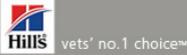


CRM and Promotion

"Veterinary Matters" Newsletter


January 2011

VETERINARY MATTERS

Feature...

Watch out for Webinars!

High calibre speakers, CPD in the comfort of your own armchair and all for free! Hill's™ Pet Nutrition is offering a flying start to CPD record cards in 2011, with the launch of a series of five free webinars delivered by RCVS specialists.

[Read more](#) >

In this issue:

- Watch out for Webinars!
- Go with the Flow
- Nursing Then and Now - The President's View
- Hot Topic: Pouch Perfection

Dear Steve

It's January. Enough said? If you are feeling that post-festive slump, this issue aims to give you a few ideas to enthuse you about the year ahead. With the cat and dog population neck and neck at 8 million each, perhaps it's time to focus on feline medicine? We bring you news of free CPD that will be the cat's pyjamas for busy clinicians. A recent study suggests there could be scope to think again about your approach to struvite dissolution and we bring news of upgraded pouches - perfect for the fussiest feline. BVNA President, Sue Badger shares what she has learned from 30 plus years in vet nursing and her plans for 2011. And just to keep you ahead of the pack, we bring a little sniff of an exciting virtual development that's coming your way soon. Keep watching!

Tim Dobbins, Associate Veterinary Affairs Manager



Tim's dog Breeze enjoying the snow

Watch out for Webinars!

High calibre speakers, CPD in the comfort of your own armchair and all for free! Hill's™ Pet Nutrition is offering a flying start to CPD record cards in 2011, with the launch of a series of five free webinars delivered by RCVS specialists. The webinars all focus on feline medicine and last an hour with additional time for questions. [more >](#)

Go with the Flow

Hill's Pet Nutrition has announced several innovations that will provide an expanded portfolio of products proven to manage FLUTD (feline lower urinary tract disease). A major benefit, given the number of obese cats we see in the UK, is the addition of a new Prescription Diet™: Feline c/d™ Multicare Reduced Calorie. [more >](#)

Jan 2011

Focus on CPD and webinars.



Nursing Then and Now - The President's View

Sue Badger is President of the BVNA this year. She has been a veterinary nurse for over 30 years and is currently Undergraduate Dean of Veterinary Nursing and Head of Centre at Bristol Vet School. We asked her to reflect on the changes she has seen and the challenges that lie ahead in 2011. [more >](#)

[Read more](#) >



Hot Topic: Pouch Perfection

Coming soon is a new taste improvement in our Prescription Diet Feline Chunks in Gravy pouch products i/d™, c/d™ and k/d™. Offering a fresh single serving at each meal, pouches have become increasingly popular with cats, and owners love the convenience. Both k/d and c/d were preferred by cats in a taste preference test* over our leading competitor's equivalent product and i/d had parity with the leading competitor in the same taste preference test. Taste, texture and appearance have been improved, making Hill's Prescription Diet pouches an even more attractive option than ever before. All of this, without the use of artificial colourants or flavour enhancers, while still offering the same great nutritional benefits! Expect to see the new pouches appearing from February onwards.

*Hill's Data on File



Breaking News: Open Access!

On 11th January we gave vets, students and nurses across Europe an opportunity to take a look round our world famous Pet Nutrition Centre in Topeka via a live webcast. If you didn't get the chance to join us, there will soon be an opportunity to view again as an exciting virtual veterinary world launches next month. Watch this space to find out more...

You are currently subscribed to the content above. If you want to update your settings please [click here](#). [Unsubscribe](#) | [terms and conditions](#)

live link: <http://bit.ly/g400Fs>

Learning Management System

Hill's Pet Nutrition - Vet Nurse Academy

Hill's Professional Partners

Welcome to the Hill's Professional Partners Portal

This site is intended for our Professional Partners. If you need any assistance to access the site or for any further information please contact the Hill's helpline on 0800 262436/1- 800-626002 (RO)

Username / Email: Password:

Forgot your password? [click here](#)

If you have not registered, please [Register Now](#)

Registration
To enrol on these courses, you must first register at www.hillspet.co.uk/vna

Main Menu
[Site news](#)

Calendar
January 2011

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	
			8	9		
	15	16				
22	23					
29	30					

Welcome to the Hill's VNA Learning Management System

Below you will find courses built up as separate in-clinic appointments. You will play the role of the clinic nurse that guides the client and his or her pet through the whole visit.

The first four courses are strongly connected to each other and are best taken in consecutive order for optimal understanding. Taken together, these four courses will guide you through the basic nutrition of the three different life stages in healthy cats and dogs: the growth, adult and senior life stage. They will also provide you with knowledge about pet food labelling and how to best ensure adherence to the food recommendation.

The rest of the courses (5-15) are based on diseases and clinical nutrition. You will meet with pets in differing states of health in 'real life' clinical situations, and every appointment represents a patient with a particular condition. You will learn more about the disease in question and how to provide the very best clinical nutrition for your patient.

At the end of each case, you will be invited to complete a test, and after successful completion, you can print out a certificate as proof of attendance.

Unlike the first four courses, courses 5-15 are appointments which are independent of each other, and you are free to take courses in any order you please.

Enjoy!

Showcase

- Appointment 1** [GO](#)
Puppy and Kitten Life Stage
In Appointment 1, you'll meet Button the kitten, and learn about energy-supplying nutrients and what the requirements are for small/medium breed puppies and kittens
- Appointment 2** [GO](#)
Senior Life Stage
In Appointment 2, meet Toby, a dog on his way to the senior stage of life. You will learn about minerals, vitamins, and antioxidants, and how they can affect an older pet. You are also guided through first part of pet food labelling
- Appointment 3**
In Appointment 3, you will meet Oliver and Gus, two adult cats from an animal
- Appointment 4**
In Appointment 4, you'll learn about the special nutritional needs of large breed

VNA Welcome back VNA

Here's an overview of your VNA activities - your rewards, recent redemptions and your training summary.

Click [here](#) to access our brand new Level III Online Cases!

Membership Details

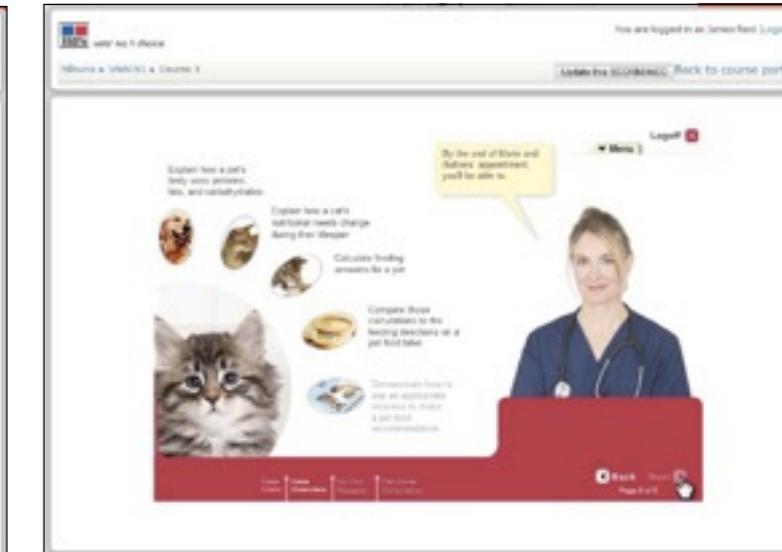
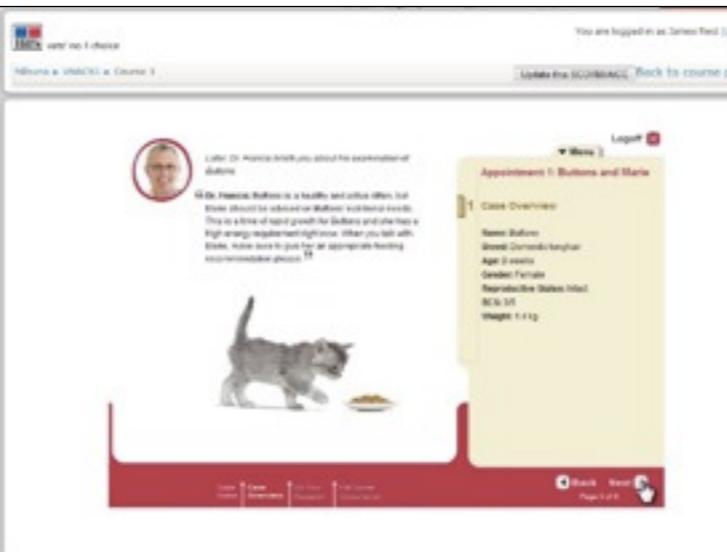
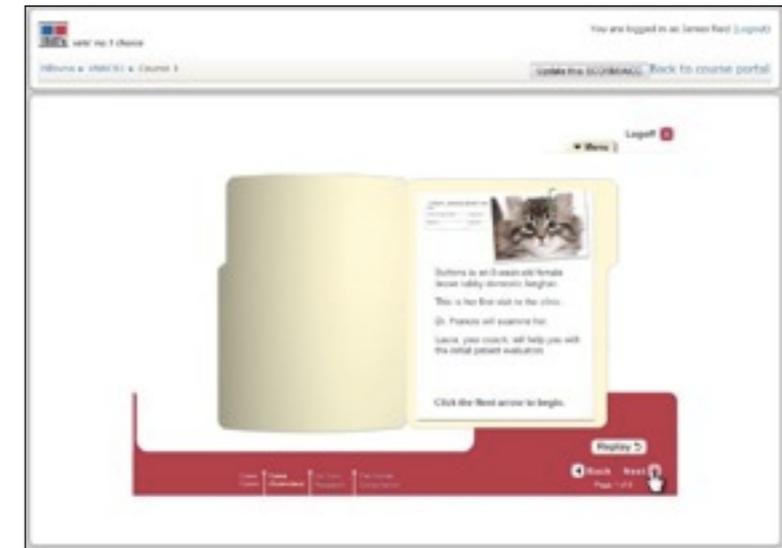
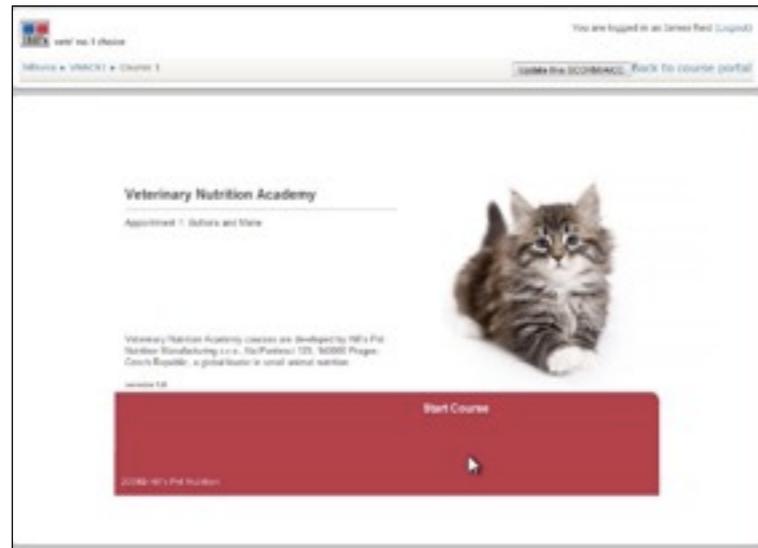
Member's Name: VNA Test1
Membership Number: 70028

Training Summary

Date Taken	Course	Score
20/03/2008	Pet Nutrition Advisor 08	95.6 %
20/05/2009	Hill's VNA 3 Appointment 2	50.0 %
20/05/2009	Hill's VNA 3 Appointment 2	50.0 %
20/05/2009	Hill's VNA 3 Appointment 3	150.0 %
20/05/2009	Hill's VNA 3 Appointment 4	100 %
29/06/2009	Hill's VNA 3 Appointment 1	0 %
27/11/2009	Pet Nutrition Advisor 08	66.7 %
04/01/2010	VNA 3 Case 5	100 %
08/01/2010	Hill's VNA 3 Appointment 2	333.3 %

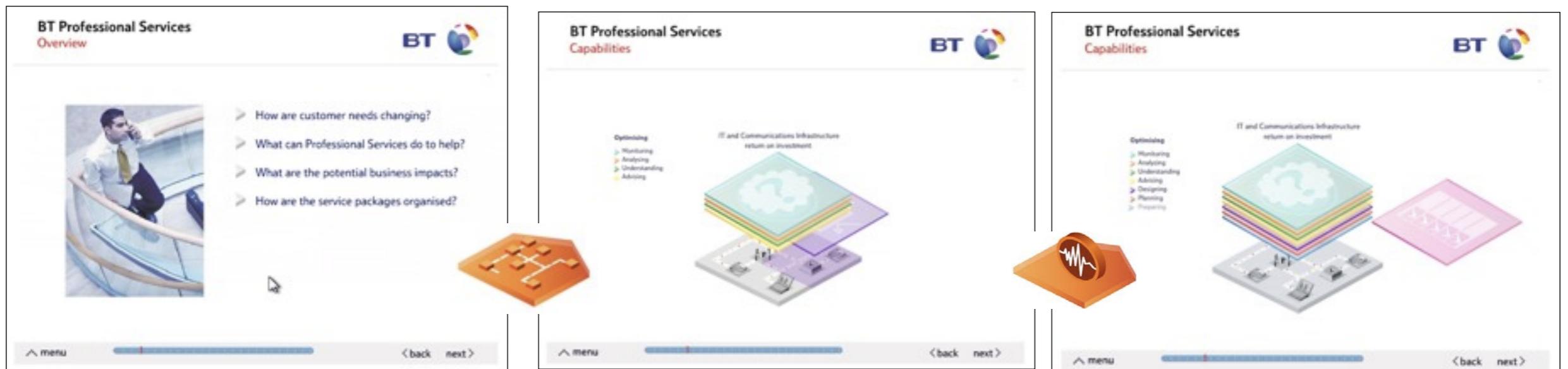
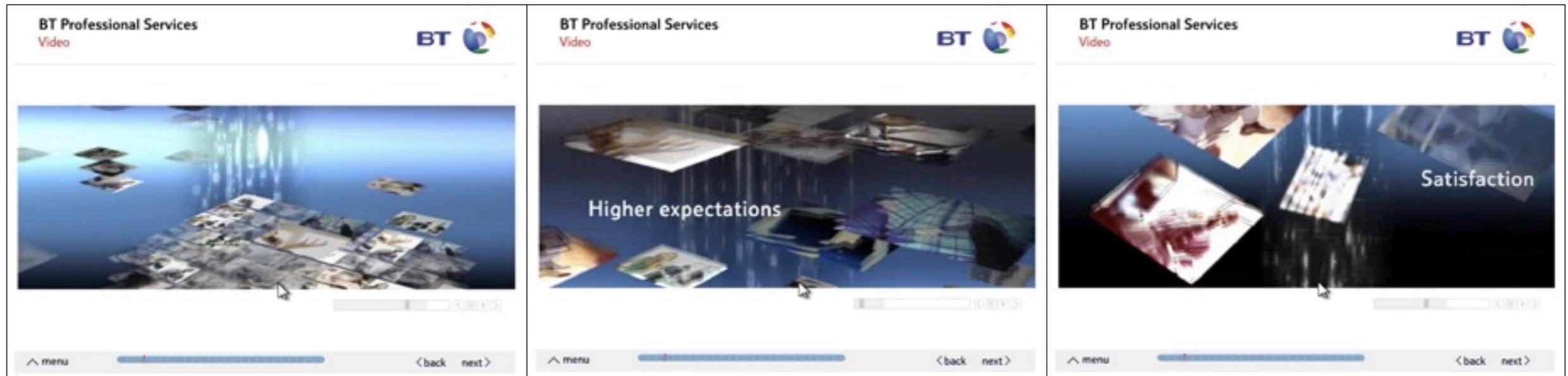
Module Content

eg. for case-study or "text-book" style.



Narrated Animation Movie

eg. for "lecture-style"



Narrated Animation Movie / Interactive FAQ eg. for "lecture-style"

The screenshots illustrate the following content:

- Slide 1 (Setup):** "Please choose a presentation option" with choices for "Recorded voice-over BT internal use only" and "Live discussion customer-facing".
- Slide 2 (Overview):** "What is Class of service 3?" with a network diagram showing a central CORE connected to VOIP users.
- Slide 3 (Slide selection):** A table of contents for the presentation.
- Slide 4 (Learning zone):** "SIM CoS Interactive Illustration" with a bandwidth simulator. The simulator shows:
 - Access Bandwidth: 2048
 - Ordered Bandwidth: AF1: 20, AF2: 40, AF3: 50, AF4: 770, EF: 25
 - Scheduled Bandwidth (Kbits/s): VOICE: 25, ASSURED-DATA 1: 1593, ASSURED-DATA 2: 103, ASSURED-DATA 3: 83, ASSURED-DATA 4: 43, STANDARD: 207
 - Total AF: 880, Total Ordered: 905 B/W
- Slide 5 (Diff Serv):** A diagram showing traffic classes: VOICE (Expedited Forwarding), ASSURED DATA (Assured Forwarding), and STANDARD (Default Class). It also shows a DSCP header: 10110101.
- Slide 6:** A 3D diagram of a traffic profile with VOICE (max 50%), ASSURED, and STANDARD (min 10%) components, with a note: "Bursting" to accommodate high demand.

live link: <http://www.skillsaccelerator.com/guides/Mpls/MplsExternal.html>

Module: Assessments

Interactive Quizzes

Nectar Sales-Advisor Assessment

At how many of these companies can you collect Nectar points?

1
 2
 3
 4
 5

REL Auditor Aptitude Assessment

Your choice?

1
 2
 3
 4
 5

REL Auditor Aptitude Assessment

Factory Output (Components)

Levels of quality	Factory I	Factory II	Factory III	Factory IV	Factory V
Low	9	12	6	3	8
Average	22	52	30	16	44
Good	69	136	64	81	98

Which factory produced the greatest number of 'good' quality items?

Factory II
 Factory I
 Factory IV
 Factory V
 Factory III

REL Auditor Aptitude Assessment

The sequence:

Your choice?

6
 7
 8
 9
 10

Which comes next?

A
 B
 C
 D
 E

REL Auditor Aptitude Assessment

Which piece of equipment is not connected to the computer screen?

A
 B
 C
 D
 E

REL Auditor Aptitude Assessment

Drag the percentage labels to their correct positions.

11% Nine out of ten cats
 1% 1/6
 10% Empty Full
 1% 22ml free! (usual size 0.5L)
 1% 3g of fat per 100g

REL Auditor Aptitude Assessment

Which brand shown here appeared earlier?

Dove
 Pampers
 Persol
 Sunlight
 Windex

REL Auditor Aptitude Assessment

Your choice?

What number is dialled?

8
 9
 0
 1
 2
 3

REL Auditor Aptitude Assessment

What is the most likely Maximum Working Load of this helicopter?

14400 kg
 144 kg
 3000 kg
 100 kg
 30000 kg

Modules: Scenarios and Role-Plays

eg. for differential diagnosis exercise

RELL
Nectar Sales-Advisor Assessment

choose nectar

Join Nectar Today and enjoy great rewards!
Your Nectar Card is inside

A customer requires your attention for over ten minutes, comparing nectar with other schemes while other customers are waiting to speak to you. What do you do? (choose one or more)

- Call Sainsbury's security for assistance
- Explain you need a minimum of five sign-ups per hour to achieve your bonus
- Advise the other customers that you'll be with them soon
- Suggest the enquiring customer could contact the helpline or Nectar.com for additional information

next question

Question 11 / 13

EXERCISE 1
REPEAT →

What do you mean by Capital Intensive and Intellectual Capital?

BT Wholesale offers a variety of finance options

- It's hardware/infrastructure plus people/skills/software

DRAG IN THE MOST APPROPRIATE PHRASES, THEN...
SUBMIT →

- It's the difference between (a) owning something, and (b) knowing how to use it for maximum benefit
- An asset vs. a consumable item
- For example Flexible Working is not just an IT issue. We understand the HR issues too: culture, motivation, health & safety, insurance
- BT Wholesale wants to exploit its soft skills, as funding is restricted in other areas
- It's something you purchase vs. something you lease
- Something you buy in vs. something you develop yourself
- A total solution is not just hardware or infrastructure

BT wholesale STRATEGIC BUSINESS MODEL MENU

RELL
Nectar Sales-Advisor Assessment

1 use other loyalty cards' (choose which statements you would use to overcome this objection)

CUSTOMER

- The other schemes are not as good
- OK, Well thanks anyway.

FINISH

How often do you shop at Sainsbury's?

Which other cards do you have?

Do those loyalty cards give you points for shopping at Sainsbury's?

Question 13 / 13

EXERCISE 1
NEXT → REPEAT →

SCORE: -1

CUSTOMER: I don't see why the way we pay for things is so important. I thought you were go tell me about increased value?

COACH: Your overall result is negative. An example from one of the categories would help to explain this. The Value Vector is more about layers of benefits than buying patterns. You could emphasise this for a more compelling message.

To improve your score press 'REPEAT' to try the exercise again, or press 'NEXT' to return to the main menu.

BT wholesale STRATEGIC BUSINESS MODEL MENU

Modules: Qualitative feedback

Coaching and revision guidance

REL/SSL Audit Team

0%

You're thinking on the right lines, yes - by product. But those aren't the categories. And there are services involved too remember.

Click here to view coaches demo

This screenshot shows a coaching interface for the 'REL/SSL Audit Team'. It features a progress indicator at 0%, a coach's feedback message, and a button to view a demo.

EXERCISE 3

What is BT Wholesale Market's Strategic Vision?

SCORE: -2

Customer: Really? Some of that sounds a bit daft.

Coach: Your overall result is negative. It's not about downgrading any customers. It's a direction for **growing** relationships. While we might conceivably supply non-communications items such as desks as part of an overall solution, there are limits! The strategy is explained in "Changing Markets. Changing Needs". You could do better.

To improve your score press 'REPEAT' to try the exercise again, or press 'NEXT' to return to the main menu.

This screenshot displays an exercise titled 'EXERCISE 3' about BT Wholesale Market's Strategic Vision. It shows a score of -2, a customer's comment, and a coach's detailed feedback. Navigation buttons for 'NEXT' and 'REPEAT' are visible.

SSL Accreditation

Store Management Structure

store manager

personnel & training manager

store trainer

duty manager fresh

product

fresh foods

bakery

confectionery

duty manager dry

meat

grocery

snack

duty manager customer services

Wendy's to You

customer services

stock control/warehouse

administration

petrol

Loss Prevention manager

Click here to view coaches demo

Question 17 / 114

This screenshot shows a 'Store Management Structure' diagram. The diagram is a hierarchical tree starting with 'store manager' at the top. It branches into three 'duty manager' roles: 'fresh', 'dry', and 'customer services'. Each role has a list of associated tasks or departments. A coach's feedback and a demo button are also present.

Modules: Quantitative Feedback Dashboard and Charts

Assessment Summary

< back to PDP

Summary 3D Model Radar Gap Analysis Recommendations

'Auditor Aptitude Assessment'

Thanks for taking the assessment.
How did you do?

Firstly, we can tell you that your highest scoring dimension was:
verbal reasoning.

And your lowest was:
observation and attention to detail.

Please use the menu tabs above to see the breakdown of your score and how it compared with others.

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Summary 3D Model Radar Gap Analysis Recommendations

Here's how your score appears on a radar graph. The average scores for individual questions are shaded beneath the map of your scores. Roll over the points on the graph to view dimension scores.

1: verbal reasoning
2: numerical reasoning
3: observation and attention to detail
4: spatial and temporal awareness
5: problem solving and deduction

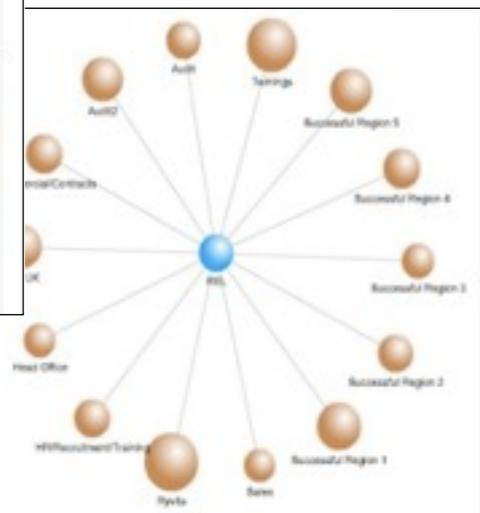
AVD

Company: REL
Dept/Team:

Name:

Position:

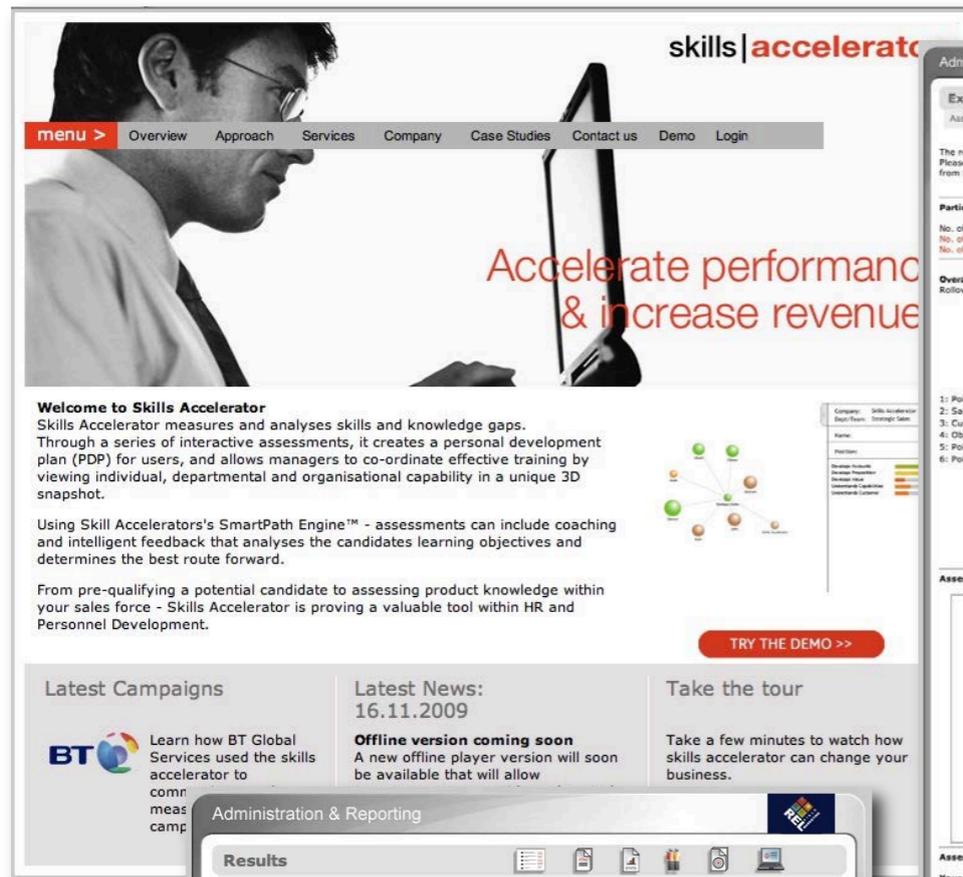
numerical reasoning	81
observation and attention	66
problem solving and deduc	63
spatial and temporal aware	43
verbal reasoning	87



Here's how your score compares with others in this assessment group. All the globe sizes are relative to the respective scores. Click on them and move them around - you can view on three levels: by company, department and individual. [Click here to view a full screen version](#)

LMS Supervision and Analytics

Reporting and Admin



skills|accelerator

menu > Overview Approach Services Company Case Studies Contact us Demo Login

Accelerate performance & increase revenue

Welcome to Skills Accelerator
Skills Accelerator measures and analyses skills and knowledge gaps. Through a series of interactive assessments, it creates a personal development plan (PDP) for users, and allows managers to co-ordinate effective training by viewing individual, departmental and organisational capability in a unique 3D snapshot.

Using Skill Accelerator's SmartPath Engine™ - assessments can include coaching and intelligent feedback that analyses the candidates learning objectives and determines the best route forward.

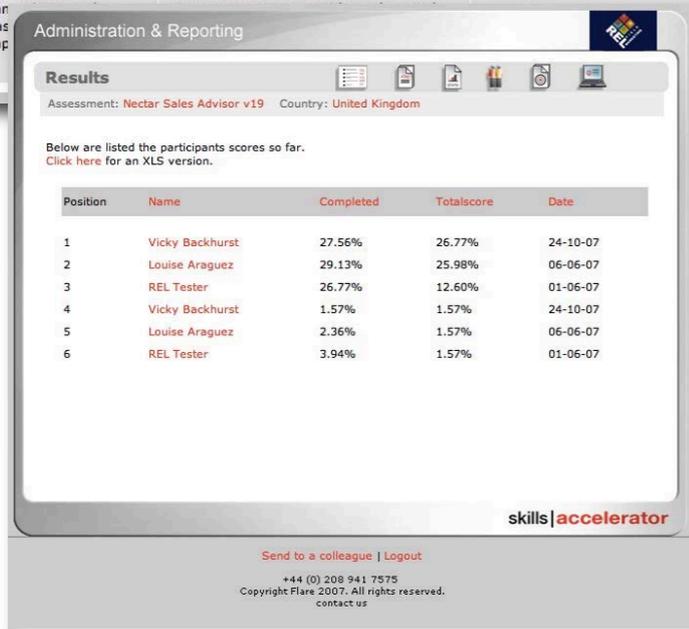
From pre-qualifying a potential candidate to assessing product knowledge within your sales force - Skills Accelerator is proving a valuable tool within HR and Personnel Development.

TRY THE DEMO >>

Latest Campaigns
BT Learn how BT Global Services used the skills accelerator to comm... meas... camp...

Latest News:
16.11.2009
Offline version coming soon
A new offline player version will soon be available that will allow

Take the tour
Take a few minutes to watch how skills accelerator can change your business.



Administration & Reporting

Results

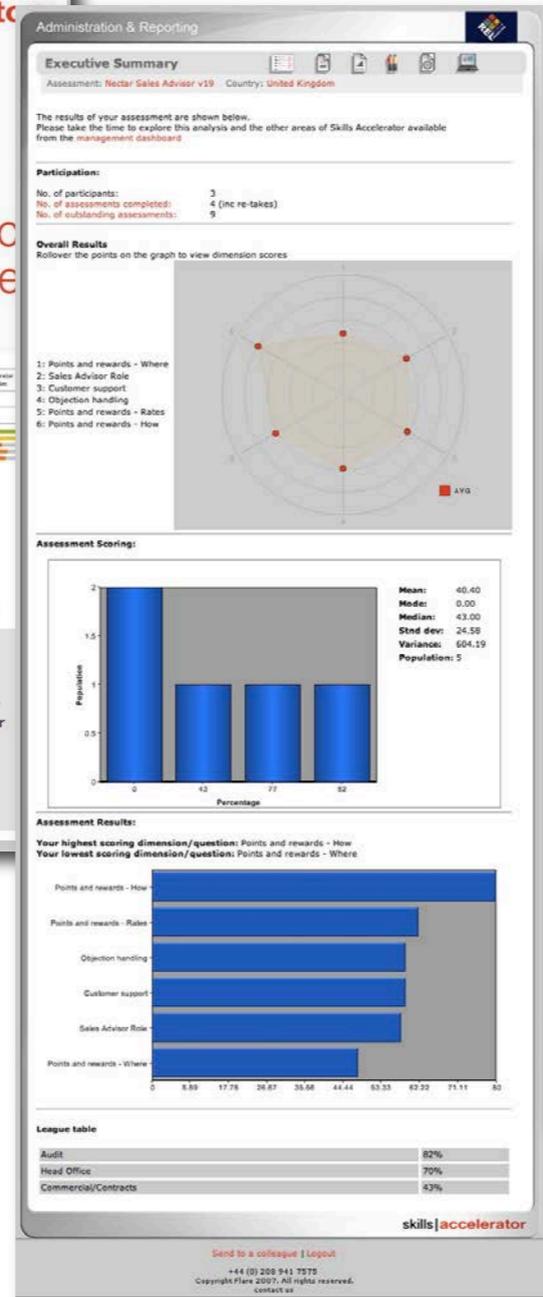
Assessment: Nectar Sales Advisor v19 Country: United Kingdom

Below are listed the participants scores so far.
Click here for an XLS version.

Position	Name	Completed	Totalscore	Date
1	Vicky Backhurst	27.56%	26.77%	24-10-07
2	Louise Araguez	29.13%	25.98%	06-06-07
3	REL Tester	26.77%	12.60%	01-06-07
4	Vicky Backhurst	1.57%	1.57%	24-10-07
5	Louise Araguez	2.36%	1.57%	06-06-07
6	REL Tester	3.94%	1.57%	01-06-07

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Administration & Reporting

Executive Summary

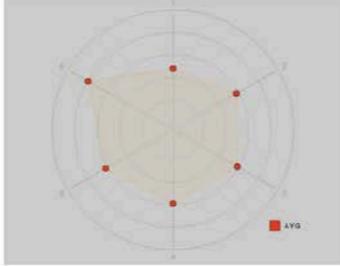
Assessment: Nectar Sales Advisor v19 Country: United Kingdom

The results of your assessment are shown below.
Please take the time to explore this analysis and the other areas of Skills Accelerator available from the management dashboard

Participation:

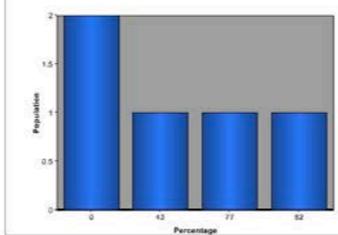
No. of participants: 3
No. of assessments completed: 4 (inc re-takes)
No. of outstanding assessments: 9

Overall Results
Rollover the points on the graph to view dimension scores



1: Points and rewards - Where
2: Sales Advisor Role
3: Customer support
4: Objection handling
5: Points and rewards - Rates
6: Points and rewards - How

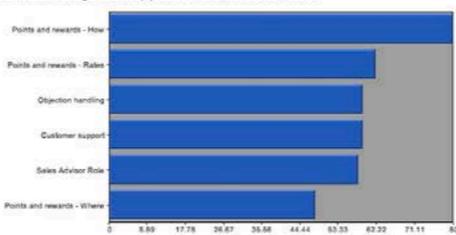
Assessment Scoring:



Mean: 40.40
Median: 0.00
Std dev: 24.58
Variance: 604.19
Population: 5

Assessment Results:

Your highest scoring dimension/question: Points and rewards - How
Your lowest scoring dimension/question: Points and rewards - Where



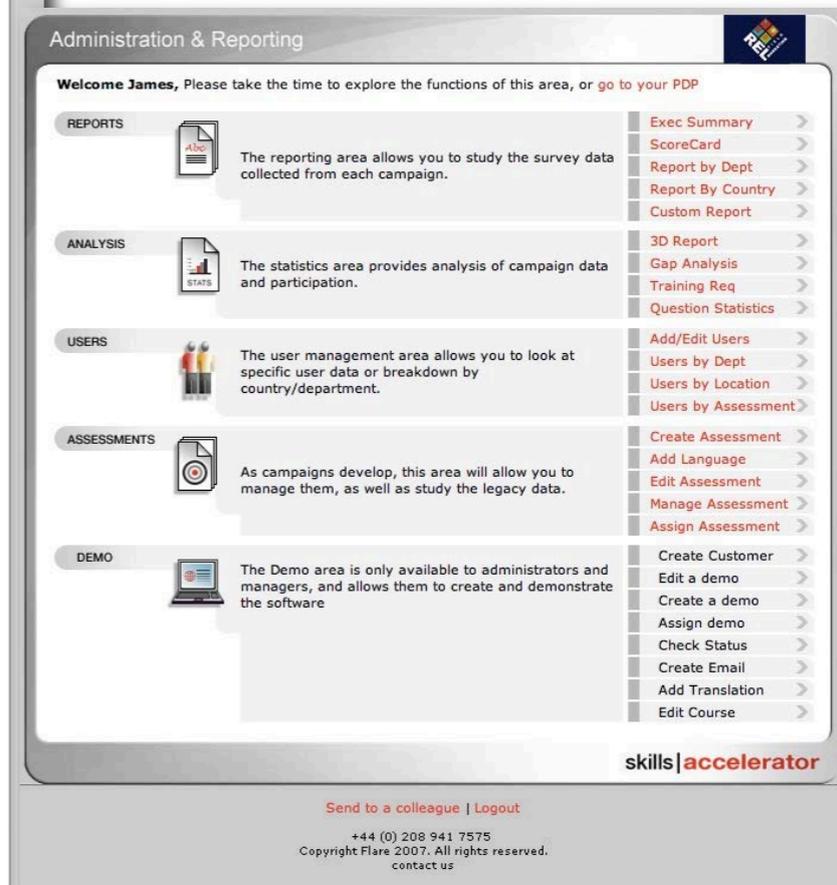
Points and rewards - How
Points and rewards - Rates
Objection handling
Customer support
Sales Advisor Role
Points and rewards - Where

League table

Audit	82%
Head Office	70%
Commercial/Contracts	43%

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Administration & Reporting

Welcome James, Please take the time to explore the functions of this area, or go to your PDP

REPORTS

The reporting area allows you to study the survey data collected from each campaign.

ANALYSIS

The statistics area provides analysis of campaign data and participation.

USERS

The user management area allows you to look at specific user data or breakdown by country/department.

ASSESSMENTS

As campaigns develop, this area will allow you to manage them, as well as study the legacy data.

DEMO

The Demo area is only available to administrators and managers, and allows them to create and demonstrate the software

- Exec Summary >
- ScoreCard >
- Report by Dept >
- Report By Country >
- Custom Report >
- 3D Report >
- Gap Analysis >
- Training Req >
- Question Statistics >
- Add/Edit Users >
- Users by Dept >
- Users by Location >
- Users by Assessment >
- Create Assessment >
- Add Language >
- Edit Assessment >
- Manage Assessment >
- Assign Assessment >
- Create Customer >
- Edit a demo >
- Create a demo >
- Assign demo >
- Check Status >
- Create Email >
- Add Translation >
- Edit Course >

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with comprehensive metrics of user behaviour and performance, customisable reports and graphic charts

Reflection/Reinforcement

Educational Interactive Mini-games and Social features