

# Hill's Nutrition Wellness Discussion Survey Approved 20210809

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Start of Block: Default Question Block

Q1 Thank you for taking a few moments to share your experiences regarding client discussions on canine and feline nutrition. Your candid responses will help inform the development of resources and tools dedicated to making these conversations easier.

Your responses are anonymous and will be kept confidential. This survey should take about three minutes to complete.

Thank you again!

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Q2 Please tell us about your interest in canine and feline nutrition.

	Not at all interested (1)	A little interested (2)	Somewhat interested (3)	Very interested (4)	Extremely interested (5)
How interested are you in nutrition related to <b>therapeutic</b> food? (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How interested are you in nutrition related to <b>non-therapeutic</b> food? (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Q3 On average, how much time do you spend doing the following per **month**?

	Never (1)	Less than 1 hour (2)	1–5 hours (3)	6–10 hours (4)	More than 10 hours (5)
Researching or looking up <b>therapeutic</b> food (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Researching or looking up <b>non-therapeutic</b> food (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Q4 On average, how much time do you spend doing the following per **year**?

	Never (1)	Less than 1 hour (2)	1–5 hours (3)	6–10 hours (4)	More than 10 hours (5)
Speaking with <b>industry representatives</b> about nutrition (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participating in <b>continuing education</b> focused on nutrition (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speaking with <b>veterinary nutritionists</b> about nutrition (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Referencing and looking up <b>published guidelines</b> for the veterinary profession (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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*Display This Question:*

*If On average, how much time do you spend doing the following per month? = 6–10 hours*

Q5 What is your motivation to explore nutrition?

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Q6 When discussing nutrition with clients, how much confidence do you have . . .

	None (1)	A little (2)	Some (3)	Quite a bit (4)	Considerable (5)	N/A (0)
In <b>your own</b> nutritional knowledge of <b>therapeutic</b> food? (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In <b>your own</b> nutritional knowledge of <b>non-therapeutic</b> food? (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In <b>your clinical support staff's</b> nutritional knowledge of <b>therapeutic</b> food? (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In <b>your clinical support staff's</b> nutritional knowledge of <b>non-therapeutic</b> food? (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Q7 Please tell us more about your client discussions regarding nutrition.  
How often do you . . .

	Never (1)	Around less than half of my visits (2)	Around half of my visits (3)	Around more than half of my visits (4)	Every visit (5)
Provide nutritional recommendations in the context of managing disease during a <b>sick pet</b> visit? (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide nutritional recommendations during a <b>healthy pet</b> visit? (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feel a client conversation about recommending a change to a <b>therapeutic food</b> is a positive interaction? (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feel a client conversation about recommending a change to a <b>non-therapeutic food</b> is a positive interaction? (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Q8

On average, over the course of a month, how often . . .

	Never (1)	Once a month or less (2)	Once a week (3)	Once a day (4)	Several times a day (5)	I don't know (0)
Do you recommend a specific <b>therapeutic</b> food that your practice sells (or partners with an online pharmacy to sell)? (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you recommend a specific <b>non-therapeutic</b> food that your practice sells (or partners with an online pharmacy to sell)? (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you recommend a specific <b>therapeutic</b> food that your practice <b>does not</b> sell (or partner with an online pharmacy to sell)? (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you recommend a specific **non-therapeutic** food that your practice **does not** sell (or partner with an online pharmacy to sell)? (4)

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Q9 In general, what keeps you from discussing nutrition during a **healthy pet** appointment?  
(Please select up to 5 items that you know are the greatest hinderance.)

- I have time constraints (1)
  - The discussion is not indicated (2)
  - I have little professional interest in healthy pet nutrition (3)
  - I want to avoid a confrontation with a client (4)
  - Clients do not want to change their current brand of non-therapeutic food (5)
  - There is too much misinformation online about non-therapeutic pet food (6)
  - There are too many new non-therapeutic products to keep up with (7)
  - I have limited knowledge around non-therapeutic food (8)
  - Non-therapeutic food is not sold at our practice (9)
  - Clients are often concerned about the cost of changing to a new food (10)
  - Clients are often concerned about their pets not accepting new food (11)
  - Other factor not listed: (12)
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- Nothing dissuades me from discussing nutrition (13)

Display This Question:

*If In general, what keeps you from discussing nutrition during a healthy pet appointment? (Please se... q://QID7/SelectedChoicesCount Is Greater Than 0*

*And In general, what keeps you from discussing nutrition during a healthy pet appointment? (Please se... != Nothing dissuades me from discussing nutrition*

Q10 If relevant, please tell us what could help you address any of the road blocks noted above:

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Q11 In general, what keeps you from discussing nutrition during a **sick pet** appointment?  
(Please select up to 5 items that you know are the greatest hinderance.)

- I have time constraints (1)
  - The discussion is not indicated (2)
  - I have little professional interest in therapeutic nutrition (3)
  - I want to avoid a confrontation with a client (4)
  - Clients do not want to change their current brand of food (5)
  - There is too much misinformation online about therapeutic pet food (6)
  - There are too many new therapeutic products to keep up with (7)
  - I have limited knowledge around therapeutic food (8)
  - Therapeutic food is not sold at our practice (9)
  - Clients are often concerned about the cost of changing to a new food (10)
  - Clients are often concerned about their pets not accepting new food (11)
  - Other factor not listed: (12)
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- Nothing dissuades me from discussing nutrition (13)

Display This Question:

*If In general, what keeps you from discussing nutrition during a sick pet appointment? (Please select... q://QID23/SelectedChoicesCount Is Greater Than 0*

*And In general, what keeps you from discussing nutrition during a sick pet appointment? (Please select... != Nothing dissuades me from discussing nutrition*

Q12 If relevant, please tell us what could help you address any of the road blocks noted above:

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Display This Question:

*If In general, what keeps you from discussing nutrition during a healthy pet appointment? (Please se... != I have little professional interest in healthy pet nutrition*

*And In general, what keeps you from discussing nutrition during a healthy pet appointment? (Please se... = I have limited knowledge around non-therapeutic food*

Q13 What motivates you to discuss a pet's current food with clients during wellness exams if the pet appears "healthy"?

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Q14 Is there anything else you'd like to share with us regarding your experiences with discussing canine and feline nutrition with clients?

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Q15 We have just a few demographic questions for analysis.

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Q16 How many years have you been practicing as a DVM?

▼ 1 (1) ... 25+ (25)

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Q17 How would you describe the amount of formal instruction in companion-animal nutrition you received during veterinary school?

- None (1)
  - Very little (2)
  - Some (3)
  - A significant amount (4)
- 



Q18 What is the total number of staff members dedicated to small-animal medicine at your current practice?

▼ 1 (1) ... 25+ (25)

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Q19 Which one of the following categories best describes your practice?

- General practice (1)
- Emergency practice (2)
- Specialty practice (3)
- General practice with emergency option (4)
- General practice with specialty option (5)
- Exotics only (6)
- Felines only (7)
- Mobile small animal practice (8)
- Large animal practice (9)
- Mixed animal practice (10)
- Other (please specify): (11) \_\_\_\_\_



Q20 What type of cases do **you** predominantly work with?

- Companion (small) animal general practice (1)
- Companion (small) animal specialty or emergency practice (2)
- Other (please specify): (3) \_\_\_\_\_

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Q21

If we need some clarification on any of your responses, would you be willing to discuss it?

Yes, if you need clarification you can contact me using this email (1)

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Yes, if you need clarification you can contact me using this phone number (2)

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No, thank you. Not this time. (0)

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Q22

We are about to wrap up.

AAHA conducts a variety of market research throughout the year. Would you be interested in helping us by occasionally participating in research?

- Yes, please let me know more (5)
- Not at this time (1)

End of Block: Default Question Block

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