



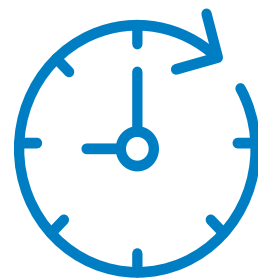
Navigator Role

A Compassionate People-Focused Approach to the Complaints Process

Between 2019-2022 the College of Veterinarians of Ontario saw...



A 40% increase in complaints, with more complexity to the cases.



Significantly increased length of time to process and close complaints cases.



Increased uncertainty and misunderstanding about the complaints process.

Compassionate Regulation:

- Provides a more positive customer experience.
- Builds trustworthiness with the public and the profession.
- Ensures human touch is not lost in regulatory processes.

Navigator Role Pilot



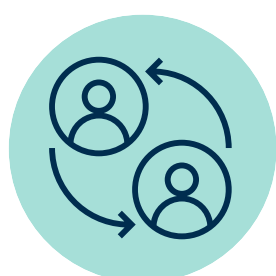
Goals

- Assist both members of the public and the profession in feeling listened to.
- Clarify what can be expected from the process before filing a complaint.
- Provide clear information about the complaints process.
- Connect people with resources or information that may be helpful.



Results

- Over 600 contacts in 9 months with members of the public; only a small percentage of them went on to file a complaint.
- Reduced number of complaints filed this year compared to the same time last year.
- Phase II of the pilot involves contacting veterinarians recently notified of a complaint.
- The role of the Navigator has now been divided between all of our Associates, Investigations.



Takeaways from the pilot

- Helps customers to make informed decisions.
- Aims to set reasonable expectations.
- Can lead to uncover opportunities and can be shaped to meet changing needs.
- Staff training and resources for consistency.
- Need to balance employee's well-being and time constraints.