

Saturday 22nd August | 13:00-14:00

Speaker: Isabel Macpherson BVMS MRCVS

Session Title: Transforming Nurse-Led Cytoint Rechecks: Clinical Impact & Communication Excellence



Isabel qualified from the University of Glasgow before moving up to rural Aberdeenshire to work in mixed animal practice. She then moved into a small animal and equine role. During this time, she was part of a busy on call rota covering medical and surgical emergencies. Whilst in first opinion practice, she also took on a position as vet at the Pet Blood Bank, overseeing the running of the blood donation sessions. Isabel joined Zoetis in 2023 as Diagnostic Account Manager, looking after practices that use their diagnostic equipment. In 2026 she took on a secondment as Zoetis Veterinary Consultant.

Synopsis:

This presentation empowers veterinary nurses to elevate routine Cytoint recheck appointments into high-value dermatology consults for dogs with allergic or atopic conditions. Participants will learn practical, evidence-based approaches to optimise ongoing care, reinforce allergy management protocols, and foster deeper, trust-based connections with clients. In addition to dermatology best practices, the session will spotlight advanced communication techniques—such as open-ended inquiry, agenda setting, and benefit-linking—to maximise client satisfaction, boost adherence, and enrich job satisfaction for veterinary teams. By integrating structured clinical workflows with relationship-centred communication, nurses become derm champions who improve patient comfort and owner experiences, solidifying their indispensable role in practice.

Learning Objectives:

1. **Apply the “open → probe → close” question funnel to dermatology follow-ups:**

Use structured questioning during Cytopoint recheck consultations to surface all owner observations about itching, skin changes, or treatment challenges, enabling a thorough assessment of allergic or atopic disease progression.

2. **Implement agenda setting to prioritise dermatology concerns:**

At the start of Cytopoint nurse clinics, summarise and agree with owners on the specific skin issues and allergy-related goals to address—ensuring the consultation efficiently tackles pruritus, ear flares, The British Veterinary Nursing Association, Suite 124, Arise Harlow, Harlow Science Park, Maypole Boulevard, Harlow CM17 9TX Return to Danielle@bvna.co.uk shampoo routines, or other chronic management steps critical to allergy patients.

3. **Link dermatological actions to owner-valued outcomes:**

Explain how steps such as pruritus scoring, flea prevention, ear checks, and Cytopoint administration lead to tangible results for the dog—like better sleep, less discomfort, and prevention of flares—making the benefits of regular recheck appointments clear and meaningful.

4. **Use empathic, multi-channel communication to support allergy management:**

Validate owner experiences navigating long-term dermatology care, empathise with the frustrations of persistent itching or ear care routines, and reinforce key messages by providing printed resources and clear guidance—empowering owners to maintain comfort and adherence between Cytopoint rechecks.