

# Royal Canin Pet Health Councillor of the Year 2009

Interviewer: Julie Godwin, NVS Marketing Manager



Left: Terri-Ann at the Awards Ceremony, and right: Terri-Ann, now a brilliant brunette at the Daleside Practice.

Following the success of gaining the title RCW Pet Health Councillor of the Year (PHCotY), Terri-Ann Corbett from Daleside Veterinary Practice, Pandy, Near Wrexham gave us an insight to her career as to how she achieved the title.

## Congratulations Terri-Ann, what did you have to do to gain this award?

*I've always been interested in promoting preventative healthcare to clients so when our Royal Canin representative, Gemma Cairns, approached me to enter this competition I was very enthusiastic to give it a go.*

## What are the procedures you have to go through to get this recognition?

*I run various clinics within our practice – Puppy Parties, Puppy & Kitten Health Clubs, Youth Clubs, Club 8+, Mobility and Chub Clubs (weight management) – so I get to talk to clients about various different aspects of preventative healthcare. This encouraged me to develop a portfolio of one of the areas “Chub Club”. I submitted it to Royal Canin and following on from this won Pet Health Councillor of the Month. I then expanded my portfolio to include all the other clubs. This also was then submitted to Royal Canin to enter into the PHCotY. 1200 entered in total and I was short listed down to the final eight. We (myself and three other members of the practice) were invited to the awards ceremony at the Council Buildings, Birmingham in April. All I knew at this time that I was one of eight potential winners. As you can imagine, I was very nervous as I felt that I would be letting myself and the practice down if I didn't get it. When they called out my name as the winner of the award it was a very proud moment for me.*

## How do you think that achieving this has helped your practice?

*The clubs and parties have certainly helped in building good relationships with our clients. It's also encouraged our other branch in Shotton to run the same sort of services. I love the fact that we can offer the best advice to pet owners – that makes me really happy.*

## How long have you worked for Daleside?

*I've been qualified as a vet nurse for eleven years now and have worked for the practice for approximately one and a half years.*

## What is a normal working day for you?

*Well, as a busy working mum of a two year old (Riley) and three year old (Halle-May) I have to have a 6 am start. I begin by walking my two dogs, Boyd who is a nine year old Japanese Akita and Murphy my ten year old Bull Mastiff. Once they have had their exercise they then get fed and I get myself ready for work. It's then breakfast, wash and dress time for the children. Next comes the school run for Halle-May and off to nannies for Riley. I arrive at work for 9.30 where I co-ordinate various clinics and assist some operations. Most afternoons are packed with different clinics where pet nutrition is always discussed with clients. I finish at 5.30, collect the kids and take them home where we have a good half hour of family play time. It's then bath and bedtime for them which then leaves me with an hour or so to wind down for a bit of me time.*

## What are the best bits about your job?

*I love having the contact with the clients and building relationships with them. The friendly, caring approach we have here at Daleside means a lot to our clients. When I'm discussing preventative healthcare with them all corners are covered – from diet, worm and flea information to tooth brushing, behavioural basics such as sit commands and reliable recall.*

*We also run free clinics every four weeks which include weigh-ins and the administration of worm and flea treatments – this seems a good way to bond the clients to us as it provides the “feel good factor” to the client that the practice cares about their pets.*

*Another good thing about the job is that every day can be different to the last as you never know what can come through the door – some days can be very interesting indeed!*

## We all know you have the rough with the smooth so are there any bad bits?

*As with most jobs I would say that it's not always easy to get away on time or to have designated breaks. Other than that there are no really bad bits.*

## Will you be entering for the same award next year?

*I would never say never but I am hoping to achieve the Advanced Pet Health Councillor status sometime in the future. You have to be a Pet Health Councillor for two years though before I can go for that. I also hope to do more courses in the future.*

## What would be the main piece of advice that you would pass onto a practice who wants to grow profits / increase footfall as Daleside have?

*The main thing I would suggest is to use the knowledge of your nurse within practice and to give them designated areas of responsibility. These two things could help your business grow in this ever challenging environment.*

**If you would like more information on how to become a Pet Health Councillor please visit [www.royalcanin.co.uk](http://www.royalcanin.co.uk)**