

University of Missouri Niemeyer Lecture Series

PRESENTS:

Evidence-Based Communications – from Theory to Practice

Feb. 8 and 9

Veterinary Medicine Building Auditorium

Effective communication is about more than the words we choose. For instance, we all know remaining silent is a powerful way to communicate and Will Rogers once reminded us we should never miss a good chance to shut up. The words you choose do matter and how/when you say them matters even more. This seminar will focus on communicating with clients but its reach will be much broader. We all have different communication styles, different learning styles and different backgrounds, yet understanding the basic principles of communications will benefit us all.

Featuring

Drs. Jason Coe and Richard Meadows

Dr. Jason Coe, associate professor and Nestlé Purina PetCare Canada Chair in Communications at the Ontario Veterinary College University of Guelph (Canada), is an internationally recognized communications expert. He and his Guelph colleagues are responsible for a considerable portion of the research that exists in the veterinary literature regarding communications today. He speaks frequently internationally on veterinary communications and is a prolific author in peer reviewed journals such as JAVMA and the Journal of Veterinary Medical Education.



Dr. Richard Meadows, MU College of Veterinary Medicine Curators' Teaching Professor, has been a member of the CVM faculty and the director of the Community Practice Section within the Veterinary Medical Teaching Hospital since 1999. He is also the director of the veterinary hospital's Pet-Safe Program. Meadows was the recipient of the 2010 National Pfizer Teaching Award. Other honors include the 2002 Carl J. Norden Award for Distinguished Teaching at the CVM, the 2003 Golden Chalk Award, the 2003 and 2010 Golden Aesculapius Teaching Award, the 2005 William T. Kemper Excellence in Teaching Fellowship Award, the 2006 Bustad Companion Animal Practitioner Award, and the 2008 Missouri Governor's Teaching Excellence Award at MU.



Schedule:

Breakfast on your own		
8:30-10:20 a.m. Vet Med Auditorium	What Research Tells Us About Delivering An Effective Healthcare Recommendation	Coe
10:20-10:40 a.m.	Break	
10:40 a.m. -12:30 p.m. Vet Med Auditorium	What Research Tells Us About Communicating to Clients the Cost of Veterinary Care	Coe
12:30-1:30 p.m. Adams Conference Center	Hot lunch provided to those who attend the entire day	
1:30-3:20 p.m. Vet Med Auditorium	Bring the Research to Practice — Communicating/Bonding with Clients, Getting to Yes and Getting them Back	Meadows
3:20-3:40 a.m.	Break	
3:40-5:30 p.m. Vet Med Auditorium	Protecting Your Professional Reputation When Personally Using Social Media: Avoiding Unintended Client Communication	Coe

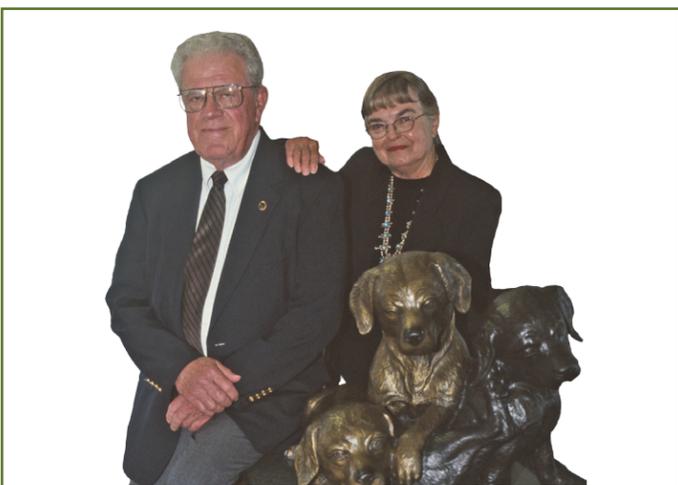
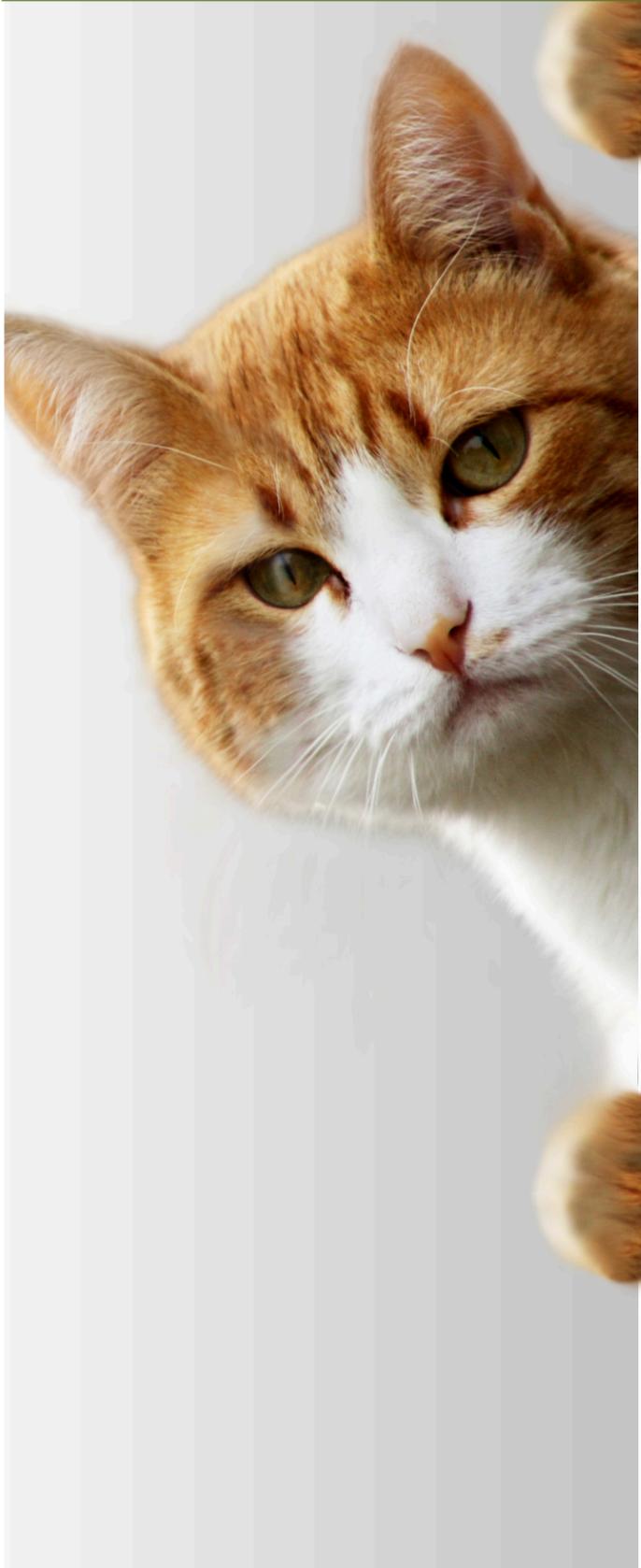
Note: Dr. Coe's lecture series will encourage/utilize audience participation via clickers, questions and answers.

This seminar will be **FREE** for MU students, staff and faculty. It will also provide **eight hours of continuing education credit** for veterinarians and registered/licensed veterinary technicians. It will be presented twice to maximize the

opportunity for all who are interested to attend or for those who want to hear it again — once on Saturday, Feb. 8 and then the same material will be repeated on Sunday, Feb. 9. Repetition helps in learning AND communications!

To Register:

<http://bit.ly/CommunicationsSeminar>



This event is funded through the Kenneth and Margaret Niemeyer Visiting Lecture Fund. Kenneth and Margaret Niemeyer established the fund in 1986 to defray expense of bringing individuals to the CVM to deliver scientific lectures to veterinary students, faculty and other interested individuals. Kenneth Niemeyer was a 1955 graduate of MU CVM. He was a long-time faculty member of the College who also served as associate dean of academic and student affairs until the time of his retirement. He was instrumental in the campaign for the funding of Clydesdale Hall and assisted with the actual construction oversight on behalf of the Dean's Office.