

# Igniting engagement with research and communication to move compliance

The College of Veterinarians is a provincial regulator for the practice of veterinary medicine in Ontario

## Problem

- As professions grow, regulation and best practise for a regulator evolves and advances. Gaining compliance on new measures is not always easy and this was the issue faced by the College.
- For their Impact Strategy Group, recent changes to veterinary office protocol and reporting resulted in poor uptake and compliance.
- The opportunity was to provide understanding about veterinarians, why compliance was either hard to execute or if they simply had no interest or perception of need. By extension, what was missing in the communication that didn't impress the need or encourage adoption of the new guidelines.

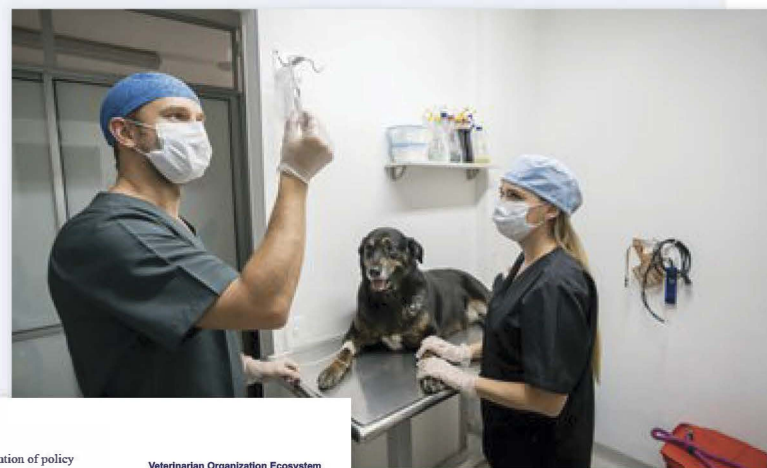
## Approach

Halmyre understood that the approach required a fact-based understanding of the membership and the gaps in the knowledge of their real-life working environment and challenges to help inform perceptions and the ability of the membership to comply with change.

- Primary research to provide a 360 view of the professional landscape, their work frustrations, their motivations, and understanding of the day-to-day.
- Situation analysis and value proposition review.
- Stakeholder interviews with the Designated Facility Director to understand the barriers to adoption and how to overcome those.
- Outline steps forward to craft better messaging by the understanding of operations to foster better compliance.

## Outcome

- Ideas and solutions for acting on the new regulations that had meaning and resonance for Veterinary Offices.
- Insights into the environment that veterinarians operate in.
- Solid messaging blueprint and future direction and insight to affect engagement and adoption.
- Board-level measurement information to guide and inform change.



### Delegation and Compliance

Understanding the relationship



### Executive Summary

No inherent friction with the spirit/intention of policy

No one Halmyre interviewed disagreed with the purpose or spirit of the policy.

• But most found it hard to adhere to and meet their goals:

- make money
- save time

• and be as effect and caring for their patients as possible

	Veterinarians	CVO
Building	Organizational Structure	Policy Structure
What's Real?	Make money, fastest way possible, care for patients in the best possible way	CVO policy
What's Perception?	CVO is asking them to be inefficient, but they are adhering in meaningful ways to the policy	They are non-compliant with CVO policy

Veterinarian Organization Ecosystem

Organization elements includes (dependent on size):

- owner(s),
- partners,
- FDFM,
- administrator,
- registered vets and vet techs

DFD Role

The DFD is a conceptual overlay to reality on the ground that doesn't make sense to who you're talking to.

Solutions and ideas for compliance and communication that matter