



## Clinic Protocol Development template

### 1. DEFINE – Establishing the Foundation

**Purpose of the guideline:**

**End goal of the guideline:**

**Guideline audience:**

**Patient population the guideline applies to:**

**Setting for the guideline:**

## **2. CONSULT – Engaging Stakeholders**

**Working group members:**

**Key stakeholders:**

**Plan for gathering input:**

## **3. INVESTIGATE – Evidence & Resources**

**Evidence sources (literature, guidelines, expert opinion):**

**External resources (commercial, shared guidelines, case studies):**

## **4. DRAFT – Creating the First Version**

**Draft Version 1 (Full Text):**

## 5. REVIEW – Collecting Feedback

**Feedback received:**

**Changes implemented:**

## 6. IMPLEMENT – Communication & Rollout

**Communication plan:**

- Database contact for 7+ years – email, phone, etc

- Generic social media posts
- Localised social media sponsored posts
- Local pet-related groups
- Local trainers/behaviourists, pet businesses/ kennels/catteries etc
- Other.....

**Resources needed for rollout:**

## **7. REVIEW → IMPROVE → RELAUNCH – Continuous Improvement**

**Improvements identified:**

**Relaunch plan:**