



Request for Proposals:

Consulting Services

Feasibility Study- RFP #2024-01

For the Manitoba Veterinary Medical Association

Proposal Closing Date & Time:

Friday, November 29th, 2024, 5:00 PM CST

Manitoba Veterinary Medical Association
1590 Inkster Blvd.
Winnipeg, Manitoba
R2X 2W4
Email: mvmainfo@mvma.ca
Telephone: 204-832-1276

Summary

1.1 Summary of RFP

The Manitoba Veterinary Medical Association (MVMA) is seeking a contractor to assess the feasibility of developing a Mid-Level Practitioner role in Manitoba. This feasibility study will address the initial areas of concern noted by the Ad Hoc RVT Scope of Practice, Retention, and Career Advancement Committee.

1.2 About The MVMA

The Manitoba Veterinary Medical Association (MVMA) is the regulatory body for veterinary medicine in Manitoba. As the governing organization for veterinary professionals in the province, the MVMA's primary mission is to protect the public interest through the regulation of veterinary practice.

Responsible for:

1. Licensing and registering veterinarians and veterinary technologists in Manitoba
2. Establishing and enforcing professional standards
3. Investigating complaints and disciplining members when necessary
4. Promoting continuing education for veterinarians

Additionally, the MVMA supports its members and promotes the veterinary profession within the province.

It serves as a liaison between veterinarians and other stakeholders, including government bodies and the public. The association is part of a broader network of provincial veterinary regulatory bodies across Canada, each responsible for overseeing the practice of veterinary medicine in their respective jurisdictions.

The MVMA works in conjunction with national organizations, such as the Canadian Veterinary Medical Association (CVMA), to address industry-wide issues across the country.

1.3 Initiatives Background

Manitoba currently has a shortage of veterinary professionals, including both veterinarians and veterinary technologists. This shortage is projected to worsen, especially in rural and remote areas. The shortage of veterinary professionals poses risks to animals, public



health, and the economy. A multi-faceted approach is required to recruit, retain, and best utilize veterinary professionals throughout the province.

In 2024, the MVMA received a grant through the Sustainable Canadian Agriculture Partnership to move forward on key initiatives to address the veterinary professional shortage, including:

RVT Retention Pathway - This initiative is two-fold, both of which focus on increasing utilization of RVTs:

- 1) The first portion focuses on a feasibility study to assess the financial feasibility of creating a Mid-Level Practitioner (MLP) role within the veterinary industry. An MLP model would be similar to a Physician Assistant model in human medicine and new to Canada.
- 2) The second portion focuses on empowering RVTs to utilize their full range of skills in practice

Rural Access to Care - review of access to care in rural Manitoba with a focus on ensuring that Manitobans and their animals have access to appropriate veterinary services. This will include research on current access shortages and strategies to improve access to care.

Review of the Veterinary Client Patient Relationship (VCPR) requirements in Manitoba - review of regulations surrounding the establishment and maintenance of a VCPR, the obligations that are created in a VCPR, and the role of RVTs in a VCPR. This includes a review of the use of telemedicine and after-hours care. If in the public interest, modifications to the current VCPR rules will be explored.

Project Outline

2.1 Project Background

This RFP relates to the feasibility study to assess the financial feasibility of creating a Mid-Level Practitioner (MLP) role within the veterinary industry. An MLP model would be similar to a Physician Assistant model in human medicine and new to Canada.

In Manitoba, the role of Registered Veterinary Technologists (RVTs) has traditionally been one of vital support within the veterinary medical profession. However, the critical shortage and evolving needs of veterinary medicine have prompted a reassessment of the RVTs' potential contributions beyond their traditional roles. In response to these evolving needs, the Manitoba Veterinary Medical Association (MVMA) and Manitoba Veterinary Technologists Association (MVTA) established the RVT Scope of Practice, Retention and



Career Advancement Committee. This committee was tasked with exploring avenues for career development for RVTs, ensuring they could enjoy fulfilling, progressive careers. Their work has been pivotal in redefining the scope of practice for RVTs, leading to significant amendments, which notably expanded their professional capabilities.

Over the last two years, the committee has engaged in extensive discussions about further enhancing the RVT role, exploring the possibility of establishing a Mid-Level Practitioner role akin to that of a Physician Assistant in human healthcare. This new role would sit between the current RVT and a Veterinarian, aiming to address the increasing demands on veterinary services and the gaps in rural veterinary care.

The committee evaluated the Nurse Practitioner (NP) and Physician Assistant (PA) models for a Mid-Level Practitioner role, focusing on scope, supervision, and education. Ultimately, the Physician Assistant (PA) model was determined to be more advantageous; however, modifications to this model were also stipulated.

This study will explore the financial landscape and general feasibility of this new role, drawing on insights gained from the well-established Physician Assistant (PA) role in human healthcare. PAs have demonstrated that mid-level roles can significantly enhance healthcare delivery by expanding the capacity of physicians, improving patient access to care, and optimizing healthcare costs. However, implementing a similar role in veterinary medicine requires a thorough understanding of the financial implications and incentives necessary for its success.

Our consultations with experts in the PA field have highlighted several critical factors that must be addressed to make the MLP role viable:

1. Financial Incentives for Registered Veterinary Technologists (RVTs):

- RVTs considering the transition to MLPs must see a substantial financial benefit to justify the additional education and training costs.
- In human healthcare, new PAs earn approximately \$85,000 per year, with potential earnings of \$135,000 per year after ten years in the role. A similar financial trajectory must be established for MLPs to attract and retain talent.

2. Compensation for Supervising Veterinarians:

- Supervising veterinarians will bear additional responsibilities and risks when overseeing MLPs. Therefore, they must be adequately compensated for their supervisory roles to ensure their active support and participation.

3. Incentives for Veterinary Clinics:

- Veterinary clinics will play a crucial role in the success of the MLP model. Financial incentives and support for clinics to encourage, train, and hire MLPs will be essential.
- This could include potential subsidies, tax breaks, or grants to offset initial training and integration costs.

2.2 Project Outline & Deliverables

Scope of the Feasibility Study

The proposed feasibility study will address the following key questions and objectives:

1. Market Analysis:

- Assess the current and projected demand for MLPs within the veterinary sector.
- Identify potential market segments and geographical areas with the highest need for MLPs.

2. Financial Modeling:

- Develop detailed financial models to determine the cost-benefit analysis of implementing the MLP role.
- Estimate potential salary ranges for MLPs and corresponding compensation for supervising veterinarians.
- Estimate the increase in revenue for veterinary clinics that implement MLPs as part of their practice.

3. Stakeholder Engagement:

- Conduct surveys and focus groups with RVTs, veterinarians, and clinic owners to gauge interest and gather insights on potential barriers and facilitators for the MLP role.

4. Incentive Structures:

- Explore potential incentive structures to encourage RVTs, veterinarians, and clinics to support and adopt the MLP model.
- Identify funding sources and mechanisms to provide financial support during the initial implementation phase.

2.3 Project Timeline

Benchmarks Deadline

- Proposals received November 28th, 2024
- Successful candidate notified by December 15th, 2024
- Interim Report February 2025
- Draft Feasibility Study Report October 2025
- Final Feasibility Study Report January 2026

2.4 Project Budget

The fee-for-service budget for this scope of work is a maximum of \$125,000 (GST included). However, the quality of the technical component of any proposal and the expertise of the firm/consultant will be considered when negotiating the final price for the services to be rendered.

3.0 Proposal Evaluation

Proposals submitted in response to this RFP will be evaluated on the following criteria:

- Cost/Benefit to the MVMA
- Consultant/Firm Relevant Experience and Qualifications
- Work Plan/Scope of Work
- Compliance with Proposal Requirements
- Familiarity with the veterinary industry
- Familiarity with local context
- Value-added or innovative ideas

Proponents may be contacted following the submission deadline for an interview or to answer clarifying questions regarding proposal content if necessary.

4.0 Proposal Requirements

Proposals should be formatted to print 8.5x11 paper size. Electronic submissions should be formatted in PDF final format. All proposals must contain the following information:

A. Cover letter/Introduction

Include a summary of understanding of the project, the firm or individual(s) name(s) that will provide the requirements stated in this RFP, and an overview of the approach to the work.

B. Work Plan

Explain the process you will follow to accomplish the deliverables listed above, including methodology, milestones, and recommended timeline. Briefly describe your firm's project management process.

C. Qualifications

Describe the overall services you can offer that are in alignment with the project requirements. Preference will be given to candidates who demonstrate:

- Experience working with the veterinary industry.
- Strong understanding of technical tools and mechanisms commonly used in market analysis and financial modelling.
- Experience working with regulatory bodies.

D. Overall project cost and pricing details

Include an itemized estimate for deliverables; provide specific costs for individual activities where applicable. If the execution of work to be performed requires the hiring of sub-contractors, you must clearly state this in your proposal. Subcontractors must be identified, and the work they will perform must be defined. The total price quoted should be inclusive. If the price excludes certain fees or charges, provide a detailed list of excluded fees with a complete explanation of the nature of those fees. Please also include the expected disbursement.

E. Client list and summary of related work/successes

Include a brief description of the role you/your firm played in each project.

F. References

Provide at least three references for projects with similar deliverables to those outlined for this project. Indicate which services were provided to each customer.



G. Resumes/CV

Include resumes for key personnel working on this project.

5.0 RFP Close Date and Time

All proposals must be received by 5:00 PM CST on Friday, November 29th, 2024. Proposals will be accepted electronically (via email). Please submit proposals to: registrar@mvma.ca.

6.0 Communication

Please direct all inquiries concerning this RFP document via email to:

Corey Wilson, MVMA Executive Director/Registrar

registrar@mvma.ca

Please allow two business days for a response to be received.