Contents

Contributors vii
Foreword ix
Acknowledgements xi
Introduction xiii

Chapter 1 Basic communication skills 1
Mary Kirwan
Introduction 1
Background and origins 1
The importance of communication 2
Definition of key terms 3
Models of communication 4
Verbal and non-verbal communication 7
Listening 15
The cultural context of communication 21
Summary 22
References 22

Chapter 2 A framework for the veterinary consultation 25
Alan Radford
Introduction 25
A guide to the veterinary consultation based on the Calgary–Cambridge observation guide
The physical examination
Closing the consultation
Summary
References

Chapter 3  Professional, ethical and legal aspects of communication  
Carol Gray

Introduction
Communicating professionalism
Gathering information from clients
Giving information to clients
Informed consent
References

Chapter 4  Compassionate communication: working with grief  
Susan Elizabeth Dawson

Introduction
The HCAB
Review of quality-of-life indicators
Setting up and running continuing care clinics
PET loss support groups
CPD opportunities
Resources and useful websites
References

Chapter 5  Dealing with difficult situations  
Carol Gray and Jenny Moffett

Introduction
The use of veterinary communication skills at the end-of-life
A seven-step approach to communication at the end-of-life
Euthanasia – before, during and after
Welfare concerns 109
Informed clients 110
Communicating cost 112
Dealing with anger 115
Communication of mistakes 118
References 122

Chapter 6  Communicating with colleagues 127
  Geoff Little

  Introduction 127
  The team and its leader 128
  Induction schemes and mentoring 131
  Appraisals 132
  Exit interview 133
  Delegation 134
  Standard operating procedures 136
  Staff suggestion scheme 139
  Practice meetings 142
  Reporting structure 144
  Rotas 145
  Interpractice communication 145
  References 147

Chapter 7  Communicating with a wider audience 149
  Jenny Moffett

  Public speaking for beginners 149
  Veterinary medicine and the media – a meeting of two worlds 155
  References 166

Chapter 8  Communication and self-care in the veterinary profession 168
  Martina A. Kinsella

  Communication, stress and the individual 168
  The first step to inner freedom 169
<table>
<thead>
<tr>
<th>vi</th>
<th>Contents</th>
</tr>
</thead>
</table>

Moving from victim to victor  
Implementing change  
Learning assertiveness skills and becoming an assertive individual  

**Beyond words: communication, social relationship and health**  
David Bartram  
The disclosure phenomenon  
Importance of social relationships  
The role of telephone support helplines  
Summary and conclusions  
Acknowledgements  
References (Communication, stress and the individual)  
Further reading (Communication, stress and the individual)  
References (Beyond words: communication, social relationships and health)  

Index