's directives
- 7) Regional antibiotic sensitivity trends
  - a. Discussion around the importance of understanding microbial resistance and sensitivity in MB based on species group
    - i. For example mastitis in dairy cows, *S.suis* in swine
    - ii. Manitoba Agriculture's Veterinary Diagnostic Lab (and most other government labs) are using software that restricts easy data mining
- 8) Discussion of the ethics of clinics charging a prescription writing fee
  - a. Not a conflict of interest as the client is paying for time and knowledge. Member is liable for the prescription.
- 9) Connect with other Western Canadian Veterinary Medical Association's AMU committees
  - a. This committee plans to contact other groups to understand their approaches/understanding of regulatory changes
- 10) Need to consider species focus groups to explore nuances of species differences?
  - a. Including bees!
- 11) Explore development educational pieces for:
  - a. MVMA members
  - b. End-users
  - c. Feed mills/lay-outlets

As you can see, this group has quite the list of tasks. It will be a busy year as these regulations will soon come into force. It's important all members understand how they will impact their practice.

# ASSOCIATION UPDATES & REPORTS CONT.

## MVMA LIAISON TO THE MVTA

Submitted by Wadie P. Ariza, MVMA Liaison to the MVTA

Another year has almost come to pass, and I wish the Manitoba Veterinary Technologists Association (MVTA) and all its members a prosperous 2018. A special note of congratulations to the MVTA as it celebrates its 35th year.

For those who are unfamiliar with me, I will introduce myself. I am a veterinarian at Swine Health Professionals since 2011. I have been involved in animal nutrition and technical sales since my graduation from veterinary college in 1998. I moved to Manitoba from the Philippines in 2003. I was involved in different industries including swine production, manufacturing, and risk management administration until I obtained my veterinary license to practice in 2010.

When I was officially designated as the MVMA Liaison to the MVTA in March 2017, I realised that I did not know much about the relationship between the associations, and yet, I recognised their important connection. Understanding how both associations work towards advocacy of the profession of veterinary medicine is a link that joins both organisations in implementing parallel principles, programs, guidelines and projects. My duty is not specifically defined and written as of yet, but in simple, dynamic terms, I do serve as a “connector” between the associations – making sure there is a flow of information between them. Like a hot coffee and a creamer in a cup, a stirrer is needed to mix them both. And, so it is the liaison’s duty to help facilitate in the “stirring” up in order to homogenise related governance toward a more visible, purposeful objective.

This year, an initial “stirring” process was put to the test and as a result, few of the undertakings and collaboration by both associations was concluded, while some still are ongoing process: the adoption of the MVTA VT CE policy; discussion of the MVTA VT registration and renewal process; discussion of the office rental agreements; completion of the first MVMA Council-MVTA Board Joint Meeting; and the continuing collaboration of both associations to put together the February CenCan conference. All of these efforts are examples of the willingness to communicate and are destined toward the strengthening of the relationship of the associations to carry out their specific duties on behalf of veterinary medicine.

But like many other organisations, there will always be challenges, and recognising these exist, I hope that both

associations continue to thrive while understanding their strengths, weaknesses, opportunities and threats. I also hope they are carefully undertaking the freedom of promoting the veterinary medical profession as objectively mandated by their vision and mission statements. For, only by looking back regularly into these mandates, that separate the “trivial many versus the vital few” and focus on what is important and valuable rather than dwelling on the many unrelated, immaterial concerns of the time, can an organization be successful.

I thank both the MVMA and the MVTA for allowing me to view and connect their purposeful undertakings this year.

## PRACTICE INSPECTION, PRACTICE STANDARDS REPORT (PIPS)

Submitted by Dr Fred Lindenschmidt, MVMA PIPS Committee Chair

As in other years, 2017 was a reminder that there have been several issues with the current PIPS by-laws that need to be addressed. This was reinforced at a recent MVMA committee weekend.

PIPS Identified Activities for 2018 are:

- 1) Clinic audits of their controlled drug logs need to be done on a regular interval such as weekly or monthly. A notice is to be sent out in the News and Views to members.
- 2) Amend the library section of the PIPS. A draft by-law amendment has been put forward to the PIPS committee
- 3) A review of the MVMA by-laws for anesthetic machine inspections, scavenger systems, and vaporisers.
- 4) A review of the pass/fail system for clinic inspections. Currently, inspections are assessed as only pass or fail. A review of whether there should it be a graded system, depending on what issues arise from the inspections, will be undertaken.
- 5) A review of our inspector training process. Inspectors have already started a cross-training process where inspectors will accompany each other on inspections to allow for greater consistency between inspectors.
- 6) Start a full review and rewrite of the PIPS bylaws.

I would like to thank our inspectors, Erika Anseeuw, Bill Richards, Max Popp, and Sally McGillivray, and registrar Michelle Martin-Strong for their ongoing work.

## VETERINARIAN ADVISORY COMMITTEE (VAC)

Submitted by Dr Roxane Neufeld

The Veterinarian Advisory Committee (formerly Council Advisory Committee) is comprised of past presidents and committee chairs. It held an in-person meeting at the MVMA Volunteer & Committee Day.

The VAC started the day by reviewing items identified by the MVMA Council.

- 1) Review MVMA’s strategic process, strategy map and volunteer and committee day, and provide feedback to MVMA Council for improvement.
  - The VAC felt it is beneficial to have council meet first (the day before) to review/develop the MVMA’s strategic plan before having the volunteer and committee day.
  - Adding a CE component to the day acts as an extra incentive for members to attend the volunteer day.
  - An effective way of starting the volunteer and committee day would be to help everyone get on the same page. This would include starting the day with reminding everyone of the outcomes from the meeting the previous year and “Celebrate Successes” by reviewing which items were accomplished through the previous year. Sending out the “strategy map” ahead of the meeting would allow attendees more time to review it.
  - The MVMA Strategic Planning Policy states that every five years the meeting will be a intensive day/ weekend to take a hard look at the direction of the association for the next five years along with a review of the association’s vision and mission. This may need to be evaluated to see if the five year span is too long and whether there is a loss of momentum or not.
- 2) Review PIPS committee structure and advise if needs to be revamped.
  - At this time, the committee didn’t have enough information to determine if the committee requires a revamp/ restructure.
- 3) Develop ADHOC committee for a review of veterinary scope of practice
  - The committee discussed what this review should focus on and identified three key items:
    - Guidelines for telemedicine
    - A scope of practice review for technologists which would include reviewing expanding scope of practice to include things like cat neuters, teeth extractions, rabies vaccinations, and suturing
    - One final area the committee felt should be investigated is if the MVMA should/could

regulate other professions providing veterinary services such as chiropractor, massage, physiotherapy and other complementary therapies

- The ADHOC committee could be made up of the VAC, with any technologist related discussion to be passed by the Technologist Advisory Committee for discussion and feedback. Other committees (i.e. Food Animal, Companion Animal) would be liaised with throughout the review.
- 4) Develop ADHOC committee to review and develop a new practice inspection audit process which removes subjectivity and standardizes the process.
    - An ADHOC committee should be developed
    - It would be beneficial to review what other associations do to standardize their inspections and to see what their standards are.
    - Some focuses of this committee would include a review of the standardization process of inspections. Inspections should be the same regardless who the inspector is. This may require a different graded point system, rather than a pass / fail. There also needs to be an evaluation system or accountability system to keep inspectors’ practices consistent.
  - 5) Suggest ways to encourage ongoing member feedback to the MVMA.
    - Be sure to immediately tap into the people that have indicated they would be willing to volunteer and get them involved. The more volunteers involved, the more engagement you will see and more interaction with members giving feedback.
    - Council-Clinic Calls to clinics is a great way to connect with clinics and will help to promote member feedback.
    - Increasing engagement and continuing committee days helps to keep people in touch with what is happening and will keep them engaged and more likely to give feedback.

The VAC then discussed activities it would like to pursue during the next year. These include:

- 1) Identify strategies to help VAC identify members to be nominated to committees and council
  - A suggestion made was to reach out to different groups of practices and ask if anyone from the practice would be interested, rather than just trying to think of an individual.
- 2) Plan regular twice yearly committee meetings.

At the end of the MVMA Volunteer and Committee Day, the VAC decided its 2018 goals would be:

- 1) Meet twice yearly as a committee
- 2) Create an ADHOC committee to assist PIPS committee to review PIPS standards and standardization process
- 3) Begin a scope of practice review
- 4) Create strategies for coming up with nominations.



# ASSOCIATION UPDATES & REPORTS CONT.

## PROFESSIONAL IMAGE ACTIVITIES

This was a busy year with many activities focused on the promotion of the veterinary profession in Manitoba.

Social media was used consistently throughout the year to educate the public and remind them of the importance of veterinary care for pets and animals. Content was created or found to support monthly topics or MVMA events on Facebook and Twitter.

Information regarding veterinary care is shared with the reminder:

There are many sources of information on the internet. Although it's quick to click, your BEST source of pet care advice is STILL your Manitoba veterinary team. Call if you have any questions about your pets. #mbvets

Press releases are created for animal health topics and MVMA events. This year we released:

- March 7, 2017 - Cancer Has No Season
- May 11, 2017 - Testing is Key for Heartworm Prevention
- July 19, 2017 - Surgery Doesn't Have To Be Scary
- September 1, 2017 - Where Have All The Good Dogs Gone?
- October 1, 2017 - Manitoba Veterinarians SPAY IT FORWARD on November 1
- November 21, 2017 - Manitoba Veterinary Clinics Help Feed Hungry Pets This Holiday Season

Radio spots were purchased on CJOB and Peggy in June this year to address Lyme disease and remind the public about the importance of having their dog tested.

Media Interviews:

- Dr Ingrid Sproll did some radio segments for dog bite prevention. This was in response to dog bite information sent out previously on FB.
- Dr Jonas Watson has done a few interviews on animal rescues and animal welfare projects.

- Dr Gina Bowen did a CBC interview on the regulation of animal shelters/rescue groups.
- Dr Roxane Neufeld did radio interviews on CKDM in Dauphin to promote Spay Day as did Dr Vicky Sempers in Brandon.
- Dr Colleen Fisher did a radio interview in Brandon in response to our Cancer Has No Season PR
- Dr Ron Worb also did a radio interview for MVMA in response to questions about Lyme disease.
- Dr Jackie Enns did a radio interview to promote Spay Day in southern Manitoba.

Thank you to all our members who act as spokespeople on behalf of the association. The MVMA recognises that many members do interviews that the MVMA is unaware of. Thank you for representing the profession.

The number of clinics participating in This Season is FUR Everyone! keeps grows every year with 27 clinics in 2015, 32 in 2016 and 36 this year. This event is a good news story for the MVMA, its members and their clinics.

Media coverage of FUR was great this year and included:

- November 21 – Maralee Caruso from CTV news requested on an interview to promote the event. McPhillips AH represented the MVMA
- November 22 - CKLQ radio in Brandon requested an interview and Grand Valley did this on behalf of the MVMA
- November 23 – Brandon Sun article featuring Dr Jay Thrush at Brandon Hills
- December 5 – radio station in Winkler requested an interview and Winkler Vet Clinic was able to do that
- December 16 – Winnipeg Free Press ran an article and Wheat City Vet provided a photo for the piece

The MVMA Council has hired a marketing company to create an Awareness and Appreciation campaign for the MVMA. Once that is underway, the Professional Image Committee will have more direction and activities for 2018.

## WCVM ADVISORY COMMITTEE REPORT

Submitted by Dr Chris Bell, MVMA Representative  
WCVM Advisory Committee

*Please note, this report was submitted before the Alberta Government's announcement it will not renew its participation in the inter-provincial agreement after 2020 which allowed for 20 Alberta students to attend WCVM.*

The Western College of Veterinary Medicine (WCVM) Advisory Committee meeting, took place on September 22, 2017. The advisory committee heard from the Dean of the WCVM, Dr Douglas Freeman, regarding many facets of the college and the progress that has been made over the past year.

The template for the advisory committee meeting this year was the upcoming AVMA Council on Education accreditation Oct. 2-5th, 2017. The College has been busy this spring working on some projects to complement the existing infrastructure and curriculum changes that were underway from the previous report.

Highlights of the updates to the college since the last accreditation visit are the BJ Hughes clinical learning centre. The learning centre is located where the old computer lab was - beside the Buff that now houses multiple simulation stations as well as a fully integrated staff person to man the centre each day and provide the students with learning materials. This project was generously funded by Ms BJ Hughes and has an operating budget by the BJ Hughes Foundation. There have also been many upgrades to the cafeteria and classrooms (Most notably the projector rooms in all the classes have been removed and seating filling in those spaces. All students have ready access to power supplies at their lecture seat.). The Ryan Dube Equine Performance Center, and the recently added Rae Dawn Arabians Foal ICU, were major additions to the large animal clinic. New teaching dog accommodations and a new aviary centre round out some of the additions as well.

The college admitted 78 students to the class of 2021 from a pool of 457 applicants (>5:1 ratio) with an overall entry average of approximately 84% across all accepted applicants. The class is predominantly female with a mix of rural and urban backgrounds.

The college had restructured the Veterinary Medical Center leadership to appoint Dr Steve Manning as the Associate Dean of Clinical Services. Dr Manning will be overseeing the operation of the Veterinary Teaching Hospitals (VTH) and senior DVM student rotations in the hospital. Dr Chris Clark remains Associate Dean (Academic) and Dr Elizabeth Snead remains Associate Dean (Research).

Changes in the VTH include the loss of three small animal surgeons this year with the gain of two radiologists. The clinical caseload for the small animal clinic continues to rise each year. However, the large animal clinic caseload remains static to declining in some areas. The field service component of the large animal practice remains very strong and provides students with ample caseload from which to learn.

The interprovincial agreement (funding for the college) is up for renewal this year. An extension of the funding on an interim basis has been previously approved, however, there will be a need to formalise a new agreement with the provinces. The WCVM may look to the western veterinary medical associations and colleges to help lobby respective governments to help secure the appropriate level and duration of funding.

The WCVM is faced with the challenge of producing mixed and large animal veterinarians more and more as the change in demographics of the students evolves. During the open discussion of the advisory committee meeting, several veterinary medical association (VMA) representatives (MB, SK, AB) raised the specific issue of how the college will be helping to address the shortage of students entering the large animal and mixed animal veterinary work space and the demand for veterinarians in that work space. There was a robust discussion of the current situation and some suggestions of ways to improve the situation were made from both the WCVM approach and the VMA members. This is likely to be a topic of focus in the coming year, and the WCVM is keenly aware of the issue and the concern from the veterinary community at this point.

In closing, the advisory council had a good meeting and addressed some pressing issues for the profession. The college seems willing and interested to help address those issues, and I will update on those efforts where the MVMA can help as well. The college does not anticipate any issues with accreditation and looks forward to full accreditation for another seven years.

# ASSOCIATION UPDATES & REPORTS CONT.

## THE MVTA LIAISON TO THE MVMA

Submitted by Melanie Browning, MVTA Liaison to the MVMA

### BOARD OF DIRECTORS RETREAT WEEKEND

The MVTA started off 2017 hosting our first Board of Directors retreat weekend. This weekend replaced the previous day-long meeting which had occurred in previous years. The MVTA rented a house in East St. Paul for the weekend. This gave the Board of Directors ample time to give new members an overview of their position, brainstorm and discuss ideas for the year and get to know each other personally. We all felt that this weekend was very beneficial for the new board members and for planning goals in the year ahead.

### THE MVTA REBRAND AND NEW WEBSITE

The MVTA underwent a rebrand this spring after our professional title changed from Animal Health Technologist to Veterinary Technologist. In 2016, we had updated our mission and vision to reflect our new role as an association in the veterinary profession. Now we needed to update our association name, logo and website. Our Executive Director Donna spent countless hours working to ensure our vision for our website and logo were brought to reality. We are now able to offer online registration, CE certificate storage, online job advertisement and many other great things on our new website. Please feel free to take a look at [www.mymvta.ca](http://www.mymvta.ca).

### SCOPE OF PRACTICE SURVEY

At the retreat weekend, the MVTA Board of Directors decided that we wanted to investigate the tasks RVTs are doing in practice. The Board was in agreement that RVTs are put in a unique and vulnerable position when asked to perform tasks outside of their scope of practice. Many RVTs will choose not to upset their employer and will take the risk of breaking the MVMA bylaws by working outside of their scope of practice. An "Anonymous Scope of Practice Survey" was created and was sent out to members in the late spring. The results confirmed the MVTA Board of Director's suspicions that RVTs were performing tasks outside of their scope of practice.

The MVTA Board of Directors voted that we submit bylaw amendments to the MVMA to update the scope of practice to reflect what techs are actually doing in clinic based on

survey results. If the MVMA was unwilling to make these changes, we asked that they do something to improve this vulnerable position for technologists. We additionally asked for RVTs to be able to administer the rabies vaccine under indirect supervision as we feel this may allow for RVTs to help in remote northern communities.

Our Scope of Practice Survey also showed that many laypeople were performing tasks that fell under the RVT scope of practice. This information was brought to the MVMA's attention.

### MVMA/MVTA JOINT MEETING

Another goal set at the retreat weekend was to improve the relationship with the MVMA. After a few years of confusion, with the MVMA taking on RVTs as members and the re-designation of roles, the MVTA Board of Directors felt that the relationship between the two associations was strained. We decided the best course of action was to have a joint meeting of the two associations to discuss ways we could improve the relationship.

At the joint meeting, held in May 2017, both associations agreed upon three goals they wanted to accomplish in hopes of improving the relationship:

1. To define the Liaison positions for each association.
2. For our Executive Directors to meet regularly to discuss operational issues between the two associations.
3. To continue our joint meeting annually to continue to move forward with our relationship.

The MVTA has created a policy outlining the MVTA Liaison to the MVMA position, which was reviewed by both associations and is now in the MVTA policies. We look forward to continue working with the MVMA towards our goals.

### MEETINGS WITH THE MINISTER OF AGRICULTURE

The MVTA had two meetings with the Minister of Agriculture's Office. At the first meeting, our goal was to create a relationship with the Minister of Agriculture and to meet with him annually. We discussed our association and our mission/vision, challenges for rural technologists, and government programs that could be useful for our association. We also requested that Veterinary Technologists be added to the government's list of regulated professions. At the second meeting, we discussed matters such as the scope of practice,

how RVTs can help with animal wellness in northern communities, and ways to ensure safety for the public, the veterinary community and RVTs. We hope to continue these meetings annually to improve our relationship with the Minister's office and to receive feedback from the government with regards to our initiatives.

### THE MVTA CELEBRATES 35 YEARS AS AN ASSOCIATION AND REGISTERED VET TECH MONTH

This year, all provinces celebrated October as National Vet Tech Month instead of the normal National Vet Tech Week. This was an initiative brought forward by the Ontario Veterinary Technicians Association and was quickly embraced by all associations because "one week just wasn't enough". The Minister of Agriculture also proclaimed Veterinary Technologist Month in Manitoba for the first time this year.

2017 also marked the MVTA's 35th anniversary. The MVTA held some special events to celebrate our members and our association. During National Vet Tech Month, we held several contests for members and we hosted a mixer at Triple B's for members to get together and network. We will also be having a big celebration at our AGM which will include a keynote speaker, prizes, cake, a history of the MVTA.

## ANIMAL WELFARE COMMITTEE REPORT

The MVMA's Animal Welfare Committee was asked by the council to explore solutions to successfully provide veterinary services to remote and underserved Manitoba communities.

Animal health, human health, and public safety were identified as valuable services to support healthy communities.

Research was identified as an important first step in determining the need for veterinary services in these communities. It was proposed that this could be a valuable learning opportunity for a veterinary student to pursue as a summer research project.

It is important to understand in these communities:

- The role animals play within them
- Whether community members feel veterinary services are required
- What veterinary services community members believe to be a priority
- What resources are required and available to provide these services, and the feasibility of providing services to these communities

It is also important to consider opportunities to collaborate with public health stakeholders in providing veterinary services to remote and underserved communities to support the One Health model for health care.

## PEER REVIEW COMMITTEE

Submitted by Dr Philipp Schott, Committee Chair

The year was an utterly typical year in every way for the Peer Review Committee (PRC). Typical is a good thing as it means that all of you are doing an excellent job in your practices and are not generating more complaints than usual. And, to give ourselves a little pat on the back, we are doing an excellent job at resolving these complaints and avoiding expensive (very expensive) inquiry processes. Manitoba continues to excel in veterinary-client relationships and member discipline!

For the math geeks among you (and I know there are some), here are the numbers:

- Formal written complaints = 11. Versus 10 for 2016 and 13 in each of 2015, 2014 and 2013.
- Informal telephone queries (not considered true complaints under the Act, and handled by the registrar) = 43. Versus 39 in 2016 and 40 in 2015, 28 in 2014 and 40 in 2013.

PRC met in person as a group twice, once in the spring and once in the fall, to give reports from the registrar, the chair and from each of our three complaints committees. The committee also discussed any general business and reviewed our Guidelines and Procedures Manual. I encourage any member who is interested in the inner workings of the complaints process to read through the Guidelines and Procedures Manual. At our most recent meeting, the committee also made plans to develop a discipline and complaints section for the MVMA website. We also discussed writing up a few more generic cases to print in the News & Views.

I would also like to take this opportunity to remind the membership that we are in regular need of volunteers. We will not need another veterinarian until 2019, but we will need a new lay member almost immediately. This person could be a client or an acquaintance who is a critical thinker and a clear communicator and who has some experience with domestic animals, but who does not work in the veterinary field. More specific details regarding the qualifications and expectations can be obtained from the office.

I will close with the same statement I used last year, because it still applies and, in fact, will always apply:

"The best way to avoid a complaint is to consistently communicate with clients in clear, plain empathetic English, explaining as much as you can about the options, the prognosis, the costs and the unknowns."

Thank you all for doing so!

And with that, I wish every one of my colleagues and fellow members a happy, healthy and complaint-free 2018!



# ASSOCIATION UPDATES & REPORTS CONT.



Health Canada is putting in place a number of regulatory and policy changes to increase veterinary oversight over the use of Medically Important Antimicrobials (MIAs), including their move to prescription drug status by **December 1, 2018**. The CVMA, along with other stakeholders, has been working with the Veterinary Drugs Directorate (VDD) through a sub-committee of the Canadian Animal Health Products Regulatory Advisory Committee to support communication on the transition and implementation of key timelines accompanying these changes.

The CVMA, in conjunction with VDD and Canadian Animal Health Institute, developed a diagram outlining the dates and intent of the different changes that may affect veterinary practices. Visit [canadianveterinarians.net/policy-advocacy/veterinary-oversight-of-antimicrobial-use-in-canada](http://canadianveterinarians.net/policy-advocacy/veterinary-oversight-of-antimicrobial-use-in-canada) for more information.

February 2017, over 50 veterinary community members and partners gathered at a workshop in Ottawa to **identify the most relevant data to collect for a national veterinary prescription-based antimicrobial use surveillance program**. Phase 2 began December 2017 with an end date of March 2018. It will focus on the design of working prototype(s) in targeted regions and agricultural sectors to support veterinary-based AMU surveillance in Canada. Phase 3, pending funding, will focus on building a functional prototype for limited collection, collation and analysis of AMU data, and identify best practices and challenges associated with broader implementation. The project will be carried out in close collaboration with stakeholders, in particular the veterinary regulatory bodies.

In May 2017, the CVMA began a project to **develop a tool set for veterinarians that would provide guidelines to support the prudent use of antimicrobial medications in animals**. The CVMA project ends in March 2018. The final product will be a web-based database for six species groups: *beef, companion animals, dairy, poultry, small ruminants and swine*.

The CVMA is part of the **Coalition for Small Business Tax Fairness**, composed of almost 80 like-minded business groups that had opposed the federal government's tax proposals that would dramatically change the way incorporated

small businesses are taxed in Canada. The Federal Government took an applauded step in announcing a reduction of the small business corporate tax rate from 10.5 to 9% by 2019. While the coalition welcomed Senate recommendations announced in December 2017, it remained concerned with income sprinkling rules. Read the latest about the Coalition for Small Business Tax Fairness at [smallbiztaxfairness.ca](http://smallbiztaxfairness.ca).

The following is a list of **new and revised animal welfare and national issues position statements** published in 2017 on the CVMA website:

- *Transportation of Dogs and Cats*
- *Cutting, Reduction and Removal of Healthy Teeth in Dogs*
- *Partial Digital Amputation (onychectomy or declawing) of the Domestic FELID*
- *Legislation Concerning Dangerous Dogs*
- *Importation of Dogs into Canada*

In December 2017, CVMA Council approved the following position statements to be posted on the website:

- *Veterinary Dentistry*
- *The Responsibility of Veterinary Professionals in Addressing Animal Abuse and Neglect*
- *Capture of Wild Animals for the Pet Trade*

CVMA collaborated with AVMA and FVE on a joint statement called *The Benefits of Animal Vaccination Programs in Advancing Animal and Human Health*. It can be found in the International Relations section under the *Policy & Advocacy* tab of [canadianveterinarians.net](http://canadianveterinarians.net).

The CVMA added the following to [AnimalHealthCare.ca](http://AnimalHealthCare.ca):

- Article: *Veterinarians Caution: Medical Marijuana Exposure in Pets*
- Article: *Signs of Marijuana Exposure in Your Pets*
- Article: *Why a Pet Insurance Health Plan May be Right for You*
- New section: *Selecting and Owning a Pet*

The CVMA Business Management Program created a **Career and Business Toolkit** on the CVMA website to provide veterinarians easy access to pertinent online resources and information on personal financial management, veterinary business management and client management. The Program

also continued to deliver economic reports in partnership with the MVMA.

You can access all content under the *Business Management* area of the *Practice & Economics* tab of our website.

CVMA updates were published in each issue of MVMA's Members Magazine. CVMA provided MVMA staff copies of mass email communication/position statement consultations.

The **2017 CVMA Convention** was held in Charlottetown, PEI, from July 13 to 16, 2017 with almost 1,000 participants in attendance. CVMA hosted the Provincial Forum and President's Meeting, providing provinces with an opportunity to share with peers. MVMA selected Manitoba veterinarians to participate in CVMA's Emerging Leaders Program. **Join us**

in Vancouver, BC, from July 5 to 8, 2018 for the 2018 CVMA Convention.

The CVMA has moved its membership management system to a new platform in our continuing effort to better serve our members and improve the efficiency of our operations. We are pleased to announce the **new member portal is now operational**.

Questions or Suggestions? Contact CVMA's National Office at 1-800-567-2862 or [admin@cvma-acmv.org](mailto:admin@cvma-acmv.org), or contact your Manitoba Council Representative, Dr. Chris Bell at 204-864-2888, or [chris.bell@eldersequineclinic.com](mailto:chris.bell@eldersequineclinic.com).

## MVMA 2017 MEMBERSHIP REPORT

In 2017 the MVMA added 29 new veterinary members and 27 veterinary technologist members to the MVMA.

### VETERINARIANS

In 2017, twenty-nine veterinarians become veterinary members. From these new veterinary members, the following details may be noted:

- One was listed as an Educational Member which means a person whose name is entered in the register and who receives a license as an appointee in an internship, residency or graduate studies program
- One is currently completing the Clinical Proficiency Exam (CPE) program
- Eight are foreign trained veterinarians
- 11 graduated in 2017

### VETERINARY TECHNOLOGISTS

In 2017, twenty-seven veterinary technologists became veterinary technologist members. From these new veterinary technologists, the following details may be noted:

- One has a restricted veterinary technologist member status
- 24 graduated in 2017

## WELCOME TO ALL OUR NEW MEMBERS!

### VETERINARIANS

DR. HEMALATHA KUPPUSAMY  
DR. CARLY DUNCAN  
DR. CHRISTIAN SCOTT  
DR. EGAN BROCKHOFF  
DR. TARA VIELFAURE  
DR. KATE GARDINER  
DR. SUHADA THOPPIL  
DR. JULIE HAMILTON  
DR. SAMANTHA GOOSSEN  
DR. JAMALUDEEN SHAMSUDEEN  
DR. MARY ANN RAMOS  
DR. ALEXANDRA JOHNSTON  
DR. JENNA RONDEAU  
DR. ROCHELLE NAHERNIAK  
DR. JANGBIR BAJWA  
DR. ELAINE DOUGLAS  
DR. CELINE WARD  
DR. BAILEY SMITH  
DR. DELANEY JOHNSON  
DR. MARY CECCOLINI  
DR. CHAMATH PERERA  
DR. RUFINA GAW  
DR. LEIGH CHISHOLM  
DR. MESHACK KUSA  
DR. MICHAEL BROWN  
DR. HEATHER BASSEY  
DR. MELISSA DEROCERS  
DR. MICHELLE CAMARA  
DR. LESLEY GOETHALS

### VETERINARY TECHNOLOGISTS

ASHLEY ADDISON  
STEPHANIE KOLODKA  
COURTNEY SMITH  
JORDAN CURRIE  
AMANDA MALAM  
HALELY STEWART  
CARLY DREGER  
JORDAN NICOL  
JAMIE THOMAS  
LINDSAY EDGAR  
PAIGE ORSER  
MEGAN THOMPSON  
JACLYNN ELIAS  
COURTNEY PETERS  
KELLEA THOMSON  
SHAILYN FUZ  
TAYLOR PURVIS  
SHAYNA TOET  
LAVINA GERBRANDT  
JESSICA RIACH  
JACQUIE VASQUEZ  
JESSICA GINTER  
VANESSA RUIZ  
SAMANTHA SCHAUER  
JENNESSA HARMS  
SYDNEY SHAND  
LEIGH-ANN REICHART



# IN RECOGNITION OF...

The following individuals will be recognized on the evening of February 2, 2017, during the pre-AGM dinner. Please join us to acknowledge their outstanding contributions to the veterinary profession in Manitoba!

*“Your life and mine should be valued not by what we take... but by what we give.”*

-- Edgar Allen (Founder of Easter Seals)

## CERTIFICATE OF MERIT

The Certificate of Merit recognizes veterinarians and other individuals who have made significant contributions towards the achievement of the MVMA's vision.

### DR. ROXANE NEUFELD

Dr Roxane Neufeld's contributions to the MVMA have been extensive. As MVMA President in 2015, she guided the MVMA through the opening of *The Veterinary Medical Act* and oversaw the recognizing of technologists as members of the MVMA. Her tenure as president required skill, commitment, and a great deal of her time. With her positive, can-do attitude, she also initiated the first Leadership Weekend for strategic planning in 2014, Council calls to keep MVMA Council in touch with membership across the province, and Spay Day, which highlighted the importance of spay and neutering and helped many low-income families afford the procedure for their pets. Dr Neufeld continues to serve her profession by providing animal wellness information through her through daily spots on her local radio station in Dauphin.

## VETERINARIAN OF THE YEAR

The Veterinarian of the Year is a veterinarian member of MVMA who has greatly contributed to the profession and increased the professional image among members of the public.

### DR. SAMYRA STUART-ALTMAN

Dr. Samyra Stuart-Altman's volunteering spirit and commitment to her profession has made her a worthy recipient of Veterinarian of the Year. She has a long and growing list of causes for which she's volunteered, such as organizing Spay Day in her clinic, volunteering at dog sled races, and travelling to remote northern communities to provide veterinary care. Dr Stuart-Altman wants to reach out communities and donate her time, skills and enthusiasm for the human-animal bond, and the health of the human and animal family.

## VETERINARY TECHNOLOGIST OF THE YEAR

The Veterinary Technologist of the Year is a veterinary technologist member of MVMA who has greatly contributed to the profession and increased the professional image among members of the public.

### MS. ROSA MAZUR

Ms Rosa Mazur has been a veterinary technologist (VT) since graduating from Red River College in 1994. She enjoys working with new VTs and VT students and believes it's important that they receive relevant, hands-on experience under the watchful eye of an experienced veterinary technologist. Rosa's patience and kindness makes her a favourite of clients both human and animal. She takes the time to explain procedures, always keeping in mind how she would want to be treated if she were in a client's shoes. Rosa's co-workers say her bright smile, upbeat attitude and enthusiasm for her job make her a joy to work with.

## LIFE MEMBER AWARD

A life member has been in good standing in one of MVMA's membership categories for 25 years or more, who has retired from active practice and who does not have a license to practice. During his/her career, this member must have contributed to the veterinary profession and/or their community. A life member must be nominated by a licensed member and be appointed by Council.

### DR. GORDON GLOVER

Dr Gordon Glover receives a Life Member Award after being a member of the MVMA since 1982. As a veterinarian at the Assiniboine Park Zoo for 24 years and Zoo Director for five, Dr Glover's priority was setting a high standard of animal husbandry, care, and zoo management. Through his work with the Canadian Zoo Association, he worked to ensure that zoos across the country also maintained high standards. His interest in wildlife veterinary medicine led him to create, along with other interested veterinarians, a standardised wildlife restraint and handling training program that became the basis for a certification program for biologists who were handling wildlife and pharmaceuticals. Dr Glover retired in 2011 and has enjoyed travelling, family time and home renovations during his retirement.

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### Conference Highlights

**Fri**

- 19.5 hours of CE including Large Animal, Companion Animal, Practice Management and Wellness

**Sat**

- 24 hours of CE including Large Animal, Companion Animal, Practice Management, Wellness and VT Specific Sessions

- **Danny Joffe**
- **Trish Dowling**
- MVTA Reception and AGM

**Sun**

- 24 hours of CE including Large Animal, Companion Animal, Practice Management and Tech Specific sessions

- **David Liss, RVT**
- **Anthony Yu**

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Contact Tracy Rees for further information  
at [trees@mvma.ca](mailto:trees@mvma.ca)

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