

Overview of the three communication types in veterinary advisory practice

| Type of communication | Questions addressed | Objective | Time-character | Example |
|--|---|--|-----------------------|---|
| Person-orientated communication (POC) | <i>Who are you? How are you? What role do you want to take? What role do you want me to take?</i> | Development of personal relationship; building up mutual trust and understanding | Permanent | General product quality issues; Market situation; Discussions of general needs and wishes; Personal matters |
| Problem-orientated communication (PrOC) | <i>What is your problem? What do you want me to do?</i> | Acute problem that needs attention and resolving | Momentary, transitory | Analysis and solution of a herd fertility problem. Application of "Blitz-Therapy" |
| Solution-orientated communication (SOC) | <i>What are our goals? How can we improve your performance?</i> | Addressing longstanding problems; improving performance | Long-term | Installing a herd health scheme or a HACCP-like quality risk management approach. Constant monitoring of SCC with an intervention level |