

PRACTICE TRAINING

Training the whole practice team in
compassionate arthritis care



Receptionists

Vet Nurses

Vets

#OneTeam



canine arthritis
management

1

WHO ARE WE?

Canine Arthritis Management (CAM) is an education platform that introduces greater arthritis awareness into practices. The aim is to improve patient welfare, engage vets, nurses, and receptionists in early arthritis detection and multimodal management implementation, and increase service provision to their local community.

Through cost-effective, thought provoking, and empowering practice training, delivered online or in person, CAM helps practices build their own **OA A-Team** and develop their approach to compassionate, evidence-informed care.



MEET HANNAH

Let me introduce myself. I am Hannah Capon MA Vet MB MRCVS, “just” a vet, who founded and now directs the global resource of Canine Arthritis Management.

My vision is to provide education and support to canine professionals and caregivers on the early identification and management of arthritis – so dogs do not needlessly suffer from the chronic pain associated with the disease.



OUR STORY

CAM was created to meet the needs of a large cohort of caregivers that sought advice regarding best management practices of canine arthritis.

From humble beginnings, CAM began as a simple Facebook page offering advice regarding home and lifestyle adaptations and evidence-based support. CAM is no longer just me and my one-on-one service. It is a globally recognised online advisory platform for the public, canine and veterinary professionals, as well as associated paraprofessionals – with evidence based information at its heart.

CAM has grown into a team of specialists, experts and hugely experienced professionals, covering a wide array of disciplines.

We aim to –

- produce current and empowering reference material for professionals and owners
- listen as well as advise – the real time experiences of owners and professionals influences our next steps when it comes to tackling this welfare issue

Please head to **www.caninearthritis.co.uk** to learn more.





A YOUNG DOG DISEASE...

3

Recent work has highlighted that arthritis is not a disease of the senior dog. In fact it is likely to impact at least 40% of dogs of all ages.

That it is a disease of the young with developmental disease, such as hip and elbow dysplasia, being a leading driver. That clinical signs related to developmental joint disease can be noted within a few months of age, which are often overlooked as "they've always walked that way", "they've never liked other dogs", or "they've always been such a quiet well-behaved puppy", when in fact they are coping with pain associated with joint disease. Sadly, many of these dogs are not receiving appropriate attention for this painful, progressive, and debilitating condition.

Work by Zoe Belshaw has shown that both the veterinary profession and owners struggle to identify the early signs of chronic pain. The behavioural changes associated with osteoarthritis are often misinterpreted as "quietening down" or "growing up" with little consideration that pain may be the underlying cause.

A shift in the understanding of how animals express pain is required to really tackle this disease, as it will enable us to identify the disease earlier and offer lifestyle changes and other interventions which will get these owners **#YourDogMoreYears**.

CAM WAS CREATED TO TACKLE A NEGLECTED DISEASE ...

Clinical presentations associated with osteoarthritis such as lameness are common daily consults second only to otitis externa and nail clips (Vet Compass). Along with dental disorders and obesity, osteoarthritis has emerged as priority area for health-related welfare improvement in the UK.

Through owner and veterinary staff education we want to bring about better awareness of this disease and get more dogs onto appropriate multimodal treatment.



PRACTICE TRAINING PLANS

CAM aims to follow the path already laid out in human healthcare. Patient education and empowerment to self-manage are foundational in managing arthritis-related pain.

CAM helps practices introduce and maintain this approach within their own client base. CAM wants to help your practice create your own OA A-Team. An empowered, motivated team who ensures your practice offers your clients improved understanding, security, and value.

This will lead to every practice's dream of bonded and engaged clients. A motivated client that phones up asking to attend the practice OA clinic, attending their 6-monthly weigh-in, and being comfortable with the importance of their repeat prescription check.

It is a service your clients want, so let us help you achieve exactly that!

THE OA A-TEAM

The **OA A -Team** practice training packages can train the whole team in one day because we do not want "wasted CPD " - which is when a member of staff returns empowered with new knowledge but struggles to implement change within the practice due to the rest of the team not having the same understanding or passion.

We train each service team individually as well as a complete practice team to ensure all levels of education and confidence are catered for. The results have been tremendous, with **practices reporting significant increases in both OA clinic attendance and medication and diet sales** post training.

This practice training package covers all aspects of OA management and is tailored to the team. It can be delivered in-person or online, delivering it anywhere in the world, and serving multi-branch practices all at the same time.



WHY YOUR PRACTICE NEEDS AN OA A-TEAM...

1

Currently we believe that up to 40% of dogs of all ages may have OA – that's 40% of your canine clients

2

OA is a young dog disease. We need to identify it earlier and offer care for life

3

Identifying signs is problematic for both vets and caregivers. Learn how.

4

Osteoarthritis is common, complex, and best managed through a strong team approach.

THE WELFARE IMPACT OF CANINE ARTHRITIS

- Unmanaged canine arthritis is a huge and under-diagnosed welfare concern. It is a leading cause of premature euthanasia of dogs in the U.K.
- A study conducted by VetCompass analysed data from 455,557 dogs who presented at participating veterinary practices:

The **most common** conditions were:
Dental disorder (9.6%)
Overweight/obese (5.7%)
Anal sac disorder (4.5%)

The conditions that **lasted the longest** were:
Osteoarthritis (82%)
Dental disorders (76%)
Overweight/obese (70%)

The **most severe** conditions were:
Osteoarthritis (scoring 13 out of 21)
Otitis externa (11/21)
Dermatitis demonstrated (10/21)

The conditions with the **highest overall scores** were:
Osteoarthritis
Dental disease
Obesity

- The study suggested that 12.56 % of deaths of dogs are related to musculoskeletal disease. Dogs don't 'naturally' die from these diseases, so this means that 12.56% are euthanised. This is second only to all forms of neoplasia.
- 24.5% of all Labradors are euthanised due to long-term chronic pain associated with arthritis and loss of independent function. These clinical presentations do not develop overnight. These dogs have suffered unrecognised and often unmanaged pain for years.
- Analysis of clinical cases by the University of Lincoln revealed a striking prevalence of pain-related behavioural issues, with rates ranging from 28 per cent to 82 per cent depending on the population studied

Mills, D. S., Demontigny-Bédard, I., Gruen, M., Klinck, M. P., McPeake, K. J., Barcelos, A. M., Hewison, L., Van Haevermaet, H., Denenberg, S., Hauser, H., Koch, C., Ballantyne, K., Wilson, C., Mathkari, C. V., Pounder, J., Garcia, E., Darder, P., Fatjó, J., & Levine, E. (2020). Pain and Problem Behavior in Cats and Dogs. *Animals : an open access journal from MDPI*, 10(2), 318. <https://doi.org/10.3390/ani10020318>

These bullet points highlight that arthritis is a front runner for the leading cause of elective euthanasia, and that arthritis is a severe welfare issue in companion animals which requires more attention than it currently receives.



PACKAGE OPTIONS

**1 DAY WITH
HANNAH**

ONLINE

£2,500

- Helping the practice and its public identify the subtle signs of chronic pain in their companion animal patients.
- Supporting the veterinary and allied team in screening for and diagnosing arthritis within the noise of the veterinary clinic.
- Educating and enabling the clinic team to teach, guide, and support their caregivers in their vital role in long-term arthritis management.
- Introducing and expanding the clinic team's approaches to successful arthritis management from client-facing resources to new clinical services.
- Guidance on building strong, lasting relationships with their clients through communication, empathy, and contextualised care.
- Alleviating the veterinary team's workload through resources and online caregiver support and training.

**1 DAY WITH
HANNAH**

IN PERSON

£3,500

- same syllabus as above

**1 DAY WITH
HANNAH AND
JAMES**

IN PERSON

£4,500

- Tackle Your "Practice Pains" – Piggyback essential chronic pain management training onto the excitement and energy of acute pain care strategies.
- Integrate Specialist Insight – Remain open and functioning while a pain management specialist guides and refines your perioperative procedures.
- Grow Through Collaboration – Strengthen communication, trust, and teamwork across your practice through a shared, interactive learning experience.
- See Immediate Results – Through collective learning, team building and the provision of instantly accessible resources.
- Tailor-Made CPD – Exploit a fully flexible training day shaped around your practice's unique needs, goals, and preferences.
- Align with Your Team's Interests –through tackling both acute and chronic pain education simultaneously, ensure relevance and engagement for every team member.

**2 DAYS WITH
HANNAH AND
JAMES**

IN PERSON

£7,000

Do you have a large team, complex shift patterns, or staff who wear multiple hats? Our 2-day training package is designed just for you — offering more in-person coaching, deeper practical engagement, and the flexibility to include everyone. Cover more content, build confidence across all roles, and create a truly collaborative, psychologically safe learning experience that transforms how your whole team works together.



WHAT'S INCLUDED?

PRACTICE STAFF TRAINED:

- VETS
- NURSES
- RECEPTIONISTS

Training the full practice team is essential when it comes to contextualised care. With everyone on the same page, your most common consult becomes much easier to manage, clients are happier, and patients are better cared for.

WELCOME TO THE CAM



12 months unlimited owner education for customers
(Value = £35 per customer)

The CAM Member Zone is your go-to destination for all things osteoarthritis – it's the largest dedicated educational hub of its kind.



Full practice shown on the arthritis and chronic pain practitioner's map
(value = £50 per month)

Showcase your OA expertise on our dedicated map. Only practices and professionals with CAM training will be featured – helping owners easily find you!



Free CPS VIP ticket for Head Vet and Head Nurse
(Value = £500)

2 x VIP access to the Chronic Pain Symposium – earn over 30 hours of CPD whilst immersing yourself in this interactive and engaging event delivered by chronic pain experts.



Nurse flip chart
(Value = £17.50)

Providing a “step by step” guide, to help create a structured plan and give information to clients in a systematic way. This approach will ensure you “cover all the bases” as you discuss each page with your client.



Poster pack
(Value = £15)

Designed for vet waiting rooms and nurse consult rooms, it highlights and shares an array of CAMs important messages and advice, helping you educate your clients before they enter the treatment room.

OPTIONAL EXTRA - COACHING CALLS WITH THE PAIN VET

X 3 CALLS

X 6 CALLS

X 9 CALLS

£1500

£3000

£4500



HOW WE BREAK IT DOWN...

VETERINARIANS

- Understanding osteoarthritis (OA)
- Learning how to identify signs of OA
- Diagnosing OA
- Understanding the pain of OA
- Pharmaceuticals used to treat OA
- Multimodal management: OA management beyond medication
- Nutraceuticals
- Weight management
- Appropriate exercise
- Integrative therapies
- Intra-articulars, injectables, and surgical interventions
- Feline arthritis management
- Preventing OA
- Introduction to CAM and our resources



VET TECHS/NURSES

- Understanding OA
- Learning how to identify signs of OA
- Understanding the pain of OA
- Pharmaceuticals used to treat OA
- Multimodal management: OA management beyond medication
- Nutraceuticals
- Weight management
- Appropriate exercise
- Integrative therapies
- Preventing OA
- Introduction to CAM and our resources



RECEPTIONISTS/ADMINS

- Understanding OA
- Learning how to identify signs of OA
- Understanding the pain of OA
- Multimodal management: what is involved in OA management
- Introduction to CAM and our resources



TOPICS COVERED AND START/END TIMES CAN BE FLEXIBLE - PLEASE ENQUIRE



Trust CAM to elevate your service offerings when it comes to one of the most common consults in your practice – osteoarthritis.

Packages can be tailored to your needs, please get in touch with Harry to discuss your options.

CONTACT

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