Multi-Project Funding Program

Hill's Pet Nutrition Australia & Murdoch University 2013-2015 Partnership

2013 Annual Report

Murdoch UNIVERSITY

www.murdoch.edu.au

Introduction

Since 2009, Hill's Pet Nutrition Australia and Murdoch University have mutually benefited from a multi-project funding partnership. The first contact ran from 2009 until 2012. The current contract will run from January 2013 until December 2015.

The first agreement concentrated on the following areas:

- Hill's Pet Nutrition Mobility & Rehabilitation Service
- Feeding program, with nutritional recommendations
- Veterinary Professional Life (VPL) involvement
- Continuing Education programs
- Special Projects Program

The current contract focusses on supporting the following areas:

- Hill's Product and Promotion in Hospital
- Engagement with the Veterinary Profession
- Engagement with Students

This multi-project partnership is managed centrally by the Executive Officer of the Murdoch University Veterinary Trust with a Hill's Technical Service Veterinarian providing a central point of contact with Hill's Pet Nutrition. The Hill's WA Representative has also attended many of the Hill's supported events at the College, and provided a greater presence and awareness of Hill's and their products.

The College of Veterinary Medicine continues to value their partnership with Hill's Pet Nutrition, and are pleased that this relationship continues to grow stronger as the University, School and College evolve.

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2013 Overview

Areas of Support

Our partnership focusses on the following areas of support:

- Product and Promotion in Hospital
  - Hospital feeding program
    - [redacted]
  - Availability and promotion of the Sponsor's product

- Engagement with Veterinary Profession
  - [redacted] Sponsorship of the Murdoch Online Veterinary Education (MOVE)
  - [redacted] Sponsorship of Club Medicine
    - [redacted]
  - [redacted] Sponsorship of Perth Surgery Series
    - [redacted]

- Engagement with Students
  - Co- Sponsorship of Veterinary Professional Life (VPL 1-5)
  - Opportunities for Hill's Pet Nutrition Education for Students
  - Student Programs, Projects and Events
    - Murdoch Veterinary Students' Association
    - Clinic Coats Ceremony
    - Client Simulation Classes
    - 5th Year Badge Ceremony

Hill's Product and Promotion in Hospital

Hill's product and promotion covered the following areas:

- [redacted] for Hospital Feeding Program
- Availability and Promotion of the Sponsor's Product

Students are frequently given information about pet nutrition products, including Hill's Pet Nutrition, during their time in the hospital. This instruction commences with 4th Year students and the information is reinforced in 5th Year. Students are instructed in areas such as how to calculate feeding ratios for patients and are encouraged to be hands-on in this area while under supervision. This topic is regularly examined in OSCI's which has served to further reinforce this valuable skill.

Signage is placed throughout the hospital and in the feeding room promoting Hill's support of the feeding program to hospital staff. The process of ordering hospital feed is currently well coordinated by hospital staff. They report that in 2013, [redacted] of the hospital feeding program was funded by the [redacted] by Hill's.

Where appropriate, patients are discharged with a nutritional recommendation. For instance in General Practice, all GP clients who have had a procedure or surgery are discharged with a letter recommending a complete and balanced diet.

Unfortunately due to an internal IT upgrade of the computer system in 2013, the nutritional recommendation template that includes a reference to a relevant Hill's product has not been able to be used for some time. Details on the number of discharge letters used with the nutritional recommendation in 2013 are not available. Fixing this issue is a high priority with hospital staff and management, and we will have a more complete overview of this for Hill's in 2014.

While the template was not available for use by clinicians, staff members in several departments have advised that they continue to recommend a Hill's specific dietary recommendation on discharge letters. For example:

- MPEC / ICU – approximately [redacted] of all discharge letters recommended a Hill's specific diet
- GP – almost all discharge letters recommended a Hill's specific diet
- Orthopedic – almost all discharge letters recommended a Hill's specific diet

Hill's has more than the agreed upon [redacted] of product display space in the hospital waiting room on a continued basis.

Hospital Feeding Room

Referral Reception

Engagement with Veterinary Profession

Hill's engagement with the veterinary profession covered the following areas:

- [redacted] Sponsorship of MOVE
- [redacted] Sponsorship of Club Medicine – 3 Sessions
- [redacted] Sponsorship of Perth Surgery Series – 3 Sessions
- [redacted] Sponsorship of DermClub – 1 Session

Hill's support of the Murdoch Online Veterinary Education (MOVE) continued throughout 2013 and included a Hill's representative presenting at the September session. Involvement in the continuing education program also included sole sponsorship of three Club Medicine events, three Perth Surgery Series events and one DermClub event.

The following acknowledgements and benefits were provided for this program:

- Verbal acknowledgement at each presentation or session
- Hill's logo displayed on screen during each MOVE presentation
- Hill's logo displayed on promotional materials distributed for the programs including registration flyers and lecture notes
- Hill's logo displayed on course materials distributed for presentations
- Inclusion of Hill's sales representatives on the email distribution list for each online MOVE session
- Hill's representative presented one MOVE presentation
- Access in person to veterinarians interested in small animal medicine
- Opportunity for Hill's representative to network with attendees prior to lectures
- Opportunity to provide promotional material to attendees
- Opportunity to do a short welcoming presentation at the beginning of lectures
- A copy of the presentation notes
- Acknowledgement on Sponsor page of Continuing Education website

Approximately [redacted] were received for each session of MOVE. An average of [redacted]% of the registrations logged in live each session. The remainder of the registrations either viewed the session live with colleagues under one log-in ID, or viewed the session at a later date.

MOVE

Murdoch Online Veterinary Education

Live, Interactive Webinars presented by Leading Veterinary Specialists

Murdoch UNIVERSITY

Murdoch University's **Continuing Veterinary Education** office invites you to register for this exciting and highly educational series of **live, interactive webinars** presented by leading specialists in their field. No matter where you are, you can participate from the comfort of your own home or office. All sessions are also archived so if you are unable to attend or get called away during the presentation, you will be able to review it at a later time.

Small Animal MOVE Sessions 2013

Date	Speaker	Topic	Start WA	Start SA	Start NT	Start QLD	Start NSW/ VIC/TAS
Tue 5 Feb	Shona Reese	The Cardiac Silhouette of the Dog and Cat: Sorting out the Bumps and Bulges!	6:30pm	9:00pm	8:00pm	8.30pm	9.30pm
Tue 12 Mar	Sue Bennett	Fever of Unknown Origin, Immune-mediated Polyarthropathies & Glo-merulopathies	6:30pm	9:00pm	8:00pm	8.30pm	9.30pm
Tue 9 Apr	Jenny Mills	Tips and Traps of Cytology	6:30pm	8:00pm	8:00pm	8.30pm	8:30pm
Tue 7 May	Anthea Raisis	Anaesthesia in Critically Ill Animals	6:30pm	8:00pm	8:00pm	8.30pm	8:30pm
Tue 11 Jun	Melissa Claus	New Vet Guidelines for Cardio-pulmonary & Cerebral Resusci-tation: The RECOVERY Initiative	6:30pm	8:00pm	8:00pm	8.30pm	8:30pm
Tue 9 Jul	Robert Shiel	Weight Gain and Hypothyroidism	6:30pm	8:00pm	8:00pm	8.30pm	8:30pm
Tue 6 Aug	Mark Glyde	Fractures of the Femur	6:30pm	8:00pm	8:00pm	8.30pm	8:30pm
Tue 3 Sep	Iveta Becvarova	Management of FLUTD: Are you making the best Choices?	6:30pm	8:00pm	8:00pm	8.30pm	8:30pm
Tue 8 Oct	Mandy Burrows	Dermatology in Practice	6:30pm	9:00pm	8:00pm	8.30pm	9.30pm
Tue 12 Nov	Martyn King	Ocular Emergencies	6:30pm	9:00pm	8:00pm	8.30pm	9.30pm

Equine MOVE Sessions 2013

Date	Speaker	Topic	Start WA	Start SA	Start NT	Start QLD	Start NSW/ VIC/TAS
Tue 19 Mar	David Murphy	Diagnostic Approach to Hindlimb Lameness	6:30pm	9:00pm	8:00pm	8:30pm	9:30pm
Tue 15 Oct	Rachael Smith	A Practical Approach to Diagnosis and Treatment of Septic Arthritis and Osteomyelitis in the Foal	6:30pm	9:00pm	8:00pm	8.30pm	9.30pm

For further information, please contact the Continuing Veterinary Education office on +61 8 9360 6342 or email **cve@murdoch.edu.au**.

For registration information, please see the following page.

View our full program and online lecture packages here: **Go-to.murdoch.edu.au/CVE**

Australian Veterinary Association VetEd Professional development for Australian veterinarians

Each MOVE Webinar earns 1.0 Vet Ed Point. Earn up to 12 points for the whole series.

Hill's

Generously sponsored by Hill's Pet Nutrition

DISCOVERERS WELCOME

Murdoch UNIVERSITY

Hill's provided support for the following events with these attendance rates:

Perth Surgery Series

- March 2013 – [redacted] attendees
- May 2013 – [redacted] attendees
- August 2013 – [redacted] attendees

Hill's

Surgery Q&A at Murdoch UNIVERSITY

Proudly sponsored by Hill's Pet Nutrition

Our popular Surgery Series is evolving!

Join our small animal surgery team for **4** entertaining and engaging **Wednesday** evenings of surgical Q&A in 2013.

You have the opportunity to submit your own cases prior to the event and have them discussed anonymously on the night. Interesting cases from Murdoch's Veterinary Hospital will also be presented.

These will be informal, interactive case discussions in the Q&A style with the focus on practical solutions to small animal surgery problems commonly encountered in small animal practice.

At the end of the night you will walk away with practical, up-to-date approaches, tips and solutions for your own cases.

Session Layout

Times: 7.00pm— Light Supper
7.30pm— Surgery Q&A
9.00pm— Evening Close

Venue: VCS 2.008
(4th Year Lecture Theatre)
Murdoch University Vet School

Price per session:
$55.00 CVE Subscribers
$66.00 non—Subscribers

Includes Notes

Register for the whole series and SAVE 20%!
$176 subscribers ($44 per session)
$211 non-subscribers ($52.75 per session)

PLEASE NOTE: All sessions are recorded!! Registration for the whole series entitles you to automatic access to the archive. Access to the recorded sessions only is also available for purchase. Please contact cve@murdoch.edu.au for pricing.

Vet Ed

Each session offers 1.5 AVA Vet Ed points

Program

Date	Topic	Presenters
20th March	The Hindlimb	A/Prof Glyde and Dr. Snow
15th May	Wound Management and Reconstruction	Prof. Hosgood and Dr. Snow
21st August	The Forelimb	A/Prof Glyde and Dr. Snow
20th November	Abdominal Surgery	Prof. Hosgood and Dr. Snow

Registration: Please complete the section below and return by fax to +61 8 9360 7283 or scan and email to cve@murdoch.edu.au by Tuesday, 12th March 2013

Veterinary Practice: .....

Name(s) of registering Vet(s):	Email address(es):	CVE Subscriber	AVA # (if applicable):
.....	.....	Yes / No	.....
.....	.....	Yes / No	.....
.....	.....	Yes / No	.....

Cardholder's name: ..... Signature: .....

Postal address: .....

Phone: ..... Fax: .....

Email: .....

Total amount: $..... Card type: Visa ☐ Mastercard ☐

Card number: ☐☐☐☐ ☐☐☐☐ ☐☐☐☐ ☐☐☐☐

Expiry date: ☐☐☐☐ CVC: ☐☐☐☐

Murdoch UNIVERSITY

CVE Office Use Only: 01.00.00.0159.1.15457.05536

Club Medicine

- May 2013 – [redacted] attendees
- August 2013 – [redacted] attendees
- October 2013 – [redacted] attendees

CLUB MEDicine at Murdoch UNIVERSITY

Hill's

Proudly sponsored by Hill's Pet Nutrition

More interactive! More informative!

Join our small animal medicine team for 3 entertaining and engaging **Wednesday** evenings of **CLUB MEDicine** in 2013.

Based on cases seen at the Murdoch University Veterinary Hospital, our experienced team of veterinarians will take a multidisciplinary approach to their case presentations and discussions.

The emphasis will be on audience participation and engagement, and questions and discussions from the audience are encouraged!

The aim of the presentations is for you to walk away with practical, up-to-date approaches, tips and solutions for your own cases.

Session Layout

Times: 7.00pm— Light Supper
7.30pm— CLUB MEDicine
9.00pm— Evening Close

Venue: VCS 2.008
(4th Year Lecture Theatre)
Murdoch University Vet School

Price per session:
$55.00 CVE Subscribers
$66.00 non—Subscribers

Includes Notes

Register for the whole series and SAVE 20%!
$132 subscribers ($44 per session)
$158 non-subscribers ($52.75 per session)

PLEASE NOTE: All sessions are recorded!! Access to the recorded sessions only is also available for purchase. Please contact cve@murdoch.edu.au for pricing.

VetEd
Professional development for Australian Veterinarians

Each session offers 1.5 AVA Vet Ed points

Program

Date	Topic	Presenters
22nd May	Diagnosis, medical management and role of surgical intervention in liver disease in small animals	Prof. Hosgood and Dr. Shiel
14th August	Investigation and management of seizures in companion animals; a case-based discussion	Dr. James and Dr. Reese
30th October	Companion animal zoonoses and emerging infectious diseases	A/Prof Irwin

Registration: Please complete the section below and return by fax to 9360 7283 or scan and email to cve@murdoch.edu.au by Monday, 13th May 2013

Veterinary Practice: .....

Name(s) of registering Vet(s):	Email address(es):	CVE Subscriber	AVA # (if applicable):
.....	.....	Yes / No	.....
.....	.....	Yes / No	.....
.....	.....	Yes / No	.....

Cardholder's name: ..... Signature: .....

Postal address: .....

Phone: ..... Fax: .....

Email: .....

Total amount: $..... Card type: Visa ☐ Mastercard ☐

Card number: ☐☐☐☐ ☐☐☐☐ ☐☐☐☐ ☐☐☐☐

Expiry date: ☐☐☐☐ CVC: ☐☐☐☐

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CVE Office Use Only: 01.00.00.0159.1.15457.05536

Dermclub

- May 2013 – [redacted] attendees

Dermclub for Vets at Murdoch UNIVERSITY

Come and listen to **Dr. Mandy Burrows** when she speaks on:

"Diet, Dogs and Dermatology: The role of diet in the diagnosis and management of skin disease: 5 new concepts for 2013 "

Nutritional therapy is viewed as natural and holistic as opposed to surgical and pharmacological management of disease. Veterinarians must be able to provide clients with competent and evidence-based advice on the use of diet and dietary supplements. Come and update your knowledge about the role of home cooked versus commercial elimination diets for the diagnosis of adverse food reactions and the role of diet and dietary supplements in the management of atopic dermatitis and other common skin conditions.

Wednesday 8th May 2013

Times:
6:30pm: Light Supper
Vet Staff Common Room
7:30pm: Presentation Start
9:00pm: Evening Close

Venue: 4th Year Lecture Theatre
VCS 1.106
Murdoch University Vet School

Price: **$11 incl GST**

RSVP: by **Monday, 6th May**
(Please see details below)

Includes Notes

proudly sponsored by Hill's **Pet Nutrition**

VetEd This evening offers 1.5 AVA Vet Ed points

Come and listen to the latest developments in veterinary dermatology with the answers to questions you ask yourself in practice all the time

Dermclub: keeping the veterinary practitioner up-to-date with the latest research pertinent to today's practice

DERMCLUB RSVP: Please complete the section below and return by fax to 9360 7283 or scan/take a photo of the registration slip and email to cve@murdoch.edu.au by Monday, 6th May 2013

Veterinary Practice: .....

Name(s) of registering Vet(s):	Email address(es):	AVA # (if applicable):
.....	.....	.....
.....	.....	.....
.....	.....	.....

Cardholder's name: ..... Signature: .....

Postal address: .....

Phone: ..... Fax: .....

Email: .....

Total amount: $..... Card type: Visa ☐ Mastercard ☐

Card number: ☐☐☐☐ ☐☐☐☐ ☐☐☐☐ ☐☐☐☐

Expiry date: ☐☐☐☐ CVC: ☐☐☐☐

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CVE Office Use Only: 01.00.00.0159.1.15457.05545

Engagement with Students

Hill's engagement with students increased with the introduction of a new contract last year and covered the following areas:

- Co- Sponsorship of Veterinary Professional Life
- Opportunities for Hill's Pet Nutrition Education for Students
- Student Programs, Projects and Events
  - Murdoch Veterinary Students' Association
  - Clinic Coats Ceremony
  - Client Simulation Classes
  - 5th Year Badge Ceremony

Veterinary Professional Life
Veterinary Professional Life activities and exercises are integrated through all five years of the curricula and in a variety of courses, preparing students for the non-technical aspects of their role as veterinarians.

In 2013 Hill's supported 1st Year students at VPL1 Orientation Day by funding branded t-shirts for each student and refreshments during the day. A Hill's representative also addressed the students during the information lectures. 2nd Year students attended VPL2 Camp in April. Hill's supported quiz night prizes and a Hill's representative attended the camp. 3rd Year students coordinated and attended the VPL3 Conference in May at which Hill's was the major sponsor. A Hill's representative addressed the students during the formalities of the conference. For the first time, Hill's also supported the VPL4 lecture series by addressing the students as part of the lectures regarding communication and provided a much appreciated working lunch for students.

VPL3 Conference Flyer

VPL3 Conference Proceedings Cover

VPL3 Conference students

Education for Students
In 2013, Hill's in conjunction with the Hill's Student Reps, organised the following education sessions for undergraduate students:

- April 2013 – Lunch and Learn on feline lower urinary tract disease presented by Katy Williams
- August 2013 – Afternoon tea and talk on working dog nutrition presented by Dr Maureen Revington

Student Programs, Projects and Events
Within the current agreement, Hill's involvement in certain student programs, projects and events has been clarified within the contract rather than liaising regarding events as they occur year to year.

Hill's has committed to be major sponsor of the ***Murdoch Veterinary Students' Association*** (MVSA) for the three years of the contract. This initiative will enable the rejuvenation of the MVSA and support the student body through providing funding to Special Interest Groups (SIG's).

The MVSA reports that they consider 2013 a year of change for their organisation, in large part due to the generous support of Hill's. This support has been instrumental in funding the Student Interest Groups (SIGs) and the growth in number of SIGs to eleven. Each SIG has its own area of interest (Surgery, Business, Cattle, Horses, Cats, Welfare, Travel, Pigs, Wildlife, Exotics, and Public Health), and a board that manages events and funding etc. The number of SIGs has doubled over the past three years and this has provided numerous valuable opportunities for students to learn outside of the classroom. MVSA membership has also increased dramatically along with member confidence in organisation. All financial support received from Hill's for the MVSA went directly to students in the form of events or subsidised items.

Murdoch University Wildlife Association (MUWA) Event Promotion

The ***Clinic Coats Ceremony*** is an event held to celebrate the 3rd Year students receiving their blue clinic coat prior to beginning practical clinical work within the hospital. Hill's supports this event by in-kind funding of the catering of the event. Currently Hill's also has an arrangement with the AVA to co-sponsor the clinic coats for students.

Clinic Coats Ceremony Program Cover

Sponsors

Thank you to the following sponsors for supporting this important milestone in the Murdoch University veterinary student's journey

Hill's

PRO VET

Murdoch University Veterinary Trust

2013 Clinic Coat Ceremony

Celebrating the Transition of the Veterinary Student to Clinical Sciences

Sunday 4th August 2013

Murdoch UNIVERSITY

Clinic Coats Ceremony – Coats on during ceremony

Clinic Coats Ceremony – Class photo following ceremony

Client Simulation Classes are held each year with the support of Hill's Pet Nutrition. Four small animal cases were used for the simulation classes with the object of combining communication skills with diagnostic pathology; connecting with a client, taking a history, making and explaining a diagnosis without using jargon. Questions on diet are also included in the history taking process, and clients were provided with specific information about diet. Two cases were reasonably straight forward and were used at the beginning of the classes, then two others involved either 'breaking bad news' or dealing with a challenging client. All cases included negotiating costs, justifying tests, and expressing empathy. Client scripts incorporated many practical points, (e.g. legal age is 18; pensioner needs; variable human-animal bonds, different client personalities, etc).

This year the facilitator of these classes liaised with a Hill's representative to ensure the discussions included a nutritional perspective, had reference to the WSAVA nutritional guidelines, and also highlighted the importance of building rapport in the client education aspect.

The ***5th Year Badge Ceremony*** was held in February 2013. This event celebrates the transition of students into their Veterinarian in Training year. Hill's supports this event by funding catering and badges. Last year a Hill's representative attended to participate in the ceremony by presenting badges, and talking to students during the luncheon.

Additional support has included the supply of a number of anatomy books for presentation to students with the highest score in our *Veterinary Anatomy Dissection project*, supply of product for a free raffle prize at the *Perth Royal Show*, and support of lunch and giveaways for *Veterinary Nurse Day*.

Veterinary Anatomy Dissection Project presentation

Royal Show Raffle Flyer

Veterinary Nurse Day