# Continuing Education at Murdoch University

## Hill's Pet Nutrition Australia

Proposal
December 2011

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## 2011 Proposal

### Continuing Education at Murdoch University

Murdoch University has a track record of excellence in providing continuing education to regional Western Australia for over seven years.

We invite Hill's Pet Nutrition to support the following continuing veterinary education events with a value of [redacted] GST as part of the Multi project sponsorship agreement and in lieu of the benefits Hill's would otherwise have received for the Mobility and Rehabilitation Service.

### Murdoch Online Veterinary Education - MOVE
***(previously named RATS)***

Murdoch University has an established distance education program that has been serving regional Australia since 2004. In 2008, Murdoch moved from a teleconference format to the delivery of an internet-based presentation which expanded our capabilities to provide quality distance education anywhere in the world.

Our current platform supports highly interactive online learning with:

- Powerpoint display
- Live video and audio feed
- Online chat/discussion
- Real-time quizzes and polls
- "Markable" documents to allow presenter to draw/customise slides
- Presentations archived for future reference

Although originally designed to serve regional Australia, online education sessions are attractive to veterinarians for a variety of reasons:

1) Can be done at the clinic, at home or while travelling
2) Regular relevant updates for continuing education
3) Includes a greater variety of speakers and participants — country areas, across the nation and internationally
4) Archived presentations means veterinarians will not miss a thing when the out-of-hours call comes in as they are able to return to important information.

Murdoch Online Veterinary Education (MOVE) live classroom in 2012 will be a series of ten small animal presentations and two equine presentations for veterinarians, each of approximately one-hour duration, delivered via the internet. The live online sessions will be offered at 6:30pm, Perth time. The tentative dates, speakers and topics for 2012 are as follows:

| Date | Speaker | Topic |
|---|---|---|
| Tue 7th February | Dr Fleur James | Small animal medicine topic |
| Tue 6th March | Dr Ryan Ong | Approach to the trauma patient |
| Feb/Mar/Apr - TBA | Dr David Murphy | Equine topic |

| | | |
|---|---|---|
| Tue 3rd April | Dr Griet Haitjema | Updates on pain science and assessment for practice |
| Tue 1st May | Dr Giselle Hosgood | Soft tissue surgery topic |
| Tue 5th June | Dr Robert Shiel | Feline hyperthyroidism: diagnosis of the complicated case |
| Tue 10th July | TBA | TBA |
| Tue 7th August | Dr Mandy Burrows | Dermatology topic |
| Wed 22nd August | Dr Cristy Secombe | Equine topic |
| Tue 4th September | TBA | TBA |
| Tue 2nd October | TBA | TBA |
| Tue 6th November | TBA | TBA |

In terms of timing, topics, level of presentation and cost, the primary markets for this course will be Australia, Singapore and Hong Kong. However the sessions are available at a time that may be suitable for other large Asian markets such as China, Thailand, Korea and Japan. [redacted]

We are pleased to provide you with the following benefits as a part of your sponsorship:

- An opportunity for a Hill's Pet Nutrition representative to present on a mutually agreed small animal topic at two of the ten sessions or a five minute introduction at the beginning of five of the small animal sessions.
- Acknowledgment on all promotional material including advertising flyers, application forms and website.
- Verbal acknowledgement of sponsorship at the beginning of each presentation.
- Hill's Pet Nutrition logo on the screen during each presentation.
- An opportunity for a Hill's Pet Nutrition representative to present a five minute introduction at the beginning of the two scheduled equine sessions. Many vets who listen to these sessions are in mixed practice.
- Inclusion of the Hill's Pet Nutrition sales representatives on the email distribution list for online sessions.
- Exclusive "block booking" rate available for Hill's Pet Nutrition.
    - [redacted]
    - [redacted]
    - [redacted]

- [redacted]

**Perth Surgery Series**

In 2012 a series of four continuing education sessions focusing on small animal surgery will be held. These lectures will be clinically orientated, interactive, and at a level that is relevant to practitioners. The lectures will be presented by veterinarians from the Small Animal Surgery department at Murdoch University Veterinary Hospital and facilitated by the Office of Continuing Education.

The audience will include practicing veterinarians from the greater Perth metropolitan area, Murdoch University staff and students. Each evening will be held at Murdoch University and will begin with light refreshments followed by the lecture. Lectures will last around one hour followed by questions and any further discussion. Attendees will be charged a fee for each session.

[redacted]

The confirmed dates for the sessions available [redacted] are:
Wednesday 15th February 2012
Wednesday 16th May 2012
Wednesday 1st August 2012
Wednesday 14th November 2012

Topics for each Surgery Series lecture will be confirmed closer to each date to ensure the topic is relevant at the time. Effort will be made to align each topic to your field of commercial interest to add value for the Hill's.

**Club MEDicine**

In 2012 a series of three continuing education sessions focusing on small animal medicine will be held. These lectures will be clinically orientated, interactive, and at a level that is relevant to practitioners. The first two lectures will be presented by veterinarians from the Small Animal Medicine department at Murdoch University Veterinary Hospital, and the third lecture will be presented by a visiting speaker.

The audience will include practicing veterinarians from the greater Perth metropolitan area, Murdoch University staff and students. Each evening will be held at Murdoch University and will begin with light refreshments followed by the lecture. Each lecture will be of approximately 1 to 1.5 hours duration followed by questions and any further discussion.

The dates for the three Club MEDicine sessions are currently being finalised, and all are [redacted].

**DermClub**

Dermclub is a continuing education initiative that has been running since 2000. It encompasses an interactive, case based small animal dermatology lecture for Veterinarians, and more recently Veterinary Nurses, presented by Dr Mandy Burrows and the Veterinary Nursing team of the Skin, Allergy and Ear Clinic at Murdoch University, facilitated by the Office of Continuing Education.

Dermclub in 2012 will comprise a series of eight evening lectures held at approximately six week intervals throughout the year. The audience will include practicing Vets and Vet Nurses from the greater Perth metropolitan area, Murdoch University staff and students. Each evening will begin with a light supper followed by the lecture; Vet and Vet Nurse lectures will be held in different lecture theatres. Each lecture will last around an hour followed by questions and any further discussion.

[redacted] Dermclub's popularity may be ascribed to the lecture contact that is enthusiastically and well presented, clinically orientated, and at a level that is relevant to practitioners. Additionally, support from sponsors has enabled Dermclub to be run free of charge for Vets and Vet Nurses.

The confirmed dates for the sessions available [redacted] are:

- Wednesday 14th March 2012
- Wednesday 18th July 2012
- Wednesday 5th September 2012
- Wednesday 28th November 2012

**Partnership Opportunities and Acknowledgement**

The sponsorship benefits for DermClub, Club MEDicine and Surgery Series will include:

- Opportunities for Hill's Pet Nutrition representative to present relevant educational material to veterinarians.
- Acknowledgment on promotional material including advertising flyers, application forms and website.
- Hill's Pet Nutrition logo on the screen during each presentation.
- Access in person to veterinarians interested in small animal surgery and medicine.
- Verbal acknowledgement of sponsorship at the beginning of each session.
- Opportunity for Hill's company representative to mingle with attendees prior to the lectures.
- Opportunity for Hill's to provide promotional material to attendees at each session.
- Opportunity for a Hill's representative to do a short welcoming presentation (up to three minutes) at the beginning of each session.
- A copy of the notes for the representative attending and/or a copy by email.
- Acknowledgement on sponsors page of Continuing Education website.

**Sponsorship Value**

The sponsorship value for Hill's Pet Nutrition for the presented MOVE sessions, Surgery Series, Club MEDicine and DermClub sessions in 2012 is [redacted].

Thank you for taking the time to consider this opportunity and we look forward to working with Hill's Pet Nutrition to develop the Hill's presence within continuing veterinary education at Murdoch University.

**The Future of the Hill's / Murdoch Partnership**

We would welcome the opportunity to discuss the Hill's part-sponsorship of an academic position in Small Animal Wellness & Preventative Medicine. We would see this position as a minimum three year commitment to ensure the maximum benefit to both Hill's Pet Nutrition and Murdoch University is reached.

The impact of nutrition in an animal's health and wellbeing is a growing and significant area of veterinary care. This partnership could be a part of improving the health of pets in the future. The exposure to students and the veterinary profession through this exciting new Hill's position can be achieved through various publicity initiatives, the naming of the position as a Hill's Pet Nutrition position, inclusion in the curriculum of diet in preventative medicine, a series of lectures under the responsibility of the position and acknowledgment on published papers.

Please do not hesitate to contact me if you would like further information or to discuss personalising this proposal to further meet the requirements of Hill's. I look forward to hearing from you.

Kind regards

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