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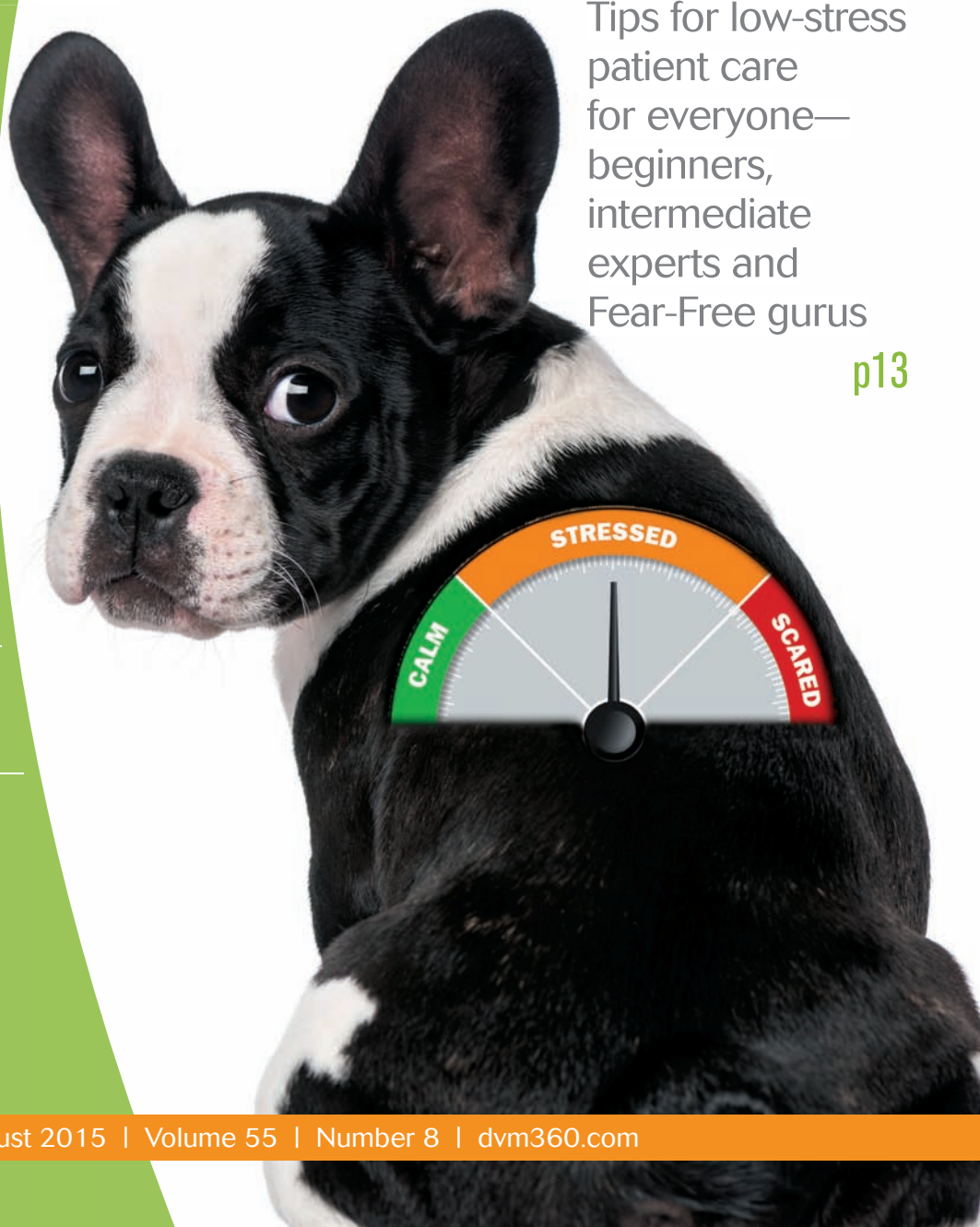
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Dial it DOWN

dvm360
leadership
CHALLENGE
FEAR-FREE

Tips for low-stress patient care for everyone—beginners, intermediate experts and Fear-Free gurus

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¹Based on list price 2015.



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You may be overlooking a free way to brand your practice—a motto. Visit dvm360.com/motto

or scan the QR code to watch a practice owner explain how a particularly insightful client gave his practice the motto that adorns the wall in his front lobby.



Walgreens does veterinary care

ShotVet, a service associated with Walgreens, is offering low-cost vaccinations, flea control, heartworm preventive and microchipping—all with a “free” physical examination. Visit dvm360.com/ShotVet or scan the QR code to read what one state veterinary board found after scrutinizing the service.



Retain your employees through fair pay

Coming out of school likely deep in debt, your associates are eager to pay off their loans. Are you offering competitive pay to keep them from finding better opportunities? Turnover among your team members is costly because of lower productivity from losing staff and the hiring process to find replacements. Visit dvm360.com/pay or scan the QR code to learn about an easy formula you can use to offer employees a fair salary.

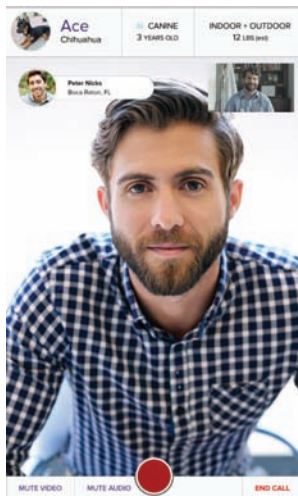


Internet consult app draws ire

A tech company is operating in a legal gray zone with video chat

connecting clients with veterinarians. Visit dvm360.com/videoapp or scan the QR

code to learn how it could be another challenge to the profession's business model.



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The business of client and patient care

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To give practicing veterinarians the business tools, insights, ideas and inspiration they need to fuel their passion for practice; run a well-managed, profitable business; enhance client loyalty and satisfaction; and maximize their patients' well-being.

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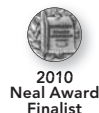
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Managing your **emotional clients** for better skin exams

A patient has irritated skin, and the client expects an immediate cure. How do you manage expectations?

Dermatology cases can be frustrating: There's usually no quick fix, they can require considerable time and attention during the examination and talking to clients, and a cure is often rare. But as difficult as these cases can be for veterinarians, they're equally hard on the pet owners, who can feel helpless and ill-prepared to deal with their pet's itchy, painful skin.

Communicate with clients

Dr. Ian Spiegel, DACVD, a board-certified dermatologist who practices in New Jersey

and Pennsylvania, stresses the importance of gathering the most information possible by asking veterinary clients open-ended questions about:

- Type and duration of the clinical signs
- Whether they occur year-round or seasonally
- Whether other pets or people in the house are affected
- Whether the pet has been responsive to treatment.

Need more structure? Visit dvm360.com/historyform to download a free dermatology history form for clients to complete in advance. The big advantage of a history form is

that you now have all the information for every patient all in the same location in the record. Months later, if you need to look back to see how the client rated the dog's pruritus or whether other diets were tried, you'll know exactly where to find the information.

Enlist clients

Clients can assist you in the diagnostic process. Visit dvm360.com/skin and download a free handout to give clients so they can read through it prior to their next dermatology exam. It offers tried-and-true tips to pet owners on how they can prepare to answer your questions.

Pets' skin conditions can turn into an emotional thing and have the potential to drive an entire household a little crazy. If you have a pet owner who's on edge over a diagnosis or worried about managing a condition, visit dvm360.com/relax to download a free handout with advice on keeping calm about pet's skin.

Taking time to work with pet owners on patients' dermatology cases can be your ticket to a lifetime of compliance. **VE**

Ike's skin saga: A client's perspective

Adrienne Wagner, content manager for *Veterinary Economics*, details the ordeal she experienced trying to resolve her dog's irritated skin. Visit dvm360.com/Ike for a client's perspective on communicating during skin consults so your practice doesn't frustrate pet owners and lose business.



>>> Ike, in a rare moment of peace, during the worst of his skin woes.



3 TIPS for running a Fear-Free practice

Quick strategies you can implement in practice to lower patients' stress and reassure clients. *By Katie James*

Overhauling your practice procedures to be Fear-Free or even rebuilding to be Fear-Free can seem impossible. However, there are easy things you can start doing today to lessen the stress patients feel. Bigger Road Veterinary Center in Springboro, Ohio, has adopted a Fear-Free philosophy for their entire practice, and practice manager Kelly Searles shared these three things that anyone can implement easily:

1 Rush pets into the exam room

Go into the exam room as soon as you can, as often as you can, giving preference to cats.

2 Keep pets in the exam room

Arrange for the pet and owner stay in the exam room for as long as you can, again giving cats a priority.

3 Focus on body language

"Green, yellow and red, they're giving you these signs, but we're not reading them," Searles says. "We can cause more harm if we're not picking up on it." **VE**



For more Fear-Free tips visit dvm360.com/FearFree.

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What do you do when team members **break equipment**?

Take proactive steps by training employees and limiting their access to equipment. *By Jeff Rothstein, DVM, MBA*



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Q: How do you deal with staff when something gets broken—for example, dropping clippers that shatter or other equipment?

How do you avoid broken equipment, and what action do you take when something gets broken? First, managers and practice owners need to think about whether team members' training has been adequate, says multiple-practice owner Jeff Rothstein, DVM, MBA. "Have you trained employees in proper handling and the importance of being careful in use?" Dr. Rothstein says. "Have you communicated the cost of a potential replacement? Managers have a role in deterring breakage."

You probably can't ask for repayment on a really expensive item—like an \$8,000 dental digital sensor—but you can limit access to certain equipment or assign employees who show some carelessness with certain items to different tasks.

Much of this depends on the cost of equipment and how often things are being broken. If it's really egregious mishandling—like playfully whipping something around and dropping it—disciplinary action may be called for.

In some clinics, the fear factor works well—the crew knows the doctor or owner will be so upset by "spillage" that they're extra careful with all breakables. Communication and training are your biggest allies when it comes to keeping equipment in working order, Dr. Rothstein says. **VE**



Veterinary Economics Editorial Advisory Board member Dr. Jeff Rothstein, MBA, is president of the Progressive Pet Animal Hospitals and Management Group.

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 **SOCIAL MEDIA** Roundup

 Readers respond to articles on dvm360.com's Facebook page.

DVM laments clients' tendency to ask about cost ...

Peel away from sticker shock in veterinary medicine with this practice procedure

Mikelle Cain

Some people may "be stingy," but some people may legitimately be on the fence between a blood cell count and food for themselves/the cat.

Before we jump on the "then they shouldn't have a pet" wagon, sometimes things happen.

Stephanie Lannutti

People don't ask because [they have pet] insurance. You can believe people without insurance will ask.

Visit dvm360.com/clientpay to read the article.

DVM debunks myth of the martyr veterinarian ...

I'm a veterinarian, NOT a superhero

Lisa Franck

I totally agree with "idiot fatigue" since most people don't understand the most basic of biology, and it's true that we often care more [about their pets] than the pet owners. I appreciate the statement about business owners pressuring us to work ridiculous hours to pay our dues. I'll be paying my "dues" for the next 30 years in the name of student loans.

And sadly we aren't supposed to want payment for our services, yet we have to act like a retail business where customer service is more important than the actual medicine because a bad Yelp review can take us down!

Visit dvm3060.com/superhero to read the article. **ve**



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Heather Blount, CVP, is practice manager of Atlantic Animal Hospital & Pet Care Resort in Wilmington, North Carolina. The 2015 Veterinary Economics Practice Manager of the Year award will be announced at CVC Kansas City this month. For more, visit dvm360.com/PMOY.

Make the most of hard-working employees who *won't stay forever*

This Practice Manager of the Year nominee turned a hiring irritation into a morale booster. *By Heather Blount, CVP*

My customer service team is filled with intelligent, fun and caring individuals who are also very diverse in their backgrounds. At one point that made it hard for all of them to motivate each other and build the camaraderie necessary to provide an exceptional quality of care I know they can provide.

I remembered that the best teams I've worked with recognized each others' goals and helped each other achieve them. This meant understanding how work helped their dreams.



>>> Heather Blount asked employees to open up about their goals.

Helping staff open up

I called a gathering, and we discussed where each of us wanted to be in six months and five years and how we felt our hospital fit with those goals.

This open conversation helped them have a better understanding of why we were working at the hospital. We realized that if we helped someone cover a shift they could study for a test. If others needed money, they could pick up shifts.

For some, it was just nice to say that, while they loved their job, they didn't plan to stay here forever—and that was okay.

Learning how work fits their goals

I explained that my goal was for them to do their jobs well, to learn something while they're here and for me to be a mentor.

They now seem to appreciate each other's talents, work and motivations much more. They work better as a team. I've been able to better assess how I delegate so that work supports the skills my short-term but hard-working team members need to achieve their goals. **VE**

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Clinic design with *Fear-Free* in mind

Veterinary architect Heather Lewis shares her tips for eliminating pets' stress, starting with design.

Visiting your clinic, with its unfamiliar smells and sounds, can be disorienting and frightening for pets. While practice procedures have made strides to reduce pets' fear—from using pheromones to reducing wait times—what if you implemented features that would ease fear from the start of the design process? It's

not impossible, says veterinary architect Heather Lewis, AIA, NCARB, of Animal Arts in Boulder, Colorado.

Use of high ceilings and natural light as much as possible is a good place to start. Implementing species-specific waiting areas, with visual blocks, such as plants, in client areas can help get the appointment off to a smooth start.

Moving from reception to the exam and treatment areas, noise elimination would be a key focus. Pets hear extremely well, and removing noise leakage, like using two doors between exam rooms and treatment, can help lessen extra anxiety for pets, Lewis says. When it comes to the details of animal housing, keeping cages from facing each other will lower anxiety as well.

A more advanced technique Lewis is exploring is making the treatment area less scary, something that can be hard to do. Some things she suggests are to carry the separation of



>>> Exam rooms—including cat-only rooms—line this indoors walkway from the lobby at Bigger Road Veterinary Center in Springboro, Ohio. High ceilings and natural light give the practice a warmer feel.



>>> Cats have their own waiting nook—complete with a fish tank—at Bigger Road Veterinary Center in Springboro, Ohio. Visit dvm360.com/BiggerRoad for more from this hospital.

species through treatment and recovery and to create visual blocks. The blocks can be placed between tables in treatment, and at the front of cages, but that can be removed if the animal needs to be directly observed. If you wanted to go a step even further, you could implement separate laundry for cats and dogs, to prevent the transfer of odors.

For more strategies about reducing pets' fear through design and otherwise, see "Dial it down" on page 13. And for an even more comprehensive checklist, head to dvm360.com/FearFreeList. VE

From Eureka to Action

Why and How to Create a Fear-Free Practice

Dr. Marty Becker is on a mission to make Fear-Free veterinary visits a reality for pets. He's outspoken about the need, and his message is eye-opening. In this symposium, you'll learn how to use Fear-Free concepts to:

- put animals and owners at ease
- deliver a higher level of compassionate care
- earn repeat visits.

You will also receive a copy of the new brochure "*Top 10 Ways to Get Started with Fear-Free Veterinary Visits*"

Marty Becker, DVM

Fear-Free tools to transform patient interactions, boost visits, and enhance your practice.

Lisa Radosta, DVM, DACVB

Fear-Free techniques: Clinical behavioral evidence that they work.

Jonathan Bloom, DVM

Modern Love — Making pets happy at the veterinary hospital.

FEAR-FREE PRACTICE SYMPOSIUM



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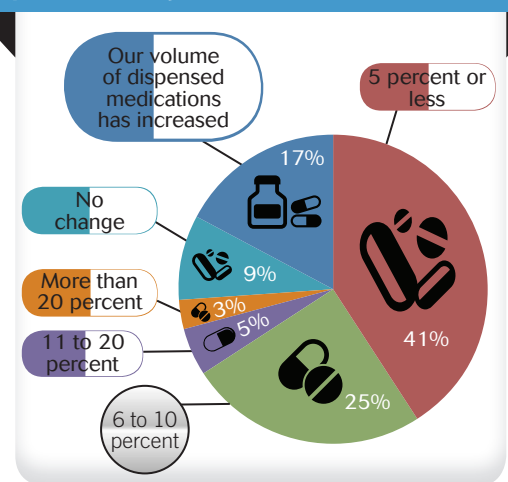


Has your **pharmacy** taken a **hit** in sales?

Data from *Benchmarks 2015: A Study of Well-Managed Practices* show that 74 percent of practices have seen sales drop in the last two years.

While a small amount of practices (26 percent) have seen their pharmacy sales stay the same or increase, more than three-fourths of Well-Managed Practices have had their sales drop. What are you doing to combat the loss? Email us at ve@advanstar.com. **VE**

How have your dispensing pharmacy sales decreased?



Benchmarks 2015 for sale now

Veterinary Economics and Wutchiett Tumblin and Associates have surveyed the most successful practices in the country in the latest edition of *Benchmarks 2015: A Study of Well-Managed Practices*. This year's edition focuses on the most up-to-date information about fees, revenue and expenses. This data-rich study reveals smart cost control techniques and revenue-growing forward thinking that are essential to running a well-managed practice. Get your copy at dvm360.com/Benchmarks2015.

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Dial it DOWN

This puppy goes to “11”—but you don’t want that! The easy, intermediate and expert tips on the next three pages can make visits at your practice less stressful. Maybe even **gasp** fun ...



August issues of our sister journals are also tackling patient fear ...

Find it all here
dvm360
 .com

5 ways to get started with Fear-Free practice:

Clients are beating down the door of this Canadian hospital because of the team’s low-stress tactics. Plus, practitioners share their favorite patient-calming tips and a neurologist explains why this stuff works so well.

firstline

Lower pain, lower stress: Dr. Robin Downing gives 12 steps to help your team confront pet pain and reduce fear.

Veterinary medicine

Step-by-step approach: Embrace this low-stress handling algorithm to make sure that your patients are as comfortable as possible.

Get all this and more at dvm360.com/FearFree.

A road trip to Bigger Road: Our dvm360 crew traveled to Springboro, Ohio, to visit a brand-new veterinary facility founded and operated on Fear-Free principles. Online, you’ll find responses to the top 10 objections to Fear-Free practice; their tips on talking to pet owners about canine and feline pheromone products; and discussion of the question, “Is ‘Fear-Free’ really the right terminology?” Get all this and much more at dvm360.com/BiggerRoad.



You're ready for **easy**

1

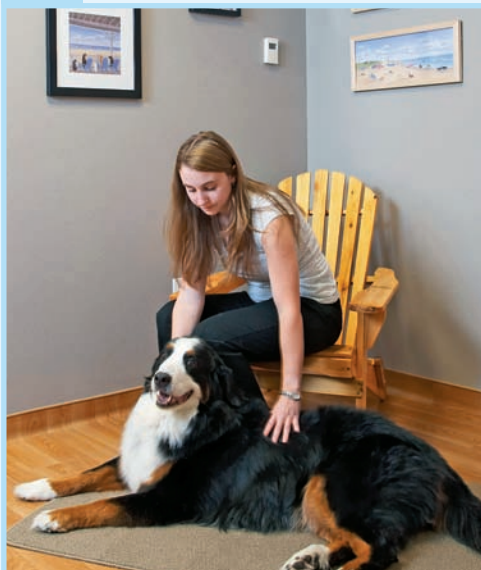


PHOTO COURTESY OF HEATHER LEWIS

- ✓ Offer dogs physical examinations and treatments on the floor, if they prefer, instead of up on the exam room table or behind the scenes in the treatment area

4



- ✓ Play pet-pleasing music (that may be different for cats or dogs) at low volume in areas with animals. Include a volume control in the room.

2



- ✓ Eliminate views of other cats and photorealistic cat images. (We learned this from veterinary architect Heather Lewis who learned it from a behaviorist.)

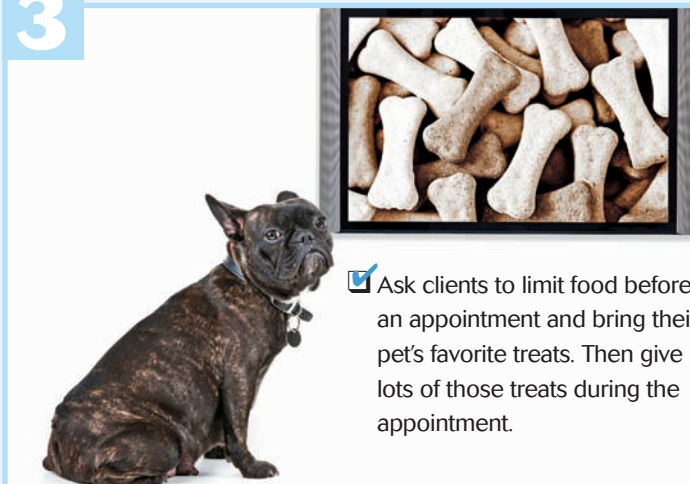


Cat's eye

Think like a cat for Fear-Free, says Heather Lewis. Scan the QR code below or visit dvm360.com/FFLewis.

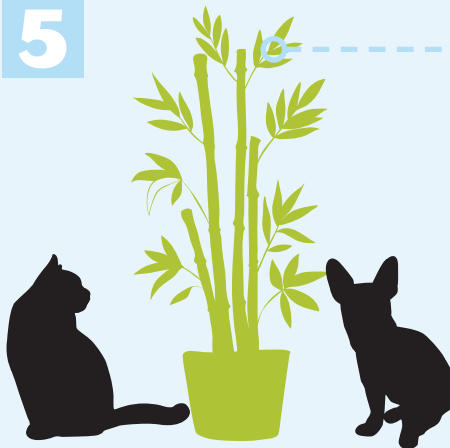


3



- ✓ Ask clients to limit food before an appointment and bring their pet's favorite treats. Then give lots of those treats during the appointment.

5



- ✓ Add shelves or plants as visual barriers in the reception area.

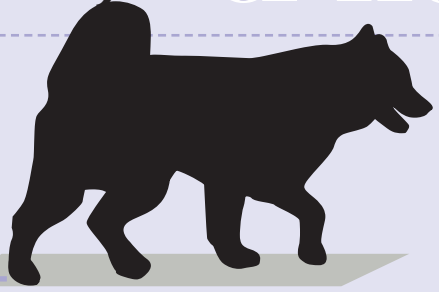


See Fear-Free in action

Watch the videos at dvm360.com/BiggerRoad.

You're ready for a little effort

6



Install non-slip flooring for dogs. (Too pricey? Start with non-slip mats on exam room tables and floors.)

7

Three ways to make exam room tables low-stress:
1) towels with pheromones,
2) ramps or stairs up to the table and
3) heated surfaces.



FEAR-FREE TOOL:
Go to dvm360/ClientHandouts to get this and other pet owner handouts.

FROM YOUR VETERINARIAN

TRAINING TIP 1:
Down stay on a mat

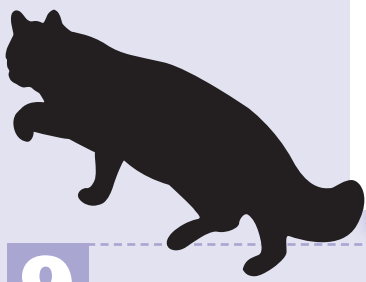
HOW to train

- Start by training treats to get your dog interested in the mat area. When you pick any piece of the mat, make a sound like "Mat" or "Yes" or a click, and then toss a treat onto the mat.
- Over time, work to get the dog onto a down position. When you get the down into down on the mat or wait for it to naturally happen and show treats onto the mat when you down.
- Eventually add a cue like "Mat" to the behavior when your dog reliably goes to be down in the space. Reward your dog immediately for sitting on the mat so the owner anticipates how long it will be. Gradually build up distractions and duration.

HOW it helps

The mat serves as a security blanket, going along with your dog from the home, to the car, to the waiting area and to the exam. The mat gives your dog a designated area to rest instead of facing unknowns.

QUICK TIP:
Choose the right mat
The best mats are those with an anti-slip bottom to prevent slipping on slick surfaces. You can check the mat for heat, color and even table to provide a handle and comfortable space for your dog when they're napped and occupied.



8

Make sure cage latches, hinges, cabinets and clipboards all open, close and move quietly.

9



PHOTO COURTESY OF HEATHER LEWIS

Install enrichments and climbing structures for cats in exam rooms.

10

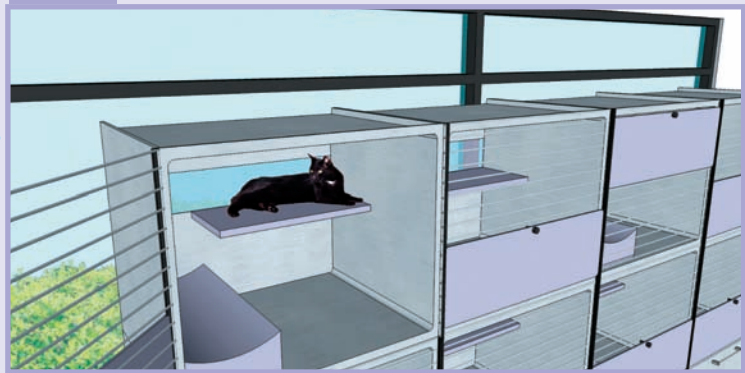


PHOTO COURTESY OF HEATHER LEWIS

Offer resting platforms for cats in cages and runs.



Clinic cat tree in action!

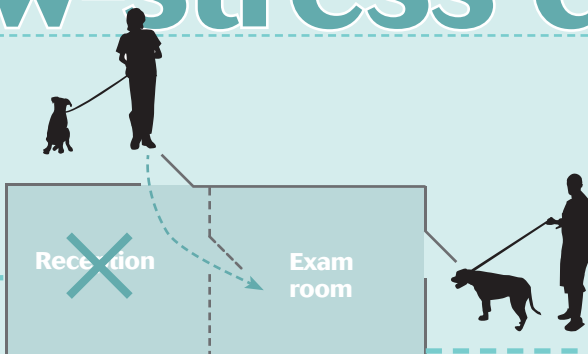
They really can work!
Scan the QR code at right or visit dvm360.com/CatTree.



You're ready for a **TOTALLY** low-stress clinic

11

- ✓ Eliminate the reception area and bring clients directly into the exam room



12

- ✓ Allow clients to enter directly from outside

13



- ✓ Offer a quiet space for clients to spend time with hospitalized pets, especially in critical care situations.

14



- ✓ Provide daylight in animal wards, treatment areas and exam rooms

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Excuse the bad grammar, but we're really excited about our more extensive checklist of lower-stress strategies for everything from easy client communication changes to big hospital design strategies. It's still evolving and changing, but you can see a sneak peek at it with the QR code at left or by visiting dvm360.com/FearFreeChecklist.



Vacation is {im}possible

Take these actionable steps to make stepping away from your veterinary clinic actually work for you and your team. *By Julie Scheidegger*

There are plenty of excuses not to take a vacation at a veterinary hospital. It's more trouble than it's worth. I can't just close up shop. I work on production ... What's a vacation?

But vacations are possible with planning, says Jessica DeGroot, founder and president of Third Path Institute, a nonprofit dedicated to assisting individuals and organizations to find new ways to redesign work to create time for life priorities. She says stepping back from work isn't a luxury; it's essential to make you and your veterinary practice healthier and more successful.

DeGroot says taking a vacation is an opportunity to see how delegation is working—or could work—at your clinic. So, don't spend a long weekend guilt-ridden and stressed. Frame it and plan it as a great way to measure delegation systems—because it can be. And here's the bonus: You actually get to take a vacation.

Start small and delegate

DeGroot says to ask yourself, "How well does my hospital run when I'm not there to observe it?" There might be hard choices that need to be made.

It's especially hard to take a step back when you feel like you have no one to delegate to, but it's a chance to take a stark look at your team. A staff that can't handle you being gone for even two days may not be the staff you need.

Stepping back from work isn't a luxury; it's essential to make you and your practice healthier and more successful.

"There's a real opportunity to extend a weekend into a four-day weekend to see what happens," DeGroot says. "What can you learn?"

She says it may be difficult, but it will definitely show you the health of the delegation systems in place. And for a team who may be a little wary of the idea, DeGroot says to tell them you're empowering them: "In order to be healthy, we need a high-functioning organization even when I'm not here."

For those of you who still aren't buying it—who think the idea of taking a whole week off seems impossible—DeGroot says to start small. Take just two days off during a slow time.

"First thing to do is to plan a long weekend and talk to your team," she says. Clearly communicate your intent: "A month from now I'm turning off work and I'm not going to be back until Tuesday morning."

She says it's OK to say you're doing this to take a step back in order to return happier and with a better perspective on the business. But to take a successful vacation—where you actually get quality time away



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LIFE balance



Check yourself

Do you know what you need to do before leaving for vacation? Visit dvm360.com /vacation for an easy checklist.

from work and can return ready to evaluate your work processes—DeGroot says there are essential steps to make your vacation work:

- > Give team members notice far in advance so they can prepare for when you are out.
- > Frame it as self-care. Tell them, “I need your help to turn off work.”
- > Engage and empower the staff. Involve them in the delegation required for you to be gone.
- > Brainstorm with your team on how to make it work. Ask, “What are some of those unexpected things that come up? What could we do to plan for those situations?”
- > Take time off when it’s slow. Saturday may be the worst day to take off, so try Monday through Wednesday. When’s the least busy time during the week?
- > Block off time prior to leaving so nothing is



left undone. It may be an hour each day when you don’t have appointments to handle unexpected things so you can get out the door as planned.

DeGroot says the first time you force yourself to truly step back, completely unplug and take those two days for yourself will be hard, but it will



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get easier. “Think of [vacationing] as a muscle—it will get stronger and stronger,” she says.

Unplug and unwind

DeGroot says once you have your team members on board and have given them plenty of time to prepare for your absence, get someone on the “life side” to support you. Have someone prevent you from continuously checking your voicemail or email—to truly unplug from work.

“There are other things to do besides work in life,” DeGroot says. “And when work is constant, we actually don’t think as well and we lose our creativity.” Plus, DeGroot says that forcing yourself to think logistically about not working all day, every day, will help you come up with smarter answers to your nagging problems.

In fact, she says it always seems to be that third day away from work—three days completely detached—when “boom,” that great idea to solve a problem hits you.

For some, DeGroot acknowledges that completely detaching from work may be unrealistic or would simply add stress, especially during those first attempts at getting away.

“I strongly recommend turning off the computer, but if that’s impossible, check email or voicemail once in the morning,” she says.

Block an hour in the morning or at the end of the day to take care of whatever has popped up that can’t wait back at the clinic. That may ease the minds of your team members as well. “It may reduce stress to know there’s that time [to reach you],” she says.

Ease back in and evaluate

When it’s time to return to work, DeGroot says it’s best to have planned time to evaluate and discuss what went right and what didn’t with your team. It may also be worth blocking off time to catch up on emails and cases and to personally evaluate how things went while you were absent from work.

DeGroot says it’s essential to adjust each time you return to train to be take a more successful vacation next time. “When you get smarter about this, you find out you actually get smarter when you get back to work,” she says. **VE**

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Florida dean says **scholarships** are best answer to **debt**

James Lloyd, DVM, PhD, plans to raise \$5 million for scholarships—and hopes other schools will too. *By Julie Scheidegger*

College tuition isn't likely to decrease, or public funding increase for veterinary schools, says James Lloyd, DVM, PhD, the dean of the University of Florida (UF) College of Veterinary Medicine. And expecting starting salaries to help new graduates combat six-figure debt is like trying to put out a four-alarm fire with a garden hose, he says.

So, Dr. Lloyd and his UF colleagues are taking the student debt issue into their own hands. He announced in January the launch of the Dean's Scholarship Initiative with the mission to raise \$5 million in scholarship funds in the next 10 years.

But how does a college that traditionally awards anywhere from \$450,000 to \$750,000 a year in scholarships get to its lofty goal of \$5 million?

How it's working

First, the college announced a challenge-matching gift of \$100,000 from former UF veteri-



nary medical college professor Paul Nicolletti, DVM. It has since been matched. Next, Dr. Lloyd did something fundraisers don't traditionally do: He went first to the veterinary profession.

"We're not terribly wealthy as a group," Dr. Lloyd says, but "veterinarians understand this. If we start the conversation there and get engagement—whether they can give money or help us identify those friends of the profession—we're working with the veterinary community to solve this issue."

Finally, he brought the initiative to a special group of boosters who provide financial

support and feedback to the veterinary school dean. Right now, he's asking them to channel their efforts toward scholarship, and that's where the majority of the initiative's funding, thus far, has been generated.

Dr. Lloyd says momentum with the initiative is already growing. "The total scholarship money we awarded this fiscal year was 24 percent higher than the previous fiscal year, and student debt load was 11 percent lower," he says.

What the future holds

Dr. Lloyd says the Dean's Scholarship Initiative will not affect admission standards or class size. However, it may help recruit new groups of students such as first-generation college students and those from underrepresented communities, he says.

"If we learn enough about raising money in veterinary medicine there's always good things to do with it," he says. "Right now, it's student debt." **VE**

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Continues on page 31



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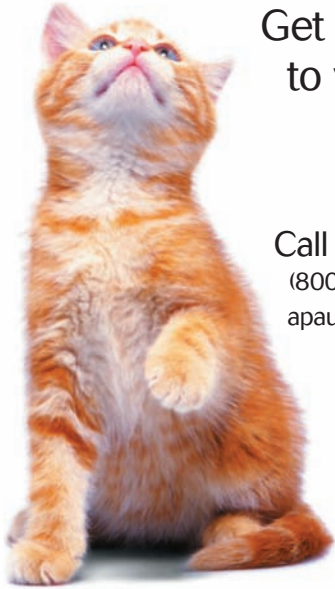
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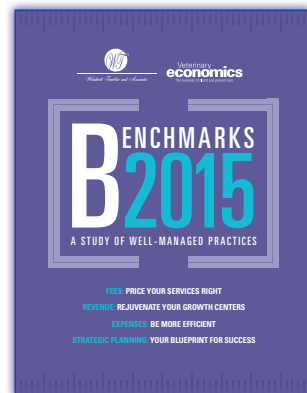
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Cumming, GA -- Small animal practice grossing \$950K. Enjoy a quality lifestyle in rapidly growing community. Beautiful physical plant is 5,300 sq. ft. and exceptionally well equipped. Real estate for sale. Business is all medical; no boarding. Quality, tenured staff. Highly motivated seller. This is a great opportunity. Call Mike Nelson, Nelson & Associates, 770-475-7559

West GA -- Small animal practice grossing \$1.2 million. Exceptional lifestyle in charming community with a wonderful family environment. Beautiful physical plant and state-of-the-art facility available for sale. Very tenured staff. Motivated seller. Call Mike Nelson, Nelson & Associates, 770 475-7559

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SOUTH CAROLINA

Upstate SC -- Small animal practice grossing \$975K. High trafficked location located in growing area and desirable community. Freestanding facility available for sale. Very well established practice with tenured staff. Call Mike Nelson, Nelson & Associates, (770) 475-7559

MAINE

Beautiful view of Atlantic Ocean Bay awaits you every morning from this quaint Downeast Maine town. Busy small animal hospital founded 2003, owner retiring. Building is 2,900 square feet, 2 acres, with 195 feet frontage on easily accessible and highly visible Route 1. Grossing \$550,000.00 with 4 1/2 day week, nice hours, and ER clinic near by. Contact ccat@myfairpoint.net.



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Continued from page 21

**Sarstedt
Small needle**

Sarstedt introduces the Micro-Needle for blood collection from small animals, birds and rodents. Rather than using a general-use Luer needle to access tiny veins and drip blood into tubes, veterinarians can use the Micro-Needle specifically for this application. Available in 21-gm, 23-gm and 25-gm options, the Micro-Needle features a ridged grip for needle control and rotation. The short length minimizes blood loss from residual volumes. Blood flows directly out of the short, blunt needle outlet into the tube, eliminating the holdups and mess associated with a Luer cone adapter.

*For fastest response call 800-257-5101***Purina
Therapeutic diet**

Purina Pro Plan Veterinary Diets has launched its first natural therapeutic diet: Purina Pro Plan Veterinary Diets EN Gastroenteric Naturals with Added Vitamins and Minerals Canine and Feline Formulas. The EN Naturals diets were designed by Purina nutritionists to provide the benefits of therapeutic nutrition with an ingredient list that satisfies natural-loving pet owners. The diets have high total digestibility, coconut oil, moderate fat, low fiber and bovine colostrum. They also contain added vitamins and minerals and are formulated without added artificial colors, flavors, corn or wheat.

*For fastest response visit purinaveterinarydiets.com***DermaZoo Pharma
Dermatologic shampoo**

DermaZoo Pharma has released GlycOat Shampoo and GlycOat Conditioning Spray, two soothing and nourishing general cleansing products for use on normal, dry, oily, scaly skin and coats. The oatmeal extract in these products is antipruritic and soothing, while the glycolic acid is keratolytic and nourishing, exfoliating dead skin cells and allowing the oatmeal extract to get to the source and act as a soothing antipruritic agent. GlycOat Shampoo also includes ceramides to aid in moisturizing, repairing and restoring dry, damaged skin.

*For fastest response visit dermazoo.com***Zoetis
Revised label claim**

Zoetis has announced that the U.S. Food and Drug Administration Center for Veterinary Medicine has approved an update to the labeling for Cerenia (maropitant citrate) tablets. The revised label now allows for once-daily administration until resolution of acute vomiting for dogs 7 months of age and older. Previously, the dosing and administration instructions limited use to five consecutive days for prevention of acute vomiting. The dosing limitation for use in dogs 2 to 7 months of age remains five consecutive days.

*For fastest response visit zoetis.com*

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6 REASONS

why the proposed Fairness to Pet Owners Act **fails** patients, practices

The law is a solution to a nonexistent problem. *By Bash Halow, LVT, CVPM*

This myth that veterinarians are greedy, monopolistic and unfair to clients is at the heart of new legislation in the U.S. Congress.

The Fairness to Pet Owners Act supports pet prescription drug portability and proposes making it a federal crime to deny pet owners access to a script for their pet's medication.

I urge you to write your congressperson and share your thoughts or steal mine. (If you want your letter to be effective, you should tone it down.)

Here are six reasons why the proposed law is misguided:

1 The free market is working

The Internet is full of online veterinary service and product companies. 1800PetMeds reported sales of \$233 million in 2014. It's business suicide for me to advertise my competitors' services to clients.

2 The profession already has checks and balances

Are you telling me that despite the fact that veterinary professionals are overseen by state boards, professional organizations like the



Bash Halow, LVT, CVPM, is a *Firstline* Editorial Advisory Board member and co-owner of Halow Tassava Consulting.

American Veterinary Medical Association (AVMA) and governed by a code of ethics, we need a federal mandate to invite clients to shop at pillars of integrity like Walgreens?

3 Fairness ought to be mutual

When the client can't give the shot, pill the cat, collar the dog or make the bird swallow, who answers that phone call? And who pays for the unused medicine or medical item? Veterinary practices eat the costs by discounting the pills, substituting the liquid form and educating the client.

4 Care is affordable

We do everything to provide affordable pet healthcare to our clients, including giving away services,

adjusting down our standards of care to meet pet owners' (often unrealistic) demands, educating on the benefits of preventive care, underpaying our team members and running businesses with slim to no profit margins.

You want to take me to task about a 100 percent or more markup on drugs? Look at an overall pricing schedule that includes negative returns on pet neutering and vaccines—services that are important to clients and communities.

5 Prescriptions are my business

If clients want scripts, they get them. We bend over backwards for clients. I have a pharmacy full of medications I oversee and guarantee. Selling them helps me stay in business.

6 Exclusive drug channels benefit patients, practices

Veterinary pharmaceutical companies provide my team access to continuing education that would otherwise be out of reach. That helps reduce errors, increase productivity, increase client compliance and improve patients' quality of life. **VE**



Sound familiar?

The proposed legislation is similar to a law introduced in the U.S. House of Representatives in 2014. Visit dvm360.com/fairness or scan the QR code to read more about it and get reactions from the profession.



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