From: Mark Lawrie
To: Ellaine Hislop
Subject: FW: Murdoch - Hill"s Partnership
Date: 19 October 2012 12:33:20

Hi Ellaine,

Happy for you to send this back to [redacted] if you think it deals with what she is after?

M

Dr Mark Lawrie
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From: Kara Airey
Sent: Friday, 19 October 2012 10:00 AM
To: Yvonne Markey; Mark Lawrie
Cc: Susan Read; Ailsa Foster; Emma Coles
Subject: RE: Murdoch - Hill's Partnership

1. Hill's Hospital Feeding Program
It states that the Hill's in-kind contribution represents [redacted] of the Hill's product utilised for our feeding program.
Can you confirm that is just for your in-hospital patients, [redacted]

Surgery-Yes, the Hills sponsored food is only used to feed in hospital patients and is managed by Emma Coles and the AWWs.
Medicine- The AWW's will give me an order roughly every month to send to Hills. This order is to be used 100% for in-hospital use including feeding the greyhounds.
MPEC/ICU- Out of that ICU caseload all receive in-house Hills food in the ICU, apart from those won't eat and they get warmed chicken, as they r recovering and need 'tempting' so this is all that works.

2. Client Recommendations
a. Can Mark Lawrie determine how many overnight stays the [redacted] annual client visits results in? This number is useful to calculate feeding requirements with accuracy.

Surgery- ? not sure what the question is here.

Medicine-I assume if we have [redacted] patients stay overnight in a year then this many patients will be feed Hills?? Occasionally clients will bring there own food in if the patients has a specific diet (esspecially derm clients).

GP- I think Yvonne is right, our GP nurses/vets only give Hills diets to any of our patients that stay overnight, and we have plenty of brochures and samples of hills diets in the consult rooms that vets are able to give out to clients. Every patient that has a procedure with us in the GP is also sent home with a discharge letter recommending owners feed a 'complete and balance diet, such as Hills'

ML- I think you are wanting number of patients that are fed a meal each day in hospital? We could try to get some data from the system but not sure how accurate this would be? Think it is a matter of a good guestimate but if you would like I can go back and try to pull up stome data through Rxworks. We estimate 10-15 cases daily will be fed in hospital + in-house greyhounds. It will be Hills fed first and chicken offered if don't eat it.

b. Hill's diets were recorded as recommended in [redacted] of referrals, with a list of the diets sold. A couple of things caught our attention from the list. [redacted]. The other was that there were no sales of our [redacted], and we would be interested in exploring the reasons for this. [redacted]

We only recommend prescription foods related to the patients disease. Mostly commonly recommend - j/d to pretty much all ortho patients especially elbow dz. L/D is a must for all shunt patients. And Urinary diets for cystotomies etc. As far as I am aware in Medicine we would recommend perscription diets only as we see referrals for specific diseases for work up. But not all require a prescription diet. Science Diet as a maintence diet is something more recommended via GP not us as a referral centre. Also if we see cats needing urinary support its mainly kidney dz/failure or the occational FLUTD cats which are commonly prescribed the appropriate urinary diet associated with the crystals they have.

3. MOVE

Maybe Kelly is best placed to answer this, but do you know how many of the practitioners who registered for the MOVE lectures actually attended? Also do you now have attendance numbers for the September CVE events? ?

Kara Airey RVN

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From: Ellaine Hislop
Sent: Thursday, 18 October 2012 4:58 PM
To: Mark Lawrie
Subject: Murdoch - Hill's Partnership

Hi Mark

Please see below from Hill's.

Can you point me in the right direction to have question 1 and 2 answered.

Many thanks

Ellaine

From: [redacted]
Sent: Thursday, 18 October 2012 1:55 PM
To: Ellaine Hislop
Cc: Mark O'Byrne
Subject: Re: Murdoch - Hill's Partnership

Hi Ellaine
Mark and I have discussed the Multi-Project Funding Program following the Hill's budget meetings in September. In preparation for our meeting next week, is it possible for you to find some information for us?

1. Hill's Hospital Feeding Program
It states that the Hill's in-kind contribution represents [redacted] of the Hill's product utilised for our feeding program.
Can you confirm that is just for your in-hospital patients, [redacted]

2. Client Recommendations
a. Can Mark Lawrie determine how many overnight stays the [redacted] annual client visits results in? This number is useful to calculate feeding requirements with accuracy.
b. Hill's diets were recorded as recommended in [redacted] of referrals, with a list of the diets sold. A couple of things caught our attention from the list. [redacted] other was that there were no sales of our [redacted] and we would be interested in exploring the reasons for this. [redacted].

3. MOVE
Maybe Kelly is best placed to answer this, but do you know how many of the practitioners who registered for the MOVE lectures actually attended? Also do you now have attendance numbers for the September CVE events?

Many thanks Ellaine,
Kind regards,
[redacted]

[redacted]