

How to achieve contextualised care: Insights from the veterinary sector and pet owners

Appendix: Semi-structured interview guide (veterinary sector)

Transcript copy

Introductory script

Hello, I'm X and I'll be conducting the interview today. To start us off, I'm going to give a short introduction to this research we're doing and explain some housekeeping.

I'm part of Kaleidoscope Health and Care, a social enterprise consultancy. RCVS Knowledge has commissioned Kaleidoscope Health and Care to conduct research to better understand how the term 'contextualised care' is understood, how it works in practice, and what both veterinary professionals and pet owners need for it to work well. As part of this research, we are gathering perspectives from veterinary professionals (like yourself) and pet owners.

This interview will last no longer than 30 minutes and everything you share with us will be kept confidential and anonymous, with no attributable quotes in our write-up. We will keep all data from this interview secure and will destroy any personal or identifying data after the project finishes. You can withdraw your consent at any time before data analysis begins. However, due to the nature of data anonymisation, it may not be possible to remove individual data points once analysis has started.

If you need to leave earlier than our scheduled stop time, that is not a problem. If you don't know the answer or don't want to answer a particular question, that's absolutely fine and we will skip over it. Are you happy to participate in the interview?

[If yes, then continue]

Before we make a start, is it all right for us to record a transcript of this conversation? We'll use it to make sure we've got a full set of notes and then destroy it afterwards.

Do you have any questions for us about the project, or the interview, before we begin?

#	Question
Introduction	
0	Briefly, could you introduce yourself and tell us a bit about your career in the veterinary sector? PROMPT if not clear from answer: For how long have you been a veterinary professional?
1. Definition and shared understanding	
1.1 Vets, RVNs, educators	What is your understanding of the term ‘contextualised care’ and how it relates to approaches like ‘gold standard’ or ‘pragmatic’ care? - PROMPT: What would you say are the key elements of contextualised care? - PROMPT: Are you familiar with any other terms being used to describe this approach or any important nuances in how these terms are used? - PROMPT: What makes contextualised care different from other approaches to veterinary care? Explore any significant differences from RCVS Knowledge description of contextualised care <i>“as a way of delivering veterinary care that acknowledges that there are different ways to approach the diagnosis and treatment of an animal, depending on the circumstances of the individual animal and their caregivers, and the context in which the care is delivered.”</i>
1.1 Practice managers and receptionists	Are you familiar with the term ‘contextualised care’? <i>[If not, provide RCVS Knowledge description: “Contextualised care is a way of delivering veterinary care that acknowledges that there are different ways to approach the diagnosis and treatment of an animal, depending on the circumstances of the individual animal and their caregivers, and the context in which the care is delivered.”]</i> What is your understanding of what contextualised care means in practice and how it relates to approaches like ‘gold standard’ or ‘pragmatic’ care? PROMPT: What would you say are the key elements of

	contextualised care? PROMPT: What makes contextualised care different from other approaches to veterinary care?
1.2	I'm going to share a couple of findings from the survey and then ask you about them. It might be a lot to hold in your mind, so I'm happy to repeat them and I'll also pop them in the chat. Our survey identified the top three factors influencing clinical decisions of veterinary professionals as: - animal characteristics (like comorbidities, age and temperament) - owner financial constraints - owner limitations (like the ability to get to the surgery or give medication). <i>For vets and RVNs not in clinical practice:</i> Do you agree with these as being important factors? <i>For vets and RVNs in clinical practice:</i> Do you agree with these as being important factors? How have you seen these different factors come into play when decisions are made about an animal's care? Can you give an example? <i>For practice managers and receptionists:</i> How do these different factors come into play when you're working with pet owners and veterinary teams? Can you give any examples? <i>For educators:</i> To what extent does current veterinary education prepare vet professionals to deliver care with these factors in mind?
1.3	<i>For vets and RVNs:</i> Are there any other contextual factors that significantly influence the delivery of contextualised care? Can you give an example? <i>For practice managers and receptionists:</i> Are there other contextual factors that you regularly encounter when interacting with pet owners and veterinary teams? Can you give any examples? <i>For educators:</i> What additional contextual factors should veterinary education emphasise when teaching clinical decision-making to better prepare students for delivering contextualised care?
2. Barriers and enablers	
2.1 Vets and RVNs	What do you consider to be the main barriers to the implementation of contextualised care? - PROMPT: What barriers do you face in your role specifically? - PROMPT: Do you have any examples of how these barriers have impacted particular cases?

2.1 Practice managers and receptionists	What barriers have you experienced or witnessed as part of a veterinary team in delivering contextualised care?
2.1 Educators	What do you consider to be the main barriers to the implementation of contextualised care? How do you think these barriers impact the delivery of contextualised care? PROMPT: What barriers do newly qualified veterinary professionals face specifically?
2.2	Half of the veterinary professionals we surveyed cited seeing different members of the practice team (lack of continuity of care) as their biggest barrier to delivering contextualised care, followed by owner financial constraints. However, it is also important to note that many surveyed felt that there were few barriers to delivering contextualised care. Have you experienced or witnessed either of these barriers? - PROMPT: If yes, how have they impacted you and your team? - PROMPT <i>[for educators]</i>: Do these barriers feature in veterinary education? - PROMPT <i>[for educators]</i>: Have you developed any teaching strategies to address them? How do you think education could better prepare students for these challenges?
2.3	How could these barriers (<i>name the barriers they mentioned in 2.1 and 2.2</i>) be overcome? PROMPT: Have you developed any strategies to help you overcome these in your role?
2.4 Vets and RVNs	What tools, resources and support would help veterinary professionals deliver contextualised care more effectively?
2.4 Practice managers and receptionists	What specific tools, resources or support would help you in your role to better support contextualised care for owners and their pets?
2.4 Educators	Are there any other specific tools, resources or support not mentioned that you feel would help better educate veterinary students on how to deliver contextualised care?
2.5 Vets and RVNs only	What tools, resources and support do you think would enable pet owners to more effectively participate in clinical decision-making?

2.6 Vets and RVNs only	Our survey identified the following key resources that vet professionals believe would support contextualised care: • More emphasis in the veterinary literature on ‘contextualised care’ rather than ‘gold standard’ care • Better sources of accessible, evidence-based information for pet owners on the treatment and diagnosis options available • Better data and research on outcomes for different treatment pathways • Pre-consult information for pet owners to support them to consider what to ask and consider in a consult. <i>For those not in clinical practice:</i> In addition to what you mentioned earlier, which of these (if any) do you think would make the biggest difference in providing contextualised care? <i>For those in clinical practice:</i> In addition to what you mentioned earlier, which of these (if any) do you think would make the biggest difference in providing contextualised care? How specifically would it support you and your team in the delivery of contextualised care and discussion with owners?
2.6 Educators only	I’m going to share a couple of findings from the survey and then ask you about them. It might be a lot to hold in your mind, so I’m happy to repeat them and I’ll also pop them in the chat. Our survey identified the following key resources that veterinary professionals believe would support contextualised care: • More emphasis in the veterinary literature on ‘contextualised care’ rather than ‘gold standard’ care • Better sources of accessible, evidence-based information for pet owners on the treatment and diagnosis options available • Better data and research on outcomes for different treatment pathways • Pre-consult information for pet owners to support them to consider what to ask and consider in a consult. How important do you think it is to integrate these resources into veterinary education? • PROMPT: Which would have the most significant impact on preparing students to deliver contextualised care?
2.7 Vets, RVNs, practice managers and receptionists	I’m going to share a couple of findings from the pet owners survey and then ask you about them. It might be a lot to hold in your mind, so I’m happy to repeat them and I’ll also pop them in the chat. Findings from the pet owner survey identify that the challenges for pet owners to receive personalised care are:

	• Feeling very emotional when their pet is not well • Not being able to remember all the information their veterinary team has given them • Feeling guilty if they cannot afford all the treatment options on offer. How does that match up with your experiences of working with pet owners? • PROMPT: Please give examples if possible. • PROMPT: What do you think could be done to overcome these barriers? Have you found any approaches that work well?
2.7 Educators	I'm going to share a couple of findings from the pet owners survey and then ask you about them. It might be a lot to hold in your mind, so I'm happy to repeat them and I'll also pop them in the chat. Findings from the pet owner survey found that the biggest barriers to receiving care are: • Feeling very emotional when their pet is not well. • Not being able to remember all the information their veterinary team has given them • Feeling guilty if they cannot afford all the treatment options on offer. Do these barriers feature in veterinary education? Have you developed any teaching strategies to address them, or how do you think education could better prepare students for these challenges?
3. Pathway to implementation	
3.1	Do you think any changes are needed in veterinary policy or regulation to support the delivery of contextualised care? <i>[NOTE that they may have already addressed some of these when discussing how to overcome barriers and what tools and resources are needed.]</i> • PROMPT: What needs to be done to make these changes happen and who needs to be involved?
3.2 Vets, RVNs and educators	Our survey of vet professionals identified three priority areas for policy and regulatory changes: • Reform of the medicine cascade system • Clear practice guidance for contextualised care from regulatory bodies • Changes to practice structure and corporate influence.

	Why do you think these specific changes have emerged as priorities? PROMPT [<i>for those in clinical practice</i>]: Do you have any examples of these issues impacting the care that you or others were able to provide? How would these changes impact the delivery of contextualised care?
3.2 Practice managers and receptionists	Our survey identified that professionals believe that changes to practice structure and corporate influence would support the delivery of contextualised care. How does this resonate with your experience? - PROMPT: In your experience, how would implementing changes in these areas impact the delivery of contextualised care? - PROMPT: What needs to be done to make this change happen and who needs to be involved?
3.3 Vets, RVNs and educators	Do you think any changes are needed in veterinary education to support the delivery of contextualised care? [NOTE that they may have already addressed some of these when discussing how to overcome barriers and what tools and resources are needed in Section 2.] PROMPT: What needs to be done to make these changes happen and who needs to be involved?
3.3 Practice managers and receptionists	Are there any changes you think are needed in training for members of the vet team to support the delivery of contextualised care? PROMPT: What needs to be done to make these changes happen and who needs to be involved?
3.4	I'm going to share a couple of findings from the survey and then ask you about them. It might be a lot to hold in your mind, so I'm happy to repeat them and I'll also pop them in the chat. Our survey identified three key changes in education that veterinary professionals believe would support contextualised care: - Less focus on 'gold standard' approaches - More exposure to first opinion/general practice - More emphasis on client communication skills. Why do you think these specific changes have emerged as priorities? Do these resonate with your experience? - PROMPT: How would these changes impact the delivery of contextualised care?

3.5	Contextualised care involves multiple stakeholders working together. From your role's perspective, what responsibilities and relationships are important in delivering contextualised care effectively?
4. Closing	
4.1	Thank you so much for your time. Is there anything else you'd like to add that we haven't touched on yet?
4.2	Do you have any questions for us?
4.3	The next steps for us will be to analyse findings across the surveys, interviews and focus groups and to share back the key findings with RCVS Knowledge. Thank you again for helping to shape this work with your insights and experience. If you have any questions after the interview, you can email us at xxx@kscopehealth.org.uk .



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This appendix relates to the following report:

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