

# Integrated Communications

## A Senior Administrator's Perspective

Howard Dobson  
VP Research and Development  
CanCog Technologies

- What do Senior Administrators do?
  - How does this relate to animal welfare?

- Grow the research enterprise

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  - Attract new research
    - Research grants - Universities
    - Research sponsors - Industry - CRO
    - Internal funding - Industry – Pharma and Biotech

- Administrators are attracted to bright shiny objects



- Animal Welfare is not a bright shiny object



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  - Cost centre rather than a revenue centre



- Senior Administrator may have responsibility for animal welfare but decisions may be made by the senior management team



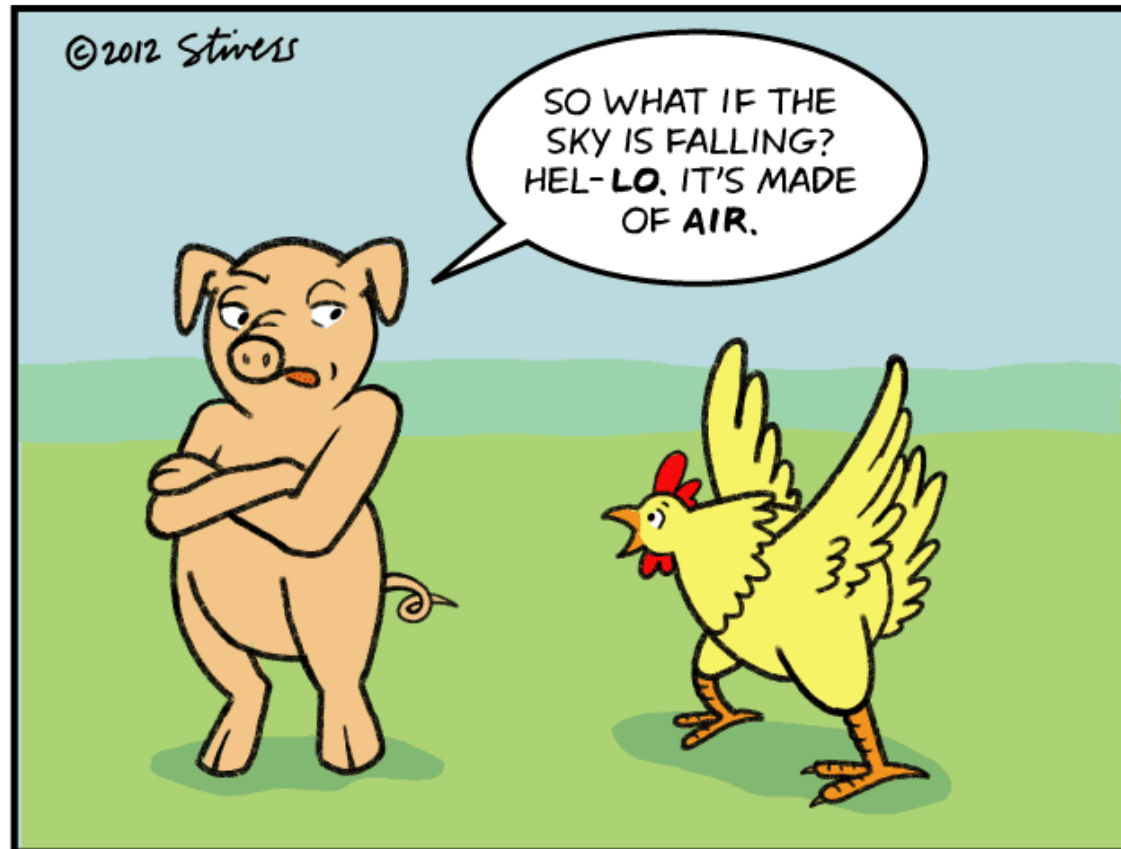


- Animal Welfare is not a bright shiny object
  - Cost centre rather than a revenue centre
  - Compete with other requests for resources

- Communication Strategies
  - No surprises



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  - No surprises



- Communication Strategies
  - Build a relationship with mutual trust

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  - Build a relationship with mutual trust
  - Respectful communication



- Communication Strategies
  - Regular communication

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  - Regular communication
    - Regular update meetings

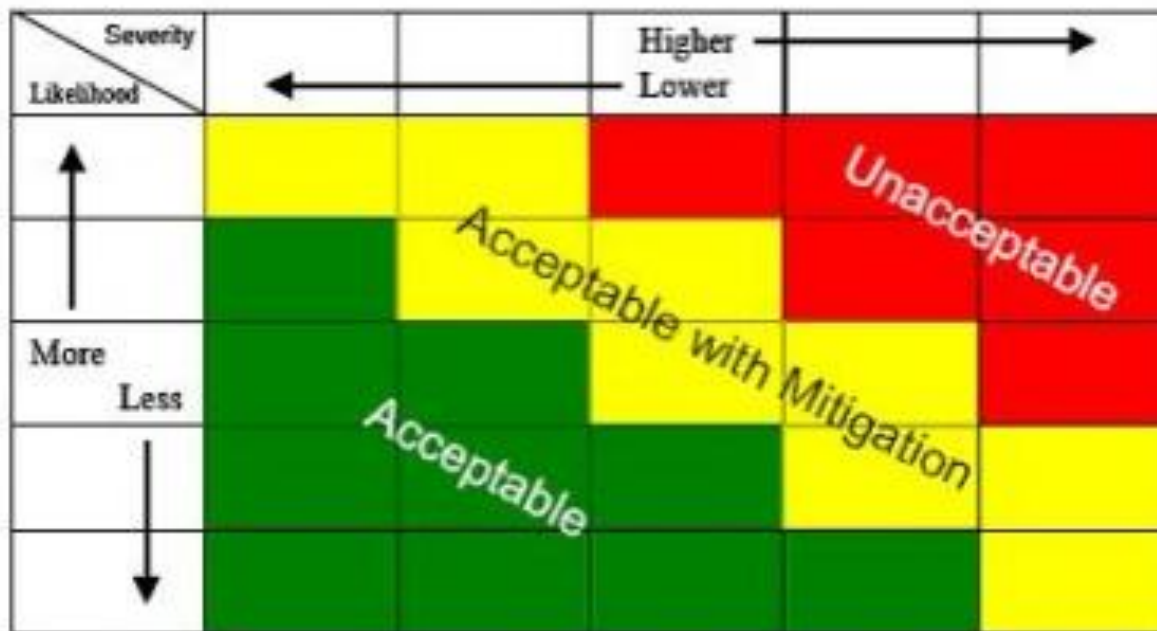
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  - Regular communication
    - Regular update meetings
      - May only be able to meet with someone from the Senior Administrator's team



- **Communication Strategies**
  - Regular communication
    - Regular update meetings
      - May only be able to meet with someone from the Senior Administrator's team
    - Follow up in writing if necessary

- Communication Strategies

- Incorporate animal care and welfare in the overall risk management strategy



- Communication Strategies
  - Facility tours



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- **Communication Strategies**

- Facility tours

- Can be helpful for non scientist administrators
    - Keep it brief and focused
    - Do not waste a moment of the Senior administrator's time

- Communication Strategies
  - Early notice of problems as they are developing

- Communication Strategies
  - Update on successes and achievements



- Communication Strategies
  - Save the regulatory card for when you really need it

- **Communication Strategies**
  - Save the regulatory card for when you really need it
  - If you have a good working relationship in an ethical organisation you should not need to use it

- Summary

- Communicate regularly
- Develop trust
- Ensure respectful communication



- Questions?

