



What do veterinary clients want from their vets?

Introduction

Welcome to this survey about veterinary services.

If you are an animal owner who has used vet services in the last two years, we would like to hear your thoughts. Your experiences as a veterinary client will help us understand the key skills that veterinary graduates need to deliver great service.

This survey is part of a larger piece of international research that is looking at these key skills, and will be used to help improve the education of vet students, so that they can develop their skills as excellent vets and provide the best service for you and your pets.

This survey asks you, as the client, to consider what is most important to you when you interact with a vet.

Firstly, you are asked to rate specific aspects of six veterinary skill areas:

- **Client relationship**
- **Professionalism**
- **Communication skills**
- **Decision making and problem solving**
- **Commitment to animal welfare**
- **Commitment to quality and the profession**

Secondly, you are asked to choose the six veterinary skill areas that are of most importance to you.

At the end of each page there is also space for you to leave any comments that you have. Your comments are really valuable to us, so we welcome your thoughts and appreciate the time you are taking to share these with us! None of the questions in this survey are mandatory. If you do not feel that you can answer a question, you may choose not to answer, and progress to the next question.

Your responses will remain anonymous unless you choose to participate in the draw to win a £50 gift card (or equivalent for overseas participants), in which case you will be asked to provide a contact email address. No other identifying data will be gathered, and data will only be shared in aggregate – your identity will never be revealed. Ethics approval has been received from the University of Edinburgh for this survey.

This survey will take approximately 15-20 minutes to complete. You may start the survey and return later to complete it, providing you use the same computer each time. It will be online until Wednesday November 30th 2016.

If you have any problems or comments on the survey, please contact Emma Rowett on e.rowett@workpsychologygroup.com

Please note, throughout the survey, we have used the word 'vet' as an abbreviation of 'veterinarian'.

* 1. I consent for my data to be used for the purpose of this research.

I Agree I Disagree



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About You

This section asks you some questions about your background. This helps us to understand a bit about who uses vet services and makes sure we are covering a range of clients. Your responses are confidential.

2. Category of animal ownership (tick all that apply)

- Equine
- Farm
- Small Animal (dogs, cats, rabbits etc.)

Other (please specify)

3. Years as an animal owner (in total)

4. Your gender

- Female
- Male
- Prefer not to disclose

5. Your age (years)

- 19 or below
- 20-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70 or over
- Prefer not to disclose

6. Country of residence

Other (please specify)



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Client Relationship

7. Please look at the following statements. Using a scale of 1-5 (1 'Not Important' to 5 'Extremely Important'), please indicate how important each one is to you regarding your animal(s).

The vet...

	Not Important	Slightly Important	Moderately Important	Very Important	Extremely Important
Is friendly , approachable and courteous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Acknowledges your emotions and feelings; demonstrates empathy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shows compassion and kindness towards you; provides reassurance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Respects your ideas, concerns and decisions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shows patience in difficult situations; ensures that you do not feel rushed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Builds rapport with you to develop a trusting partnership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Checks that you are comfortable with next steps and able to care for your animal appropriately	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recognises the human-animal bond , including your insight and knowledge regarding your animal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educates you to enable you to take a proactive role in care and preventative treatment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is accommodating and flexible in meeting your needs and requests where appropriate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. How important is it to you overall that your vet relates to you as a client?

1 Not Important

2 Slightly Important

3 Moderately Important

4 Very Important

5 Extremely Important



9. Do you have any comments about client relationships or is there anything else that you think should be included?



What do veterinary clients want from their vets?

Professionalism

10. Please look at the following statements. Using a scale of 1-5 (1 'Not Important' to 5 'Extremely Important'), please indicate how important each one is to you regarding your animal(s).

The vet...

	Not Important	Slightly Important	Moderately Important	Very Important	Extremely Important
Shows equality in their approach; treats all kinds of animals equally e.g. small animals or farm animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shows integrity in putting forward treatment options or procedures (e.g. not led by financial gain or sales), and is clear with you about costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is fair , does not blame you or make you feel guilty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is professional in their approach and appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is open and honest with you; is realistic about long term expectations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is calm , manages their own emotions in difficult situations or conversations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintains a hygienic working environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. How important is it to you overall that your vet demonstrates professionalism?

1 Not Important	2 Slightly Important	3 Moderately Important	4 Very Important	5 Extremely Important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Do you have any comments about professionalism in your vet, or is there anything else that you think should be included?



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Communication Skills

13. Please look at the following statements. Using a scale of 1-5 (1 'Not Important' to 5 'Extremely Important'), please indicate how important each one is to you regarding your animal(s).

The vet...

	Not Important	Slightly Important	Moderately Important	Very Important	Extremely Important
Tailors their communication to your understanding; avoids jargon and technical terms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clearly explains diagnoses, treatment options, implications and costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asks open questions to gain information and explores your concerns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shows active listening and creates a two-way conversation with you; seeks your viewpoint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Takes a considerate and tactful approach to sensitive information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shows good non-verbal communication skills, e.g. eye contact, nodding to show understanding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. How important is it to you overall that your vet demonstrates good communication skills?

1 Not Important

2 Slightly Important

3 Moderately Important

4 Very Important

5 Extremely Important

15. Do you have any comments about their communication skills, or is there anything else that you think should be included?



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Decision Making and Problem Solving

16. Please look at the following statements. Using a scale of 1-5 (1 'Not Important' to 5 'Extremely Important'), please indicate how important each one is to you regarding your animal(s).

The vet...

	Not Important	Slightly Important	Moderately Important	Very Important	Extremely Important
Empowers you to make an informed decision by explaining all of the options available to you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Balances your animal's needs with your needs, expectations and financial constraints	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proactive ; treats the cause rather than just the symptoms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is decisive ; quickly assesses the urgency of the situation and takes appropriate action	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has good knowledge about veterinary medicine and surgery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. How important is it to you overall that your vet demonstrates good decision making and problem solving skills?

1 Not Important	2 Slightly Important	3 Moderately Important	4 Very Important	5 Extremely Important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. Do you have any comments about decision making and problem solving skills, or is there anything else that you think should be included?



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Commitment to Animal Welfare

19. Please look at the following statements. Using a scale of 1-5 (1 'Not Important' to 5 'Extremely Important'), please indicate how important each one is to you regarding your animal(s).

The vet...

	Not Important	Slightly Important	Moderately Important	Very Important	Extremely Important
Shows a genuine interest in your animal(s), asking questions about their needs or personality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Handles your animal(s) with confidence and care, in a way to which your animal(s) responds well	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shows compassion towards animals ; prioritises your animal's wellbeing and quality of life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adapts the way that your animal is handled and examined to your specific animal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. How important is it to you overall that your vet demonstrates commitment to animal welfare?

1 Not Important	2 Slightly Important	3 Moderately Important	4 Very Important	5 Extremely Important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. Do you have any comments about vets' commitment to animal welfare, or is there anything else that you think should be included?



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Commitment to Quality and the Profession

22. Please look at the following statements. Using a scale of 1-5 (1 'Not Important' to 5 'Extremely Important'), please indicate how important each one is to you regarding your animal(s).

The vet...

	Not Important	Slightly Important	Moderately Important	Very Important	Extremely Important
Prepares for your consultations (e.g. checking records beforehand) to ensure the highest quality care is provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Committed to good aftercare ; is proactive in following up and keeps you updated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Values continuity of care (i.e. provides you and your animal with the experience of a coordinated and smooth progression of care) and works with you to achieve this where possible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is open about when they do not know something	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is committed to learning from their experiences or mistakes, so they can continue to improve your animal's care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gives you a sense of confidence in their skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keeps up-to-date with the latest research and treatments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seeks advice from colleagues to ensure the best possible treatment for your animal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is committed to delivering high quality care and striving for excellence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. How important is it to you overall that your vet demonstrates commitment to quality and the profession?

1 Not Important

2 Slightly Important

3 Moderately Important

4 Very Important

5 Extremely Important



24. Do you have any comments about vets' commitment to quality/the profession, or is there anything else that you think should be included?



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Prioritisation of Capability Areas

25. Please indicate which of these six veterinary skill areas are most important to you (you may choose up to 3).

- Client Relationship** (i.e. the vet is friendly, empathetic, compassionate, respectful, patient, partnership building, checks with you, recognises the human-animal bond, educates and accommodates)
- Professionalism** (i.e. the vet shows equality, integrity, fairness, professionalism in approach and appearance, honesty, calmness and good hygiene)
- Communication Skills** (i.e. the vet avoids jargon, explains, asks, listens, is tactful, and shows good non-verbal communication skills)
- Decision Making and Problem Solving** (i.e. the vet empowers you, balances your needs against those of your animal, is proactive, decisive and knowledgeable)
- Commitment to Animal Welfare** (i.e. the vet shows genuine interest, good handling, compassion towards animals and adapts their approach)
- Commitment to Quality and the Profession** (i.e. the vet shows preparedness, aftercare, continuity of care, openness, commitment to learning, confidence, high quality care, that they keep up-to-date with research, seek advice and are committed to providing high quality care)



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Thank you for your responses!

Thank you very much for taking the time to complete this survey!

26. If you would like to enter a prize draw to win a £50 gift voucher, please enter your email address in the text box below. These details will not be attached to your responses to the survey and will not be used for any other purpose.