

# Early introduction of courses related to communication to develop client communication in veterinary undergraduates

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# INTRODUCTION

- Veterinary client communication: An essential competence
- Level of competence in the undergraduate students?
- Faculty of Veterinary Medicine & Animal Sciences in University of Peradeniya,
- Currently 2 curricula are in operation;
  - **2000-Curriculum-OLD** (4-yr, No specific course/s on communication skills)
  - **2020-Curriculum-NEW**(5-yr, Specific course/s on communication skills)

# OBJECTIVES

- To evaluate the effectiveness of the 2020 BVSc curriculum in developing knowledge related to communication skills, based on the student's perception.
- To compare the undergraduates of the two curricular with respective to the knowledge related to the communication skills.
- To find the ways for improvements of the curriculum with respect to communication skills.

# MATERIALS AND METHODS


- **Method**- Questionnaire survey
- **Samples**- 2017/18 Batch -2000 Old curriculum  
2019/20 Batch- 2020 New curriculum

Online Questionnaire survey was circulated via **Google Form**


Questionnaire data analysis was done through **SPSS Statistical Software**



## Development of the Questionnaire

- Major focuses: client handling, emotions, sympathy & empathy, history taking, learning methods
  - Question types: Binary, Likert scale, MCQ, Open-ended
  - Pre-testing
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## Questionnaire survey

- Sample: 2017/18 batch & 2019/20 batch
  - Via Google form
  - Reminders
- 

## Data analysis

- 95% CI
- Comparison between categorial responses: *Chi-square* test
- Comparison between ordinal responses: *Mann-whitney U* test
- Student -t* test

# RESULTS & DISCUSSION

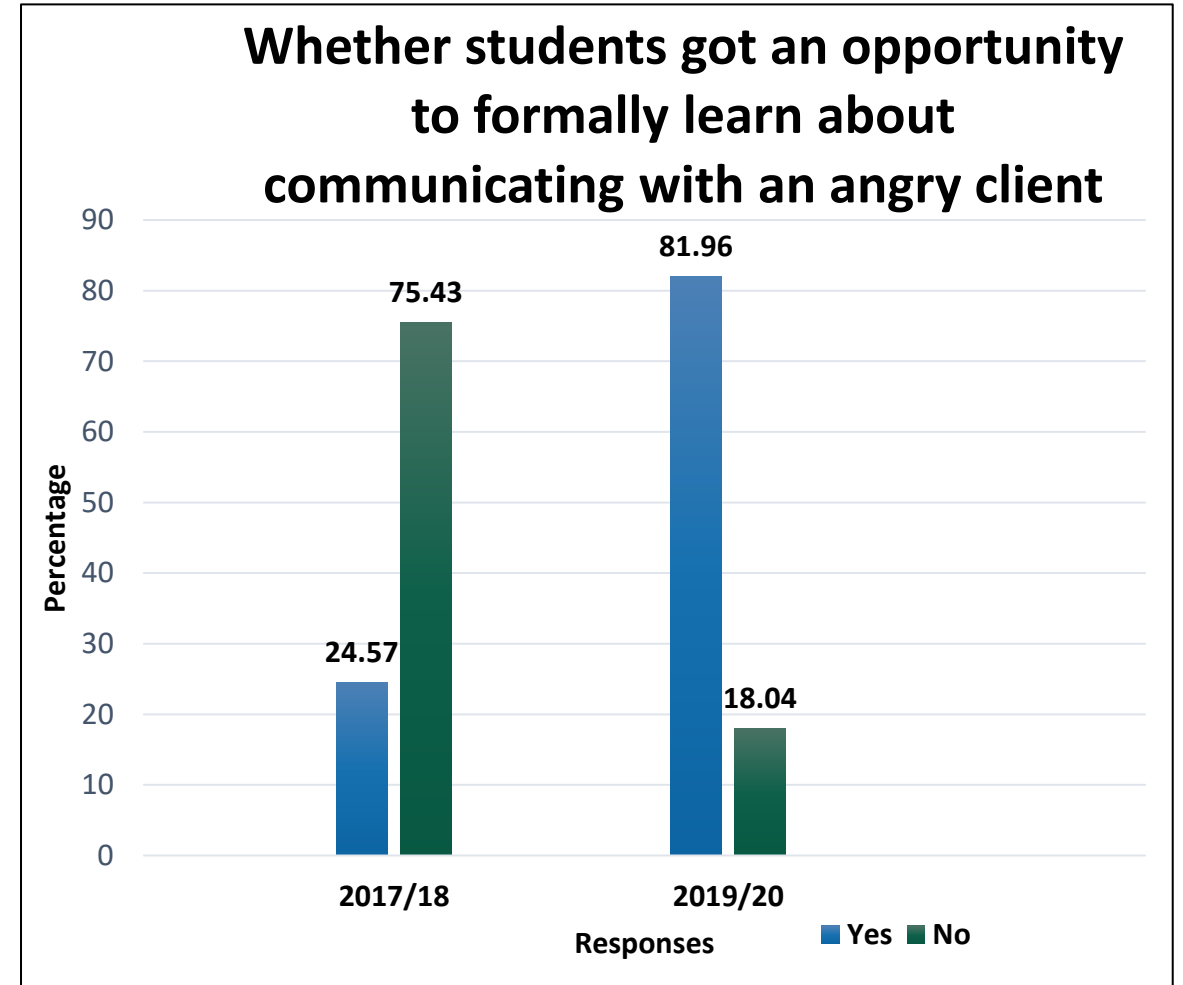
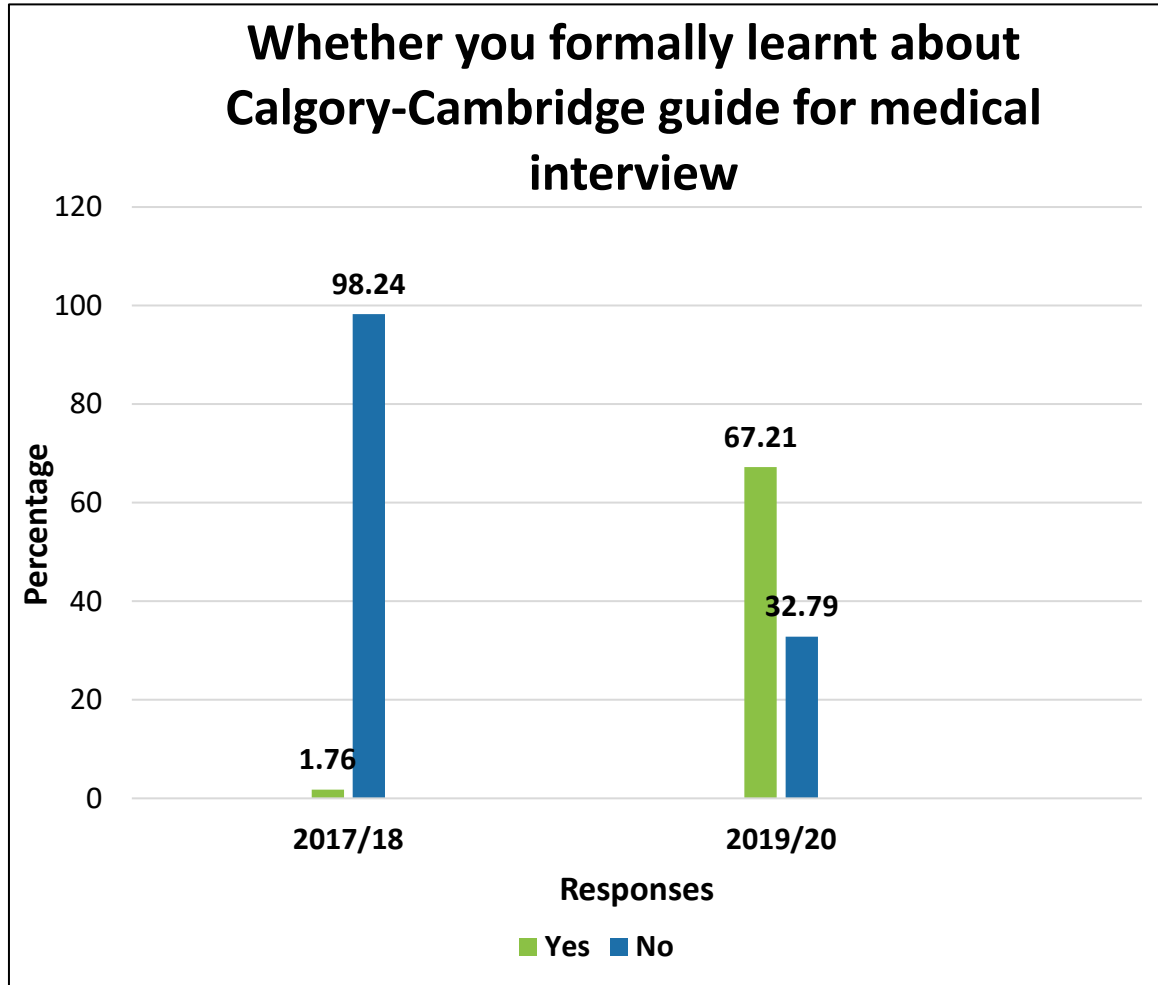
- Response rate

2017/18 Batch- **79.1%** (57/72)

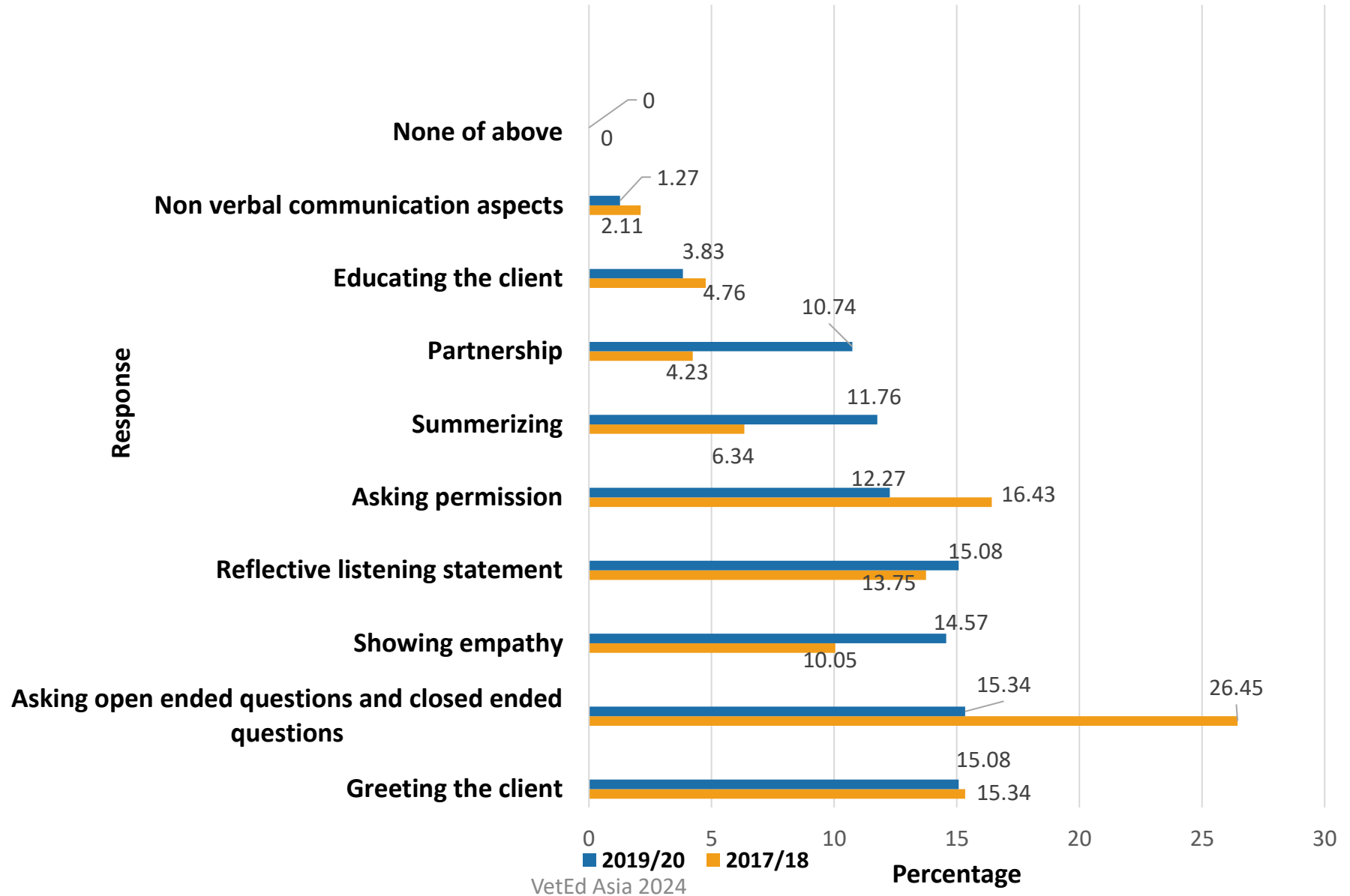
2019/20 Batch- **76.25%**(61/80)



# Responses related to the "YES" and "NO" questions

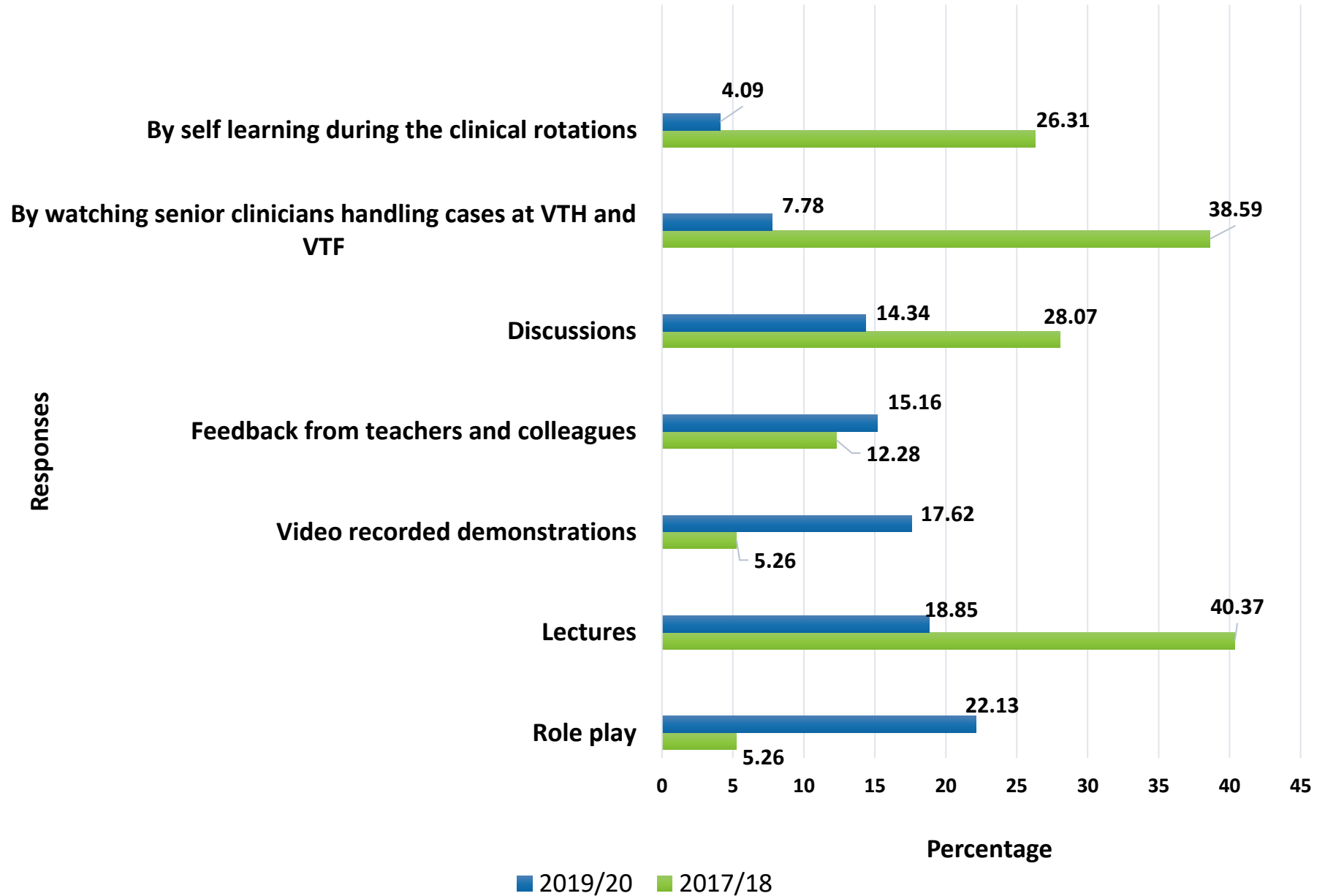


## Different types of communication skills students were able to develop/improve during the degree programme



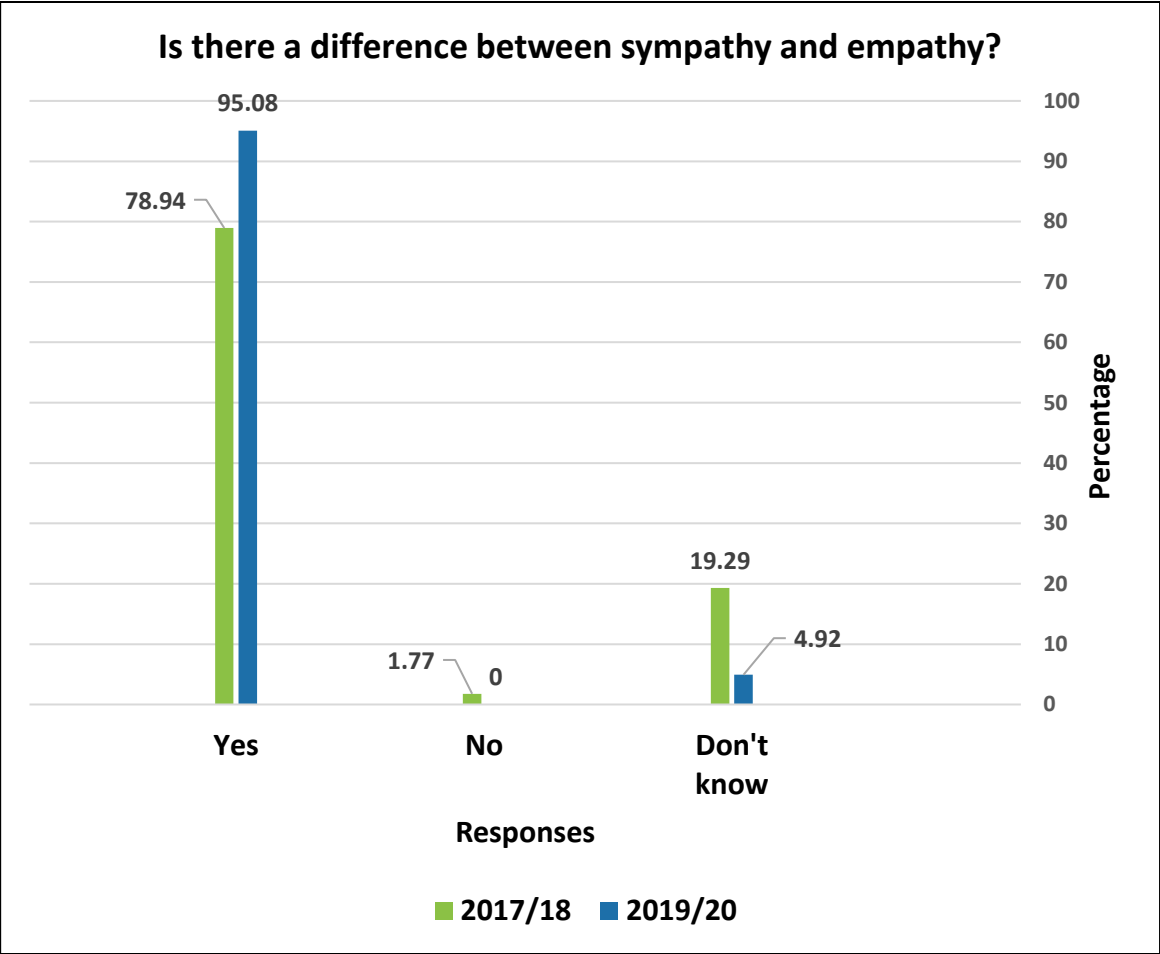
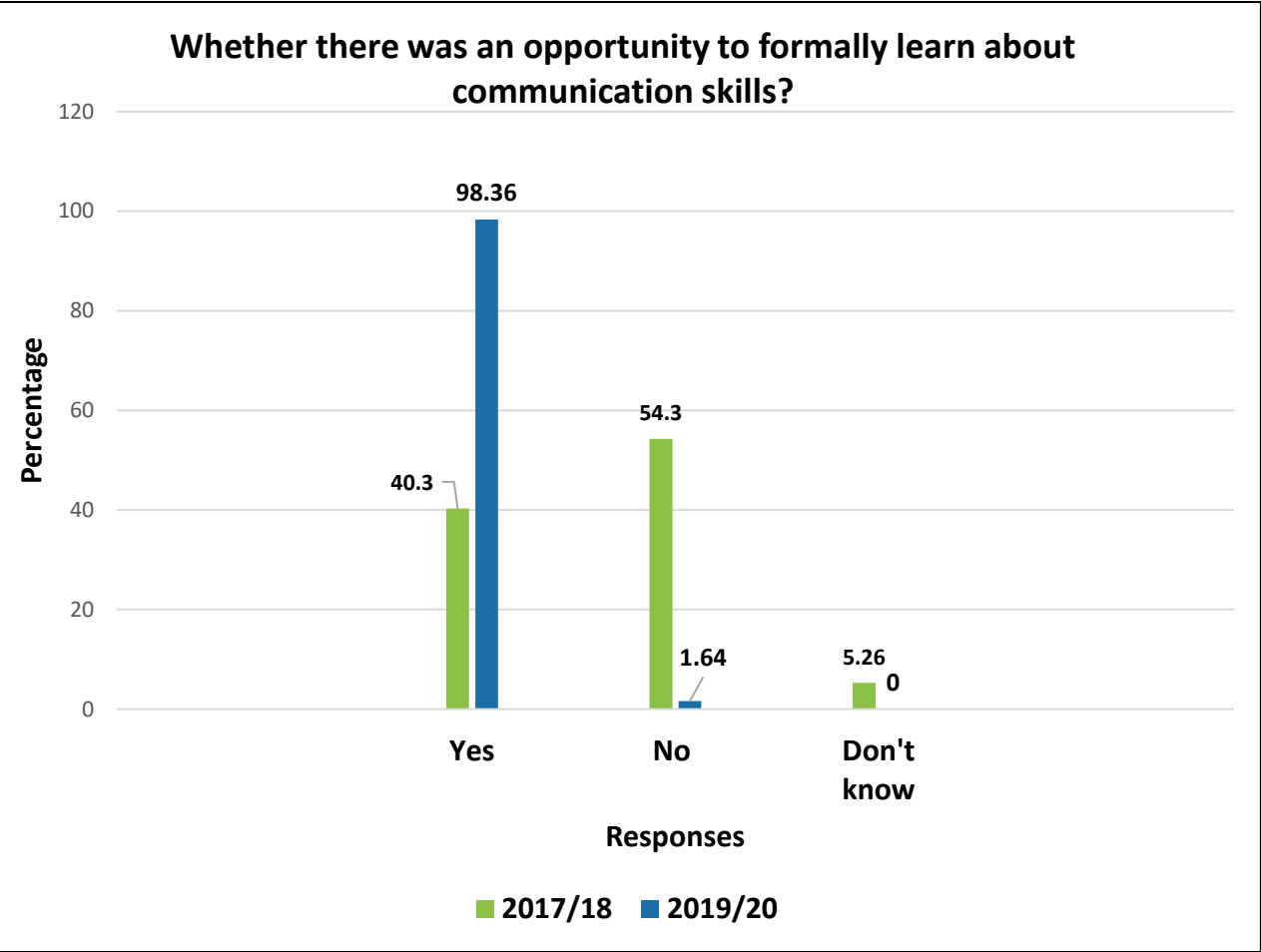


# Learning methods used to learn client communication



# Responses to Questions related to Knowledge

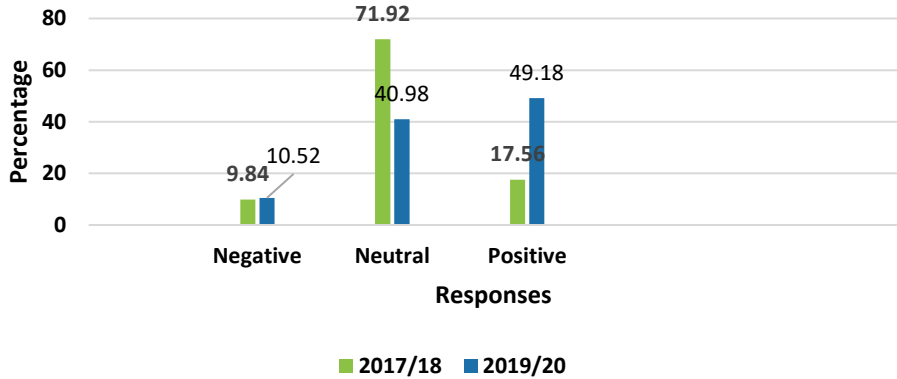
## Comparison: Based on the response “YES”



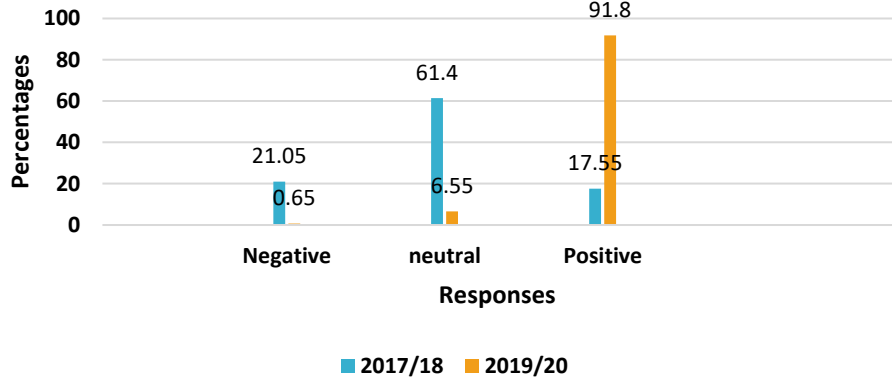
# Responses to questions on level of knowledge and Skills

## Rate Poor=1 to Excellent=5

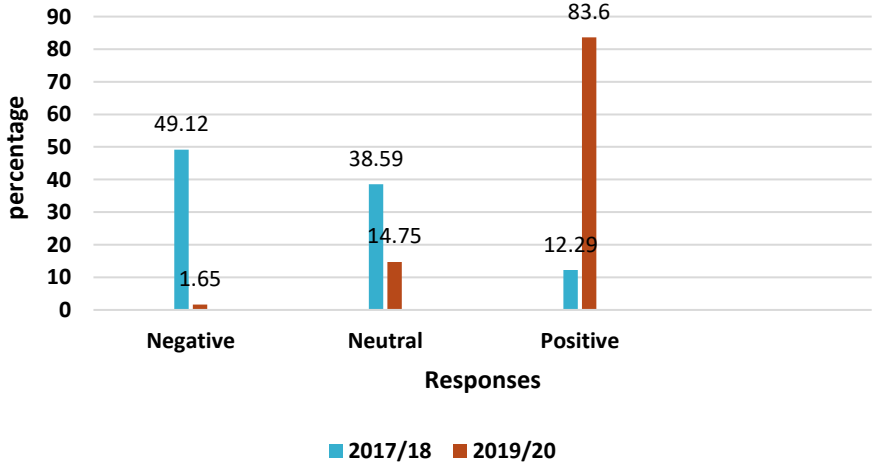
Level of knowledge and skills in communicating with a client with respect to obtaining the history taking



Level of knowledge and skills in communicating with a client with respect to informed decision making



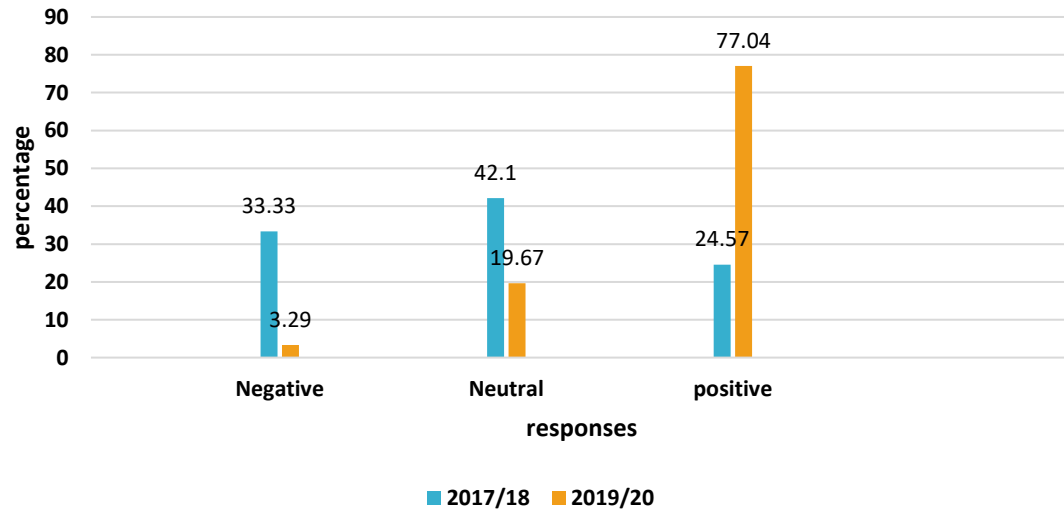
Level of knowledge and skills in communicating with an angry client



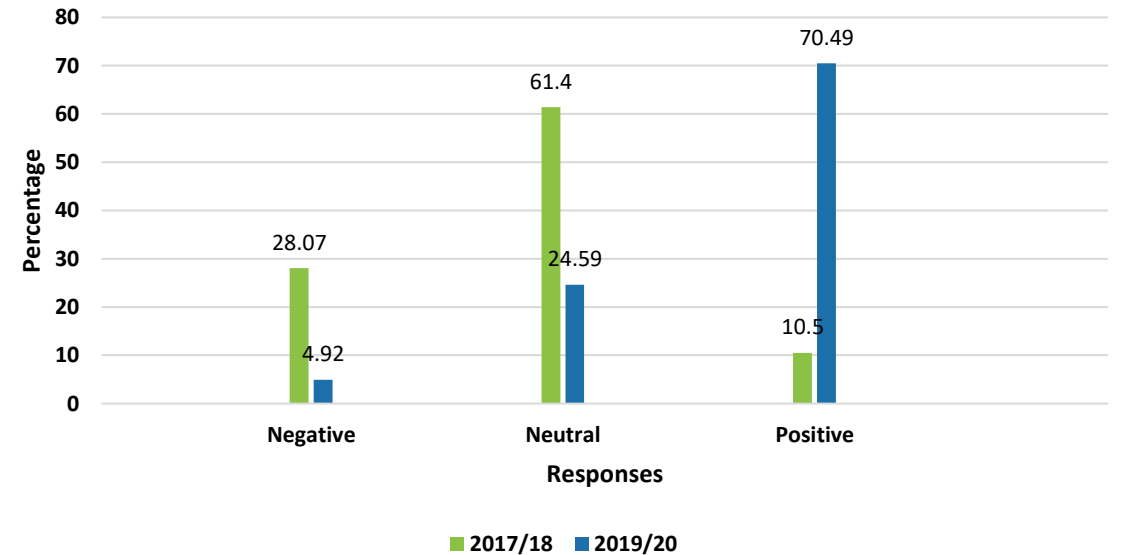
# Responses to questions on level of knowledge and Skills

Rate Poor=1 to Excellent=5

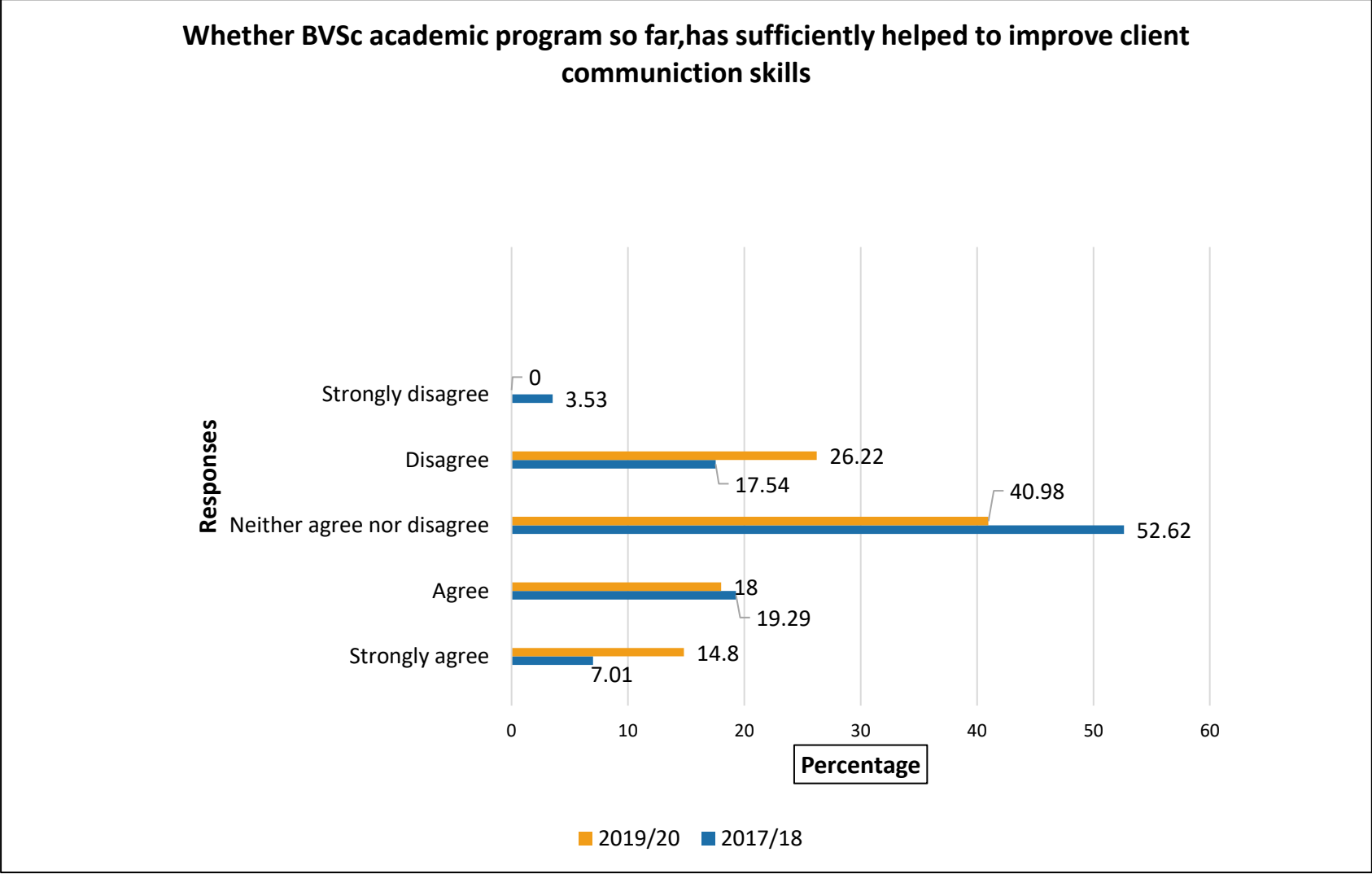
### Level of knowledge and skills in communicating with a client with respect to providing bad news about the patient



### Level of knowledge and skills in identifying nonverbal communication clues provided by clients

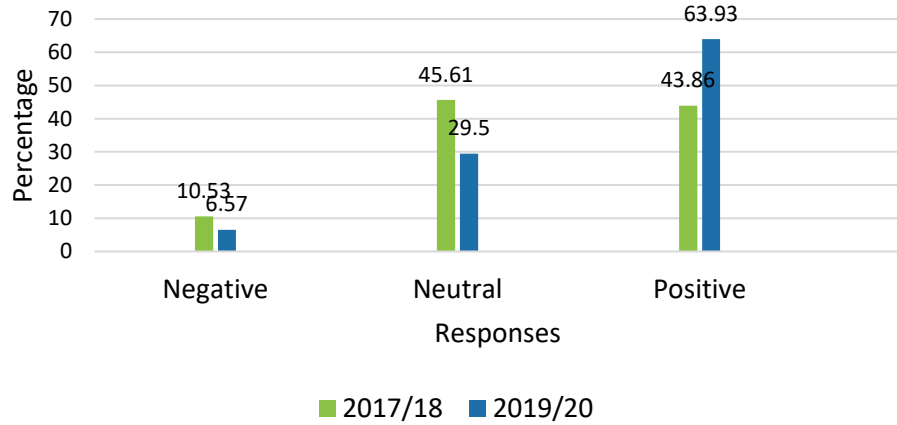


# Responses to questions on level of agreement

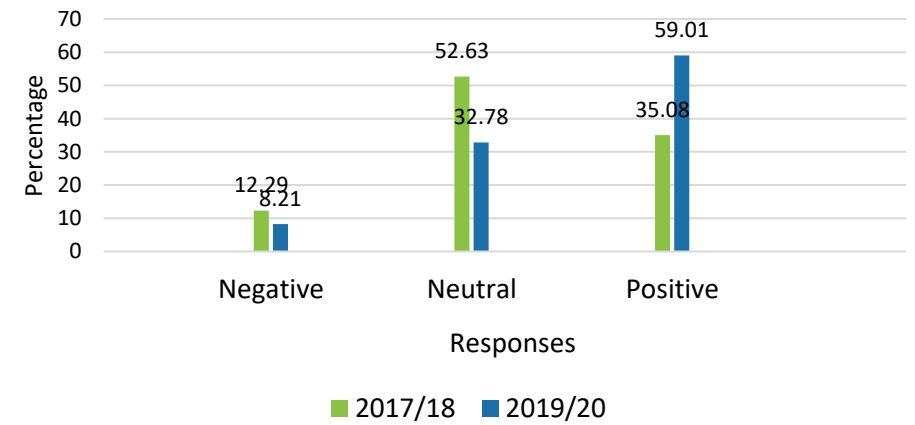


# Responses to Questions on Level of Confidence

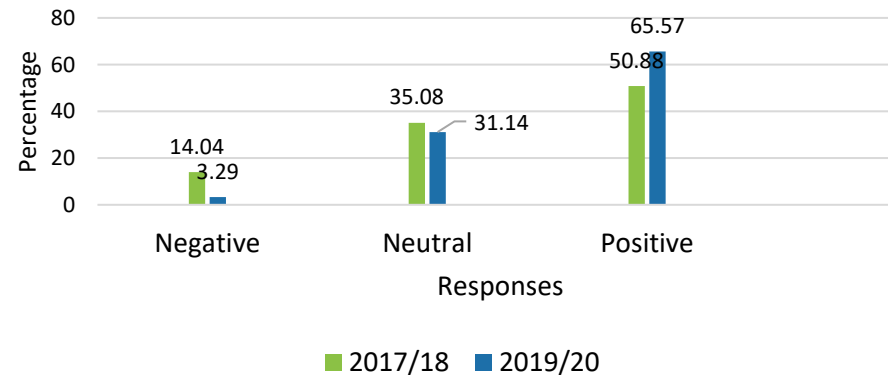
### Level of confidence in getting accurate information, during history taking

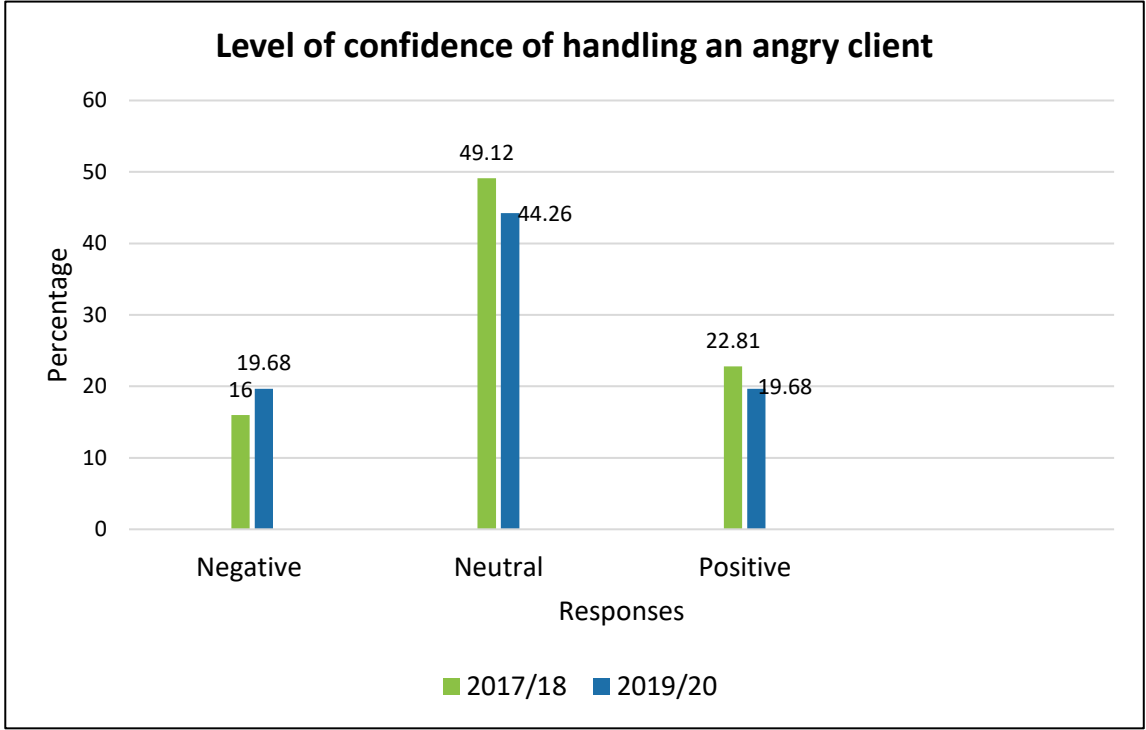
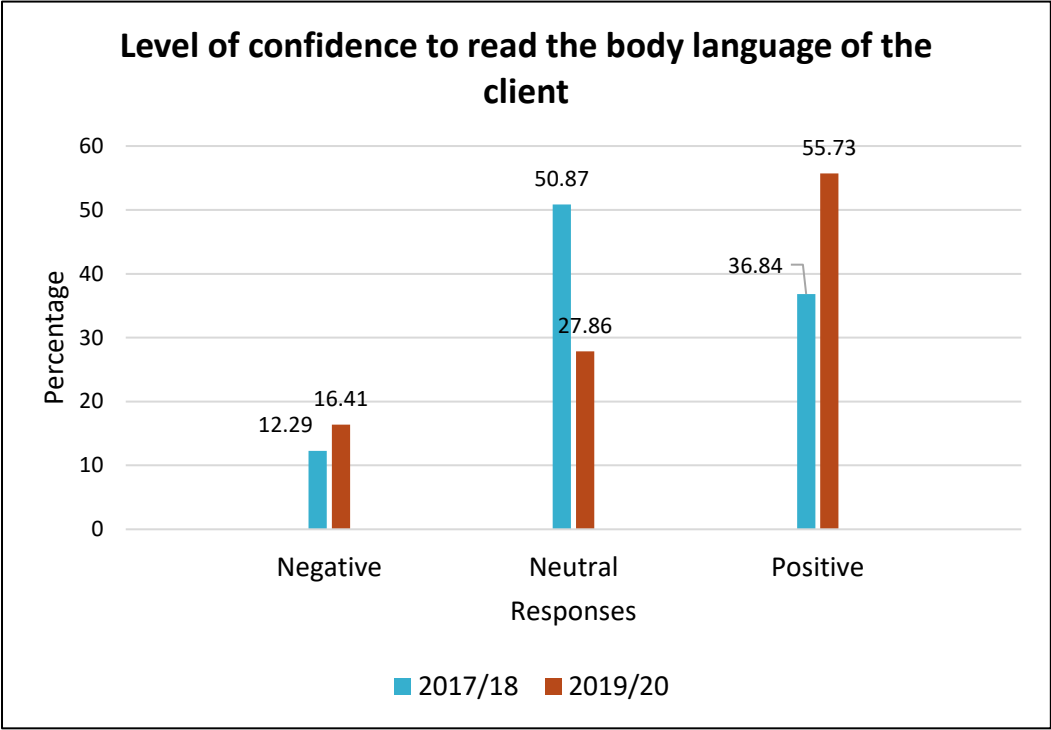


### Level of confidence in handling the clients who are emotional when discussing their pets

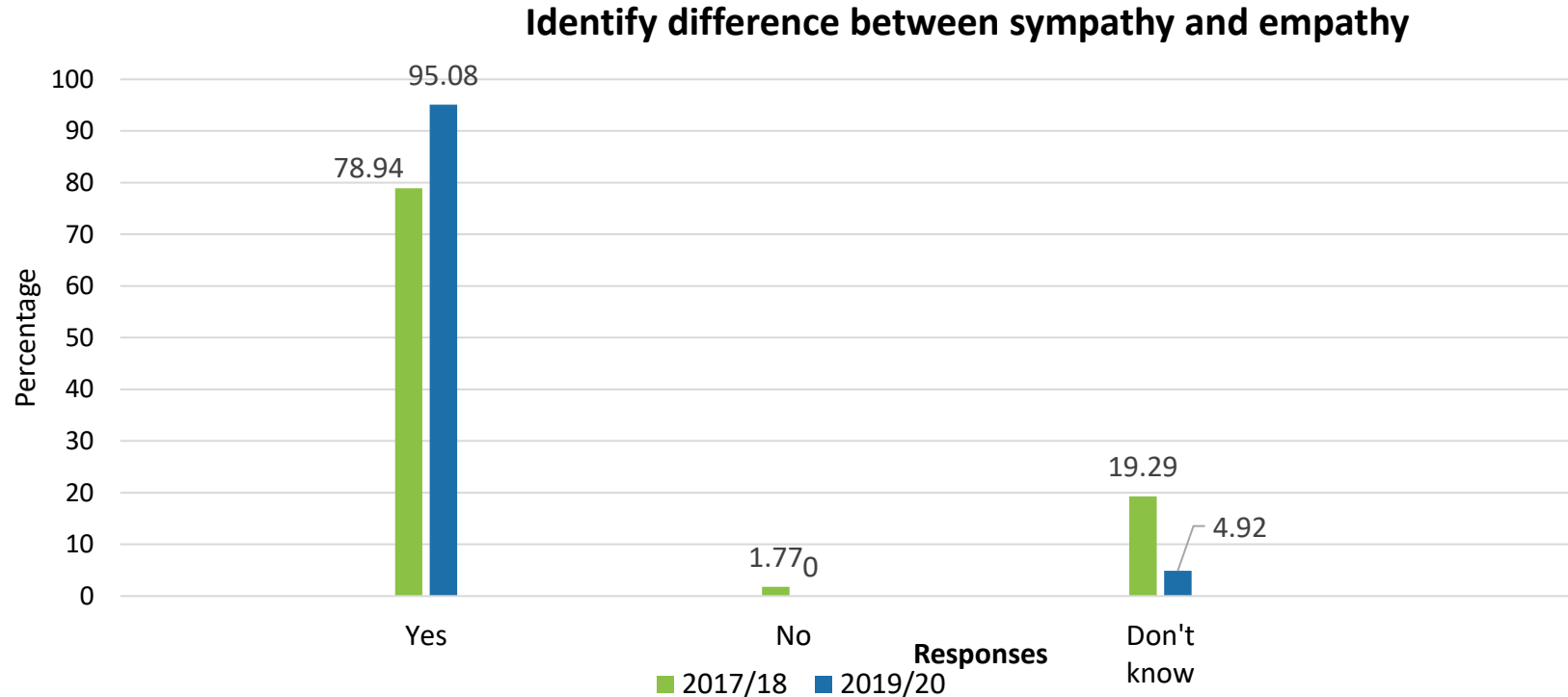


### Level of confidence in careful listening to the client even if they are providing irrelevant information





# Understanding about “Sympathy” and “Empathy”



☐ Responses related to the correct identification of sympathy and empathy were also calculated through Chi Square test.(Which was done through the audio records )

☐ 2019/20; Ability in correct identification is significantly higher.



# CONCLUSION

- Our study reveals that 2019/20 batch has gained more knowledge and skills compared to the 2017/18 batch demonstrating the impact of the newly introduced courses in 2020 curriculum in improving communication skills in veterinary undergraduates.
- Early introduction of subjects related to Client communication would be effective.



# ACKNOWLEDGEMENT

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**THANK YOU!**