



COMMUNICATION
STRATEGIES



Mobilizing RVTs® *End Of Life*

This innovative, one-of-a-kind program is changing the landscape of veterinary medicine. One of the most inspiring and the most devastating parts of veterinary medicine, End of Life. This program builds powerful communication skills, optimizing the profile and responsibilities of RVTs in End of Life appointments with all species. Topics; quality of life consultations, modern hospice modalities, euthanasia protocols and navigating end of life challenges. **This is the best investment you can make in any veterinary practice; solid ROI, improved client satisfaction & compliance, great patient care, and RVTs that are happy and engaged.**

The Evolution and Revolution in Veterinary Medicine

DAY ONE

Core Dialogue Skills

We begin the event diving into the core dialogue skills and their application to managing appointments with clients. This is the foundation that all conversations are based upon.

DAY TWO

Hospice Care

Learn the guidelines and philosophies of hospice care, the roles of RVTs and DVMs, and how to develop a hospice program in your practice. Discover how to deliver quality-of-life consultations and basic hospice modalities.

DAY THREE

End of Life

Discover how the evolution of the human animal bond has impacted the families expectations for end of life care (euthanasia). Develop an understanding of how a family arrives at an end of life care decision and the importance of remaining non-judgemental. Review how to create a meaningful end of life care experience that honours the bond the family has shared.

DAY FOUR

Simulations & Practice

Attendees practice what they have learned, receive in-the-moment dialogue coaching, practice an appointment with a simulated client and give & receive peer coaching. This is the highest level of communication learning.

DAY FIVE

Business & Finances

A recap of key learnings, an introduction to the business side of veterinary medicine, and the financial benefits of Mobilized RVTs and BSCS Integration Services. Includes a review of legislation and the role of RVTs in a self-regulated profession.

📍 HORSE IN HAND RANCH
BLACKFALDS, AB

🍽 HOT LUNCH & SNACKS DAILY

📝 WORKSHOP NOTES & RESOURCES

⚙ INTERACTIVE WORKSHOP

👤 LIMITED 20 PARTICIPANTS

⭐ ABVMA APPROVED / 32 CREDITS

💰 INVESTMENT: \$3412.50 INCLUDES GST



UPCOMING DATES



Register now!



VISIT WWW.BSCOMMUNICATION.CA TO LEARN MORE ABOUT OUR SIGNATURE PROGRAMS

Meet The Speakers



Becky Taylor, RVT, MA

Becky has been dedicated to her career as a Registered Veterinary Technologist for over 25 years. In that time, she has worked in mixed animal practice, in education, and in corporate veterinary medicine. She has participated in hundreds of CE opportunities, sat on many national and provincial boards and considers herself a lifelong learner. A pinnacle of this learning was in 2016, when Becky completed a Master of Arts in Professional Communication through Royal Roads University. Her final project was authoring a paper on the role of RVTs with clients and resulted in the creation of a communication model for RVT's.



Emily Piche, RVT, CHPT, CPEP

Emily is a passionate hospice and end-of-life care provider and educator, committed to ensuring every veterinary clinic has a dedicated hospice care program led by RVTs. In 2018, she helped establish one of Canada's first Veterinary Hospice Centres, where she served as Lead RVT and eventually as the Assistant Medical Director. In 2021, she had the honour of becoming one of the first RVTs in Canada to offer in-home end-of-life care under the indirect supervision of a veterinarian. Through her experience, Emily recognized the need for dedicated hospice programs in general practice. Using her unique expertise, she founded The Art of Goodbye, a company focused on training RVTs to develop and lead compassionate hospice and end-of-life care services in their clinics. The program has since expanded to include hands-on workshops, team training, and webinars. Outside of work, Emily enjoys gardening, fishing, and spending time with her family on their hobby farm.



Dr. Amanda MacDonald

Amanda is a 2001 graduate of the Ontario Veterinary College who owned a small animal veterinary practice for over 20 years in Cambridge, Ontario. She is dedicated to mentorship and education within the veterinary field, serving as a coach and mentor at the Ontario Veterinary College and previously on the Complaints Committee for the College of Veterinarians of Ontario. In 2021, she joined NVA Canada as a clinical veterinarian and coach, continuing to advocate for team-based medicine and the integration of Registered Veterinary Technicians (RVTs). Her overarching goal is to improve outcomes for all stakeholders in the veterinary industry, from RVTs and DVMs to practice owners and clients.