

YOU'RE ONLY IN IT FOR THE MONEY

**Communication to improve
exam room outcomes**

BY DR. DAVE NICOL

VETERINARY LEADERSHIP ACADEMY
& ROUNDWOOD VETS



Dr. Dave Nicol

CONFLICT OF INTEREST DISCLOSURE

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YOUR SPEAKER

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PART 1

**WHY IS EVERYONE
SO ANGRY?**






dani
@danielaxmon

why are vets so fricking expensive

20:51 · 04 Apr 24 · 81 Views



Samson "Samathan" | YouTuber
@Iunarexorcist

why are vets so expensive 🥲
cat hurt her little foot

18:39 · 29 Apr 24 · 68 Views



Kathleen Beck
14:22 7 Sep 2023

Unfortunately it is the vets owned by big companies ones. Nowt wrong with making a profit, but these big p*s* and charge extortionate fees

PostEverything

Vets are too expensive, and it's putting pets at risk

Costs have risen wildly in the last decade, and clinics are taking advantage of owners who can't pay.

April 21, 2015



IDEAS

Why Your Vet Bill Is So High


Corporations and private-equity funds have been rolling up smaller chains and previously independent practices.

By Helaine Olen

Vet prices review over fears pet owners are being overcharged

7 September 2023 · Comments





Dawawalla
ST ALBANS, United Kingdom · 31 May, 2024

This has been going on for a long time. Br

Why You're Paying Your Veterinarian So Much

People have grown more attached to their pets — and more willing to spend money on them — turning animal medicine into

The Washington Post
Democracy Dies in Darkness

I own a vet practice, owners complain about the costs, but I only make 5-10% profit - here's our expenditure breakdown

its, our

are

78
v comments



ation over concerns
ig overcharged

MA) says it has identified "multiple concerns" in
information and the buying up of practices by big

seems to be like a giant cartel with vets trying to reece pet owners by as much as possible.

4 2



Hobe
@HobeBryant_

why are vets so damn expensive man

23 · 22 Apr 24 · 15 Views

COVENTRY, United Kingdom · 14 March, 2024

Explain it away all you like, it's still extortionate.

39 21 · Share

I own a vet practice, owners complain about the spiralling costs of treatments, but I only make 5-10% profit - here's our expenditure breakdown

What have I learned after three years of dog ownership? Beware of the vet bills

Adrian Chiles

issues public apology to
challenges 'offensive'
' Guardian article

Share:    

The Washington Post
Democracy Dies in Darkness

PostEverything

Vets are too expensive, and it's putting pets at risk

Costs have risen wildly in the last decade, and clinics are taking advantage of owners who can't pay.

April 21, 2015



and I'm £80 poorer



outine vet bills. I



'To be fair, the policy will come into its own if our dog needs a liver transplant or contact lenses'

MBA-level marketing zealotry



ices review over fears pet
owners are being overcharged



**BUT IS THIS REALLY
THE STORY?**

Gallup Poll Shows Veterinarians are Trusted

June 14, 2024

A recently available Gallup Poll surveyed opinions on the perceptions of honesty and ethical standards amongst a wide range of occupational classifications. The classifications ranged from Nurses (most trusted) to Members of Congress and Car Salespeople (least trusted). Veterinarians were included as a class in this survey for the first time in 17 years during this most recent survey and they came in at a respectable 2nd place, sitting between Nurses and Engineers. The trend data for the other medical professional survey showed a reduction in perceived trust over a four-year period. Gallup notes that the trust in most medical professionals saw an improvement during the early stages of the Covid pandemic, but that this Trust has since fallen sharply. Veterinarians were last included in this study in 2006, and the perceived overall trust in the Veterinary profession has reduced slightly over this 17 year period. For more information see: [Gallup Poll](#).

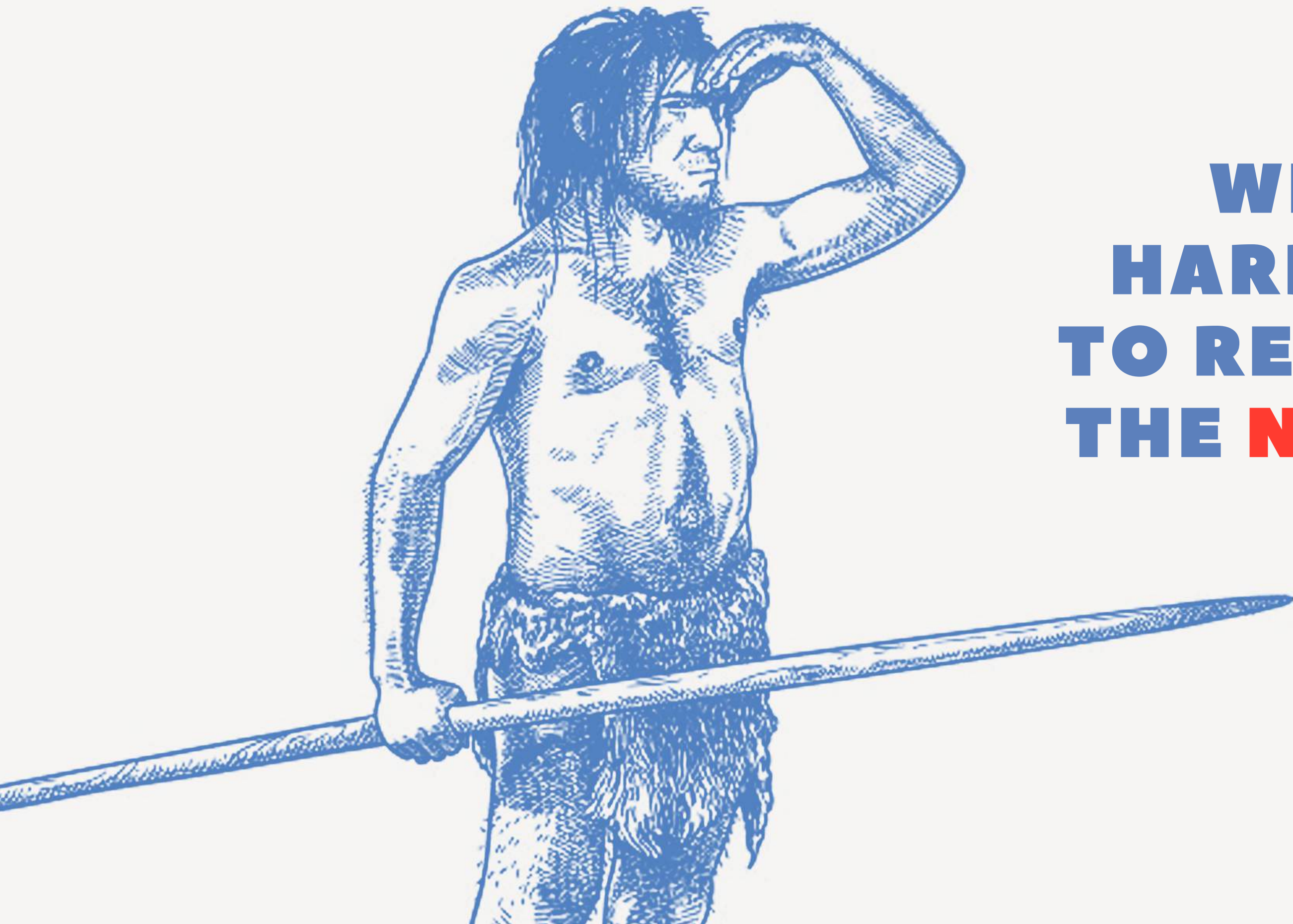
Client Net Promoter Score

63



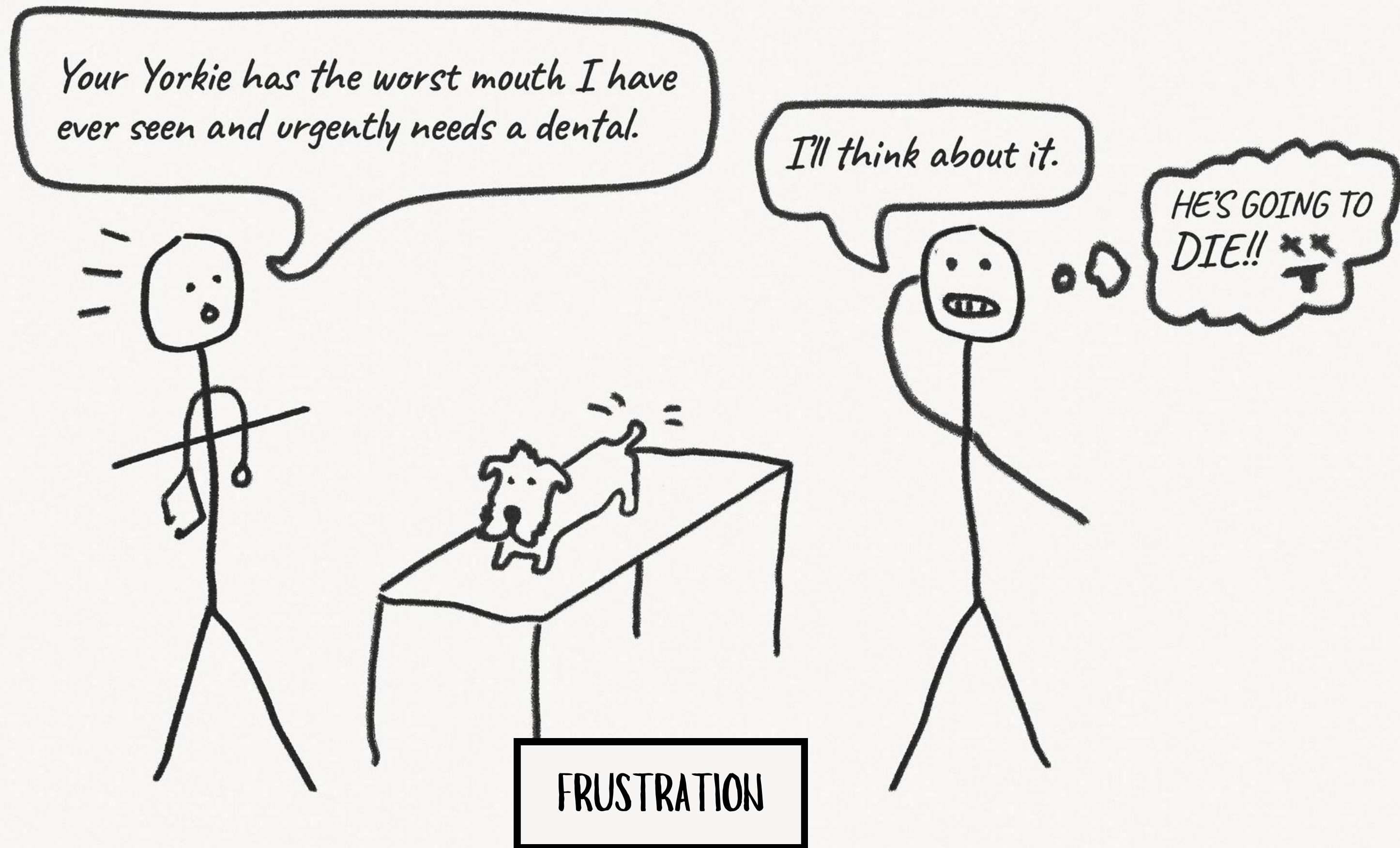
75+

Vet Practices



**WE ARE
HARDWIRED
TO REMEMBER
THE **NEGATIVE****









**WE MYOPICALLY FOCUS ON
CLINICAL SKILLS TO THE
DETTRIMENT OF THE SKILLS
THAT MATTER MOST**



**THE STORIES THAT WE TELL
OURSELVES ARE THE ONES
THAT MAKE THE BIGGEST
IMPACT ON OUR OUTCOMES**



**IF CLIENTS ARE YOUR ENEMY
THEN YOU ARE VIRTUALLY
GUARANTEEING POOR
OUTCOMES FOR ALL**

The background of the image is a collage of several US one-dollar bills, slightly overlapping and tilted at various angles. The bills are a light blue color with the portrait of George Washington. The text "THE UNITED STATES OF AMERICA" and "ONE DOLLAR" are visible on the bills. The serial number "E 34112707 E" is visible on several bills. The text "THIS NOTE IS LEGAL TENDER FOR ALL DEBTS, PUBLIC AND PRIVATE" is also visible. The signature of John W. Snow, Secretary of the Treasury, is visible on the bills.

**PRICE IS ONLY EVER AN
ISSUE IN THE ABSENCE
OF PERCEIVED VALUE**

**HOW WELL YOU
COMMUNICATE
IS 90% OF
THE BATTLE**



PART 2

**SEVEN STEPS TO
BETTER CLIENT
COMMUNICATION**

A X B > C X D



GENERATE AWARENESS

Dr. Dave Nicol

A photograph of a man with short dark hair, smiling and looking down at a small, scruffy-haired dog he is holding. The dog has a tag on its collar. The entire image is overlaid with a semi-transparent teal color. The text 'BUILD TRUST' is written in large, bold, yellow capital letters across the center of the image.

BUILD TRUST

Dr. Dave Nicol



SLAY F.E.A.R.

Dr. Dave Nicol

STEP 1

TRUST



STEP 1 TRUST

BUILD RAPPORT
BE ON TIME
KEEP PROMISES
MANAGE
EXPECTATIONS
COMMUNICATE

A man and a woman in formal wear are dancing. The man is wearing a dark tuxedo with a white shirt and a dark bow tie. The woman is wearing a dark, sleeveless, backless dress. They are in a close embrace, looking at each other. The background is a dark blue wall with a rough, textured surface, possibly a mural or a wall with peeling paint. The lighting is dramatic, highlighting the couple against the dark background.

TIPS FOR
EFFORTLESS
RAPPORT

EFFORTLESS RAPPORT



BODY LANGUAGE
SOUNDS
EYE CONTACT
PROXIMITY
TOUCHING
FACIAL EXPRESSION
BREATHING



STEP 1

TRUST

BUILD RAPPORT

BE ON TIME

KEEP PROMISES

MANAGE

EXPECTATIONS

COMMUNICATE



STEP 1 TRUST

BUILD RAPPORT
BE ON TIME
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MANAGE
EXPECTATIONS
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STEP 1

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STEP 1 TRUST

BUILD RAPPORT
BE ON TIME
KEEP PROMISES
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COMMUNICATE

STEP 2

TAKING HISTORY



STEP 2

TAKING HISTORY

CONVERSATION
BUILD EMPATHY
LISTEN
REPEAT BACK
ASK MORE
INFO & EMPATHY

STEP 3

**DURING
THE EXAM**



STEP 3 DURING THE EXAM

BE CONSISTENT
BE RESPECTFUL
BE CAREFUL
GIVE FEEDBACK
SIGNPOST
ADD 'THEATRE'

STEP 4

**ASSESS
& PLAN**



STEP 4

ASSESS & PLAN

INTERNAL
ORGANISE
PRIORITISE
PROBLEM LIST

STEP 5

**MAKE A
PLAN**

**YOUR PLAN
MUST FIT THE
SHAPE OF THE
PET AND
FAMILY'S LIFE**



STEP 5

MAKE A PLAN

DESCRIBE PROBLEM

DDX 3 MAX

WHAT - WHYS

POWER ? 1

PRESENT YOUR PLAN

POWER ? 2

**"WHAT'S IMPORTANT TO
YOU ABOUT (BLANK)?"**

POWER QUESTION 1



STEP 5 COMMIT TO ACTION

DESCRIBE PROBLEM

DDX 3 MAX

WHAT - WHYS

POWER ? 1

PRESENT YOUR PLAN

POWER ? 2

**"HOW DOES THAT
SOUND TO YOU?"**

POWER QUESTION 2

STEP 6

AVOID

THE VOID



STEP 6 **AVOID** **THE VOID**

EXAM ROOM BOOKING
BATON PASS
REMIND & RECALL

STEP 7

FINISH UP



STEP 7 FINISH UP

CLINICAL NOTES
COST ESTIMATE
DEPOSIT/BILL
CONSENT
INSURANCE
RESET

A X B > C X D



GENERATE AWARENESS

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A photograph of a man with short dark hair, smiling and looking down at a small, scruffy-haired dog he is holding. The dog has a tag on its collar. The entire image is tinted with a teal/cyan color. Overlaid on the center of the image is the text "BUILD TRUST" in large, bold, yellow capital letters.

BUILD TRUST

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SLAY F.E.A.R.

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**GIVE PEOPLE A CHANCE TO SAY
YES AND APPRECIATE YOUR
SERVICE BY GENERATING
AWARENESS, BUILDING TRUST
AND SLAYING THEIR FEAR**

THANK YOU

"Never stop exploring your world and the problems it presents. Use the smarts you have to create solutions to those challenges. And try, with everything you have, to be the best version of yourself possible each day. Everyone deserves a leader who helps others to grow and cares deeply about the future for us all."

Dr Dave Nicol

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