

Providing Sustainable Products, Education And Technical Support continued



Educational Programmes

We deliver education through many channels, including conferences, practice meetings, lunch and learns, and our online digital e-learning environment, the Dechra Academy. Veterinary professionals are able to claim continuous professional development (CPD) (or continuous education (CE) in the US) points towards maintaining their qualifications by attending our events, making them highly attractive.

The Dechra Academy helps veterinary professionals across the globe to expand their knowledge and keep up-to-date with the latest thinking through completely free, engaging learning experiences. With over ten years of experience educating veterinary professionals, we are passionate and proud to provide reputable, modern learning resources which help veterinary professionals continuously evolve their knowledge. We organise a number of educational events and webinars throughout the year covering a range of therapeutic subject matters, for example dermatology and endocrinology, where we are regarded as the market leader.

We differentiate ourselves from our competitors by focusing on challenging and interactive educational experiences. Each Dechra market has its own tailored Academy with courses that are relevant to their veterinary professionals and, where possible, our educational resources are accredited by local professional and regulatory bodies.

We now have a total of 124,000 registered users (2023: 109,691) and 1,888 individual courses (2023: 945) on the Dechra Academy, which is available in 27 markets.

During the year, we provided 17,424 hours of CDP via our Dechra Academy and a further 72,441 hours of in-person training events.

Technical Support

We offer a wide range of products, including several that treat complex and less frequently occurring disorders such as Cushing's and Addison's disease, which can be treated through our products Vetoryl® and Zycortal® respectively. The provision of high quality technical support on these products is a service that the veterinarians truly value, evidenced by the sheer number of calls made to our technical support line last year.

Act With Honesty And Integrity

As part of our commitment to acting with honesty and integrity, we have pursued a number of initiatives geared toward building a clear picture of how we work with suppliers, partners and customers across our value chain.

The scope of this work is very broad, encompassing many different parts of the business such as:

- third party due diligence and compliance tools when onboarding new suppliers;
- engagement with veterinary customers on our respective sustainability ambitions during tender processes;
- integrating sustainability into product development stages;
- integrating responsible sourcing into CAPEX reviews; and
- working towards more strategic partnerships with third party CMOs.

Despite no longer being a listed business, we will remain transparent and are committed to continue the publication of an annual Sustainability Report. We have also implemented a new governance framework to support the delivery of our new Sustainability strategy. See page 41 for further details.

Case Study

Launch Of Connect

We are widely regarded as the experts in endocrinology, providing an extensive range of information to assist veterinarians in the diagnosis, treatment, and monitoring of endocrine diseases.

However, this information has traditionally been dispersed across multiple brochures, websites, and other materials and we were conscious that having information in different places makes it challenging for veterinarians to locate specific resources and doesn't provide the best customer experience.

In response to this, we were delighted this year to launch Cushing's Connect and Addison's Connect; our two new digital platforms specifically designed for veterinarians. These platforms serve as comprehensive consolidated information hubs for veterinarians in need of assistance with diagnosing and treating patients suffering from Cushing's or Addison's.

