



Veterinary Management Group Research Awards Call for Proposals

Introduction

The Veterinary Management Group (VMG) represents and supports professionals in leadership and management roles in the veterinary field. The VMG is a collaborative community within which veterinary leaders can learn, share experiences and resources, build relationships, and work together to advance their practices and the wider profession.

The context

Business landscapes are changing and the veterinary world is no exception. A profession with a strong heritage now has to respond to an increasingly volatile, uncertain, complex and ambiguous (VUCA) world in order to continue meeting patient needs effectively, whilst remaining profitable. In recent years a number of challenges and opportunities have arisen, some examples of which include:

- [Corporatisation of veterinary practices](#)
- [Shortage of Vet and Veterinary Nurses](#)
- [The rise of veterinary tele-medicine](#)
- [Gender equality in the profession](#)
- [Mental health issues in the profession](#)
- [Cost and affordability of veterinary care](#)
- [Client expectations of veterinary practice](#)
- [Contemporary veterinary leadership](#)

The opportunity

It has become clear that leaders in our profession have a critical role in not just overcoming, but embracing the challenges we face. We feel that the VMG are uniquely placed to support not only our members; but also the whole profession in building an evidence base for best practice in veterinary business, leadership and management. Therefore, we are pleased to announce our first call for proposals for VMG Research Awards.

The next steps

We invite applications for VMG Research Awards of up to £2,000 to support research aimed at advancing our understanding of contemporary veterinary business, leadership and management. Attached are the Stage 1 Application Form and Guidance Notes. If you have any questions, please contact Dr Hannah Perrin via media@vetmg.com. We look forward to hearing from you.