

# Creating Partnerships

## BETWEEN VETERINARIANS AND PRODUCERS



A five-module course to help veterinarians and producers create strong partnerships to enhance profitability and sustainability.

DEVELOPED BY

**TEXAS A&M**  
UNIVERSITY

**PRAIRIE VIEW**  
A&M UNIVERSITY

SPONSORED BY

**USDA** United States  
Department of  
Agriculture

# Accelerate Student Learning

The Creating Partnerships Between Veterinarians and Producers program proposes a new model for veterinarians and small- and medium-sized ranchers to work cooperatively to increase access to information and resources that support ranching operations. Engaging videos and study materials will help learners gain an understanding of their role in establishing relationships in addition to building other skill areas essential to developing long-lasting partnerships. The course clarifies the Veterinarian-Client-Patient Relationship (VCPR) from the perspective of both veterinarians and producers.



## What's Included

### Learning Modules

(Contact time: 3.5 hours)

- Module 1: Communication: A Vital Role in Establishing a Viable Relationship
- Module 2: The Veterinarian-Client-Patient (VCPR) Relationship Mystery
- Module 3: Benefits of a Veterinarian-Client-Patient Relationship (VCPR) for the Use and Accessibility of Drugs
- Module 4: Utilize the Veterinary Feed Directive and Additional Guidelines in Establishing a VCPR
- Module 5: Distance Animal Care

### Study Guides

Resources to support learner engagement while navigating the video lessons.



## Audience & Delivery

Designed to encourage veterinarians and producers to prioritize developing healthy partnerships, and give them guidance to do so.

**Video Lessons:** Web-based media content streams directly to students via a learning management system. Play videos on PCs, Macs, tablets, or mobile devices.

**Study Guides:** Learning materials are accessible to students via a learning management system. View study guides on PCs, Macs, tablets, or mobile devices.

## About the Authors

Glennon Mays, DVM

Kevin Washburn, DVM

Brandon Dominguez, DVM

Dee Griffin, DVM, MS

Dan Posey, DVM

Nicola Ritter, MEd, PhD

Molly Gonzales, MEd, EdD



**The Center for Educational Technologies**  
Located at the College of Veterinary Medicine  
& Biomedical Sciences at Texas A&M University  
1-979-458-8450 ■ WWW.TAMUCET.ORG

For more information or to try a demo,  
connect with us at [CET@cvm.tamu.edu](mailto:CET@cvm.tamu.edu)