

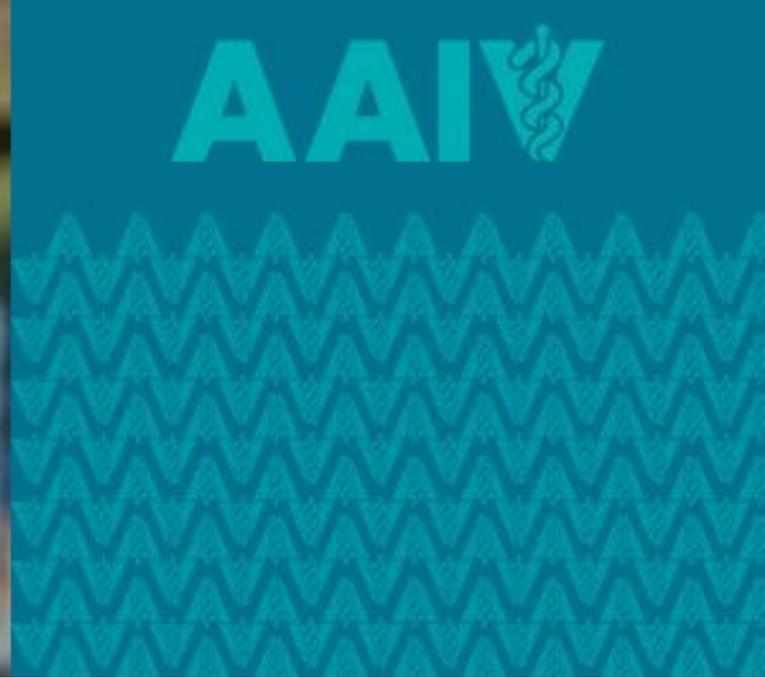
2021 4th Quarterly vetSIG Meeting (October 29th, 2021)

Observer Report and Slides

EMWA's vetSIG held their Q4 meeting on-line on October 29th, 2021, which featured a talk by Matthew Krecic, DVM, MS, MBA, DACVIM titled *Veterinary Medical Communication: A North American Perspective*. Matthew presented information about the American Industry Veterinarians Association, of which he is President. He provided the meeting with some background on the organization.

He also commented on his involvement in veterinary medical writing. A major factor in developing his writing skills came about through collaboration with leading veterinary journals, which extended from peer reviews to actual editing work. These experiences were invaluable for him as he developed his own writing business. Interestingly, he commented that it is relatively rare for veterinarians in North America to go into medical writing full time; much of the writing done by vets in the US concerns communication with clients (writing information pamphlets, etc.)

In the subsequent discussion, we focused on career development themes, such as getting into freelance medical writing and keeping knowledge current. Some members commented that such work was plentiful, and spanned journal article writing and MedComs (communicating with lay audiences). Other members commented that the paths to becoming established seemed unclear. When considering the resources for keeping skills current, contributors stressed the importance of keeping regulatory knowledge up to date, as well as that of the latest scientific developments.



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About AAIV

Vision

To be indispensable for improving the health and welfare of all species

Mission

Promote the value of veterinarians in animal and human healthcare industries

Krecic MR, Marsman DS, Bragdon B. Sixty-five years of contributions by members of the American Association of Industry Veterinarians. *J Am Vet Med Assoc* 2019;254:48–49.

Commentary

Sixty-five years of contributions by members of the American Association of Industry Veterinarians

Matthew R. Krecic DVM, MS, MBA

Daniel S. Marsman DVM, PhD

Bonnie Bragdon DVM, MS

From Zoetis Inc, 10 Sylvan Way, Parsippany, NJ 07054 (Krecic); P&G Health Care, 8700 Mason-McGuire Rd, Mason, OH 45240 (Marsman); and Merck Animal Health, 1 Giralda Farms, Madison, NJ 07940 (Bragdon). Dr. Krecic's present address is VPMG, 12968 SW 133rd Ave, Miami, FL 33184.

Address correspondence to Dr. Krecic (mkrecic97@gmail.com).

Commentary

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The AAIV marks its 65th anniversary in 2019. Formed in 1954 by a group of veterinarians working in the pharmaceutical industry, the AAIV (then known as the Industrial Veterinarians Association) and American Association of Bovine Practitioners were the first 2 constituent allied organizations provided representation in the AVMA House of Delegates. They were admitted to the House in 1968. This long-standing recognition by the AVMA reflects the importance AAIV member veterinarians have not only in the animal health industry but also to practicing veterinarians.

Although they may not be aware of it, most vet-

with AAIV membership their careers, as practices, stables, and company sales representatives about the latest products to their interactions serve as companies and practicing veterinarians the needs of practitioners are relayed to us.

le these types of professional services, cent AAIV survey results.¹ For many, this is, whereas for others, career in some other way. Prior to full-time practice, 89% of AAIV veterinarians practice veterinary policy and veterinarians continue in general, specialty,

or emergency practice to keep their veterinary skills sharp, use the products they discuss, or maintain credentialing and credibility with practicing veterinarians and colleagues.

Professional service veterinarians may also be ambassadors for the companies they represent, recruiting practicing veterinarians to join the animal health companies for which they work. Reasons that new AAIV members cite for joining industry are similar to those given by physicians who have joined human pharmaceutical companies² and include interest in acquiring additional scientific knowledge and the attraction of various aspects of the corporate lifestyle, including travel and contact with a range of veterinarians and nonveterinarians such as scientists, marketers, and public health officials. Yet, a veterinarian whose main goal in joining an animal health company is to work "normal" office hours, escape clinical responsibilities, or attain a high income is unlikely to be happy or successful.³ Members of the AAIV often work > 40 hours a week, including some nights and weekends; have substantial responsibilities to colleagues and managers, and receive incomes comparable to those available through other career paths.

Approximately 3,500 veterinarians, representing around 3% of all veterinarians in the United States, are employed in the public and corporate sectors.⁴ Although most AAIV members serve as professional service veterinarians, there are many other roles that AAIV members fill. Broadly, veterinarians in public practice consist of those working at any level of government (eg, individuals working in production animal or wildlife disease surveillance or food inspection) or for veterinary associations or non-for-profit organizations such as shelters and poison control centers. These AAIV member veterinarians serve vital roles related to climate change, movement of disease vectors, relocation of animals and people, bioterrorism threats, and the ongoing challenge of ensuring a safe food supply.

In addition, AAIV member veterinarians commonly work in the area of pharmacovigilance. When practicing veterinarians observe adverse events or

ABBREVIATIONS

AAIV American Association of Industry Veterinarians

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Matthew Krecic, DVM, MS, MBA, DACVIM

- 1997 DVM, The Ohio State University
- 1997-1998 Internship, Auburn University
- 1998-2001 Residency, Mississippi State University (MS degree; thesis)

- 2001-2002 Clinical Instructor, University of Pennsylvania
- 2002-2003 Private Practice, Birmingham, AL
- 2003-2009 IDEXX Telemedicine (MBA)
- 2009-2018* Zoetis/Pfizer Animal Health
- 2019 Private Practice, Miami, FL
- 2020-2021* AVMA, assistant editor JAVMA and AJVR
- 2021- * Xeris Pharmaceuticals, manager of publications
- 2021- * K-File Medical Writing and Editing Services, LLC

*Concurrent hands-on veterinary practice and consulting work



Advisory board/peer reviewer—
J Vet Diagn Invest

Author—
J Vet Diagn Invest
J Appl Anim Welfare Sci
J Fel Med Surg
J Fel Med Surg Open Rep
J Am Vet Med Assoc
J Vet Intern Med

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Upcoming programs

Animal Health Advanced Pharmaceuticals | November 17-18

- The U.S. Food and Drug Administration's Center for Veterinary Medicine, or FDA CVM, is responsible for the approval of veterinary drug products intended for both family pets and food-producing animals. This workshop on veterinary medicine regulations will provide attendees with a detailed, practical and experienced based review of veterinary drug approval processes. It will be focused on four major technical sections (5 topics) of an FDA CVM product submission: Chemistry, Manufacturing and Control (CMC); Efficacy; Target Animal Safety; Human Food Safety (HFS); and Bioequivalence (safety and efficacy for generic products).

<https://olathe.k-state.edu/professional-dev/workshops-topic/animal-health/>



Upcoming programs

Animal Health Advanced Biologics | Dec. 1-2, 2021

- The U.S. Department of Agriculture's Center for Veterinary Biologics (USDA CVB) regulates veterinary biologics available for the diagnosis, prevention and treatment of both companion and food producing animals. This workshop will cover practical issues in animal health regulatory affairs as it relates to the development of vaccines and other biologics to aid in assuring developed biologics are pure, safe, potent and effective.
- The workshop will provide a history of applicable regulations and an understanding of the integration of science into successful product approvals. Instruction will include how to achieve target label claims for developing new products, while ensuring the product is pure, safe and effective; the planning, design and requirements for conducting pre-clinical and clinical trials; protocol design and the evaluation and assessment of the regulatory submission; as well as the requirements following licensure of the product will also be presented. The course will be delivered in an interactive format to encourage group learning and will be based on experience and practical industry examples.

<https://olathe.k-state.edu/professional-dev/workshops-topic/animal-health/>

AAIV Events

The Choice of Yours: The Power of Mindset

Wednesday, November 10, at 6 pm ET

Ellen Lowery, DVM

Participants will learn about fixed vs growth mindsets and discuss the scientific support demonstrating greater success and fulfillment associated with cultivating a growth mindset. (Free members/\$30 nonmembers)

Winter Virtual Networking Reception

Tuesday, December 7, at 5:30 pm ET

AAIV updates; beverage and hors d'oeuvre demonstration (Free to everyone)



Learn more and register at www.aaivet.org

Veterinary Industry Career Panel AVMA

- Presented by AVMA
- On-demand at Axon
- Dr. Carolyn Luther
- Dr. Deb Nickelson
- Dr. Matthew Krecic

