



Institute for Health Care Communication, Inc.
171 Orange Street, 2nd floor- 2R, New Haven, CT 06510 800•800•5907

2010 BAH Communication Project Faculty Program School Application

Veterinary Communication Training

The Institute for Healthcare Communication (IHC), located in New Haven, Connecticut, is a non-profit foundation founded in 1987 which has provided communication training to over 150,000 clinicians in human medicine. In 2002, IHC expanded the scope of communication training to the field of veterinary medicine through a grant from Bayer Animal Health. The Bayer Communication Project* has been steadfast in its commitment to address gaps in communication skills training within schools of veterinary medicine and in the practice community. Since June 2003, the project has developed 12 educational modules and training films on skill-based communications topics, trained 210 faculty from 36 schools of veterinary medicine in the United States, Canada, Australia and Portugal. In addition, the Director and faculty trainers conduct numerous presentations at national, regional and statewide meetings.

The demand for communication training in the veterinary community remains strong. Given the overwhelming interest from schools of veterinary medicine, a competitive application process was implemented in 2005 to assure integration of communication skills within the veterinary curricula. Of the 36 schools that have benefited from the Bayer Animal Health grant for faculty training, 19 schools have invested the training of several faculty members.

The training program provides faculty with knowledge, confidence, tools, practice opportunities, and resources for teaching and facilitating communication skills within all domains of veterinary medicine. The demand for teaching communication skills continues to grow at a rapid rate. To meet this need, we are pleased to announce our 2010 annual faculty development program from **Monday, June 28th at 8:30 a.m. to Friday, July 2nd, 2010 at 12:00 p.m.** to be held in New Haven, Connecticut facilitated by staff and trainers from the Institute for Healthcare Communication.

We are currently inviting schools of veterinary medicine to apply for acceptance into the 2010 Program. Please refer to the attached guidelines and faculty selection criteria and information about the Program.

***For more information about the Bayer Communication Project, visit our website at www.healthcarecomm.org and click on Veterinary Communication**

Faculty Development Program (Train-the-Trainer)

The annual weeklong faculty development program is considered the foundation or core training required for faculty at veterinary schools.

Learning Goal

The goal of the program is to provide veterinary faculty and select community-based faculty in the areas of relationship-building, communication and professionalism.

Learning Format

The faculty development program is *intense and interactive*. The program combines large group presentation and exercises with small group interactive learning using a trainer/learner ratio of 1:4. Each session offers principles, teaches skills, and allows learners to practice skills in a controlled environment (small group learning).

Four essential components

- 1) Evidence-based teaching strategies to enhance faculty confidence in teaching while using components of professionalism (communication, relationship-building) as the content for mastery and delivery across domains of veterinary medicine (4 core modules)
- 2) Practice teaching and facilitation skills within small groups with feedback for improvement
- 3) Practice clinical interviewing skills with simulated clients using cases that are contextually relevant for practice in the community
- 4) Development and practice of coaching and feedback models for use with learners and colleagues in teaching and modeling communication skills and professionalism

Faculty Outcomes

- 1) Increased subject matter expertise and innovative instructional methods using field-tested tools and resources
- 2) Tailored use of communication training materials for application throughout the curriculum
- 3) Fostered collaboration among colleagues within the veterinary community
- 4) Application of a coaching and feedback process for use with students and colleagues
- 5) Encouragement of lifelong learning and practice in professionalism

Faculty Symposia

In addition to the weeklong Faculty Development Program, the Project has provided follow-up training (Faculty Symposium) to faculty who have completed the weeklong training. The Symposium extends training on updated and new module content, shares faculty use of modules within school curricula, and addresses topics areas such as assessment, coaching, and use of simulated client programs.

Guidelines and Criteria for School Selection

2010 Bayer Animal Health Faculty Development Program

Criteria for acceptance into the Faculty Development Program include:

- I. Demonstrated **school support and commitment** to the teaching of communication skills within the academic curriculum.
- II. Careful **selection of appropriate faculty** to participate in the training.

Each school's letter of application packet will be considered with these criteria in mind.

I. School Support and Commitment

1. The selected school will demonstrate endorsement and commitment to the development of curriculum that values the importance of effective communication skills for veterinarians in training. This endorsement should come from the Dean's office and be reflected in curriculum and faculty development. This endorsement assures the institutional awareness, support and endorsement of the BAHCP Faculty Development Program.
2. The school agrees to incur tuition expenses of \$5500.00 per faculty and all other relevant expenses including travel, lodging and meals not included in the weeklong training.
3. The school will agree to provide the faculty member(s) with the position, time, and authorization to integrate the Bayer Communication modules into the curriculum.
4. The school will describe an implementation plan which includes integration of the Bayer Communication modules into the school curriculum. PLEASE NOTE: Schools will be asked to provide follow-up reporting to describe the impact of the Bayer module materials and training within the curriculum and the veterinary community (e.g., use of materials with student and other practitioner audiences, etc.).

II. Individual Faculty Selection:

In choosing faculty members to participate in the Bayer Communication Faculty Development Program, the following credentials are highly desirable to ensure that presentation and facilitation of the educational modules are of the highest quality and delivered in a professional manner. These criteria comprise a profile of an individual who has the potential to become a member of the Bayer Communication Project faculty.

1. *Academic degree and relevant training.* The prospective faculty member has had training that enables him/her to be a competent and credible presenter as well as a consumer of veterinarian client communication research. The specific discipline and degree of the prospective faculty member is less important. Veterinarians, social workers, psychologists, and educators have all been successful as Bayer Communication Project faculty members.

2. *Commitment to client and patient centered quality health care.* Successful faculty members develop, express, and act upon a profound commitment to excellence in client and patient care. Their commitment comes from personal and professional reflection upon the challenges presented to veterinarians. Thus, they are both empathic with practicing clinicians and veterinary students about the dilemmas they face and certain about the centrality of excellence in client and patient care as a core value.
3. *Critical thinking.* Successful faculty members possess conceptual skills which enable them to appraise, analyze and evaluate evidence-based medicine related to the practitioner-client relationship and health outcomes.
4. *Clinical experience.* Successful faculty members know the clinical world in which veterinarians function. This may be because they are clinicians themselves and/or may be because they have spent years working in clinical settings.
5. *Passion for the topic.* Successful faculty members care deeply and their passion comes through when they teach and serve as role models of the skills they are teaching. Typically, successful faculty members have worked to advance their own communication skills and have long recognized the importance of these skills in clinical settings.
6. *Presentation skills.* Success as a faculty member is, to a great extent, reliant on the ability to deliver effective presentations that are responsive to the educational needs of the target audience. They bring excitement to their subject. They are compelling speakers who invite the audience to participate with them in a meaningful conversation about an important topic.
7. *Group leadership skills.* Successful faculty members are able to draw upon and manage the resources of the group in an authentic manner. They promote the development of a community of learners.
8. *Learning orientation.* Successful faculty members value learning for themselves and others. They feel comfortable recognizing and acknowledging their own ignorance as a normal state of being human rather than as a personal weakness to be hidden.
9. *Influence and credibility.* Successful faculty members are recognized as innovators and leaders within their institutions. With or without the authority that comes from holding a specific position, they are individuals whom colleagues, staff and learners listen to because of their record of accomplishment in making things happen. They have knowledge and experience (or interest) in curriculum design, development and evaluation and pursue innovative ways to integrate communication training throughout the curriculum.

Letter of Application Packet Process

- I. In order to be considered for the 2010 Bayer Communication Faculty Development Program, **a letter of application** must be submitted by your school of veterinary medicine. The application letter should be stated as concisely as possible, addressing the following criteria:
 1. School support and commitment
 - a. Endorsement from Dean's office.
 - b. Implementation Plan. This includes plans to integrate communication training (use of Bayer Communication modules) into the curriculum.
 - c. Responsibility for travel, lodging and incidental expenses for the designated faculty.
 - d. Responsibility for communicating with the Project regarding use of module materials with student and other practitioner audiences
 2. Selection of appropriate faculty to participate in the training.
 - a. Brief overview of reasons for selection of the faculty member based on the guidelines listed in this application packet.
 - b. Include selected faculty members credentials, role, interests, and expertise (attach Curriculum Vitae).
- II. Submit the application packet (Letter of application and application form (see page 6) by December 18, 2009 to:

Kathleen A. Bonvicini, MPH, EdD
Project Director, Bayer Communication Project
Institute for Health Care Communication
171 Orange Street, 2nd floor – 2R
New Haven, CT 06510
- III. Applicants will be notified by the Institute upon receipt of their letter of application by email and we reserve the right to contact the applicant for further information, as deemed necessary.
- IV. **Acceptance:** Applicants will be notified of the acceptance or denial by January 22, 2010.

**Application for
2010 Bayer Animal Health Communication Project Faculty Development Program**

PLEASE PRINT OR TYPE

School _____

Address: _____

Contact person:

Last name _____ First Name _____

Degree(s) _____

Position title _____

Telephone: (_____) _____ - _____ Extension _____

Fax: (_____) _____ - _____

E-mail: _____ @ _____ . _____

Names of recommended faculty members:

_____ Degree(s) _____ Title _____

_____ Degree(s) _____ Title _____

Additional faculty members for consideration:

_____ Degree(s) _____ Title _____

_____ Degree(s) _____ Title _____

_____ Degree(s) _____ Title _____