Because practice ain't perfect.



Veterinary practices: Show us your ticks! p 2

Grain-free diets: What's the hype?

12 self-care tips that don't involve bubble baths p 6

Virginia tech students use **VR** technology to study anatomy

Top 5 materials update for veterinary hospitals p 19

Oral exams on awake -

patients: Waste of time or helpful tool?



An associate veterinarian paying down 110k in debt



The chew dogs love.

THE SCIENCE YOU CAN TRUST.





Fight plaque, calculus and halitosis with ORAVET® Dental Hygiene Chews - the only chew with the power of delmopinol!

- · Unique dual-action mechanism
- Highly palatable¹
- Designed to provide an extended chew duration¹
- Proven technology 1, 2, 3

UNIQUE DUAL-ACTION MECHANISM

- Delmopinol creates a protective barrier against the bacteria that cause bad breath and are the basis for plaque
- 2. The scrubbing action of the chew works in parallel with the delmopinol to effectively remove plaque and calculus



² Data on file.

³ Data on file.



ORAVET® and SERIOUS ORAL CARE MADE SIMPLE® are registered trademarks of Boehringer Ingelheim Animal Health USA Inc. All other marks are property of their respective owners. ©2019 Boehringer Ingelheim Animal Health USA Inc., Duluth, GA. All rights reserved. PET-1147-0VT0219.



THE GUIDE

June 2019



update for veterinary hospitals pg 19





Vets DIN'TLET FRIENDS
CHOOSE BREEds — June 20

a dvm360
comic



Creative

Editor/Business Channel Director | Brendan Howard bhoward@mmhgroup.com
Editor/News Channel Director | Kristi Reimer Fender Krender@mmhgroup.com
Content Marketing Director | Adrienne Wagner
Associate Editorial Director | Maureen McKinney
Associate Content Specialist | Katie James
Associate Content Specialist | Hannah Wagle
Technical Editor | Jennifer Vossman, RVT, CMP
Senior Director, Digital Products | Jessica Zemler
Digital Design Director | Ryan Kramer
Content Marketing Manager | Gabrielle Roman
Associate Art Director | Nicholette Haigler

Sale

Account Manager | Angie Homann 913-871-3917 | ahomann@mmhgroup.com Account Manager | Kelly Main 913-871-3872 | kmain.mmhgroup.com Account Manager | Emma Pierce 913-871-3873 | epierce@mmhgroup.com Account Manager | Terry Reilly 913-871-3871 | treilly@mmhgroup.com Account Manager | Yousef Elhusseini 609-716-7777 | yelhusseini@mmhgroup.com Sales / ProjectCoordinator | Anne Belcher 913-871-3876 | abelcher@mmhgroup.com Books/Resource Guide Sales | Kristina Bildeaux 507-895-6758 | kbildeaux@mmhgroup.com

MultiMedia Healthcare LLC
President | Tom Ehardt
Vice President & Managing Director | Christie McFall
913-871-3810 | cmcfall@mmhgroup.com
Vice President, Digital Product Management | Mark Eisler
Creative Director | Marnette Falley
Medical Director | Theresa Entriken, DVM
Fetch dvm360 Director | Peggy Shandy Lane
Business Manager | Chris Holston

Subscriber Services: Visit dvm360.com to request or change a subscription, or call our Customer Service Department toll-free at 888-527-7008. Reprints: Call 877-652-5295 ext. 121, or write to bkolb@wrightsmedia.com. Outside the US, UK, direct dial 281-419-5727 ext. 121. Books and Resource Guides: Visit industrymatter. com. List Rental Sales: Call Anne Belcher at 913-871-3876, or write abelcher@mmhgroup.com. Editorial Offices: MultiMedia Healthcare LLC, 11140 Thompson Ave., Lenexa, KS, 66049; 913-871-3800. Websites: dvm360.com; fetchdvm360.com

Vetted (USPS 535170, ISSN print: 2469-3987 Online: 2469-3995) is published monthly by MultiMedia Healthcare LLC, Veterinary, 325 W 1st ts TET 300 Duluth MN 55802. One year subscription rates: \$60 in the United States and Possessions; \$72 in Canada and Mexico; \$97 in all other countries. Single issue orders: \$18 in the United States and Possessions; \$22 in Canada and Mexico; \$24 in all other countries. Periodicals postage paid at Duluth, MN 5890 and additional mailing offices. POSTMASTER: Please send address changes to Vetted, PO. Box 6087, Duluth, MN 58506-6087, Canadian GST Number: R7242131387001, Publications Mail Agreement Number: 4061260. Return undeliverable Canadian addresses to: IMEX Global Solutions, PO. Box 25542, Landon, ON NoC 682, Canada Printed in the U.S.A. © 2019 MultiMedia Healthcare LLC All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical including by photocopy, recording, or information storage and retrieval without permission in writing from the publisher. Authorization to photocopy items for internal/educational or personal use, or the internal/educational or personal use of specific clients is granted by MultiMedia Healthcare LLC for libraries and other users registered with the Capyright Clearance Center, 222 Rosewood Dr. Danvers, MA 01923, 978-750-8400 fox 978-646-8700 or visit http://www.copyright.com.online. For uses beyond those listed above, please direct your written request to Permission Dept. fox 732-647-1104 or email: "Frommer@mmhgroup.com. MultiMedia Healthcare LLC for libraries and other users registered with the Copyright Clearance Center, 222 Rosewood Dr. Danvers, MA 01923, 978-750-8400 fox 978-646-8700 or visit http://www.copyright.com.online. For uses beyond those listed above, please direct your written request to Permission Dept. fox 732-647-1104 or email: "Frommer@mmhgroup.com. MultiMedia Healthcare LLC to moke your contact information available to third parties for marketing purposes, simp

Veterinary practices:

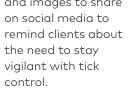
Show us your ticks!

Submit ticks you find on your veterinary patients and, in return, get information on tick risk in your area—all thanks to the Show Us Your Ticks project.

By Meriam Saleh, BS, Susan E. Little, DVM, PhD, DACVM (parasitology)

t this point, everyone in the veterinary profession knows that ticks are common on pets.1 But until recently there was no national data documenting the breadth and diversity of ticks infesting dogs and cats in the U.S. With the help of veterinarians across the country, an ongoing study at Oklahoma State University is changing that. First launched in 2018, the Show Us Your Ticks project has already identified more than 11,000 ticks from veterinary patients in 49 of the 50 states. Submissions will be accepted through 2020.

The overarching goal of the project is to characterize the species and stages of ticks infesting pets in various geographic regions, providing real-time, local data about the tick risk faced by different communities throughout the year. This services a real need for clients. According to a study by the Companion Animal Parasite Council, 90% of pet owners want to know about parasite incidence and concerns in their area.² The Show Us Your Ticks project makes this possible by providing reliable, local tick information to veterinary practices as well as tick identifications at no charge to veteriVeterinary hospitals can use the geo-targeted information to educate pet owners about local tick risk and the importance of adhering to tick prevention and control recommendations year-round. Once ticks are submitted to the project, practices can opt to receive monthly emails with important tick facts and images to share on social media to



Intense brown dog tick (*Rhipicephalus* sanguineus) infestation on a dog.

narians or pet owners.

If you're interested in participating, everything you need to know—including submission forms and mailing instructions—can be found at www.showusyourticks.org. Ticks are welcome from all veterinarians, although submissions from the western U.S., where tick risk may be under-recognized, are particularly encouraged. Identifications and a list of diseases known to be transmitted by the species and the stages identified are provided by email within 24 hours of receipt of the ticks.

The Show Us Your Ticks project has identified 14 different species to date, including the newly introduced longhorned tick (*Haemaphysalis longicornis*) now established in the eastern U.S.³ Phase 2 of the project will test subsets of submitted ticks for pathogens, gaining further insight into tick-borne disease risk.

The project leaders would like to encourage everyone in the profession to join in the ongoing effort! So, all together now ... Won't you please Show Us Your Ticks?

References

- **1.** Dryden MW, Payne PA. Biology and control of ticks infesting dogs and cats in North America. *Veterinary Therapeutics* 2004;5:139-154.
- **2.** CAPC, Connecting with Today's Clients (CTC): The Importance of Local, Timely Parasite Information Study. (2014). http://veterinarynews.dvm360.com/pet-owners-veterinarians-tell-us-about-parasite-risks. Accessed 19 April 2019.
- **3**. Beard CB, Occi J, Bonilla DL, et al. Multistate Infestation with the Exotic Disease-Vector Tick Haemaphysalis longicornis United States, August 2017-September 2018. *MMWR Morb Mortal Wkly Rep.* 2018;67(47):1310-1313.



Nymphs of the spinose ear tick (Otobius megnini) ${\it removed from the ears of a cat.}$

Haemaphysalis longicornis nymph submitted from a dog. Note the flared second palpal segment on mouthparts.

A HOST OF TICK TOOLS

(Get it? Lol.)

dvm360.com is your go-to resource for all things tick-related. We've got a long list of handouts you can print and give out to clients at

dvm360.com/parasitologyhandouts

Then, get up close and personal—well, with photos—with four different types of ticks at dvm360.com/upclose.

Plus, you'll find expert communication pieces tailored specifically to addressing things like "How to talk to pet owners about the blue dot" at dvm360.com/bluedot.





Grain-free diets: What's the hype?

These diets are everywhere and causing controversy in the media lately. What's the real deal with them? By Angela Witzel Rollins, DVM, PhD, DACVN

ecently, there appears to be an association with grain-free diets and development of dilated cardiomyopathy (DCM) in some dogs. However, diet-induced DCM is not limited to grain-free foods and certainly not all grainfree diets have been associated with the disease. In dogs, taurine is derived from the essential amino acids cysteine and methionine. While dogs do not usually have a dietary requirement for taurine, higher dietary fiber and increased concentrations of plant-based protein sources may lead to inadequate concentrations of taurine precursors. There is much that is still not

understood about the connection between diet and DCM in dogs, but the formulation of pet foods is a complicated process involving the interaction of many ingredients. Whether a diet contains grains or not, it's important to recommend pet foods to clients from reputable companies with experienced pet food formulators.

Are grain-free diets superior to traditional pet foods containing corn, rice and oats? The short answer is no. Are grain-free diets harmful? The short answer is probably not, but it may depend on the company manufacturing the diet. When your client asks if a pet

should eat a grain-free diet, there is usually not a medical benefit so they may be paying a premium for marketing. However, if an animal is currently thriving on a grain-free diet and the pet owner is happy with the food, I would not push to change their current feeding plan.

STAY IN THE KNOW

Veterinary cardiologists from Washington State University offer insight and advice about the connection between grain-free diets and dilated cardiomyopathy. Read the article at dvm360.com/grainfree.







NO TIME TO WASTE WHEN CARE IS CRITICAL



NUTRITIONAL SUPPORT CAN SPEED UP RECOVERY AND IMPROVE PATIENT OUTCOMES*

Introducing the most comprehensive range of liquid diets designed for tube feeding.

✓ EASY TO USE

Start feeding in less than a minute no mixing, reconstituting or blenderizing for NE and NG tubes

✓ INNOVATIVE CAP DESIGN

Specialized cap for quick and easy syringe withdrawal and usage

✓ CRITICAL NUTRITION

Also includes EPA+DHA and an antioxidant complex

*Brunetto MA et al. Effects of nutritional support on hospital outcome in dogs and cats. J Vet Emerg Crit Care. 2010; 20: 224-231. Mohr AJ et at. Effect of early enteral nutrition on intestinal permeability, intestinal protein loss, and outcome in dogs with severe parvoviral enteritis. J Vet Int Med. 2003; 17: 791-798.

12 self-care tips that don't involve bubble baths

Spa nights aren't for everyone, but that doesn't mean that keeping up your physical and emotional health isn't an important piece to surviving.

elf-care is a buzzword in pop culture and workplace wellness initiatives lately, but it often gets boiled down into "treat yourself" items-bubble baths, spa days or face masks. While these items are great and can contribute to an overall sense of calm, where does that leave people who aren't thrilled at the idea of soaking in bubbles? Here are 12 other ideas for ways to improve your mental well-being, adapted from this Psychology Today article by Tchiki Davis, PhD, a psychologist, author and founder of the Berkeley Well-Being Institute.

1. Clean up your sleep routine

Sleep affects how you feel mentally and physically, and stress or other distractions can impact the quality of your sleep. Do you eat or drink right before bed? Keep an eye on your caffeine and sugar intake as these can keep you up, the article states. Do you watch TV or scroll through social media? These activities can also keep you from getting good REM sleep, Dr. Davis says.

2. Be kind to your gut

Gut health can significantly impact your overall health, well-being and vitality. An unhappy gut can lead to an unhappy person, Dr. Davis says.

3. Get in a sweat session

Daily exercise helps you physically and mentally, by reducing stress and anxiety, as well as boosting your mood in addition to the physical benefits like weight loss. The article notes that it's hard to get to the gym every day, so try to find alternate exercise like walking or yoga that

you can do at home that may fit into your schedule more easily.

4. Eat the right foods

Dr. Davis says that foods can harm us, contributing to weight gain or diseases such as diabetes, or help us by keeping our minds alert. Foods that can contribute to better self-care are fatty fish, blueberries, nuts and green leafy vegetables.

5. Say no to others and yes to yourself

Saying no is hard, because you can feel obligated to say yes when someone asks for your time or energy. But if you're already stressed or overworked, saying yes can lead to burnout, anxiety or irritability, Dr. Davis says. Once you learn to say no, you'll have more time for your self-care and feel more empowered.

6. Take a trip

Getting away can make a huge difference in helping you disconnect, even if you're not feeling particularly stressed, the article states. It

doesn't have to be a costly getaway either. Try driving to the next town over and hit the highlights or go camping. The point is to get away from your normal schedule and take the time to do something just for yourself, Dr. Davis says.



7. Get outside

Being outside can help lower your blood pressure and reduce your stress. Studies have shown that spending time outdoors can even help reduce fatigue, which can help overcome symptoms of burnout or depression, according to the article. Burning off some energy through outdoor activities can also help you sleep better, Dr. Davis says.

8. Spend time with a pet

Pets can be hugely beneficial to self-care. They give companionship and love, and dogs especially can help reduce stress, anxiety and high blood pressure, the article says. (But you know this!)

9. Get organized

Keeping track of the little things, in a calendar or planner, can help you figure out exactly what you need to do to take better care of yourself, Dr. Davis explains. Write down your responsibilities and appointments and think about creating an area to prep for the next day. You can keep keys, purses, backpacks and coats together and ready to grab and go.

10. Cook your own meal

Sure, stopping at a drive-thru or popping a premade meal into the microwave or oven saves time and effort, but these meals aren't necessarily the healthiest. Even if it's only once a week, Dr. Davis recommends making a healthy meal at home for yourself and your family.

11. Read a book on self-care

Social media on smartphones has become a go-to source of entertainment these days, but it can cause stress and anxiety. Instead of endless scrolling, Dr. Davis suggests bringing a book with you to read in downtime away from your house. It's even better if it's a book on self-care, she says.

12. Schedule your selfcare time and stick to it

It's hard to find extra time in an already overscheduled life to practice self-care, but it's extremely important to plan regular time devoted to yourself to help move forward and keep yourself grounded, the article says.



FIND WHAT YOU LOVE. LOVE WHAT YOU DO.

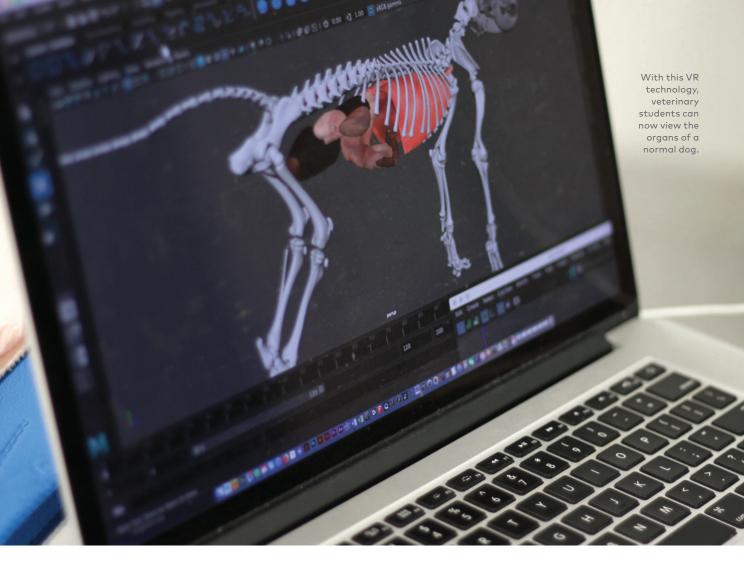
With more than 700 community-based animal hospitals across the U.S.—each as unique as you are— VCA has the right fit to meet your personal and professional needs.

When you make VCA your new home, you'll have access to the resources and opportunities that can only come from America's leader in veterinary care.

- Tap into the expertise of 4,500+ doctors, including more than 600 Specialists.
- Expand your medical horizons through our post-graduate Internship Program and Sponsored Residencies.
- Keep your edge—and learn some new skills through our award-winning WOOF University™, and free full-day CE events with Specialists.
- Help make the next important medical discovery by participating in our Clinical Studies program.
- Enjoy unparalleled opportunities for transfers and career growth.
- Give back through strong Shelter partnerships and VCA Charities.
- Have brilliant, innovative idea? Develop it in our annual VCA Next competition.

To start your journey with VCA, e-mail us at recruiting@vca.com.
Or visit us at VCAJobs.com





Virginia Tech students use VR technology to study anatomy

When veterinary and visual arts students combined their knowledge, a virtual reality system was born to enhance learning for all.

irginia Tech's College of Veterinary Medicine had a problem. After a curriculum revision three years ago, students started taking anatomy classes alongside performing physical exams on real patients, making it difficult for them to connect what they were learning in anatomy to those physical exams.

"Students were struggling to get a mental picture of the animal. All they knew were surgical views, which are upside down. They were all turning into contortionists just to try to get the right view," says Michael Nappier, DVM, DABVP, Fetch dvm360 speaker and assistant professor of community practice at Virginia Tech's Department of Small Animal Clinical Sciences.

That's when Dr. Nappier had an idea. What if there was a way for him to help students see a normal dog's anatomy? For this, he turned to one of his colleagues, associate

professor of Virginia Tech's School of Visual Arts Thomas Tucker, for some expert advice.

"I wanted to create a simulation of a dog's anatomy for the computer, but Thomas Tucker immediately said, 'Oh, no, we're not doing anything that simple; we're going full virtual reality,"" Dr. Nappier says.

This resulted in an amazing collaboration between the veterinary and visual arts students. Tucker's students learned how to create the

immersive dog anatomy environment while Dr. Nappier's students practiced veterinary medicine. In addition, Tucker's students were able to visit Dr. Nappier's class to see how their product worked in real time and take feedback from the people using it. And the veterinary students? They could examine a midsized dog's organs and bone structure without the confusion of surgical views. When they zoomed in on certain organs, they could see layers of tissue, and they could even step into parts of the virtual

dog's body

And the VR experience isn't stopping there. Dr. Nappier and his team recently received the grant money to create a VR cow, and, as you might suspect, other schools have contacted them about getting the VR experience in their classes. Dr. Nappier hopes they can soon put the VR technology on a streaming video game platform, making the technology free and open to everyone. So, it seems, VR might be the wave of the future in veterinary medicine.



Students use the VR technology to help them better study normal dog anatomy.



veterinary students to see a mid-sized dog's organs, bone structure and layers of tissue.



Put your focus back on medicine with Trupanion's free patented software.

LEARN MORE AT TRUPANION-EXPRESS.COM



Medical insurance for the life of your pet.

Trupanion is a registered trademark owned by Trupanion, Inc. Underwritten in Canada by Omega General Insurance Company and in the United States by American Pet Insurance Company, 6100-4th Ave S, Seattle, WA 98108. Please visit AmericanPetInsurance.com to review all available pet health insurance products.

Oral exams on awake Waste of time or helpful tool?

Researchers examine effectiveness of visual assessment in screening for periodontal disease. By JoAnna Pendergrass, DVM

s any boarded veterinary dentist will tell you, the best way to determine the extent of periodontal disease in a veterinary patient is to conduct an oral examination under general anesthesia. What's more, this exam needs to include dental radiography of the entire mouth so that each tooth can be evaluated individually. But this approach, while considered the gold standard of care, is both time- and cost-prohibitive in a population-dense environment such as a shelter

Enter the awake oral exam. It doesn't allow for checking under the gum line, so most experts say it's likely to miss all kinds of pathology, but it is still employed in situations where general anesthesia is not practical. In a recent study, one group of researchers compared the results of oral exams on fully awake patients with those of anesthetized patients to see if a visual assessment provided any value at all in detecting periodontal disease.

Their conclusion? "Proper use of visual assessment as a screening

tool," they say, "can help to identify the dogs at greatest need of dental care."

Study details

The study authors evaluated 108 dogs, aged 1 to 14 years, from three veterinary clinics: a referral dental practice, a small animal practice with a focus on dentistry and a community practice within a veterinary



teaching hospital.

Each dog first received a fully awake visual assessment that included examination of the labial and buccal teeth surfaces, gingival margins, and mandibular teeth and gingiva. The veterinarian performing the assessment used the tooth with the worst periodontal disease pathology to determine a full-mouth periodontal disease stage using a five-point scale from the American Veterinary Dental College (AVDC) adapted for awake patients. For consistency's sake, a second veterinarian performed a visual assessment and determined periodontal disease stage as well.

Next, the dogs were anesthetized for dental radiography and a dental examination that included periodontal probing. The anesthetized procedures were termed the "reference standard," and the veterinarian performing these procedures determined the disease stage

using the full AVDC scale.

After the examination, the authors determined whether there was agreement between the visual assessment and the reference standard, as well as between veterinarians conducting the visual assessments.

"Proper use of visual assessment as a screening tool can help to identify the dogs at greatest need of dental care."

Results

Overall, visual assessment agreed with the reference standard about 42 percent of the time. Agreement was strongest for stage 4 (55%) and weakest for stage 0 (17%). Notably, 25 percent of dogs

classified as having stage 2 periodontal disease by the reference standard were misclassified as having stage 0 or 1 periodontal disease by visual assessment such frequent misclassification as less-severe periodontal disease could lead to dogs receiving inadequate dental care. To counteract underestimation of disease severity, the authors recommended implementing veterinary dental management strategies for dogs at commercial breeding and long-term shelter facilities that have stage 1 or 2 disease according to visual assessment.

Consistency between veterinarians conducting visual assessments was 61 percent, indicating that visual assessment is a useful periodontal disease screening tool for fully awake dogs at population-dense facilities, the investigators concluded. The level of agreement increased with increasing disease

Did you hear the one about the veterinarian who thought ordering a compounded medication from a 503A pharmacy was the same as from a 503B pharmacy?

For more information, visit **stokes503B.com** or call 888-508-503B (5032).







Lower standards are no laughing matter. Trust Stokes.

The FDA Commissioner has stated that all hospitals should order compounded medication from an FDA Registered 503B Outsourcing Facility.

Stokes is one of the only veterinary-focused compounding pharmacies that has earned registration from the U.S. Food and Drug Administration (FDA) as a 503B Outsourcing Facility.

- ✓ All products made under cGMP¹; same FDA regulations followed by the pharmaceutical manufacturing industry
- Authorized to compound large batches
- Consistent quality and integrity of products from batch to batch
- ✓ Available for dispensing² and unlimited hospital administration in all 50 states

When you order from our FDA Registered 503B Outsourcing Facility, you can be certain what you prescribe is what your patients receive.

Getting clients to take recommendations seriously

By John Jeffreys

Our clients weren't taking our recommendations for dental procedures seriously. In the past, our approach was to present clients with the information in a low-pressure setting. These low-pressure interactions while recommending a dental often translated to "Fluffy could benefit from a dental in the near future." But from a client's perspective, this rhetoric sounds more like a friendly suggestion than a medical recommendation.

I explained to the practice owner and doctors that it is our job to educate the client and make a firm recommendation for what their pet needs. We replaced our "We could ... " and "You may want ... " statements with "I recommend scheduling this procedure" or simply "Fluffy needs this." Here's how that sounds:

- "I have some concerns about what I found in Fluffy's mouth. Do you see this area with (root exposure/gingival recession, mobility, a tooth fracture, etc.)? I recommend scheduling a dental prophy and oral evaluation as soon as possible so that we can address this."
- "Leaving this untreated will result in (further bone loss, tooth loss, tooth root abscess, pain, infection, etc.), so let's get this scheduled."

Also, rather than reporting exam results back to clients after they get home, we show them findings in the exam room whenever possible. Doing so helps clients understand why the procedure is being recommended and has proven to have a large impact on client compliance.

We also strengthened our recommendations in the exam room with a printed reference that illustrates our grading system for dental disease. The reference sheet shows photos and intra-oral radiographs from grade 0 (normal/healthy mouth) to grade 4 (severe disease). This is a great tool to help clients understand the irreversible progression of dental disease.

As a result, client compliance more than doubled in the past three years. The clinic's dentistry services revenue arew \$30.000 annually from 2014 to 2017.

John Jeffreys is practice manager at Coastal Animal Hospital in Encinitas, California. He was a finalist in the 2018 dvm360/VHMA Practice Manager of the Year contest.



stage, with 63 percent agreement for stage 4.

For stages where veterinarians were least consistent in their findings, additional diagnostics could help differentiate between gingival inflammation and bone loss, the authors suggested. For example, dissolved thiol is a biomarker that can be observed at the gingival margin. Whether commercial test kits that measure dissolved thiol are feasible for use in commercial breeding and long-term shelter facilities requires future study.

Moving forward

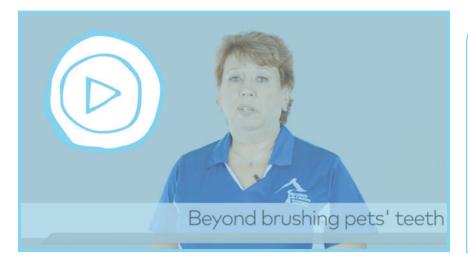
For the future, the authors suggested comparing veterinarians' findings on visual assessment with dental radiography results, given that such interpretation remains relatively subjective. In addition, because older and smaller dogs tend to have more severe periodontal disease, future studies could determine whether knowledge of a dog's age and breed could introduce bias when determining disease stage. Also, identifying key factors for improving dental care in population-dense animal facilities would be useful.

Dr. JoAnna Pendergrass received her DVM degree from the Virginia-Maryland College of Veterinary Medicine. After graduating veterinary school, she completed a postdoctoral fellowship at Emory University's Yerkes National Primate Research Center. Dr. Pendergrass is the founder and owner of JPen Communications, a medical communications company.

Beyond brushing pets' teeth

Adapting to what veterinary clients will put up with.

By Mary L. Berg, BS, RVT, RLATG, VTS (dentistry)



A word on anesthesiafree dentistry ...

"It can only be done on about ten percent of patients, and those patients have to have either a grade one or a grade two periodontal disease in order for it to be effective. It's up to the veterinary team to explain the need for anesthetized dental cleanings in order to promote the best health."

—Mary Berg

etch dvm360 conference speaker Mary Berg calls veterinary clients who brush their pets' teeth "the gold standard." But let's face it: It's not happening with the frequency you'd like to see. In lieu of this, she has other suggestions that may be easier for clients to adopt.

"I've been switching over to recommending products that are going to help the pet have better oral cavity," she says.

Berg cites products given approval by the Veterinary Oral Health Council (VOHC), veterinary dental diets and treats that clean as they're eaten, among others.

Go to **dvm360.com/beyondbrushing** to watch Berg's explanation and top tips.

MORE FROM MARY

Mary Berg is a prolific dvm360 contributor–check out dvm360.com/berg for pieces like:

- > How to sharpen dental elevators
- > One trend you'd like to vanish
- > A hot take on veterinary technicians' salaries

PAIN MANAGEMENT - ANXIETY - HIP/JOINT PAIN - SEIZURE MANAGEMENT INFLAMMATION - GI TRACT ISSUES - NEURO-PROTECTANT

MEDIUM/LARGE

Pet.releaf.
PROFESSIONAL

Liposomes
FOREOGRA CATS
HEMP OIL 330

PALL PRETRING
PAL

dvm360.com / Vetted / June 2019 / 13



This vet muses about the steep cost of therapeutic diets for her four cats—and that's with the professional discount.

ditor's note: This article is part of our "Personal accounts" series. Money management is all about choices: where you live, the job you take, what you spend. But when it feels like the money's drifting out of the bank account much quicker than it flows in, it's hard to get a handle on where it all goes. We asked several veterinary professionals from different jobs and areas of the country to track their spending for one week. Our goal: to share what they've learned from a deep dive into the cost of living and the choices we make every day.

Job: Small animal associate veterinarian

Location: Eastern Shore, Maryland **Salary:** Production with \$50,000/ year base salary. My monthly takehome income averages \$4,000. If I make no production, which is very rare, my take-home salary is \$2,900 a month. This has happened three times in two years. Those were rough months!

Length of time at current job: Two years. I've been at three different clinics in the past eight years. It was hard to find a place that was the right fit. That meant a couple moves for me to different cities/states, which was tough on my savings. I feel like I can't get ahead and really start to build my savings, especially with my student loan. I still owe about \$110,000.

I ended up buying my first home last year. I got lucky and found a house that was perfect for my boyfriend and me. I had three cats and he had one, all males. The introductions went pretty well. The house required new flooring and paint before moving in, so that was a big expense I put on a credit card.

My boyfriend is a registered veterinary technician at another hospital. He gives me \$200 every two weeks to help with expenses. The rest of his income goes towards his car payment, retirement and savings for our future. He also usually pays if we end up eating out.

Monthly expenses

Housing: \$625 for my half

Car loan: \$350

Student loan: \$100—I round up from \$92/month to decrease

interest

Electricity: \$145*

Gas: \$12*

Water & trash: \$65* Cable &internet: \$82* HOA fees: \$38* Home warranty: \$45*

Cell phone: \$89

Health, vision, dental insurance: \$0—I can't afford it and don't

qualify for assistance Car insurance: \$110

*These expenses are split

Total: \$1676

Here are my monthly expenses:

Here's a look at my spending in a week. Daily and weekly totals are rounded to the nearest dollar.

Monday

7 a.m. Wake up, feed the cats, scoop litter boxes and catch up on the Today Show for a few minutes. I pack lunch (leftovers) and grab a protein shake for breakfast on the way to work.

8 a.m. Stop at the gas station to return a Redbox movie. I grab a fountain Cherry Coke for the morning. Total: \$1.06

8:10 a.m. Stop at Walmart to grab a box of breakfast sandwiches for my boyfriend—they're his typical work-day breakfast. Total: \$8.88

9 a.m. Start with a full schedule, but a two-patient appointment cancels at the last minute. I take the time to catch up on lab calls, emails and Facebook posts for the clinic page.

12:10 p.m. Lunch is leftover Olive Garden from the weekend.

3:15 p.m. Leave work and stop by my boyfriend's dad's house to check on his 13-year-old Labrador retriever

6 p.m. Try a new recipe for dinner for one-pot chicken and rice. Not bad. There are only leftovers for one person tomorrow, so my boyfriend will take that.

9 p.m. Relax a little before bed. We're fostering a kitten, so I let her out with some of our other cats. They all do well.

Daily total: \$10

Tuesday

9:30 a.m. This is my day off, so I sleep in. My boyfriend was up early and fed the cats. I cleaned over the weekend, but I definitely need a grocery store run. I grab a banana and head off.

10:15 a.m. Pick up the usual stuff as well as ingredients for dinner tonight, tomorrow and Thursday. I spend a little more than usual as they have Coke on sale, so I get four 12-packs for \$12. They also have T-bone steaks on sale, so I pick up two to grill this weekend. There were a couple things the store doesn't have, so I need to run home to unload then head out to a second store. I hate that! Total: **\$92.35**

12:30 p.m. Stop at McDonald's for a quick lunch, including a free medium Diet Coke thanks to a deal on their smartphone app. Total: \$2.96

1 p.m. Second grocery store has a really good deal on ribeye steaks, so I buy two more. I'll freeze this pair for another weekend. Total: \$52.45

2 p.m. I'm finally home to relax for the day to catch up on laundry and maybe start the new season of Orange Is the New Black.

6:30 p.m. Dinner is homemade Old Bay chicken wings and fries.

7 p.m. Chatted with DirecTV to cancel the monthly protection plan. I meant to do this months ago but kept forgetting. I don't think it's worth the extra \$8.99 a

8:45 p.m. We're running low on Purina DM canned food for two of the cats, so I buy that along with a box of FortiFlora from the Purina for Professionals website. The cats love the taste of FortiFlora, so we give that once a day—with added Zylkene for anxiety for our high-strung boy. Two of our cats eat Purina DM canned food and Hill's Metabolic + Urinary Stress dry food because of weight issues. The other two eat Hill's w/d canned food and Royal Canin Urinary + Satiety dry food, because one of them has issues with severe pancreatitis and high cholesterol. We're trying him on a low-fat diet trial and so far it's helping a lot. It's so nice to be able to take advantage of the staff feeding programs each of those companies offer. It makes a big difference. Sometimes I do wonder how we expect owners to afford therapeutic diets. I barely can. Total: \$46.06 month.

Daily total: \$194

Wednesday

Today's the largest payday of the month, because it includes the bonus from last month. One credit card payment goes out today. Total: \$150

7:30 a.m. Wake up, feed the cats, scoop the litter boxes and grab a bowl of cereal for breakfast. Today is my long day at work, from 9 a.m. to 7 p.m.

10 a.m. I get an email that my monthly Chewy autoship order of six 15-lb jugs of cat litter shipped out today. With four cats, we go through a lot. Plus, I'm pretty OCD about keeping the boxes clean. I dump and clean entirely every two to three weeks. Total: \$52.22

12:45 p.m. Lunch is leftover chicken wings from last night. Very good!

3:15 p.m. Another two-patient appointment cancels at the last minute. What is it with this week? Ugh ...

8 p.m. I transfer money to my parents for my student loan as well as my cell phone. My parents offered to refinance their house to pay off my student loan a couple of years ago. I now pay them back for that loan, but I will save a lot in the long-term due to the much lower interest rate. I'm on a family plan with them for the cell phone, which also helps me save a little. Total: \$1,150 for loan, \$45 for cell phone

Daily total: \$1,397

Thursday

8 a.m. Usual morning routine. Bowl of cereal for breakfast. Took the foster kitten in with me to work for the day to visit everyone at the clinic.

10 a.m. I had two sick patient appointments this morning that were fairly complex. Ran late with both. It stresses me out to run behind.

12 p.m. Lunch was leftover chicken wings again. Still tasted good!

3:30 p.m. We had three back-to-back euthanasias, which were tough on all of us. One was an FIP kitten. I hate FIP. I treated myself to a 7-Eleven Slurpee afterwards to try to brighten my afternoon and filled my car with gas. Total: \$1.06 Slurpee, \$22 gas

7:30 p.m. I made tacos for dinner then relaxed catching up on a couple TV shows.

Daily total: \$23

Friday

8 a.m. The usual morning routine: bowl of cereal and off to work.

12 p.m. Salad and some watermelon from home for lunch.

4 p.m. Off work. Beach traffic is bad heading home.

7 p.m. We have birthday dinner out for my boyfriend's grandmother at a nice restaurant in a nearby town. She turned 83. We both have the seafood buffet—delicious—but we probably didn't get our money's worth. We enjoyed a couple cocktails with everyone as well. Boyfriend took care of the bill, which was close to \$100.

Daily total: \$0



Coming to a city near you!

Fetch dvm360[™] is a premier family of veterinary conferences all about taking care of the people who care for animals. With expert-driven continuing education opportunities, dozens of exhibitors, presentations, fun and games, there is something for everyone in your practice.

Kansas City August 23-26 • San Diego December 12-15







Saturday

8 a.m. I took my car into the shop for an oil change and tire rotation. The tire rotation was free, because I'd bought my tires from the shop earlier this year. I did notice this week my car's A/C didn't seem to be cooling like it should. They weren't able to look at that today, so I have to bring it back during the week. Ugh ... I hope it's not too expensive. Total: \$65

8:20 a.m. Stop by Chick-fil-A to pick up a couple chicken biscuits for our breakfast on the way home. Boyfriend pays.

3 p.m. Visit with my boyfriend's family for the afternoon. Nice day for the pool!

7 p.m. Delivery from a local restaurant for dinner—pizza, wings and some subs. Boyfriend's dad treats.

9 p.m. Drive home in an awful storm. It was very scary, but thankfully we made it home safely.

Daily total: \$65

Sunday

10 a.m. We both sleep in, then head out for Sunday breakfast at a local diner. Total: \$22

11 a.m. Swing by the pet store for some kitten food for the foster. We pick out a collar with a bell so we and our boys know where she is. My boyfriend takes care of this.

11:30 a.m. Quick stop at the local wholesale club for cranberry juice and flavored water. I see a coupon for the shampoo I use, so I grab a double pack of that. Total: \$18.82 for the drinks, \$8.93 for the shampoo.

12:30 p.m. Cleaning house this afternoon, then some TV.

6:30 p.m. Steaks on the grill for dinner. Tasty! Relaxed rest of the evening with some TV. Tomorrow starts another week!

Daily total: \$50

Weekly total: \$1,739



THE BREAKDOWN

WEEKLY TOTAL \$\$ SPENT

\$662.05

WEEKLY EXPENSES

Food & drink Entertainment
\$298.52 \$0

\$272.34

Transportation

Home & health

\$36.23

Clothes & beauty

Other (gift)

\$51.19



he process of building or remodeling a veterinary clinic demands that you focus your attention on aspects of the hospital you may have previously given little thought to or taken for granted. Like flooring and wall materials. If this seems like a less than scintillating topic, take it from HospitalDesign360 conference speaker Heather Lewis, AIA, NCARB, of Animal Arts in Boulder, Colorado, when she stresses its importance:

"Almost every veterinary professional has been scarred and traumatized by a flooring failure or some other spectacular material catastrophe," she says.

Here are Lewis' top picks of high-performance surface choices.

1. Large format porcelain tile

Lewis admits that this is not new, having been around since the Han Dynasty (you



Large format porcelain tile in action.

Luxury vinyl tile.

remember those guys, right?), but it has undergone some upgrades. Nowadays this tile is available in a choice of styles and with slip-resistant textures.

2. Urethane resin floors

This flooring takes over where epoxy left off, except that according to Lewis, they don't react poorly to thermal shock. Or get yellow over time. Or crack. Move over, epoxy—urethane resin is where it's at.

3. Luxury vinyl tile

This surface has a number of things going for it. No. 1: It's relatively cheap. Add to that, it's good looking, has very small joints and is an excellent product.

"This flooring is a wonderful newer product that has been tried

enough to have a track record in veterinary medicine," Lewis says. "It's sanitary enough to use in all client areas and could be used occasionally in treatment spaces."

4. Safety vinyl floors

This is a non-slip flooring that originated in the field of human medicine. These surfaces have a veritable laundry list of factors to recommend them, including:

- They're prefinished and don't need to be waxed, so put that elbow arease to use elsewhere.
- They have the same friction coefficient wet and dry. No more pets slipping in puddles of pee.
- They can be heat welded (like vinyl) and some seal well to floor drains, and so can be used throughout the hospital (except in kennels).

5. Non-wax vinyl

While earlier varieties of this product came in both colors (cream and beige), the newer models are available in eye-catching choices. Plus, some sorts of the vinyl have an acoustic rating.

"This trend is very exciting, as we can potentially get sound performance from a floor as well as a ceiling," Lewis says.



DIGITAL X-RAY



MOBILE VETERINARY



SUPPLEMENTS





Join the pack!

Get instant updates on critical developments in veterinary medicine, business and news by following dvm360.



SHOWCASE | dvm360.com/products



DENTAL PRODUCTS



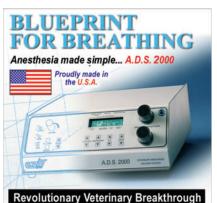
plaque from teeth





MARKETPLACE | dvm360.com/products

ANESTHESIA EQUIPMENT



- And all colors
- Anesthesia Machine (Positive Pressure)
- Electronically microprocessor controlled
- . Delivery & Ventilation for small animal use
- · Automatically sets breathing parameters
- · Very affordable and easy to use
- . Just connect to vaporizer & Oxygen
- · Two year parts & labor warranty
- · Lifetime loaner service



1099 East 47th Street - Hialeah, Florida 33013 USA 800-445-8581 - FAX 305-685-7671 www.englerusa.com



ARCHITECTS/BUILDERS



ARCHITECTS/BUILDERS



PET ID PRODUCTS



Join the pack!



ARCHITECTS/BUILDERS

animal arts

architecture

animals

people

800.332.4413 www.animalarts.com

ARCHITECTS/BUILDERS



TAGS



Get instant updates on critical developments in veterinary medicine, business and news by following dvm360.

MARKETPLACE | dvm360.com/products



DIAGNOSTIC TESTING

Easy Urine Collection from Cats

- Nonabsorbent cat litter
- Comes in urine cup
- Easily dispensed or used in hospital
- · Clients love it
- Inexpensive, bulk 5lb. tub with scoop
- · Readily accepted by cats
- Inert-will not affect test results
- · Recommended and used by Veterinary urologists at many Veterinary teaching hospitals

Available through your Veterinary Distributor, or contact: CATCO, 140 SE 23rd St., Cape Coral, FL 33990 for information

Visit our Web Site at HTTP://www.bpsom.com/catco/catco.htm for distributor information

MEDICAL EQUIPMENT



Son-Mate II Scaler / Polisher **Sale Price \$ 1,825**

A.D.S. 2000 Anesthesia Machine / Ventilator Sale Price \$ 5,795

ler Scale-Aire



Tri-Mate (3 units in 1) Scaler / Polisher / Electrosurge Sale Price \$2,755







- Built in 25K ultrasonic scaler - Auto-tune circuitry - Air water syringe - On-Demand Compressor (MF) - H-Frame mobile stand - Built in water reservoir - Switching power supply Automatic handpiece activators - Lifetime loaner service Proudly made in the USA In Business NEW

1099 East 47th Street - Hialeah, Florida 33013 USA 800-445-8581 / FAX 305-685-7671

www.englerusa.com / www.engler411.com

VISIT DVM360.COM/PRODUCTS

PRACTICES FOR SALE OR LEASE

NATIONAL

FREE Practice Appraisal from an Accredited CBI with your practice listing. Appraisal only takes 3 weeks! Call Rebecca Robinson, CBI at 912-268-2701/ Hello@practicesalesadvisors.com.

FL NEW! MIAMI- Grossing \$1.4 Million. Busy Practice, Leased Facility.

FL NEW! MIAMI- Grossing \$1.3 Million. Perfect for Corporate Buyer.

FL NEW! South Florida- Grossing \$1 Million+, Owner Willing to Stay On!

FL COMING SOON! PANHANDLE Area-Grossing \$1 Million

FL COMING SOON! COCOA BEACH Area - Grossing \$1 Million.

NC NEW! WINSTON SALEM Area-Grossing \$2

NC HIGH POINT Area- Grossing \$800K, \$154 ATC, Owner Willing to Stay On.

NC PRICE REDUCTION! Clinton- Tram Road Animal Hospital! Grossing \$600K, Practice ONLY

TN NEW! KNOXVILLE Area- Grossing Approx. \$1 Million, Commercial Location.

TN COMING SOON! Eastern Area- Grossing \$1.3

TX WOODLANDS Area- Corporate Sale, Multiple Practices, Grossing \$3.3 Million!

TX NEW! West of Abilene- Call for Details!

SC NEW! GREENVILLE Area- Prime Commercial Area, 3,000 SF Facility.

GA NEW! ATHENS- The Cat & Dog Clinic! Owner Passed Away. Priced to Sell Quickly!

GA ROME Area- New Website! Spacious Facility. GA NEW LISTING! Columbus Area- Grossing \$1

NY NEW! \$115 ATC, Solo-Doctor, Well-Managed. WI MILWAUKEE- AAFP Practice for Sale. Owner Willing to Stay On. Grossing \$850K!

NM PRICE REDUCTION! Santa Fe, Seller Motivated!

See all Practice Listingswww.practicesalesadvisors.com



Get more product information online

Researching a purchase? dvm360.com offers hundreds more product lisitings. Just visit dvm360.com/products





Friend: Frenchies are SO CVTE!

Vet: Yeah, after surgical correction of its elongated soft palate, everted larryngeal saccules & stenotic nares so it can, you know, BREATHE.

Friend: Awww, how about a Lab? Vet: Totally! Start saving for that foreign body surgery.

Friend: Ugh. Ok, a golden retriever! Vet: One word: Cancer.

Friend: | know, a doxie! They are so fun! Vet: Intervertebral disk disease, so fun.

Friend: Vmmm...Chihvahva? Vet: Don't be ridiculous.

OK, first things first, all dogs are amazing, and the best breed is the one in need of your expert care. But we couldn't help it—we know you have opinions on popular dog breeds based on your understanding of health issues they face. But if we're really being honest, we suspect you've probably had far worse experiences with the *owners* of these breeds than the breeds themselves.



Coming to a city near you!

Fetch dvm360[™] is a premier family of veterinary conferences all about taking care of the people who care for animals. With expert-driven continuing education opportunities, dozens of exhibitors, presentations, fun and games, there is something for everyone in your practice.

Kansas City August 23-26 • San Diego December 12-15









We're making business banking easier.

At PNC, our team of dedicated Healthcare Business Bankers understands your business challenges and the important role that cash flow plays in your success. That's why we offer a range of solutions to help optimize management of your practice's revenue cycle and payables, so your business can run with less complexity and payments can be received promptly.

Learn more at pnc.com/hcprofessionals or by calling 877-566-1355

