Overview/description

Strategies to Improve Medication Adherence in Diabetic Cats
Veterinarians and their teams play a pivotal role in helping diabetic cats thrive. This webcast will show you how to do it with clarity, confidence, and compassion. Learn communication techniques that strengthen client trust, boost compliance, and make once-daily dosing easier for families. You'll hear from a Canadian professor with expertise in veterinary communication and practitioners who share their experiences in supporting clients. Get ready-to-use exam scripts, reminder templates, and follow-up care strategies. These tools will help you have empowered conversations with cat owners, better patient outcomes, and fewer treatment gaps.

Speaker's bio and credentials



Wendy S. Myers, CVJ, BS, BS
Known as the "Queen of Scripts", Wendy Myers trains veterinary teams to communicate with clarity and confidence, inspiring client trust and better patient care. As founder of Communication Solutions for Veterinarians, she teaches proven skills through online courses, conferences, and onsite consulting. Wendy's experience as a partner in a specialty and emergency hospital gives her insight into practice challenges. A certified veterinary journalist and author of six books, she writes for Veterinary Practice News and dvm360 magazines.

Questionnaire

1. **When gathering a comprehensive history, which areas should veterinarians focus on?**
   - Information about the animal
   - Insight about the client's and animal's environment
   - The client's beliefs, values, and human-animal relationship
   - All of the above

2. **When choosing your pricing strategy for higher-cost medications, use a typical 2x or higher markup.**
   - True
   - False

3. **Which business type relies on convenience marketing for medications, pricing pet medications at or near cost because their real profit comes from foot traffic and add-on sales?**
   - Veterinary hospitals
   - Online pharmacies
   - Retail pharmacies and big box stores
   - Large animal practices

4. **Best for drugs and products with higher costs, a margin pricing strategy considers the product cost plus a profit margin to arrive at the selling price.**
   - True
   - False

5. **Which term communicates follow-up care is medically necessary and part of an active treatment plan?**
   - Recheck
   - Progress exam
   - Wellness exam
   - Follow-up exam

6. **To guide the client to book follow-up care now, use action words and the yes-or-yes technique of "Dr. [Name] needs to see [cat name] in 7 days for a progress exam. Do you prefer [date, time 1] or [date, time 2]?"**
   - True
   - False

7. **What is the benefit of forward booking?**
   - Improved medical outcomes because chronic health conditions are consistently monitored
   - Loyal client relationships because clients feel cared for—not processed
   - Increased visits and revenue because diabetic patients will visit 3 to 6 times per year
   - All of the above

8. **Understanding and addressing the human-animal bond can help create common ground and lead to more successful shared decisions about the animal's care.**
   - True
   - False

9. **When should you send the first refill reminder for a chronic medication?**
   - 14 days before refill is due
   - 7 days before refill is due
   - 2 days before refill is due
   - 1 days before refill is due

10. **Which essentials should you include in refill reminders?**
    - Drug name and purpose
    - Refill due date
    - Call to action
    - All of the above

PERSONAL INFORMATION:

First name: _____

Last name: _____

Type: _____

(Veterinarian, Technician)

Licence number: _____

Province where you practise: _____

Email: _____

CERTIFICATE OF COMPLETION

Educational webcast

Strategies to Improve Medication Adherence in Diabetic Cats

Presented by

Wendy S. Myers, CVJ, BS, BS

This document confirms that

Dr. Lorem Ipsum

has viewed the above-mentioned webcast and has answered and submitted the questionnaire meant to evaluate the understanding of the content.

Date:

Province of licensure:
Licence number:

CE credit (s) earned: 1