

INVITATION TO A LIVE WEBCAST



Four 30-minute webcast series:

Dermatology insights for veterinary teams on supporting pet parents through their pet's journey

August 10, 17, 24, 31,
from 10 to 10:30 a.m. (EDT)

7:00 8:00 9:00 10:00 11:00 11:30
BC (PDT) AB/SK (MDT) MB (CDT) ON/QC (EDT) PEI/NB/NS (ADT) NL (NDT)



Dermatology communication is tough and it's a two-way street! We need good strategies to help pet owners understand that dermatology is a journey, and we are here to help them along the way.

Join **Dr. Becky Valentine** and **Jennie Tait** as they address the questions you have on dermatology communication. At each stage of the communication journey there are different strategies and tips and tricks.

Dr. Valentine and Jennie Tait will share their experience on how we can better communicate about dermatology with pet owners, improve compliance and adherence, and help these pets live the lives they were meant to.

This series is in partnership with the **Empathy for Itch** campaign, to create awareness and empathy for pets suffering from itchy skin



- **August 10:** Itchy pet see your vet: How to communicate what is normal and what needs to be addressed
- **August 17:** Diagnostic rule out plan and preparing the pet owner for the journey
- **August 24:** Communicating a treatment plan: Short- and long-term
- **August 31:** Compliance (cost/barriers) Adherence (commitment)



Watch the four webcasts and complete the CE quiz to receive a certificate for two hours of CE.

Becky Valentine

DVM, DACVD

Dr. Valentine was born and raised in Calgary and completed her Doctor of Veterinary Medicine from the Western College of Veterinary Medicine in 2001. After completing a rotating small animal internship at Ontario Veterinary College (OVC) in 2002, Becky spent several years as an emergency veterinarian before returning to school to complete a residency in dermatology at the OVC. She became board-certified in Veterinary Dermatology in 2015. Becky's interests include the treatment of antibiotic-resistant skin infections and the diagnosis and management of allergic dermatitis in small animals and horses.



Jennie Tait

AHT, RVT, VTS (Dermatology – Charter Member)

Jennie Tait is an experienced veterinary technician with over 36 years in vet medicine under her belt. She worked in general practice for 3 years, then at the Ontario Veterinary College (OVC) for just shy of 25 years. While at OVC she discovered her love of dermatology when she became the technician for the Derm Service over 22 years ago. She is the proud owner of RVT certificate #4, has the privilege of being the first non-faculty member in the history of the OVC to be an honorary class president, is a charter member and former regent of the Academy of Dermatology Veterinary Technicians, is currently the only VTS (Dermatology) in Canada, and is the only vet tech on the executive committee of the Canadian Academy of Veterinary Dermatology. Jennie is enjoying the good life of being semi-retired and continues to work at the Veterinary Allergy Dermatology Ear Referral (VADER) Clinic in Morriston.



Sign up now for this live webcast series at communiVET.com/webcast/empathyforitch

[Click here to sign up NOW!](#)

Not sure you can attend all four live webcasts? Feel free to sign up anyway!

The entire webcast series will be recorded, and posted on CommuniVET.com for on-demand streaming shortly after the live presentations. (We've got you covered!)

Brought to you by



Powered by

