



College of Veterinary Medicine Policies and Procedures

Subject: Communication

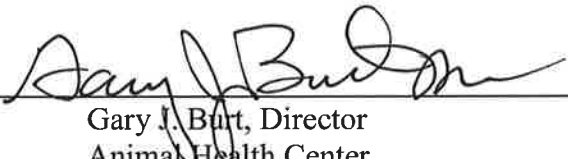
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COMMUNICATION

Client communication is an essential component of medical ethics. Remember that the majority of communication occurs non-verbally!

1. Be courteous and identify yourself when appropriate.
2. Be alert and pleasant.
3. Speak clearly and avoid medical jargon and terminology as much as possible; i.e., try to communicate in a layperson's language. Be sure the client understands your instructions and ask if the client has any questions.
4. Be a good listener.
5. Use the client's name and address adults as Mr., Ms., etc.
6. Be tactful and discreet. Do not say things that can be misconstrued or imply negative connotations. You represent the Animal Health Center, the College of Veterinary Medicine, Mississippi State University and the veterinary profession.
7. When taking or receiving phone messages, be thorough and be prepared.
 - a. Record necessary data.
 - b. Have a pen and notepad.
8. Wear name badges at all times when interacting with a client.
9. Document all conversations or information exchanged regarding a case in the EMR communication log.
10. Students should adhere to the American Veterinary Medical Association's "Principles of Veterinary Medical Ethics" which can be found at <https://www.avma.org/KB/Policies/Pages/Principles-of-Veterinary-Medical-Ethics-of-the-AVMA.aspx>

Approved: _____


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