Challenges and Opportunities in Providing Primary and Preventive Care Learning Experiences

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Outline

1. Veterinary Primary/Preventive Care - Studies and Reports
   a) NAVMEC 2011
   b) AVMA 20/20 Vision Commission Report 2011
   c) NAS Workforce Needs in Veterinary Medicine 2012
2. Primary/preventive care in dentistry and medical education
3. Challenges with Primary/Preventive Care in CVM’s
4. Opportunities
What have studies/reports told us about Primary/Preventive Care in Veterinary Medicine?
North American Veterinary Medical Education Consortium (NAVMEC; 2011)

Roadmap for Veterinary Medical Education in the 21st Century: Responsive, Collaborative, Flexible
NAVMEC and Preventive/Primary Care

• “Continually update the scope of topics being taught within the four-year curriculum, focusing on primary/preventive and wellness care, and on both clinical and professional competencies.

• “‘Teach commonly seen clinical conditions uncommonly well’ – focus on primary care, wellness and prevention in clinical courses.”

AVMA 20/20 Vision Commission

American Veterinary Medical Association 2011
The profession is hampered ...

- by a public not fully appreciating and valuing veterinary care and services; and
- by the profession’s inability to convince animal owners of benefit of wellness, veterinary visits, & full spectrum of services needed to optimize health throughout entire lifetime.

Issues not just economically driven

• Public awareness is critical; but also need...
• Better communication and business skills of individual veterinarians

Report of the AVMA 20/20 Vision Commission. L King et al. March 24, 2011,
Workforce Needs in Veterinary Medicine (2012)

Committee to Assess the Current and Future Workforce Needs in Veterinary Medicine

National Academies Press
Workforce Needs in Vet Med

• “The success of companion animal medicine has become a double-edged sword in veterinary academe. In orienting veterinary school curricula toward the goals of the majority of students, important subjects (e.g., infectious diseases, public health, and toxicology) receive less emphasis.”
Workforce Needs in Vet Med

• “The pursuit of specialties is competing for resources, thus skewing educational priorities in veterinary schools... This draws resources away from the central obligation of veterinary schools to educate entry-level DVMs”
Preventive Dentistry Education
Preventive Dentistry Education

• “Education in prevention an integral component of dental curriculum.”
• Survey of students’ opinions and knowledge re caries management and prevention:
  – Majority felt training and practice should be increased

Preventive Dentistry Education

• Is the amount of curricular time sufficient to educate prevention-oriented practitioner?

• A critical step may be ... “construct new ... accreditation standards for the appropriate inclusion of prevention in the dental curriculum.”

Preventive Dentistry Education

- Challenges of incorporating Evidence Based Dentistry into dental schools
  - Shortage of faculty members trained in EBD
  - Faculty members unwillingness to change
  - Curriculum being too tight and inflexible

- Challenge of translating what is taught to students to their eventual professional practice

Human Medicine:
Primary Care Education
Human Medicine: Primary Care Education

- In both allopathic and osteopathic communities, attitudes toward the clinical and academic competence of primary care physicians were negative.

- Conclusion – Needs to be a clearer understanding of the value added by primary care within the health care system.

Human Medicine: Primary Care Education

• The Hidden Curriculum
  – Peer and educator influences that function within the organizational and cultural structure of the institution – not specifically stated

Debiasing the Hidden Curriculum: Academic equality among medical specialties. Woloschuk; Can Fam Physician 57:e26, 2011
“The Hidden Curriculum” for Family Medicine

• Family Medicine perceived negatively
  – ‘Content of the discipline is too vast to master competently’
  – ‘Top students should pursue specialty training not family medicine’
  – ‘Perception that family medicine trainees are less academically talented’

Woloschuk; Can Fam Physician 2011
“The Reality” in med schools

• Negativity not based in fact – similar academic performance for Family Medicine focused students vs. other specialties
• Conclusion - Need conscious effort to remove stigma associated with family medicine

Woloschuk; Can Fam Physician 2011
What is the Hidden Curriculum for Veterinary Primary Care?
What is the Hidden Curriculum in Veterinary Primary Care?

• Who goes into “mixed animal”?
• Who is a ‘real’ veterinarian?
• Aren’t we more than the ‘gentle doctor’?
What is the Hidden Curriculum in Veterinary Primary Care?

• Who teaches non-technical skills? And what message does this send of their importance?
• Is primary care is something done ‘over there’ in that building, wing, exam room

• Are there different messages at different schools?
Challenges for Primary and Preventive Care
Primary/preventive care may not be seen as “core”

• Vacated faculty positions usually replaced with individuals from similar disciplines.
• Some schools are being forced to eliminate faculty positions; no new positions
• Many competing subjects wedged into an overflowing veterinary curriculum
Primary care may not be seen as “scholarly”

- How should teachers of primary healthcare be recognized within the academy?
- Who should teach primary healthcare to the student veterinarian?
- What is the role for research oriented tenure track faculty in primary care?
- What research should be done and how will it be funded?
Primary/preventive care of pets may not be seen as a “public good”

- Provincial/state funding/political support often based on agricultural interests
  - And to lesser extent – public health, economic benefits
- Pet owners not a political force in the same way as animal agriculture industries or to lesser extent equine industry; not organized
- Benefits of pet ownership and risks of zoonoses from pets not widely appreciated
Opportunities for Primary/Preventive Care
Primary care more widely embraced by large animal owners/veterinarians/faculty

- Easier to measure outcomes
  - Production, costs/benefits
- Linked to economics, livelihood of farmer
- Preventive health programs improve lifestyle of veterinarian
- If prevention fails, patient destroyed/sold
Primary care more widely embraced by large animal owners/veterinarians/faculty (con’t)

- More LA faculty trained in epidemiology
- Link to public health
  - TB, Brucellosis, Mad Cow
- Government regulations; export
Necessary for student learning

- Students feel they are in competition with clinical residents and interns
  
  Kochevar, Peyche, 2008

- Specialty service experience alone is insufficient for students to develop entry-level competence and confidence
Many “preventive care” skills applicable to all career choices

1. Communication
2. Building teams
3. Motivation, Collaboration, Compliance
4. Gaining trust
5. Business/financial management
6. Experiential learning builds confidence
Gaining ‘buy-in’….

• Increase ability of graduates to earn an income that can pay their educational debt?

• Engage faculty in research projects using primary care patients/clients

• Engage faculty from social sciences, business schools
Increasing ‘Public Good’....

• Expanded opportunities for the ‘One Health’ and ‘Ecosystem Approaches to Health’ messages –
  – Nutrition, exercise relevant to pets and owners
  – Disease/toxins in a pet could suggest same in pet’s family
  – Zoonoses education/prevention

• Students need to understand the important role they could play
Increasing ‘Public Good’....

- Build relationships with physicians through their dogs?
- Build community relationships – talks, tours, dog walks
Slideshow: 27 Ways Pets Can Improve Your Health

Stay Well With Your Animals
Most pet owners don’t need reminding: Animals make people feel good. But we’re talking about more than feeling glad they’re around. Your favorite animal can make you healthy and help you stay that way. You may be surprised at just how many ways a pet can improve your health.
Healthy Pets, Healthy People — Medscape Commentaries

**Risks From Pets and Pet Food: Major Outbreaks of Enteric Zoonoses in 2012**
February 14, 2013
This slideshow presents information on major outbreaks of enteric zoonoses in 2012 and provides the most up-to-date information on prevention of animal-related enteric zoonoses for patients, including young children and those who are immunocompromised.

**Pet Turtles Can Make People Sick: Guidance for Clinicians**
June 25, 2012
CDC expert Dr. Janell Routh discusses ways certain pet turtles can make people sick, guidance for clinicians, and steps to help protect patients and their families.

**Pets Can Make People Sick**
August 23, 2011
CDC expert Dr. Casey Barton Behravesh discusses ways certain pets can make people sick and steps to help protect patients and their families.
Risks From Pets and Pet Food: Major Outbreaks of Enteric Zoonoses in 2012

Division of Foodborne, Waterborne, and Environmental Diseases, CDC
Contributor Information
February 13, 2013

Risks From Pets and Pet Food: Major Outbreaks of Enteric Zoonoses in 2012

As a health professional, you can provide the most up-to-date information on prevention of animal-related enteric zoonoses to your patients, including young children and those who are immunocompromised. Learn from some of this year's outbreaks how you can help patients and families enjoy their pets without getting sick!
Potential for Revenue Generation?

- Expanded preventive services – rehab and fitness programs, nutrition, dentistry
- Referrals to the college specialty hospital
- Doggie daycare; endowed longterm care
- Expand donor base
Overview of DVM Curriculum

DVM Curriculum
DVM Curriculum

Clinical Education Program

Primary Care

Preventive Care
• “As we work at every level to increase veterinarians’ visibility and power as vitally important to public health, we must also maintain this uniquely connected role between animals and people.

• We can broaden the public perception of veterinarians while maintaining the healing connection that made us trusted in the first place.”

Joan Hendricks, Dean, PennVet

Broadening the Public Perception of Veterinarians: Can We Keep What We've Got While Transforming Ourselves? JVME 33:593, 2006