



## Industry Survey Report 2025

[www.amtra.org.uk](http://www.amtra.org.uk)

Published 11 June 2025

## Introduction

Earlier this year (2025) AMTRA launched a major industry survey to help gather evidence and insights about the role and impact of SQPs (Suitably Qualified Persons) also referred to as Animal Medicines Advisors across the animal medicines industry. Feedback was sought from SQPs, animal owners, retailers and veterinary teams. Over 900 responses were received.

## Foreword – Michael Seals, AMTRA Chair

*We are incredibly grateful to everyone that took the time to share their views by filling in the survey and I want to take this opportunity to say thank you.*

*We carried out this survey because we know how important it is to seek feedback directly from SQPs, and others in the industry that work with those carrying out this important role, so that we can continue to provide the right support and ensure SQPs are recognised and understood for their contribution to the animal medicines industry.*

*SQPs play a crucial role in both retail and veterinary environments, and we are working hard to ensure their professional skills are more widely understood. There is no doubt that they are a trusted source of reliable information and advice to help on a range of animal health and wellbeing matters, and we feel it is important to raise their profile to owners and the industry. Some people don't realise that the SQP profession is regulated, requires formal training and qualification and ongoing CPD to maintain accreditation – that needs addressing so that SQPs are valued and their important skills utilised for the benefit of animal health and welfare.*

*AMTRA is committed to continued evolution in response to the changing needs of SQPs, the animal medicines industry and veterinary profession. This survey has provided incredibly useful insights which we will be using to help shape future strategies to help support SQPs in achieving the best health and welfare outcomes across livestock and companion animal and equine sectors.*

*AMTRA would like to see greater recognition of the valued role SQPs play in contributing to animal wellbeing, including as an integral part of the animal-centred team, supporting responsible animal ownership, and providing advice on prudent medicines supply, use, disposal, and general animal care.*

## About AMTRA

AMTRA is the UK's leading independent regulatory body for SQPs (animal medicines advisors) and manages the registration for over 6,000 AMTRA SQPs. It seeks to ensure that prescription and supply of VPS animal medicines is undertaken in a responsible manner in line with legislation and the SQP Code of Practice.

2025 marks AMTRA's 35<sup>th</sup> anniversary. As well as being the largest and longest standing regulator, it is also the biggest champion of SQPs and the important role they play in protecting animal health and wellbeing. AMTRA is dedicated to training SQPs to deliver the highest standards through qualification, training, and CPD, resulting in skilled and knowledgeable SQPs who are well informed and capable. AMTRA ensures that standards are right for newly qualified SQPs, oversees an effective system of CPD for existing SQPs, and works with and contributes to the efforts of SCOPS, COWS, RUMA Agriculture, RUMA Companion Animal & Equine and CANTER, plus other industry stakeholders, to support the responsible use of medicines.

AMTRA's history has equipped it with an ingrained knowledge and understanding of the sector and it continues to evolve its support of SQPs in response to the changing needs of the animal medicines profession. AMTRA is proud of its commitment to high standards in qualification, training, and ongoing CPD.

## SURVEY RESULTS

The survey sought feedback from the stakeholder groups below and the results in this report are shared in sections aligned to these stakeholders.

- SQPs
- Animal owners
- Retailers (Agricultural merchant/Pet Shop owner or employee (other than SQP)
- Veterinary teams

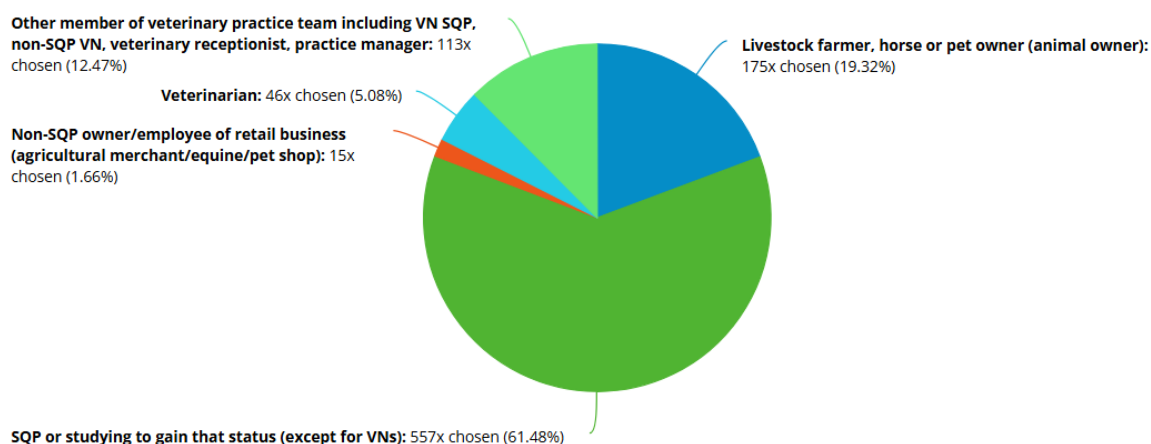
### Survey respondents - overview

As expected, the most responses have been received from SQPs, but feedback was also secured from other key stakeholder groups including animal owners (livestock farmer, horse or pet owner), vets, other roles within the vet practice team (vet nurse SQPs, non-SQP VNs, receptionists, practice managers) and non-SQP owner/employee of retail business (agricultural merchant/equine/pet shop) – see Figure 1. This has helped provide important perspectives from non-SQP stakeholders which is vital in helping to build a more robust picture of levels of understanding about the SQP profession.

Figure 1

#### What best describes your role

Number of responses: 906

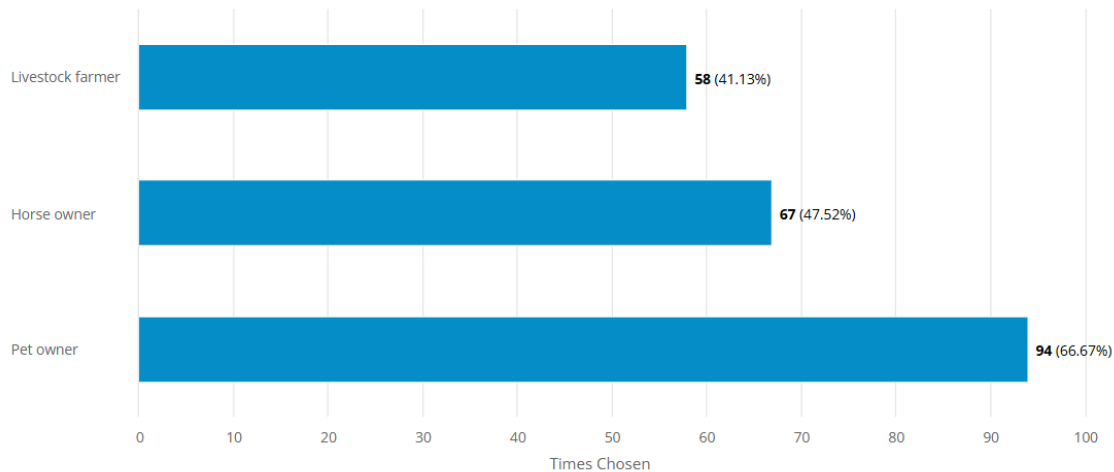


## Animal owner feedback

Animal owner respondents (141 in total) were made up of livestock farmers 58, horse owners 67 and pet owners 94 (Figure 2). It should be noted that some respondents fitted into more than one 'owner' category and will have therefore picked multiple answers.

Figure 2

Number of responses: 141



While the majority of animal owners stated they understood the role of the SQP (66%) as per the pie chart below (Figure 3), 15% don't and 19% only have somewhat of an understanding.

This means that around 34% of owners have little or no understanding of the SQP role. When interrogating the categories within the animal owner stakeholder group (farmers, horse owners, pet owners) further, 88% of farmers responding to the survey stated they understand the role of the SQP versus 79% of horse owners and 59% of pet owners. There's clearly a gap between pet owner understanding and that of farmers and horse owners that needs addressing.

Equally, when asked if animal owners collectively knew SQPs had to be qualified to level 4 or 5 (Foundation Degree) and are part of a highly regulated industry, just under half (48%) knew this with the remaining respondents stating they had some awareness (26%) or no real awareness (26%) (Figure 4). This indicates a need for more overall awareness and education with animal owners about the profession to enhance their understanding about the role and remit of SQPs, as well as the regulation and high standards required to work as an SQP. In doing so, this would undoubtedly help ensure all types of animal owner recognise the high levels of support and advice they can seek from SQPs and crucially, make full use of that expertise.

Figure 3

Number of responses: 141

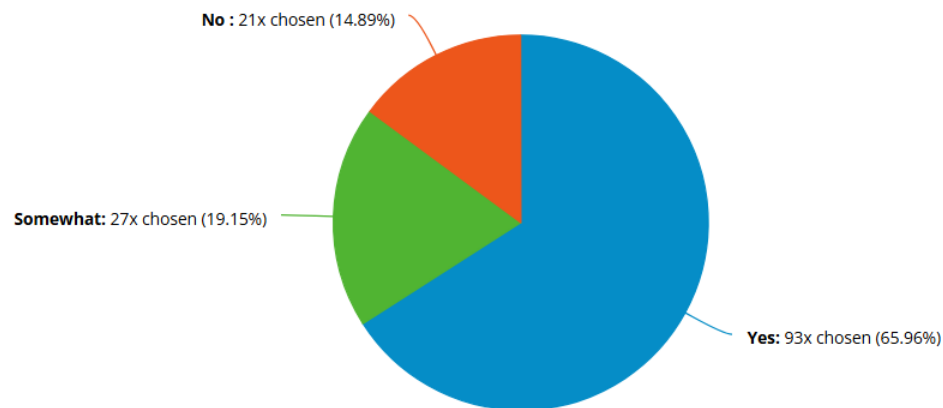
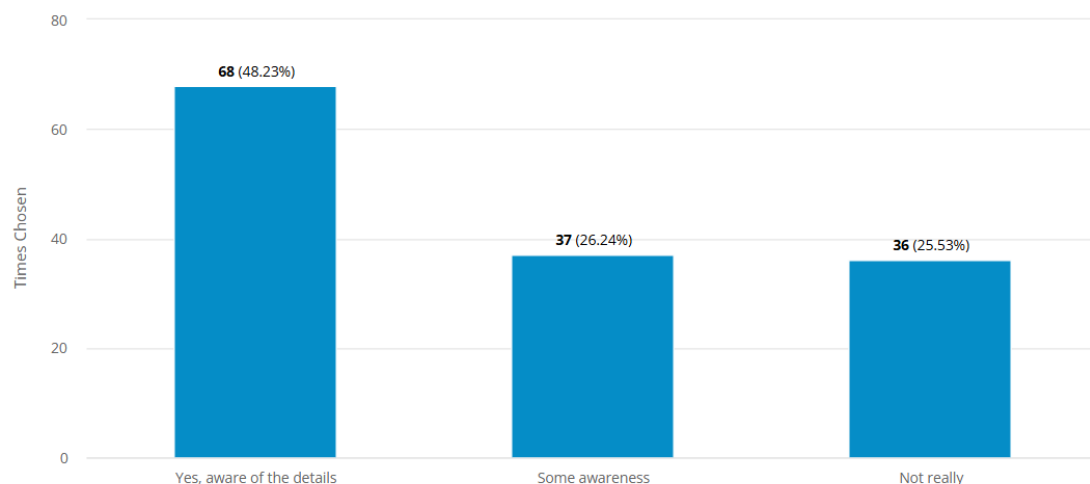


Figure 4

Number of responses: 141



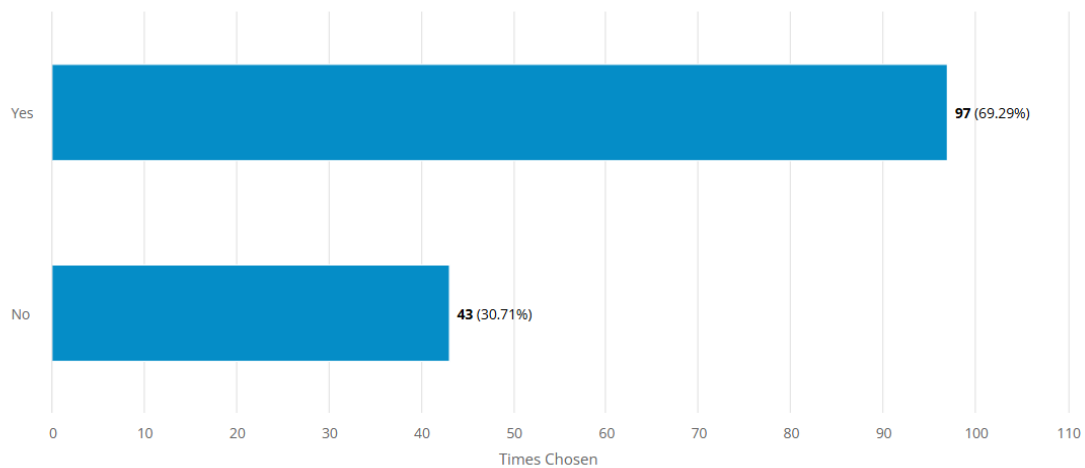
When it comes to making use of SQP expertise for animal products, medicines, advice and supply, 69% of animal owner respondents confirmed that they did, while 30% stated they don't (Figure 5). Of those that don't, there isn't a clear view as to why this is the case but there could be multiple reasons, for example support is sourced elsewhere from a vet or vet practice team instead so there isn't a need for SQP input, or it could be that the lack of understanding about the remit and qualification level of the SQP role by some pet owners means they do not seek support from SQPs in the first place. This further backs up the need to raise awareness of the services SQPs are qualified to provide, to ensure

animal owners recognise they can be a source of support for their animal health and wellbeing needs.

Figure 5

*Do you use SQPs for any animal products, medicines, advice and supply?*

Number of responses: 140

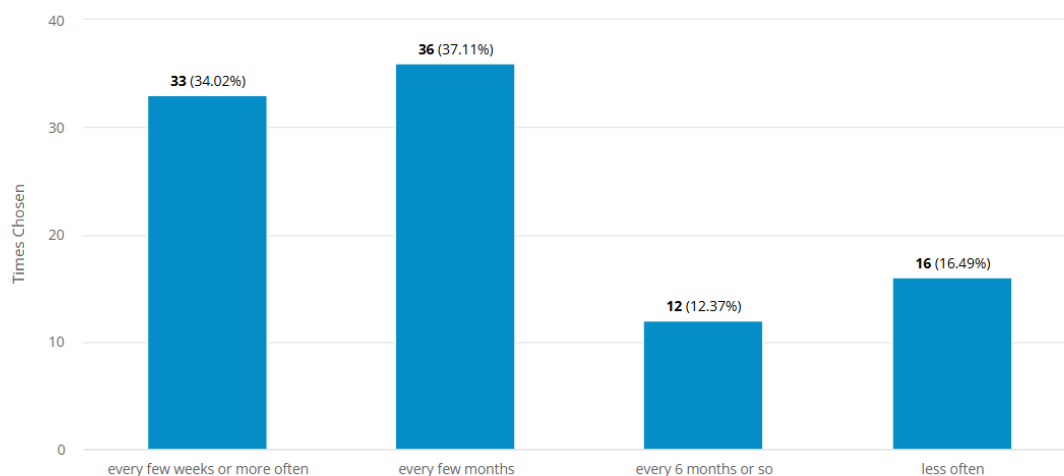


When it comes to the frequency of animal owner interactions with an SQP (Figure 6), the majority of respondents stated that they interact with an SQP every few weeks or more often (34%) or every few months (37%) – the latter being the most common interaction level. This means that nearly three quarters of animal owners who responded (71%) have a regular interaction with an SQP which is encouraging feedback.

Figure 6

**How frequently do you interact with an SQP?**

Number of responses: 97

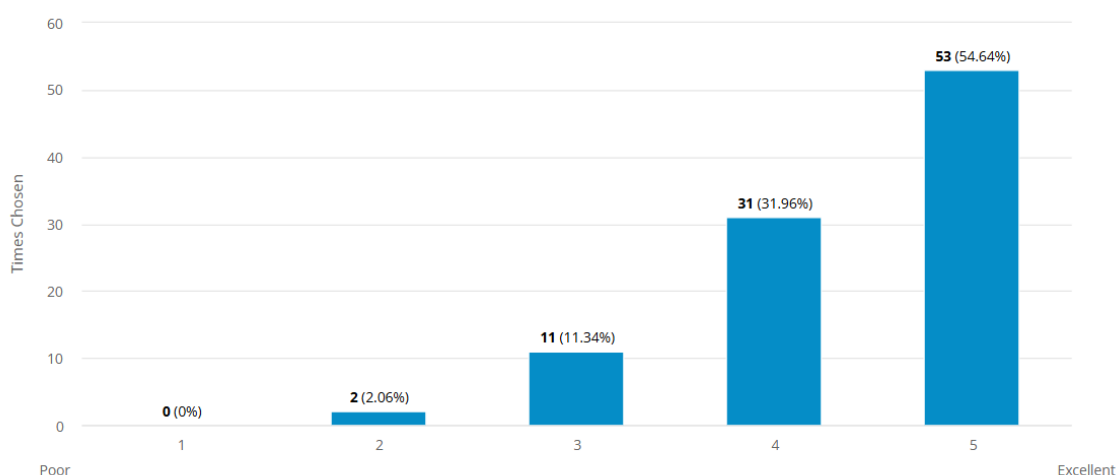


In terms of rating how valuable the service provided by SQPs is (Figure 7), it is pleasing to see that this was rated as excellent (55%) or good (32%) - which when combined equates to an impressive 87% positive service feedback level. The rest of the results show that 11% of respondents chose a more neutral view, while just 2% indicated a slightly poorer level of service. Nobody rated the service at the lowest end of the scale. This is a very strong result for service levels and one that the profession should be very proud of.

Figure 7

**How valuable a service does your SQP provide to you on a scale of 1 - 5 with 1 being poor and 5 being excellent**

Number of responses: 97



We interrogated the service scores further with animal owners and the word cloud below (Figure 8) summarises some of the key themes of the feedback which is overwhelmingly positive and centres around SQPs being 'knowledgeable', that they have 'the latest up-to-date advice', are a key 'link between farmers and vets' and have 'evidence based information'. In terms of constructive criticism, there were just a handful of comments around more advice being needed on precautions, handling and storage of medicines, as well as the need to have the confidence to 'challenge customer decisions' and ask more 'questions' of owners.



Figure 8

Can you tell us more about why you gave the score you did?

Number of responses: 77

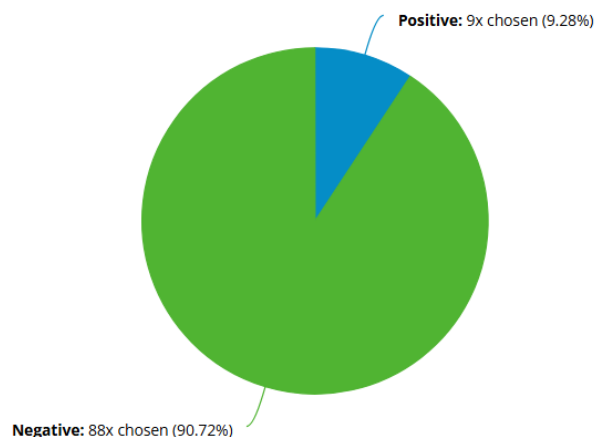


We then sought to understand what impact there would be if the SQP role wasn't available to animal owners (Figure 9). The result was very clear, with 91% stating that if they didn't have access to SQPs it would have a negative impact on their ability to look after their animals.

Figure 9

If you didn't have access to an SQP would this have a positive or negative impact on your ability to effectively look after your animals?

Number of responses: 97



Meanwhile, 47% of animal owners don't seek or receive advice from SQPs on other aspects of animal health and welfare (Figure 10). This indicates there is work to do both with SQPs in ensuring they are always actively offering advice and guidance on other elements of animal wellbeing but also, encouraging owners to also ask for further advice if they have queries. SQPs are equipped to offer a wide range of advice to owners beyond the sale of certain medicines, and it is important that this is proactively offered by SQPs and sought by owners. Seizing these opportunities when an SQP and owner are in direct conversation is important.

Figure 10

**As well as being a qualified source for access to certain animal medicines, do you seek/receive advice from an SQP on other aspects of animal health and welfare?**

Number of responses: 97

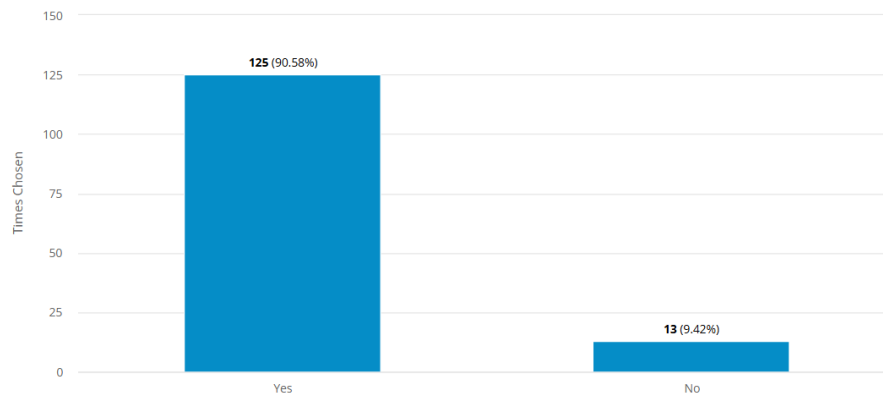


Reassuringly, animal owners overwhelmingly feel that SQPs supply and prescribe responsibly (91%), with just 9% stating they don't believe they do. (Figure 11).

Figure 11

**Overall, do you feel SQPs prescribe/supply responsibly?**

Number of responses: 138

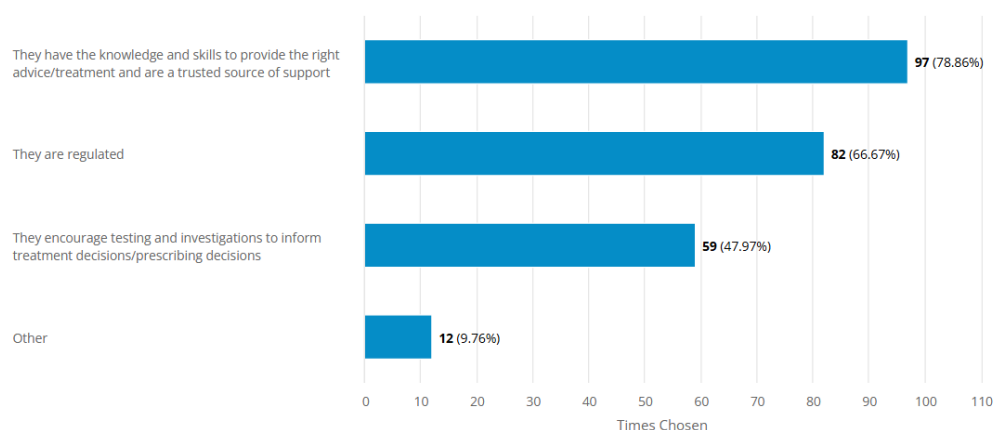


We then asked respondents to elaborate on both the positive and any negative prescribing and supply feedback further. On the positive feedback (Figure 12) which was the highest volume of responses, animal owners stated that SQPs have the knowledge and skills to provide the right advice/treatment and are a trusted source of support (97 owners); 82 said they are regulated which supports responsible prescribing and supply; 59 owners said it was because SQPs encourage testing and investigations to inform treatment and prescribing decisions.

Figure 12

**If so, why?**

Number of responses: 123

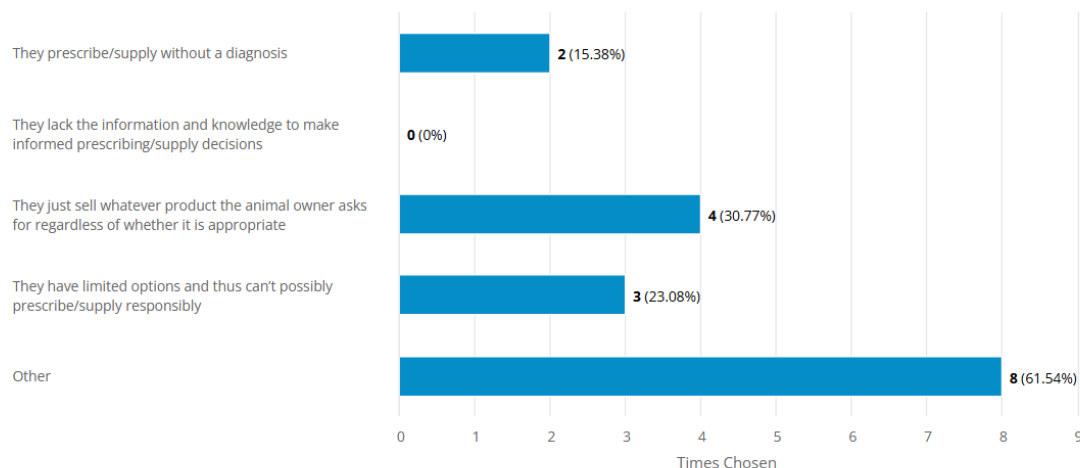


On the negative feedback (Figure 13), just two animal owners out of the 138 respondents to the main question stated they felt SQPs prescribe without a diagnosis, four owners chose the option that SQPs just sell whatever product the animal owner asks for regardless of whether it is appropriate, and three said that SQPs have limited options and thus can't prescribe/supply responsibly. In the 'other' category, eight owners added further details which centred around the importance of SQPs asking questions and constructively challenging owners about their needs. It should be noted that SQPs can't make a diagnosis as it is out of their remit. By definition the medicines they prescribe and supply do not require a diagnosis, though identification of the presence of a parasite such as through a FEC test is increasingly helpful to inform prescribing and supply decisions. Where there is evidence of disease with clinical signs, SQPs are trained to refer animals to a veterinarian.

Figure 13

#### If not, why not?

Number of responses: 13



The overall feedback from animal owners on responsible prescribing and supply by SQPs is extremely favourable. However, it is important not to dismiss the small volume of negative feedback; this needs to be used to help ensure standards remain at the highest possible levels by reminding SQPs of their responsibilities and giving them the tools and confidence to ensure they ask sufficient questions and challenge owners as appropriate on their requirements.

## SQP feedback

As expected, this stakeholder group was the largest to feed back to the AMTRA industry survey (503 SQPs).

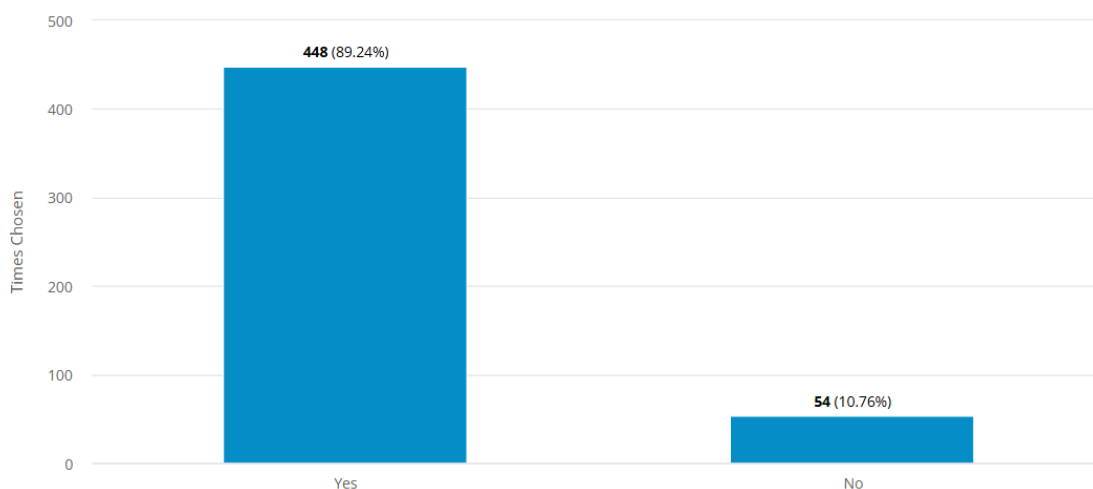
Happily, when asked if they were proud of their profession 96% said yes, while 71% feel that the SQP role is one that is respected; that does leave 30% who feel the role isn't respected which is a concern and supports the need for better understanding and awareness across other stakeholder groups of what SQPs do.

Responsible prescribing and supply is at the core of the SQP role, so it is reassuring to see that the majority of SQPs (89%) feel that the profession does prescribe and supply responsibly, with just 10% saying no (Figure 14). Even a small percentage responding negatively is not something AMTRA wants - this is an area AMTRA will be exploring further with SQPs to understand why this might be the case, and work to reduce this figure moving forwards.

Figure 14

### Overall, do you feel SQPs are prescribing/supplying responsibly?

Number of responses: 502



Building a picture of how non-SQP stakeholders (who either work with or engage with the profession) view the SQP role has been a key focus of the survey. SQPs have provided some very helpful feedback on how they feel the role is viewed and understood by farmers, vets/vet teams, pet owners and horse owners. Some 92% (432) of SQPs stated that they feel there needs to be a better understanding of the profession and its impact across the veterinary/animal medicines industry as a whole.

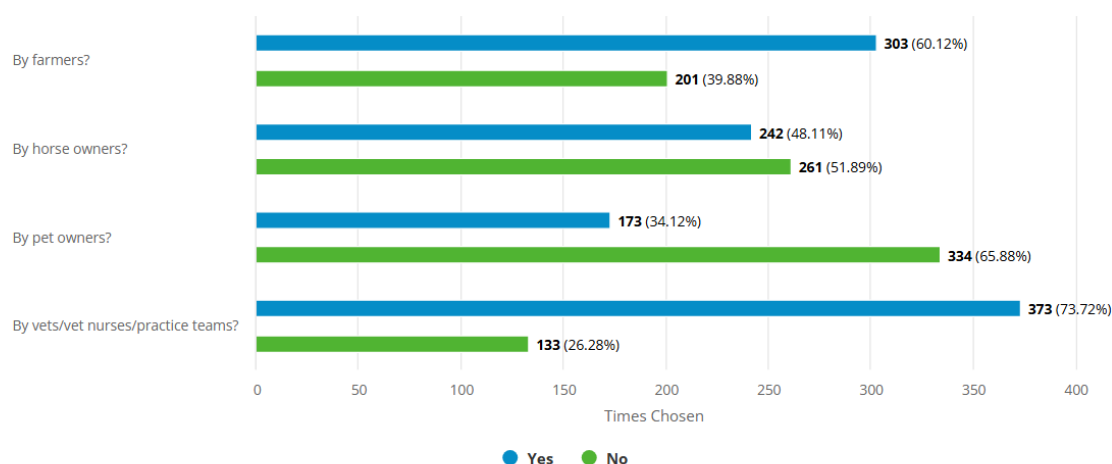
When considering the various stakeholder groups more specifically, the results paint an interesting, but not surprising, picture (Figure 15). Across farmers and those working in veterinary practice roles, SQPs stated they feel there are better levels of understanding than not (60% for farmers/74% for vets and vet practice teams). However, the ratios could and should be much better as this still leaves a ‘perceived’ lack of understanding of the SQP role of 40% for farmers and 26% for vets and vet practice teams according to SQP respondents to the survey.

The two stakeholder groups that SQPs feel have the least understanding of their role are pet owners (66%) and horse owners (52%). The responses to this question reinforce AMTRA’s existing recognition of the need to amplify understanding of the SQP role across these key stakeholder segments to ensure clients/customers and those working with the profession know how to both utilise and receive the maximum benefit from the SQP role.

Figure 15

**Do you feel the role of SQPs is understood by the following:**

Number of responses: 501



In order to maximise the impact and benefit of the SQP role it is important to understand how the role is making use of the resources at its disposal to deliver the highest possible standards of support to ‘end users’ e.g. testing is an important tool in the SQP toolbox.

The graph below (Figure 16) summarises the SQP stakeholder group response to being asked about their use of testing to support prescribing and supply decisions. 42% confirm they test often, 27% occasionally but 31% rarely or never do.

Testing may not be relevant for some products such as vaccines or local anaesthetic, but conversations to determine risks faced by animals are important in these cases. Relevant testing is an area that AMTRA supports as it can contribute significantly to appropriate and effective product selection. Happily, 461 (92%) of SQPs stated that they know where

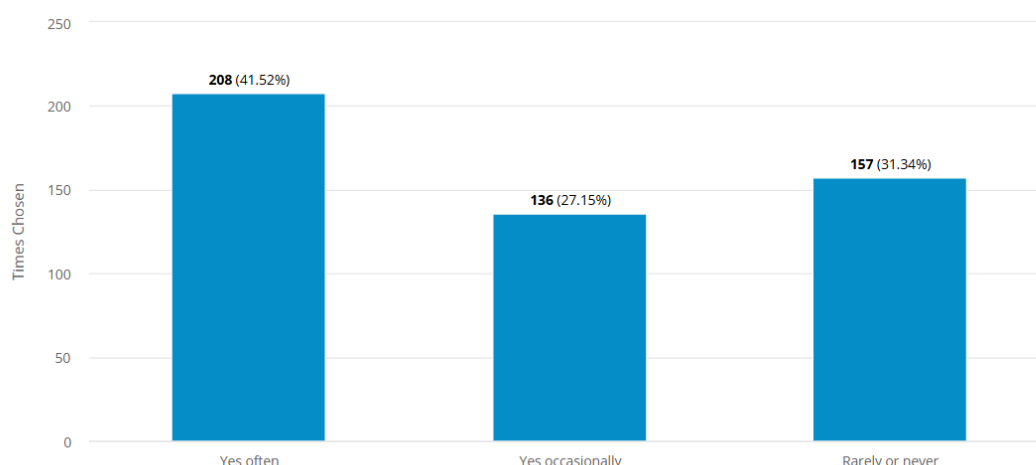
to refer owners for further testing which is excellent. Equally, when asked if they are confident of which tests are relevant to inform prescribing/supply decisions, 417 (83%) said that they were, with 84 (17%) stating they weren't.

AMTRA is keen to understand further the barriers that might exist which could be stopping testing from being carried out, and understands that while there is a limit to what SQPs can do in terms of influencing customer decisions, increasing engagement with testing where it adds value and better product selection, is something AMTRA wants to encourage further.

Figure 16

**Do you currently make use of testing to support prescribing/supply decisions?**

Number of responses: 501

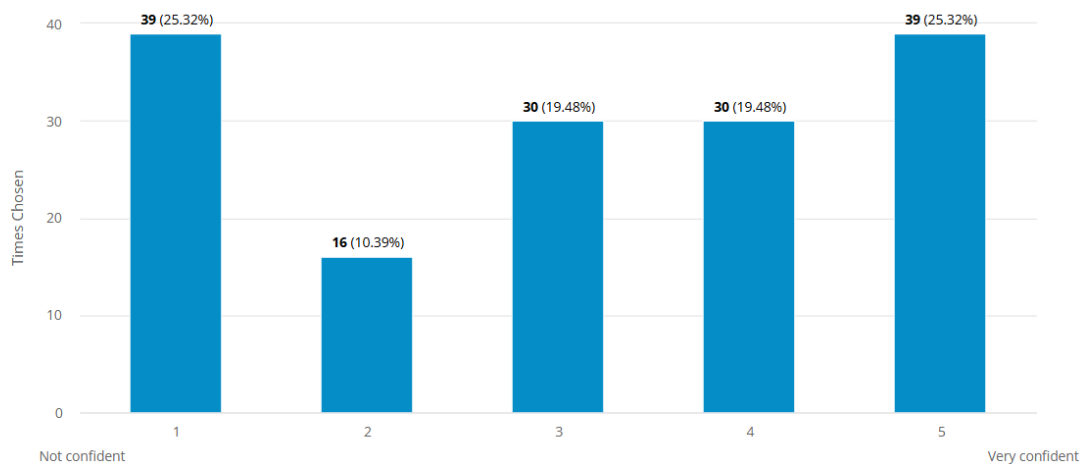


When interrogating the testing topic even further (Figure 17), 154 SQPs shared feedback on how confident they are to recommend veterinary involvement for testing and investigations. 44% of SQPs were on the positive end of the confidence scale (4 & 5), around 20% (30 SQPs) were neutral while 35% (55 SQPs) were on the lower end of the scale (1 & 2) i.e. not as confident. This provides important insight that AMTRA can take action on to build these confidence levels and empower SQPs with the skills they need to promote the importance and value of veterinary involvement in testing with customers; this is an area that SQPs and the veterinary profession could collaborate on more.

Figure 17

**Are you confident to recommend veterinary involvement for testing and investigations such as blood tests e.g. scab ELISA, where 1 is not confident at all and 5 is very confident?**

Number of responses: 154



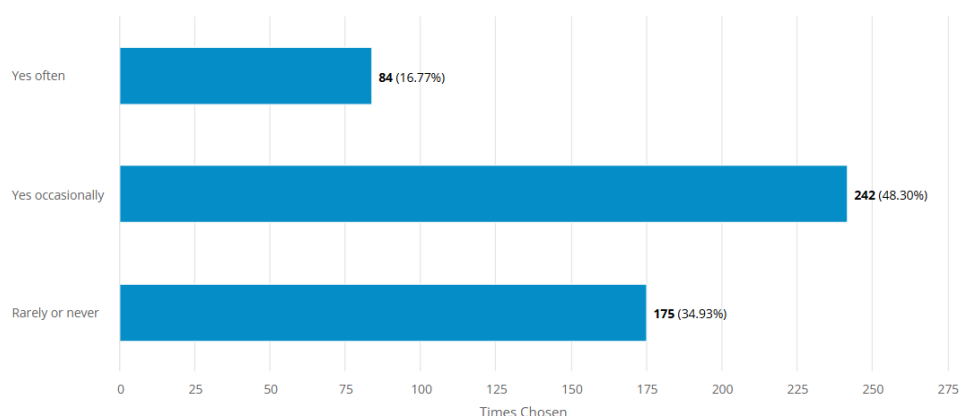
Pressure to prescribe from animal owners is a topic that AMTRA has been keen to explore more (Figure 18). Across 501 SQPs, 84 (17%) stated they often feel pressure, 48% (242) occasionally feel pressure, and 35% (175) rarely or never do.

AMTRA recognises that managing pressure from customers will always be a factor. There is support that can be given to SQPs to help them work with customers and manage expectations that on some occasions, not prescribing, or in certain cases supplying something different to what has been asked for or is expected, is the right thing to do.

Figure 18

**Do you feel pressure to prescribe/supply particular products by animal owners?**

Number of responses: 501



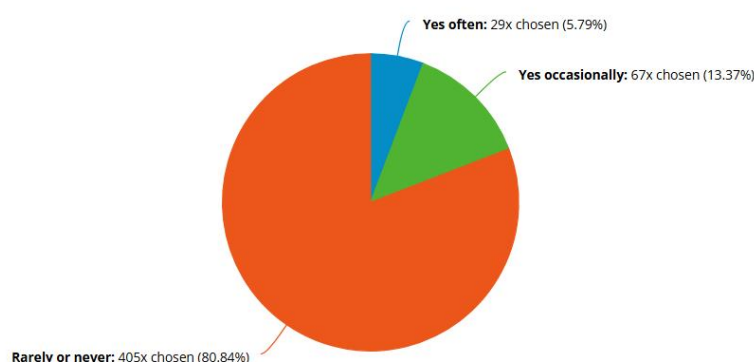


What is reassuring is that the majority of SQP survey respondents - 81% (405) - rarely or never feel pressure from their employer to prescribe or supply specific products (Figure 19). However, 67 (13%) occasionally do, and 29 (6%) said they often do. These latter two results, although low numbers, are worthy of note and AMTRA will be highlighting this across its employer and trainer networks. It should also be noted that this doesn't necessarily equate to poor product choices or prescribing decisions.

Figure 19

**Do you feel pressure to prescribe/supply particular products by your employer?**

Number of responses: 501



A fundamental part of the SQP role is the need to have good customer engagement skills to build trust, which helps ensure the guidance and advice that SQPs provide on the safe and effective use of medicines is well-received. Making time to relay medicines use information is vital to ensure responsible use, efficacy and good animal health outcomes.

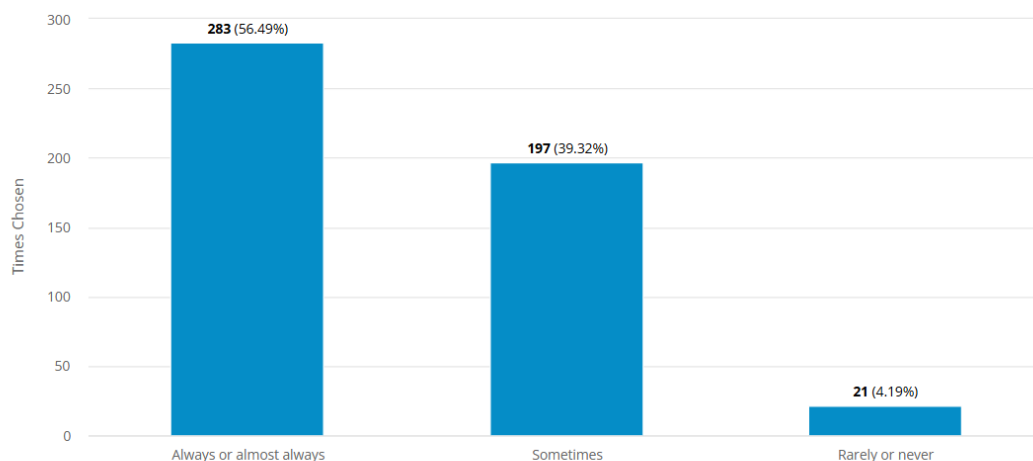
When asked if they feel they have sufficient time to engage fully with customers (Figure 20) about safe usage including the full range of contraindications and warnings, 283 (57%) of SQP respondents said this was the case always or almost always, 197 (39%) said sometimes, and 21 (4%) said rarely or never.

While these overall figures are broadly positive, there is room for improvement in this area. It should also be noted that there is a need to explore the limiting factors affecting the time available for engagement i.e. it could be that customers are pushed for time and don't want to engage. Understanding barriers will help identify suitable ways to work within these constraints, establishing routes for adequate communication, advice and information transfer.

Figure 20

Do you feel that you have sufficient time to engage fully with customers about safe usage including the full range of contraindications and warnings?

Number of responses: 501



The final question posed to SQPs in the survey was: ***What other challenges do you face in carrying out your role as an SQP?*** This was a free text answer which secured over 300 responses. The majority of responses are a reflection of some of the feedback already seen in the answers to previous questions as well as a few other themes and include: ‘managing client expectations’, ‘educating owners about resistance’, ‘supply issues’, concerns with online sales and whether it is rigorous enough’, ‘customers not coming in with the right information to allow for correct supply’. AMTRA has reviewed all 300+ comments in detail has considered these themes in the context of the next steps it will be taking which are summarised at the end of this report.

## Retailers

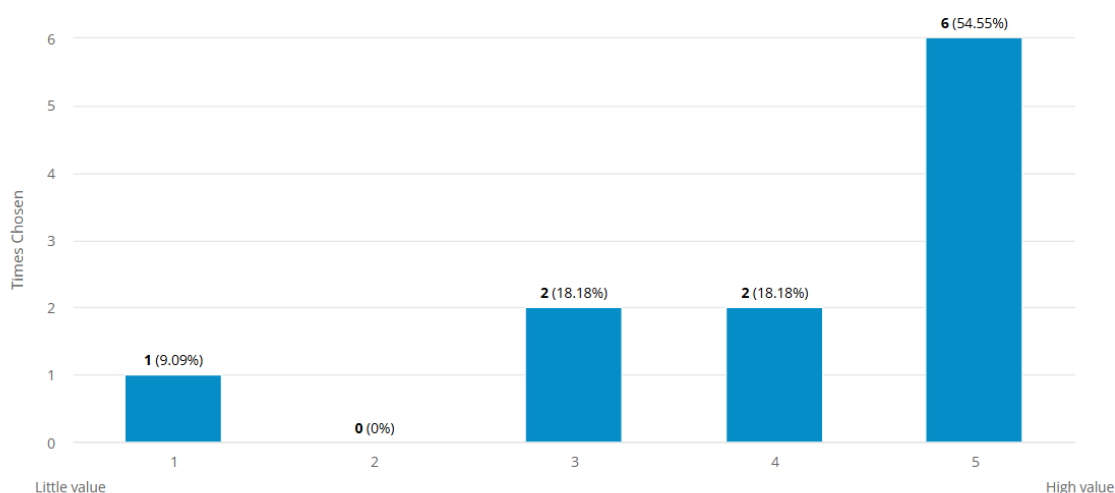
The responses from this stakeholder group are as expected much smaller in volume but still provide valuable insights.

When asked how valuable a service they feel SQPs provide for their customer base (Figure 21) on a scale of 1-5, with 1 being little value and 5 being high value, 73% (8 - picked the two highest values (4 & 5), 2 retailers were sitting at point 3 in the scale (neutral) and only 1 picked little value.

Figure 21

**How valuable a service do you feel SQPs provide for your customer base on a scale of 1-5 with 1 being little value and 5 being high value**

Number of responses: 11



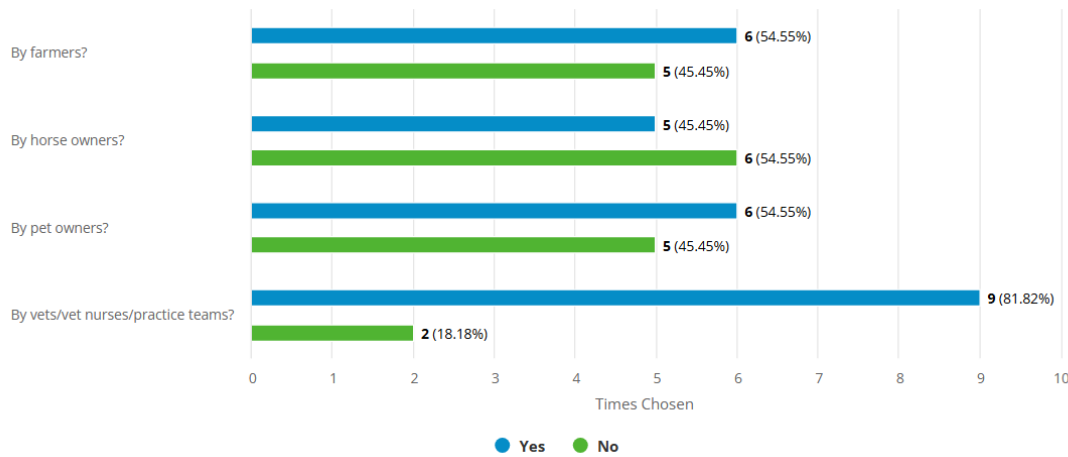
When asked about levels of understanding about the role of SQPs across the key customer/stakeholder groups, retailers share broadly similar perspectives to SQPs apart from with pet owners (Figure 22). In contrast to SQPs, retailers stated that they felt pet owners had a better understanding of the role of SQPs, whereas SQPs felt the opposite. Given SQPs have the most direct contact with pet owners their feedback could be viewed as more accurate, and the volume of SQP responses is significantly larger than the retailer volume.

It is AMTRA's intention to share these insights with retailers to help highlight the different perspectives that have surfaced from the survey to encourage them to explore these different perspectives with their SQPs and seek in-store solutions to educate customers and pet owners about the SQP role.

Figure 22

**Do you feel the role of SQPs is understood:**

Number of responses: 11

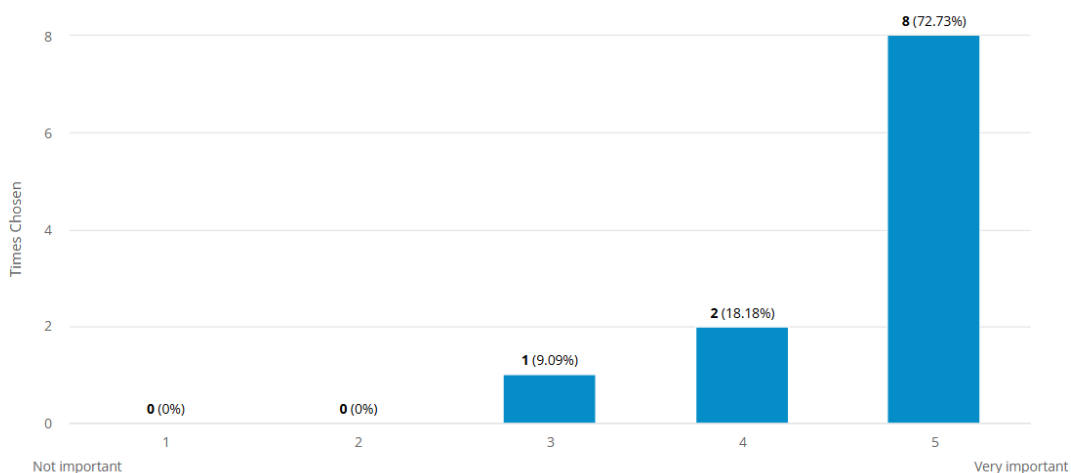


When asked about the value of the SQP role in-store (How important do you feel the role of SQPs is for animal health and welfare and access to medicines? 1 is not important at all and 5 is very important), the results were overwhelmingly positive with 10 of the 11 retailers in the upper scale of importance, and just 1 sitting at the neutral point on the scale (Figure 23). Knowing that the SQP role is so highly valued by retailers is of course not an unexpected result, but it is still reassuring feedback for SQPs to know that their role is viewed as important by retailers.

Figure 23

**How important do you feel the role of SQPs is for animal health and welfare and access to medicines? 1 is not important at all and 5 is very important.**

Number of responses: 11

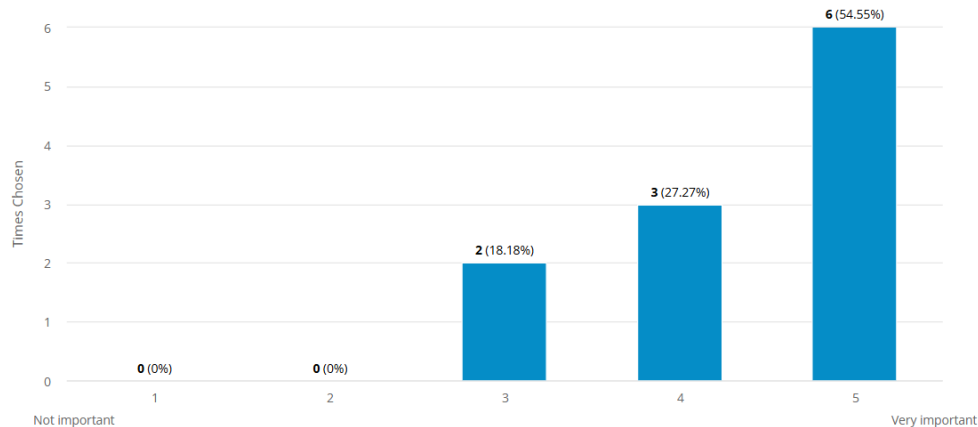


Equally, when it comes to the advice provided to customers on animal health and welfare (Figure 24), the majority of retailers rated this as being very important or important (9 out of the 11 retailer respondents).

Figure 24

**How important do you feel SQPs are as a source of advice for your customers on animal health and welfare? Where 1 is not important at all and 5 is very important**

Number of responses: 11

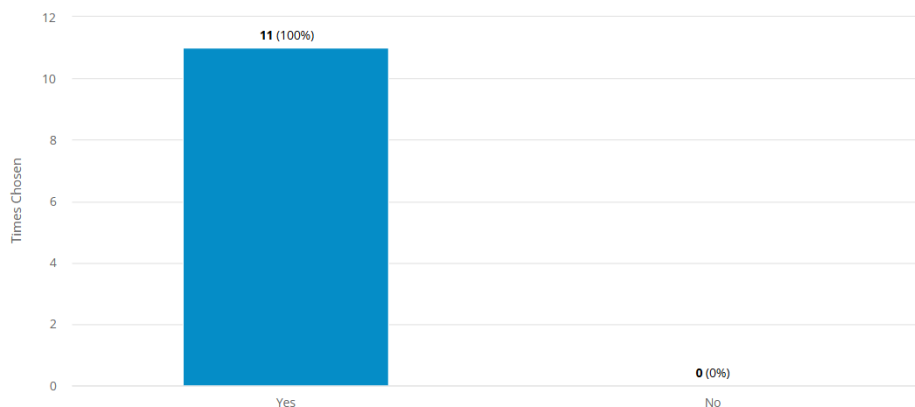


Testing was an important area of focus with SQPs in the survey, so it is pleasing to see full support from the 11 retailers that responded to the survey for their SQPs to refer customers to vets for more advice or testing (Figure 25). This is something AMTRA will explore further with retailers i.e. how the importance of testing can be made more visible in the retail environment to help raise awareness of the importance of testing with customers.

Figure 25

**Do you support your SQPs in referring customers to vets for more advice or testing?**

Number of responses: 11

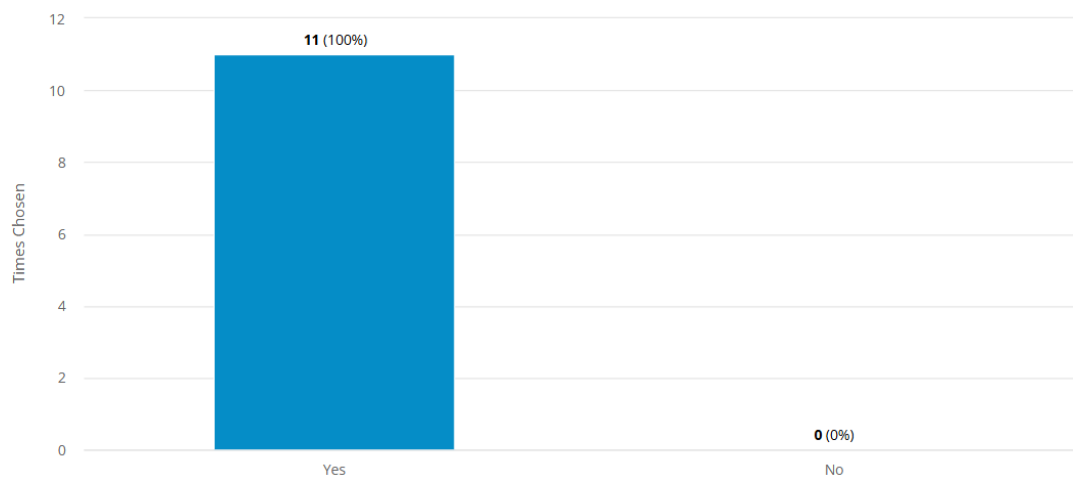


Finally, all 11 retailers (Figure 26) that responded felt there needs to be more awareness and a better understanding of the SQP profession across the veterinary/animal medicines industry as a whole which aligns to the feedback received from other stakeholder groups.

Figure 26

**Do you feel that there needs to be more awareness and a better understanding of the SQP profession across the veterinary/animal medicines industry?**

Number of responses: 11



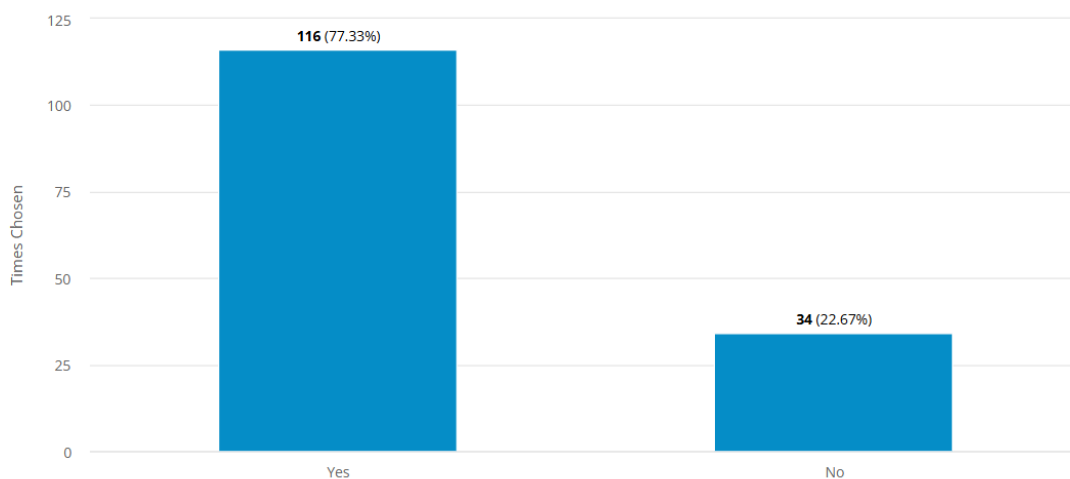
### Vets and other veterinary practice staff (including VN SQPs)

Of the 150 vets and other veterinary practice staff (including VN SQPs) who responded to the survey, 116 (77%) have SQPs in the veterinary practice environment versus 34 (23%) that don't (Figure 27). While this number of responses isn't enough to confidently extrapolate this figure across the entire volume of UK veterinary practices, it does give a good indication that the SQP role is being utilised in the veterinary practice team environment, which is positive.

Figure 27

#### Does your practice have any SQPs?

Number of responses: 150

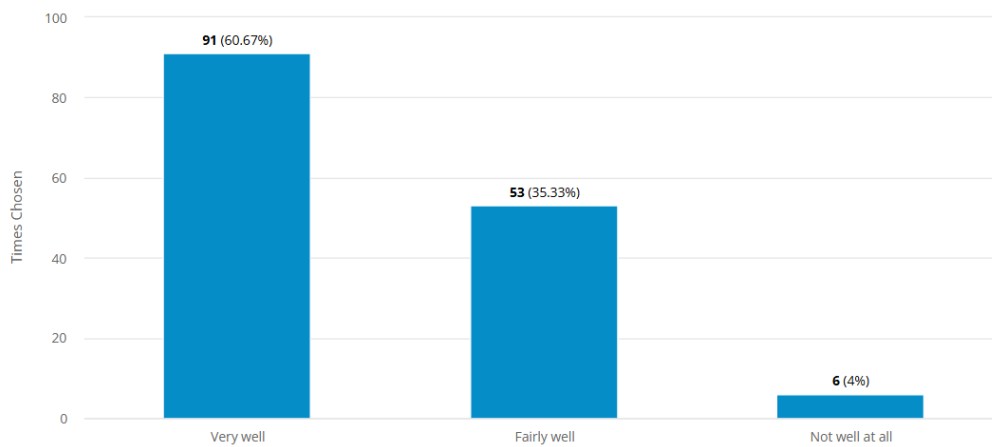


Understanding of the SQP role in the vet practice environment (Figure 28) appears to be at a good level based on the survey responses, with 91 (61%) of respondents saying that they understood the role very well, 53 (35%) saying fairly well and just 6 (4%) saying they didn't understand the SQP role well at all.

Figure 28

**To what extent do you feel you understand the role of an SQP?**

Number of responses: 150

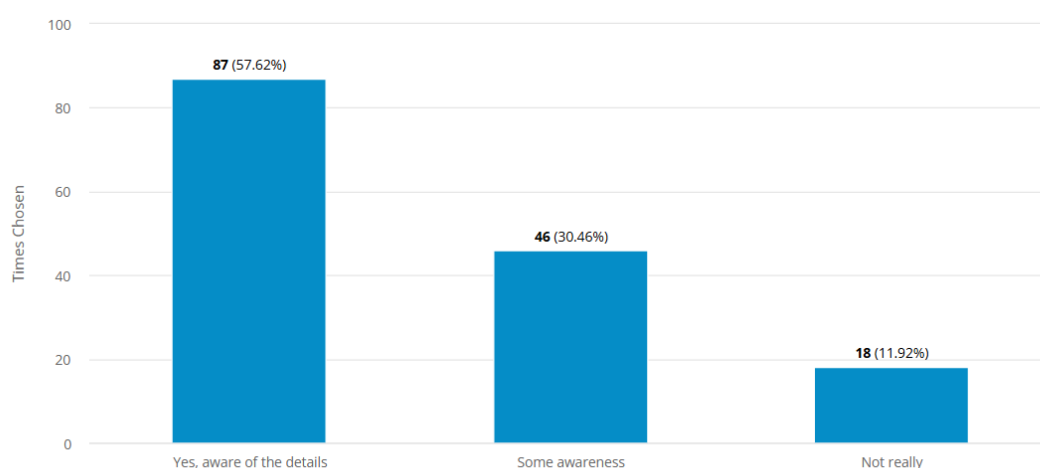


The AMTRA survey then went on to assess what vets and other veterinary practice staff (including VN SQPs) know about the level of qualification required to become an SQP – this is important to know given SQPs are a highly regulated profession and adhere to strict guidance as set out in the Veterinary Medicines Regulations and Code of Practice (Figure 29). As expected, given the make-up of this stakeholder group, nearly two thirds, 87 (58%) of vets and other veterinary practice staff (including VN SQPs) stated they were aware, 46 (30%) had some awareness and 18 (12%) had no real awareness.

Figure 29

**Did you know that AMTRA SQPs have to be qualified to level 4 or 5 (Foundation Degree) and are part of a highly regulated industry?**

Number of responses: 151



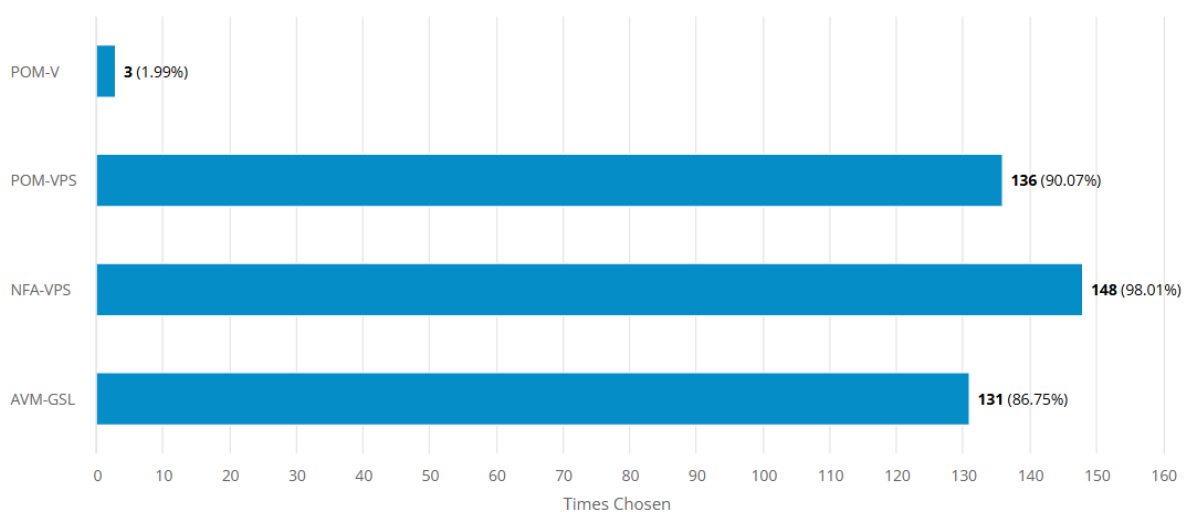


To help further explore levels of understanding by vets and other veterinary practice staff (including VN SQPs) about the role and remit of SQPs (Figure 30), AMTRA asked this stakeholder group ‘What types of medicines can be sold by SQPs?’ Apart from a handful that answered incorrectly to the POM-V option (SQPs are not permitted to prescribe POM-V), those working as vets or in other roles within the practice team clearly have a good understanding of the veterinary medicines SQPs can supply and prescribe.

Figure 30

### What types of medicines can be sold by SQPs?

Number of responses: 151



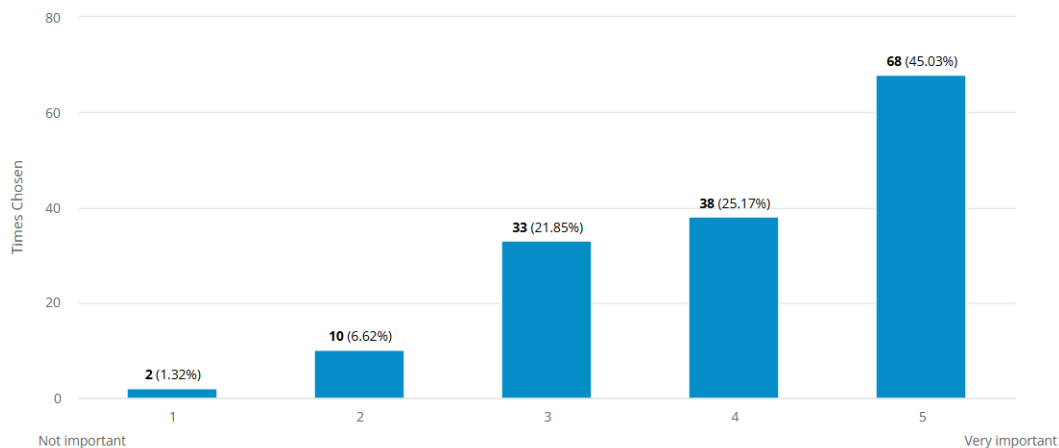
It is particularly encouraging to see how highly vets and other veterinary practice staff (including VN SQPs) rate the importance of the role of SQPs in supporting animal health and welfare; this is especially so given that anecdotally, there have sometimes been reports that the role of the SQP is not always viewed positively by the veterinary profession. The results below (Figure 31) reveals that 106 (70%) respondents in this stakeholder segment viewed the role of SQPs as either important and very important for animal health and welfare with the majority (45%), at the top end of the scale.

While the responses given to this question, and more broadly in this section from veterinary practices, might not always be representative of the entire veterinary practice sector, that they are generally positive from a cohort which is making use of SQPs, is in itself positive and illustrates the potential for more gains through greater numbers of SQPs working in veterinary practice.

Figure 31

**How important do you feel the role of SQPs is for animal health and welfare and access to medicines? 1 is not important at all and 5 is very important**

Number of responses: 151

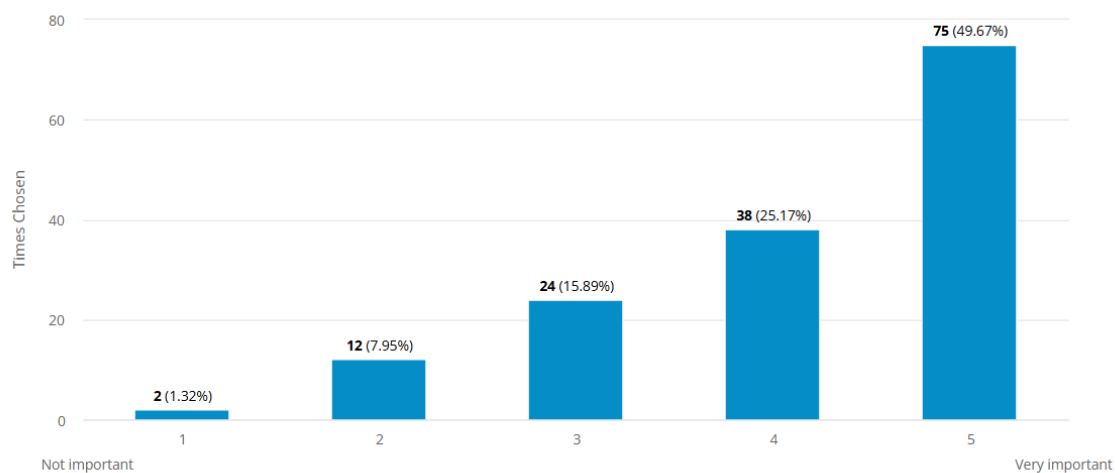


When it comes to SQPs being a source of advice for animal health and welfare (Figure 32), the majority of vets and practice teams (75) stated they felt SQPs were very important or important (38) which equates to 75% of respondents.

Figure 32

**How important do you feel SQPs are as a source of advice for animal health and welfare? 1 is not important at all and 5 is very important**

Number of responses: 151



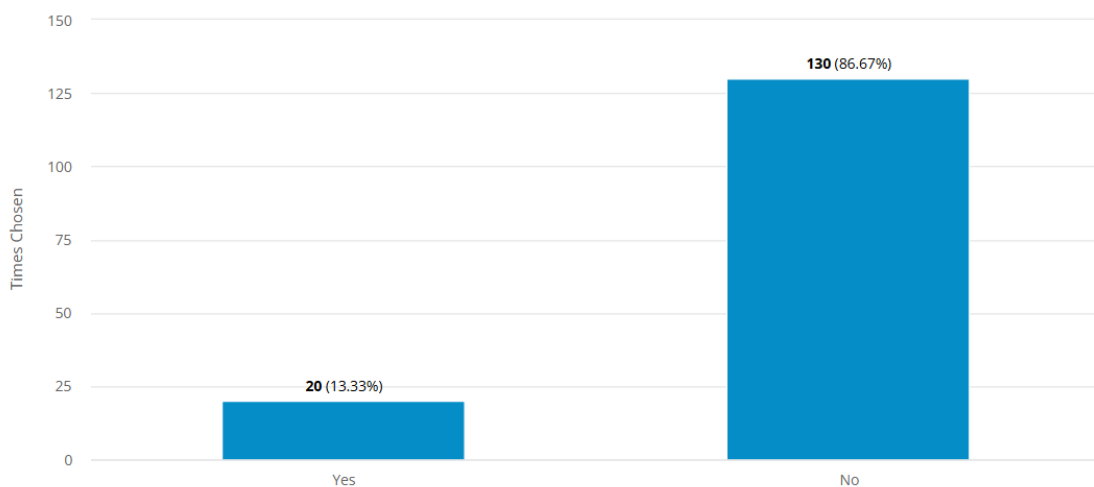
Given the importance of encouraging more testing, it is interesting to note that of the vet practice roles that responded to the survey, 130 (87%) don't work with local SQP businesses to offer testing to their customers (Figure 33). This is clearly an area that warrants further discussion and exploration to drive more collaboration between vet practices and SQPs who work elsewhere.

Vet teams were then asked to elaborate further (free text answers) as to why they do or don't work with SQP businesses to support the offering of more testing. The main themes that came from the 50+ responses can be summarised as follows: 'some practices do in-house tests', 'some vet practices don't work with local businesses but recognise that they should look at doing this', 'more collaboration will help with the work towards a goal of sustainable parasite control', 'vet practices need to make more use of the SQP roles they have and see the added value they bring'.

Figure 33

**Do you work with local SQP businesses to support them in offering more testing to their customers?**

Number of responses: 150

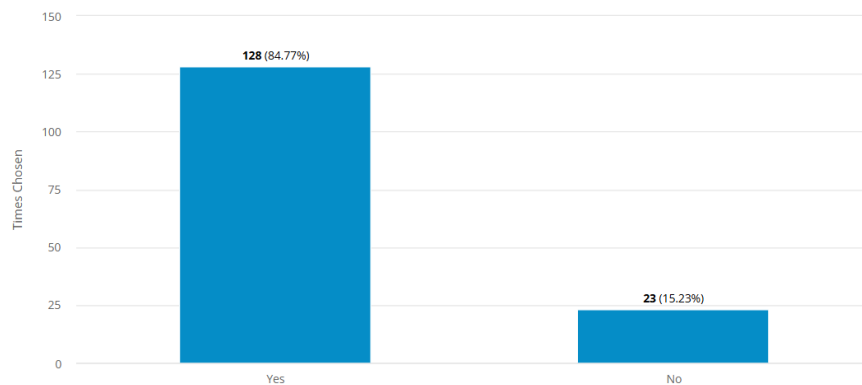


When it comes to responsible prescribing and supply (Figure 34), 128 (85%) of vets and other veterinary practice staff (including VN SQPs) said they believed SQPs do this responsibly, versus 23 (15%) who answered no.

Figure 34

**In general, do you feel SQPs prescribe/supply responsibly?**

Number of responses: 151

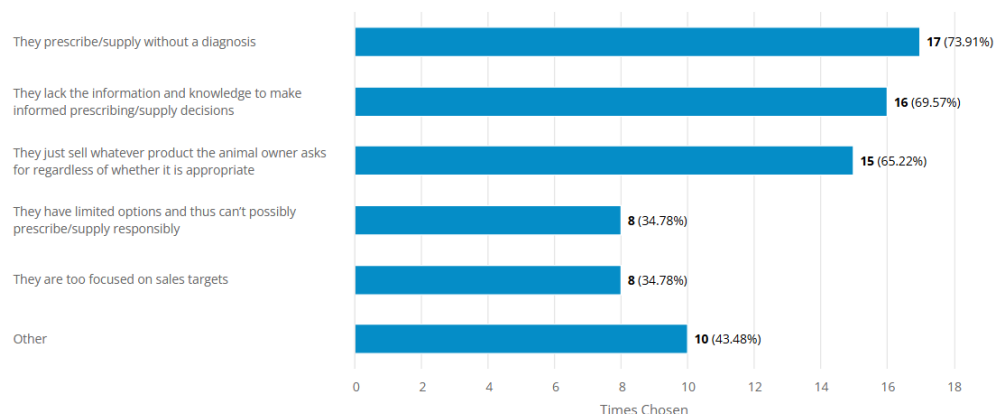


The 23 vet team respondents who answered 'no' to the previous question were asked to elaborate further and they selected a number of reasons for their negative feedback (Figure 35). Even though the majority of responses to the previous question supported SQPs being responsible prescribers, it is important that the negative feedback is not ignored and is interrogated further which is something AMTRA will be reflecting on and engaging with key stakeholders to discuss further.

Figure 35

**Please state why**

Number of responses: 23



## **Conclusions and next steps**

The overarching results from this survey are very positive indeed and highlight that the SQP role continues to be valued and is recognised as having a positive impact on animal health and welfare across a broad spectrum of stakeholders – some to a higher degree than others.

AMTRA will be focusing on the following areas moving forwards based on the key feedback from the survey:

- Work is needed to raise the profile of the impact and value across pet and horse owners in particular, and although farmers and the vet profession appear to have a better understanding of the SQP role, there is still work to do to increase this awareness;
- Managing customer expectations - AMTRA will look at developing support and resources to help SQPs in managing conversations with clients that may feel challenging;
- Explore barriers to testing that may exist and exploring ways of increasing the levels of testing;
- Building in appropriate amounts of time with customers for the sharing of advice and guidance;
- Explore ways to drive more collaboration with vet practice teams.