

I. Interviewee's information

Birthdate (this research will only include participants of 21 years and above)

1. Gender: ☐ Male ☐ Female

2. Stakeholder's position:

☐ a) Veterinarian

☐ b) Veterinary Student.

☐ c) Client.

II. Survey on experience of companion animal medical disputes.

(Animal medical disputes: Disputes related to treatment of companion animals)

1. Have you ever had an experience of animal medical disputes?

☐ a) Yes (includes the complainant, respondent and a person who has knowledge of the complaint)

(Please go to the next question)

☐ b) No (Please go to question 3)

2. Following the previous question, how was the complaint resolved?

☐ a) Resolved by simple communication.

☐ b) Resolved by communication and reconciliation via money compensation or medical fee reduction.

☐ c) Resolved by simple third-party involvement/mediation.

☐ d) Resolved by third-party involvement and reconciliation via money compensation or medical fee reduction.

☐ e) Unresolved even with third-party involvement and the complaint was filed in the court.

3. Which of the following reasons do you think can likely lead to animal medical related disputes?

Degree to which a cause may lead to a complaint		
1 - Very unlikely	2 - Unlikely	3 - Neutral
4 - Likely	5 - Very likely	

Degree to which a cause will lead to a complaint						Possible causes leading to animal medical related disputes or customer complaints
	1	2	3	4	5	Please tick [✓] the most appropriate answer for you in the left column.
(1) Medical skill (Note: "Veterinarian" means chief attending veterinarian of Veterinary Hospital; It also includes attending veterinarian and other hospital staff; "Client" means pet owner)						
						1.1 Misdiagnosis leading to worsening of patient condition.
						1.2 Inappropriate/improper hospital care or treatment procedures.
(2) Modes of communication						
						2.1 Explanations from the veterinarians to the clients are too simple.
						2.2 Use of too many medical terms during explanation with no clear supplementary explanation.
						2.3 The clients have doubts about the treatment but fail to enquire or get an unsatisfactory answer from the veterinarians before the treatment.

						2.4	A gap between clients expected and actual treatment outcomes due to a lack of information for decision-making before the treatment.
						2.5	No precise decision being made by the clients' families during the discussion of subsequent treatment procedures with the veterinarian.
						2.6	The veterinarians do not provide supplementary paper documents to the clients to raise their knowledge level about the treatment.
(3) Attitudes during interactions							
						3.1	The veterinarians try to make the clients reluctantly accept the recommended diagnosis and treatments.
						3.2	The veterinarians do not respond appropriately or take appropriate steps to solve the clients' concerns.
						3.3	The veterinarians do not give feelings of support and encouragement during interactions, resulting in the clients' thinking that the veterinarian may not be concerned about the health of sick animals.
						3.4	When the clients' and veterinarians' views on the animals' condition differ, the client tends to stick with their subjective perception.
(4) Medical expenses							
						4.1	The veterinarians do not explain to the clients in advance the possible total medical expenses.
						4.2	The veterinarians do not clearly explain the possible medical costs for each treatment procedure.
						4.3	The disparity between clients expected and actual medical costs.
(5) Complaints management							
						5.1	The veterinarians did nothing to respond to the complaints in time.
						5.2	Absence of senior staff to attend to the complaints.
						5.3	The complaint resolution process was done with inappropriate attitudes and improper ways.
						5.4	Staff members do not have relevant professional training to handle the complaints.
(6) Clients' perceptions							
						6.1	The clients depend on self-gathered information.
						6.2	The clients have many questions about treatment and lack trust in the interaction.
						6.3	The clients' misconception of pets being taken care of by the veterinarian.
						6.4	The clients may have the motives of extortion.
Other causes (except the before mentioned causes), please explain:							