

Design your dream

Tips and tricks to make
your dream veterinary
practice a reality.

Fearless practice
p2

Decor tips
p8

Winning advice
p10

Get money
p4

Design Q&A
p9

Stop slips
p16

Spruce it up
p17

Retail matters
p20

Stay sane
p23





Helping you care for your practice and patients every step of the way

Wells Fargo Practice Finance provides specialized financing and professional support that can help you:

- Buy, start, or expand your practice
- Grow and optimize your business
- Deliver a better patient experience
- Make the most of your financial future

Download a complimentary workbook to plan your next steps.



Visit wellsfargo.com/practiceplanner



Call 1-866-4MY-PAWS (866-469-7297)



Introducing HospitalDesign360: A new design conference experience!

The team at dvm360 is excited to announce big changes to its veterinary hospital design brand: The Veterinary Economics Hospital Design Conference is now the HospitalDesign360 conference. HospitalDesign360 isn't just a name change—though the new name and logo bring the conference closer into the dvm360 family—the conference experience will change as well.

Building on the four pillars established by Fetch dvm360 (nurture, inspire, connect and equip), you'll still get the same best-in-industry hospital design CE from the most knowledgeable architects, engineers and financial consultants in the business. And you'll walk away from HospitalDesign360 refreshed, inspired and full of new ideas that you'll actually remember how to put into practice, using principles of adult learning.

We can't wait to show you what we've got planned. Want to know more? Check out fetchdvm360.com/HD for more. This year's HospitalDesign360 will be held just before the Fetch dvm360 conference, Aug. 15-17, 2018, in Kansas City.

Also new this year are changes to the former Veterinary Economics Hospital Design Competition, now known as the dvm360 Hospital Design Competition. In a move that will streamline and simplify the entry process, the entry form is moving away from a binder-based system and is now available on dvm360.com. Hospitals of all types are encouraged to enter—there is a division for hospitals that are more than 8,000 sq ft and less than 8,000 sq ft. In another significant change for the 53-year-old competition, hospitals that are corporately owned are eligible to enter. So, what are you waiting for? Did you build or remodel the hospital of your dreams? We want to see it! Get to entering!

What's in it for you? Bragging rights, of course, but also a cover article in *dvm360* magazine and on dvm360.com that celebrates your incredible facility and a trip to Kansas City, Missouri, for the HospitalDesign360 conference and Fetch dvm360 conference in 2019. Fill out the entry form at dvm360.com/HDentry. Entries for the 2019 competition must be submitted no later than November 30, 2018. Questions? Send us an email at ve@ubm.com.



Katie James, Associate Content Specialist

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 U.S. and U.K., 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 anne.belcher@ubm.com. **Editorial Offices:** UBM Animal Care, 11140 Thompson Ave, Lenexa, KS 66219; 913-871-3800. **Websites:** dvm360.com; fetchdvm360.com; UBMAmericas.com.



Dr. Vicki Petsche set out to build a practice that helped reduce the fear in veterinary visits. One of her favorite features: her cat-only exam rooms. The photo on the right highlights a team member examining a cat in her cat-only space.



Fearless design

Lower-stress care and Fear Free design permeate this solo practice owner's dream project.

"I made the decision to build 23 years into my career, and I'm looking ahead to practice another 23 years," says Vicki Petsche, DVM. "I'm so happy that I did it and in a Fear Free fashion. The staff is happier, pets and owners are happier. I feel very rewarded."

The following pictures and observations on Fear Free veterinary hospital design are all the result of Dr. Petsche's collaboration with HospitalDesign360 Conference speaker Heather Lewis, AIA, NCARB, at Animal Arts in Boulder, Colorado.

Don't be afraid. Dive in and check out Loyal Companions Animal Hospital and Pet Resort in St. Charles, Illinois, in the far

western suburbs of Chicago.

What are the two most effective Fear Free touches in her hospital's final design, according to practice owner Dr. Petsche? Building separate cat and dog entrances and eliminating waits in the reception area.

"The minute the client enters, the staff is there ready to greet them, leave a trail of Cheerios to the recessed scale and usher them into the exam room," Dr. Petsche says. "The cat entrance awning (at right) faces the busy road my practice is on, so that's attracted a lot of people. I didn't really anticipate that. The parking lot is closer to the dog entrance, but cat owners who don't even have their cats with them

will still go to the cat entrance."

Pheromone diffuser spray—and specific, calming music for cats and dogs plays—throughout the hospital. Nervous dogs (and sometimes cats) get ThunderShirts. And the dog runs have larger window ledges so the dogs can get up and look out and chill in that space. Here's Dr. Petsche's take on dogs in the hospital:

"I try to minimize the number of dogs that come and stay because of the stress level a dog experiences and the stress they induce in surrounding pets. We try really hard to explain the Fear Free benefits of dropping off dogs near the procedure time and then getting them out promptly after the procedure.

"All of my patients that come in to spend time here come in on anti-anxiety medication. They're much calmer than what you're accustomed to seeing in a veterinary hospital. We just don't have that crazy barking. If we have a re-

ally anxious dog, we'll put them in our isolation ward, which has sunlight and windows. Some dogs just feel the need to bark, even on anti-anxiety medication."

Dr. Petsche loves her cat-only exam rooms. "The best thing is, I don't have an exam table. I have a window with a window ledge and a bird feeder right outside the window. There are shelving units in cat exam rooms, and one of them is a little box where cats that like to be hidden can get a Feliway-infused towel and have their exam there.

"I've never been a fan of forcing pets to do things they weren't comfortable doing, especially the poor cats. One hospital I worked at had one bank of cages with cats on the top and dogs on the bottom. The dogs would bark and wag their tails against the metal cages, and when I would come back a couple of hours later, the cats looked like they thought they were going to die."

Cat boarding was important to Dr. Petsche: "The cages have glass on the back, side and front, so when we put cats in their cages for the day, they're able to turn around and look outside, with squirrels and birds running around. Each cage has a shelf, a little hidey space, so cats can get a secure feeling.

"Cats prefer horizontal bars, and the composite material keeps down reflections so cats don't startle themselves. The TV screen shows a live feed of the bird feeder outside the window. Cats that have to stay with us for a while start off nervous, but by the end they're pretty comfortable and their stress level seems low."

Check out that seat on page 2! Dr. Petsche is particularly proud of it: "I found a company that makes furniture for dogs to custom-make ottomans for our exam rooms. I had them use the material they said was most durable and cover them up with crib sheets that change with every patient. The dog hops up on the ottoman, the pet owner's on one side, I'm on the other. The pet owner can see what I'm seeing, and they're helping me hold or cuddle. Pets just think they're up on the couch at home and being held."

Fear Free medicine is definitely a team sport, according to Dr. Petsche:

"My entire staff is Fear Free certified, and they do a great job communicating our vision to our clients. We don't want clients to drop off pets for the whole day—we want to schedule a day where they can do

"I've never been a fan of forcing pets to do things they weren't comfortable doing."

Vicki Petsche, DVM

drop off and pickup closer to procedure time to minimize their stress around other animals or just being in the hospital.

"On their first time coming into the veterinarian, we'll never push pets past the point where we can't safely do medical procedures. My receptionists tell them this on the phone. We schedule a 'happy visit,' with no holding down, no nail trims, no needles, no medicine. We send them home with the anti-anxiety medication.

"I tell clients that the majority of the time, I can get everything done on that

second visit. On that first visit, we just give treats to help pets equate us with food. When they come back on anti-anxiety medication, they remember I'm the one who had that treat pouch."

What's one of Dr. Petsche's biggest takeaways? Fear Free is rewarding, but it takes time. "People can go down the street to three or four other veterinary hospitals. I want them to commit to me and to my practice style, and I'll devote an hour to that first visit to cover all the client education and to really get to know the patient and the owners. On the next visit, after we've started treating the pet and have noted what the cat or dog likes and doesn't like—even conditioning a dog to enjoy wearing a muzzle—we can have a more normal appointment."



**Fear no more—
get certified**
Interested in Fear Free
certification?

Visit dvm360.com/FFcert to
learn more. Bonus: Get a code
for a 10 percent discount.



Dr. Petsche's hospital features an entrance for cats only to reduce stress for feline visitors and their humans.

Veterinary hospital financing:

How to get the funds you need

Figuring out funding may not be the most fun part of the building process, but it's arguably the most important. *By Katie James*

When designing a veterinary hospital, the nitty-gritty details about securing financing are not the most fun part of the process—but they are one of the most important. Because without money, you'll never get to the fun part—the building and decorating of your dream hospital. But what should you consider when looking for financing? HospitalDesign360 conference speaker Gary Glassman, CPA, of Burzenski and Co., shares the most important things to think about.

Start on the right foot

One of the most critical steps in securing funding is getting an appraisal of the building plans, because that's what the bank will use to determine how much to loan for your project. The appraisal is based on the finished architectural drawings, and the loan will be based on a percentage of the final valuation of the project, Glassman says.

He gives this example: If the land was bought for \$180,000, and building plans

are appraised at \$800,000, the total project appraisal would be \$980,000. If the bank financing was 80 percent, then the loan from the bank would be \$784,000.

You need to find the right appraiser for the job, because veterinary buildings

are special-use facilities. Look for someone who's done this kind of appraising of veterinary hospitals before, Glassman says.

You also need to think about the costs the bank will finance, he says. Soft costs include architectural fees, engineering and service fees, and legal and accounting fees for your project. Hard costs relate to the actual costs of construction. Under conventional financing terms, most banks won't finance soft costs, but the United States Small Business Association (SBA) will.

What type of financing can you apply for?

There are several types of financing available: Conventional financing, SBA financing, SBA 7(a) Guaranty Loan programs and the 504 program.

Conventional financing. This is usually funded through a bank and usually requires a 20 percent down payment. The bank will loan 80 percent of the fair market value of the project based on the appraisal. This loan doesn't cover soft costs. The interest rates can be fixed, but then

can turn variable, and are usually based on a common benchmark, such as prime rate, the London Interbank Offering rate or the Five-Year Treasury Bill rate.

SBA financing. The SBA is a federal agency created to encourage, assist and protect the interests of small businesses. It doesn't offer loans directly to borrowers; instead, it guarantees loans made to borrowers by lenders. Interest rates can't exceed SBA-specified maximums, which are tied to The Wall Street Journal's published New York Prime rate. Depending on the loan's





LIVE OAK BANK®



Dr. Stephen Anderson & Dr. Sam Smith
Owners of Paws & Claws

ENVISION YOUR FUTURE

We work with devoted veterinarians every day to achieve new levels of growth by building the practice of their dreams. Make your vision a reality with financing from Live Oak Bank.

Call us at **910.207.0168** or visit **liveoakbank.com/vet** to learn more.

term, interest rates on loans of more than \$50,000 are based on the New York Prime plus 2.25 to 2.75 percent. The loans are secured by real estate and other practice assets, like equipment, machinery, accounts receivable and inventory, and personal assets, such as stocks and bonds, Glassman says.

The SBA can only consider loan applications from small businesses that are unable to obtain reasonable financing from other sources. The lender certifies to the SBA that it won't make the loan without an SBA guarantee, and this certification is accepted by the SBA as sufficient proof that the requested financing is otherwise unavailable, Glassman says.

To offset the costs of the SBA's loan programs to the taxpayer, the agency charges the lender for each loan approved. These fees can be passed on to the borrower once they've been paid by the lender. Certain fees—processing, origination, application, brokerage and other fees that could be charged to an SBA applicant—are prohibited, Glassman says.

Glassman emphasizes that practice owners should be aware of certain disadvantages of SBA program loans. The loan process can be cumbersome unless you're dealing with a lender who has significant SBA loan experience. The loans can also be very inflexible. For example, SBA loans are not easy to restructure, so changing payment terms can be very difficult after the loans have closed.

SBA 7(a) Guaranty Loan programs. The Regular 7(a) Guaranty Loan is similar to other bank financing and is the most frequently used form of SBA financing, Glassman says. These guaranteed loans are mainly used to provide working capital, to assist in the

acquisition of equipment and other assets, and to buy real property.

The terms on these loans are negotiated between the borrower and the participating lender, subject to the approval of the SBA.



504 program. Under section 504 of the Small Business Act, certified development companies (CDC) can offer 10- and 20-year loans to small businesses for the purchase of land and buildings (including machinery and equipment, professional fees and other soft costs), Glassman explains. A bank or financial institution chosen by the borrower provides 50 percent or more of the project costs secured by a first lien, and the CDC provides up to 40 percent (usually up to \$5 million) of the project cost secured by a second lien. The borrower has to provide, at minimum, 10 percent of the cost. The borrower negotiates the terms within these parameters with the financial institution, he says.

The interest rate is a fixed rate, generally a few points more than the rate of U.S. Treasury Bonds at the loan date for the maturity that's chosen. The borrower must also pay fees of about 3 percent of the

amount being lent, but these fees can be financed through the loan, Glassman says.

How should you choose a lender for your project?

After you choose a type of loan, you may need to choose among lenders. Some practices automatically choose the lender with the lowest total cost, Glassman notes, but all relevant factors should be considered:

- > Lender's size and ability to meet future needs
- > Lender's knowledge of the borrower's business
- > Lender's speed in making credit decisions (especially when securing a line of credit or other financing that must be renewed)
- > Loan officer's status in the organization and the frequency with which loan officers are changed
- > Costs and commitments imposed
- > Lender's flexibility in responding to special requests.

Do your research before deciding which of these programs will work best for your veterinary hospital project, and always consult with a financial expert on your side (not just the bank's experts).



Advice from the expert
Gary Glassman will be available for one-on-one consultations at the HospitalDesign360 conference in August.

Visit fetchdvm360.com/hd1on1 for more info.

6 hospital decor rules to live by

Use these tips from veterinary architect Dan Chapel to get your design straight.

By Katie James

In his 40-year career, HospitalDesign360 conference educator Dan Chapel, AIA, of Chapel Associates Architects in Little Rock, Arkansas, has learned a thing or two about decor principles to guide your practice's style. Keep these simple tips in mind and you'll be off to a great start.

1. No decor smaller than a basketball

Small items not only attract dust and grime, but they're easy for pets, clients or clients' kiddos to knock over. If you do have smaller pieces you'd like to display, "try grouping them together to form a larger item," Chapel says. "Or try putting them together in a wall display or frame." For small pictures or plaques, instead of scattering them one-off, arrange them on a gallery wall for a more cohesive look.



Carolina Ranch Animal Hospital & Resort in Garner, North Carolina, uses display cabinets around the front desk to keep small items on view but manageable. | Photo courtesy of Paul Potera

2. If it's important enough to put on the wall, it's important enough to frame

Have diplomas and art professionally framed. If it's important enough to display, it's important enough for a frame. Even if it's a free poster you got from a sales rep, it'll look much nicer in a frame. Stick it up with tape and it looks cheap, Chapel says.

As a busy veterinarian in your community, you probably get

BBVA Compass

Creating Opportunities

\$5,400,000, 26 year term
Small Animal Hospital



\$3,100,000, 26 year term
Small Animal Hospital



Key Areas of Focus- Nationwide

- Ground Up Construction
- Real Estate Acquisition
- Rebuild and Relocation
- Practice Acquisition

Our Customer

- General Practice
- Referral / Specialty
- Critical Care
- Mixed Animal
- Single to Multi Owner Practice

Why us?

- Up to 26year Term
- Lower Down Payment Requirement
- No balloons: No Financial Covenants: Projection Based Credits
- Long Term Competitive Rate
- SBA and Conventional Loans

Stop
by our booth
HospitalDesign360
Conference
Aug.15-17



Brei Silvia

Vice President,
Specialty Lending Division

469-441-8851 (Direct)
Brei.Silvia@bbva.com

www.bbvacompass.com

Connect with me on
LinkedIn!

Examples provided for information purposes only. Your terms may differ. All loans subject to credit approval. Rates and offers are subject to change at the bank's discretion and without notice. All loans subject to approval, including credit approval. Credit, collateral and underwriting standards apply. Customer is responsible for all closing costs and fees outside of any special promotions. All rates and offers subject to change without notice. BBVA Compass is a trade name of Compass Bank, Member FDIC. Rev. 01/2016 / #3407



Flint River Animal Hospital and Bed 'N Biscuit in Huntsville, Alabama, has TVs for client entertainment and education behind their reception desk—kept at a reasonable volume, of course. | Photo courtesy of Suzy McGehee



Veterinary Healthcare Associates in North Augusta, South Carolina, has a neat and tidy retail space full of high-quality items that clients will love. | Photo courtesy of Samantha Thomas

a lot of announcements of community events or lost pets, which is great, but don't just stick them up with Scotch tape.

"Put up a framed bulletin board and clean it of past-dated items regularly to contain clutter," Chapel advises.

3. Keep your tone friendly

If there are rules or guidelines you'd like to post for clients to see, such as "Please keep pets on a leash or in a carrier" or "Payment is due at time of service," keep your tone friendly and make the signs look nice. A hastily scribbled sign slapped up with tape isn't going to make veterinary clients feel welcome.

Try phrases such as, "For the protection of your pet and others, please keep your furry friends on a leash," Chapel says.

This rule doesn't only apply to the inside of your building, but anything you'd post in your parking lot or on the exterior of the building. A sign with big bold lettering and shouting in all caps,

"STAY OUT OF THE BUSHES!" will feel threatening to people coming to your practice.

4. Believe in what your retail space provides

If you wouldn't use an item or recommend it, don't sell it in your retail area, Chapel says. You don't want to show off items in that space only because you got a good deal on them. You should like and recommend the products you sell.

"Try to have items that are better-quality or have better features than a client can get at Walmart or PetSmart, and things that you stand behind professionally," Chapel says.

5. Don't bombard your clients with noise

Big TVs are relatively cheap now, Chapel notes, and everywhere you go there's a TV on the wall blaring the news or talk shows. If you want to have a TV in your

waiting area, be careful with the content you're showing and the volume level.

"This is especially important for the front desk staff, who have to listen to it all day, every day, while trying to help customers and competing with the noise from the TV," Chapel says. "It's crazy enough with just pets in the reception area. The television doesn't have to take it to another level."

6. Hold regular inspections of your building

Hold a self-inspection every so often to gauge the cleanliness and maintenance needs of your building. "If you're coming in and going out the back door each day, you may have no idea there's three feet of baseboard missing where someone banged into it with a kennel," Chapel says. Inspect your property as well, because your parking lot and landscaping need regular cleanups. Then, take care of any issues you find promptly.

TICKLED PINK: remodel tips

Got a free weekend? Take your veterinary practice from dingy to dynamic with these fast fixes from the experts.

By Bash Halow, LVT, CVPM

Interested in spring cleaning at your practice? Why stop at cleaning? The design team at Silberstang Lasky Architects says you can make affordable small changes to your office that will have a big impact on your mood, your productivity and your clients' level of confidence in what you do. I sat down with the Silberstang Lasky team for more of the details.

BASH HALOW (BH): Is an annual review of the office interior important?

ARTHUR LASKY (AL): Absolutely. We get too comfortable with the status quo. We start seeing with our eyes instead of the eyes that matter most—those of our clients. Getting rid of clutter, cleaning up the space, repainting, changing out worn furniture ... everyone responds to improvements—most significantly, your employees. It sends a message that you are invested.

BARRY SILBERSTANG (BS): The eliminating clutter part is important. The average American employee spends one week a year looking for stuff at the office. One four-drawer file cabinet has been shown to cost \$25,000 dollars to fill and \$2,100 dollars per year to maintain when you add the cost of creating the documents that go in it, looking for

documents and recreating the ones you lose. (Source: *The Essential Client/Server Survival Guide*.) File cabinets are like a double-decker casket for paper. We encourage our clients to organize their materials digitally and free up that file cabinet space for other uses.

BH: What are some things I should think about changing at the office?

BS: Color! You can get so much mileage out of a can of paint. Pick a warm color. Personally, I like one boldly colored wall with the remaining walls painted in a more subdued color. It makes the space more interesting. As the artist Paul Klee said, "One eye sees, the other feels."

JEFFERSON FROST (JF): Use color to signal a doorway or a particular exam room. It's easier for clients to remember "the blue room" as opposed to "exam room 3." You can also help clients pick the right door to move through, simply

by painting it a different color from the rest.

BH: What about my waiting area?

AL: Clients are making judgments about your competency from the moment they walk in the door. Outdated interiors, lighting fixtures and furniture signal to the client that your best days are behind you.

BS: Pick furniture that's comfortable. If pet owners are comfortable, chances are their pets will be comfortable. Of course, more comfortable furniture has a shorter lifespan, but you should consider this the cost of business. Plan to spend a small amount of money every year to keep your lobby and exam rooms looking like you care and that you are valuable.

AL: Think about sound. Change the filters and service the fans in your air conditioning units. You may no longer hear the high-pitched hum that the dirty air filters are adding to your background noise, but your patients can hear it—and on a subconscious level, you and your clients can too.

Bash Halow, CVPM, LVT, is a Fetch dvm360 educator and owns Halow Consulting.



4 tips

from award-winning
veterinary hospital owners

Need some veterinary hospital design inspiration and ideas? You're in luck. Here are five quick, easy ideas and words of wisdom to use now or keep in mind for your dream hospital in the future.



Photo courtesy of Hugh Loomis, Hugh Loomis Photography

Tip 1: Don't overlook existing buildings

— **Daniel Stobie, DVM, MS, DACVS**
NorthStar VETS
Maple Shade, New Jersey
2017 dvm360 Hospital Design
Competition Merit Award winner

This Merit Award-winning hospital used to be a mattress store, then a seasonal Halloween store. Its minimal interior architecture was perfect for a creative hospital layout. Why pay for a structure when the right one might be waiting out there for you to make it your own?

Tip 2: Get hospital design wish lists from the whole hospital team

— **Michael O'Dea, DVM**
Pet Emergency Clinic and Referral Center
Spokane, Washington
2017 dvm360 Hospital Design Competition
Specialty Hospital of the Year

If you want your entire team to feel real ownership of your new facility or remodel, why not involve them in thinking about what they need and weighing options with you? No one (reasonable) expects the new hospital to have everything anyone asked for, but you'll get cool ideas and the team will feel listened to.

Tip 3: Place cat condos with a view outside

— **Daniel Levenson, DVM**
Southwest Veterinary Medical Center
Albuquerque, New Mexico
2017 dvm60 Hospital Design
Competition Merit Award winner

You're buying the beautiful cat condos with hidey-holes as well as views. Why not make sure those views give cats something fun to look at?



Photo courtesy Kirk Gittings, Kirk Gittings Photography



Tip 5: Bring the outdoors in

— **Andrew Reyda, DVM**
Village Veterinary Clinic of Hamburg
Hamburg, New York
2017 dvm360 Hospital Design
Competition Merit Award winner

Some facilities save all the great sunlight for client rooms, but those with the budget bring that light into treatment and work areas for patient and staff member benefit.



More from the winners

To see full photo tours of the winners of the dvm360 Hospital Design Competition, and steal ideas for your hospital vision board, visit dvm360.com/hdgalleries

Photo courtesy Tim Murphy, Foto Imagery

Set Your Practice Apart

Before committing millions to brick & mortar, consider this approach!

With a Mobile Clinic from Wag'n Tails



Vet Elite 24



Well Pet 22



Vet Sprinter

Wag'n Tails

MOBILE VETERINARY CONVERSIONS

800.513.0304 | mobilevetclinic.com



READY TO TAKE THE PLUNGE AND REDESIGN YOUR PRACTICE?

Yes, but ... how do you find the money, the time, the resources, the right design?

HospitalDesign360 conference has the answers to all your questions and all the resources you need to make your dream design come true. We've got sessions that cover the full spectrum of all your project needs, one-on-one consults with industry experts, opportunities to network and information to help you find focus and steps forward.

After all, HospitalDesign360 conference is the profession's original and most comprehensive resource. We've just upgraded to bring you more (we do understand the value of redesigns, after all).

What you'll get at HospitalDesign360 conference:

- > Up to 21* hours of continuing education credit
- > The 2018 dvm360 HospitalDesign360 proceedings and resource book
- > Continental breakfasts and daily networking lunches
- > Saturday access to the Fetch dvm360 Kansas City exhibit hall
- > A 30-minute, onsite, 1:1 consultation with an award-winning architect or architectural engineer

**Submitted for RACE approval, but not yet approved.*



The **EDGE**

2018 PROMOTION

Veterinarian or Veterinary
Facility Details



Passion. Determination. Perseverance.
The **EDGE** you need to succeed.



Better Patient Care. Better Business.™

© 2018 Midmark Corporation

1-800-MIDMARK
midmarkanimalhealth.com/EDGE18

Why choosing Midmark
gives you the competitive

EDGE:



PASSION

Improving the experience between the patient and the caregiver is at the heart of everything we do.

DETERMINATION

We are driven to bringing clinical space, workflow and technology into harmony, supporting better medicine while maximizing the return on investment for our customers.

PERSEVERANCE

We'll be with you every step of the way with unmatched resources for clinical education, effective product training and unbeatable field service and technical support.

From June through August, we're offering special pricing and cash rebates on a wide selection of Midmark products.

Contact Us

Midmark Corporation

1700 South Patterson Boulevard
Suite 400
Dayton, Ohio 45409

Customer and Technical Services:

Tel: 1-800-MIDMARK
(1-800-643-6275)
Fax: 1-877-725-6495
midmarkanimalhealth.com

Carthage Facility

1000 Civil War Road
Area 5
Carthage, MO 64836

Tel: 1-800-299-9525
Fax: 1-417-358-4716

*See what The Midmark
EDGE can do for you.*

Better Patient Care. Better Business.™



LIGHTING

LED 120 Treatment Light

- Light intensity from 39.4" away: 35,000 lux
- Color temperature: 4,300 K
- Light head diameter: 11.4"
- Made up of 12 LEDs
- Lifespan of LEDs: >40,000 hours
- 3-year limited warranty

122-1203-13	Single Ceiling Mount	\$2,190.00
122-1203-14	Dual Ceiling Mount	\$5,650.00
122-1203-12	Wall Mount	\$1,800.00
122-1203-11	Mobile	\$1,915.00
122-9240-93	Sterilization Handle	\$145.00



See page 15 for
**\$100/\$300
Rebates**
on 255 Single/Dual
LED Lights!

LED 130 Treatment Light

- Light intensity from 39.4" away: 60,000 lux
- Color temperature: 4,300 K
- Light head diameter: 13"
- Made up of 19 LEDs
- Life cycle of LEDs: >40,000 hours
- 3-year limited warranty

122-1303-13	Single Ceiling Mount	\$2,735.00
122-1303-14	Dual Ceiling Mount	\$6,740.00
122-1303-12	Wall Mount	\$2,345.00
122-1303-11	Mobile	\$2,460.00
122-9240-93	Sterilization Handle	\$145.00



255 LED Procedure Light

- Light intensity from 39.4" away: 80,700 lux
- Color temperature: 4,400 K
- Light head diameter: 20"
- Made up of 16 LEDs, 1,040 reflective facets for shadow reduction
- Counterbalance design

255-021	255 Single Mount, 8' ceiling	\$3,199.00
255-023	255 Double Mount, 8' ceiling	\$6,398.00
255-026	255 Wall Mount	\$4,310.00
255-025	255 Mobile Procedure Light	\$3,199.00

SEATING



Royal Saddle Plus Chair

102-7400-11	Saddle Chair Black	\$775.00
-------------	-----------------------	----------

Operator Chair

102-7100-11	Chair w/o arm rests	\$595.00
102-9000-11	1D Arm Rest (2)	\$390.00
102-9000-12	2D Arm Rest (2)	\$534.00

Operator Chair

102-7000-11	Chair w/o arm rests	\$595.00
102-9000-11	1D Arm Rest (2)	\$390.00
102-9000-12	2D Arm Rest (2)	\$534.00

SURGERY TABLES WITH ADJUSTABLE COLUMNS



V-Top Surgery Tables

With Adjustable Electric Column

- Self-contained electric column lifts up to 250 pounds
- Column is covered by a full 2-year warranty
- Full 12" up and down height adjustment
- Electric lift column quietly and smoothly raises and lowers
- Available accessories: table top extension, rail extensions to accommodate larger animals, and casters for easy mobility

100-3041-21	50" With Heated Top	\$3,199.00
100-3041-01	50" Without Heated Top	\$2,729.00
100-3071-21	60" With Heated Top	\$3,299.00
100-3071-01	60" Without Heated Top	\$2,829.00



Finger-tip control tilts top from level to 37°



One-hand, finger-tip control adjusts side panels from flat to 95° "V" via pneumatic cylinders.

With Adjustable Hydraulic Column

- Self-contained hydraulic column lifts up to 250 pounds
- Convenient 6" up and down height adjustment
- Available accessories: table top extension, rail extensions to accommodate larger animals, and casters for easy mobility

100-4041-21	50" With Heated Top	\$2,899.00
100-4041-00	50" Without Heated Top	\$2,399.00
100-4071-21	60" With Heated Top	\$2,999.00
100-4071-00	60" Without Heated Top	\$2,499.00



Pump foot pedal to raise, depress pedal to lower – no knobs to loosen

CUT-AWAY TABLES

Stainless-Steel Wet/Prep Tables

- 18-gauge, 304 stainless steel
- Full-capacity removable drawers
- Medical-grade handles
- Stainless-steel hinges and latches
- Recessed stainless-steel rack system and strainer assembly included FREE!



Racks fit on lip inside tub for a flush work surface – no hooks hanging over to snag clothing. Maximum support prevents sagging.

Stainless-Steel Cut-Away Wet/Prep Table, Choice of Tub, 2 Doors

5"/17" Split-Level Tub

109-7467-00	60" Long	\$2,479.00
109-7367-00	48" Long	\$2,409.00

5" Deep Tub

109-7427-00	60" Long	\$2,379.00
109-7327-00	48" Long	\$2,319.00



Faucets Sold Separately See page 8.

Stainless-Steel Cut-Away Wet/Prep Table, 5" Deep Tub, 3 Drawers, 1 Door

109-7428-00	60" Long	\$2,699.00
109-7328-00	48" Long	\$2,649.00



Stainless-Steel & Laminate Hybrid Model

105-8428-10	60" Long, White	\$2,049.00
-------------	-----------------	------------

Stainless-Steel Cut-Away Exam Tables

Stainless-Steel Cut-Away Exam Table, 3 Drawers, 1 Door

109-7418-00	60" with Stainless-Steel Top	\$2,159.00
109-7318-00	48" with Stainless-Steel Top	\$2,119.00

Stainless-Steel Cut-Away Exam Table, 2 Doors

109-7417-00	60" with Stainless-Steel Top	\$1,809.00
109-7317-00	48" with Stainless-Steel Top	\$1,769.00



CUT-AWAY TABLES

Laminate Wet/Prep Tables

- All laminate wet treatment tables include full stainless-steel racks and strainer assembly
- Durable 3/4" material—inside is coated with moisture- and stain-resistant white melamine
- 18-gauge, 304 stainless-steel tub insert
- Full-capacity removable drawers
- Medical-grade handles
- Stainless-steel hinges and latches
- Corners are rabbit-jointed and screwed
- Cut-away exam cabinets have a knee space so you can be seated while working



Easy-glide drawers



Cut-Away Wet/Prep Table, 5" Deep Tub, 3 Drawers, 1 Door

105-7428-10	60" Long, White	\$1,899.00
105-7328-10	48" Long, White	\$1,839.00

Cut-Away Wet/Prep Table, Choice of Tub, 2 Doors

5"/17" Split Level Tub

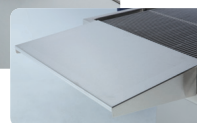
105-7467-10	60" Long, White	\$1,819.00
105-7367-10	48" Long, White	\$1,779.00

5" Deep Tub

105-7427-10	60" Long, White	\$1,859.00
105-7327-10	48" Long, White	\$1,909.00



205-1423-01	Stainless-Steel Exam Top Insert for 60" Tub	\$137.00
205-1323-01	Stainless-Steel Exam Top Insert for 48" Tub	\$131.00
205-1323-03	Stainless-Steel Wet/Prep Table Extension	\$145.00



Laminate Cut-Away Exam Tables

- Cut-away exam tables have a knee space so you can be seated while working, with a rounded end for greater comfort
- Available with laminate tops or stainless-steel tops featuring anti-drip edges
- Available with the doors and drawers on the left or on the right, depending on your needs

Cut-Away Exam Table, 3 Drawers, 1 Door

101-7418-10	60" Laminate Top, White	\$889.00
101-7448-10	60" Stainless-Steel Top, White	\$899.00
101-7318-10	48" Laminate Top, White	\$849.00
101-7348-10	48" Stainless-Steel Top, White	\$859.00



STAINLESS STEEL TUBS

Drop-In Tubs

- Designed for use with your existing or custom cabinetry
- Faucets sold separately.

5" Deep Drop-In Tub, Rack

105-1420-00 60" Long \$1,049.00

105-1320-00 48" Long \$919.00

17" Deep Drop-In Tub, Rack

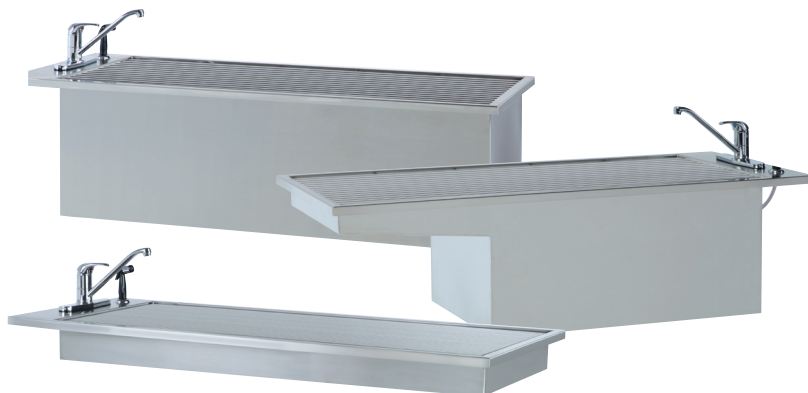
105-1430-00 60" Long \$1,219.00

105-1330-00 48" Long \$1,089.00

5"/17" Split-Level Drop-In Tub, Rack

105-1460-00 60" Long \$1,339.00

105-1360-00 48" Long \$1,199.00



Recessed stainless-steel racks

Tubs On Legs

- Solid 18-gauge stainless-steel construction—48" or 60" widths, strainer basket included
- Recessed stainless-steel rack system included
- Racks rest on lip inside tub for a flush work surface – no hooks hanging over to snag clothing
- Maximum rack support prevents sagging
- Tubs on Legs feature feet with pre-attached mounting plates to secure the tub easily to the floor with no need to purchase additional sockets or straps

Racks, Undershef, Mounting Feet & Strainer Basket Included FREE!



Fully Adjustable Feet



Split-Level Tub on Legs with Racks

105-0460-00 60" Long \$1,569.00

105-0360-00 48" Long \$1,439.00

17" Deep Tub on Legs with Racks

105-0430-00 60" Long \$1,449.00

105-0330-00 48" Long \$1,319.00

5" Deep Cut-Away Tub on Legs with Racks

105-0420-00 60" Long \$1,279.00

105-0320-00 48" Long \$1,149.00

ADJUSTABLE HEIGHT GROOMING TUB

With Backsplash & Telescoping Ramp

- 18-gauge, 304 stainless steel
- Back deck—makes a convenient place to store supplies
- Strainer basket included
- No floor space obstruction—allows you to stand close
- Adjustable legs—31 1/2" to 34 1/2" deck height
- Non-skid ramp surface
- Easy one-handed operation
- Ramp locks in upright position with a watertight seal

105-0446-10 60" Grooming Tub with Backsplash and Ramp \$2,279.00

105-0346-10 48" Grooming Tub with Backsplash and Ramp \$2,089.00



Back Deck - makes a convenient place to store supplies.



ACCESSORIES

205-0446-01 Plastisol™ Coated Floor, 60" \$295.00
 205-0346-01 Plastisol™ Coated Floor, 48" \$225.00
 205-0446-02 Tie Down Rail System \$177.00
 205-0446-00 Stainless-Steel Small Animal Rack - 18.5" x 22" \$195.00

Easy one-handed operation.



FAUCETS AND SPRAYERS



A	107-0112-00	Single-Lever Faucet, 84" Sprayer Hose	\$202
B	107-4112-01	Gooseneck Swivel Faucet, 84" Sprayer Hose	\$321
C	107-4112-02	Gooseneck Faucet, Heavy Duty Angled Sprayer	\$466
D	107-7212-01	72" Hose and Straight Sprayer	\$615
	107-7212-02	72" Hose and Angled Sprayer	\$665
E	107-1112-02	72" Hose with Faucet, Straight Sprayer	\$719
	107-1112-03	72" Hose with Faucet, Angled Sprayer	\$775
F	107-1112-10	Swing Nozzle Faucet with Swivel Sprayer Hose, Straight Sprayer	\$857
	107-1112-11	Swing Nozzle Faucet with Swivel Sprayer Hose, Angled Sprayer	\$857



Planning to build or remodel?

We can help you with your casework selections from start to finish:

- Free design services from the Midmark in-house design team
- Expert advice on creating an efficient, effective workflow that also looks great
- State-of-the-art 3D software—see in the blink of an eye how your design and color choices will look
- Personalized service to see your project through from concept to delivery and installation to post-sale training and support



Boulevard Veterinary

ISLAND WORK STATIONS

Island Bases and Chases

105-7200-10	Base w/ 2 Doors	\$460.00
105-7100-10	Base w/ 3 Drawers	\$557.00
105-9100-10	Triangular Chase	\$439.00
105-9000-10	Rectangular Chase	\$397.00



STAINLESS STEEL CAGES

- All 20 gauge 304 stainless-steel construction—23% thicker than industry average
- Heavy-duty reversible door
- One-piece stainless-steel hinge plate—multiple attachment points for stability—prevents sagging
- Easier to clean, less labor cost—larger radius corners—fluid retaining lip—allows for a cleaner kennel environment
- Strong door latches and assemblies—secure, yet easy to open and close

Single Doors

160-1824-00	Single Door 18"w x 24"h x 28"d	\$369.00
160-2418-00	Single Door 24"w x 18"h x 28"d	\$369.00
160-2424-00	Single Door 24"w x 24"h x 28"d	\$379.00
160-2430-00	Single Door 24"w x 30"h x 28"d	\$449.00
160-3024-00	Single Door 30"w x 24"h x 28"d	\$449.00
160-3030-00	Single Door 30"w x 30"h x 28"d	\$509.00
160-3630-00	Single Door 36"w x 30"h x 28"d	\$529.00

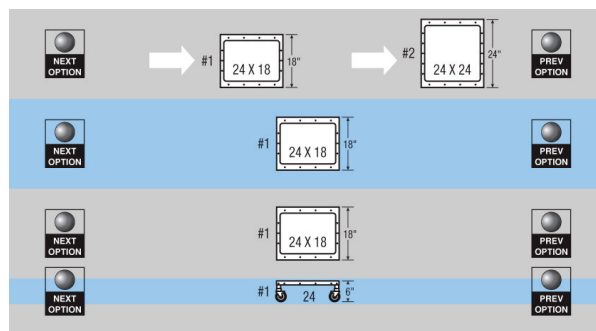
Double Doors

160-4830-00	Double Door 48"w x 30"h x 28"d	\$769.00
160-4830-01	Double Door with Gravity Latch 48"w x 30"h x 28"d	\$769.00
160-4836-00	Double Door with Gravity Latch 48"w x 36"h x 28"d	\$839.00



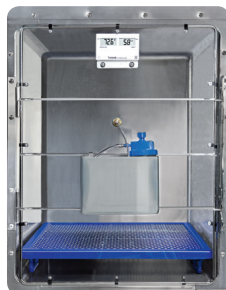
Configure Your Cage Bank Online

Select an assembly width and browse through the options to find the configuration that fits your needs.



Cage Accessories

Oxygen Therapy Door
Side Panel
Top Panel
Mobile Platform
Stationary Platform
Plastisol™ Coated Cage Floors
Center Divider Kit
Stainless-Steel Clipboards,
Door Box and Card Holder



MODULAR-DESIGN CAT CONDOS

- Modular cat condos are user friendly, stylish and durable, and are easily assembled to fit your needs
- Manufactured with commercial-grade moisture-resistant MDF panel—utilizes an adhesive system designed to be formaldehyde-free and LEED®-supported pre-consumer recycled wood fiber
- Condo and storage unit open adjacent to each other to allow user access to both simultaneously
- Lefts and rights are easily assembled with six bolts screwed into preassembled inserts – two each in top, bottom, and underneath the divider shelf
- Resting benches and dividers made of 3/4" high-density polyethylene. All other surfaces laminated

2-Unit Right Modular Condos

Measures 61 1/4" tall x 24" deep

36" wide

168-2211-11	Clear Back	\$1,577
168-2211-12	White Back	\$1,577

42" wide

169-2211-11	Clear Back	\$1,626
169-2211-12	White Back	\$1,626



2-Unit Left Modular Condos

Measures 61 1/4" tall x 24" deep

36" wide

168-2111-11	Clear Back	\$1,577
168-2111-12	White Back	\$1,577

42" wide

169-2111-11	Clear Back	\$1,626
169-2111-12	White Back	\$1,626



2-Unit Middle Modular Condos

Measures 61 1/4" tall x 24" deep

23 3/8" wide

168-2311-11	Clear Back	\$1,268
168-2311-12	White Back	\$1,268

29 3/8" wide

169-2311-11	Clear Back	\$1,323
169-2311-12	White Back	\$1,323



2-Unit Corner Modular Condos

Measures 61 1/4" tall x 24" deep

23 3/8" wide

168-2411-11	Clear Back	\$1,683
168-2411-12	White Back	\$1,683

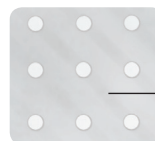
29 3/8" wide

169-2411-11	Clear Back	\$1,410
169-2411-12	White Back	\$1,410



Laminated Wood Door Option Available

- Added aesthetic value
- Open visibility to your boarders
- Viewing window made of 1/4" ventilated plastic glass



Access condo and both compartments simultaneously or individually.

STAINLESS-STEEL KENNEL RUNS

- Constructed of 22-gauge 304 stainless steel
- 3/8" diameter stainless-steel rods (most kennel run manufacturers use 1/4" or 5/16" rod)
- 1" stainless-steel square tubing
- 4 feet of visual isolation with stainless-steel or FRP side panel variations
- 1" solid cell insulation between panels (impermeable to liquids)

Choice of Door Design

Standard Door—Reversible stainless-steel doors – side-by-side units now may be opened in opposite directions. Stainless-steel door hinges are mounted on top and bottom—not the side.

Sliding Door—One-hand operation maximizes kennel room(s) and eliminates the need for "swing door" space. Maintenance-free marine-grade anodized aluminum glide. Available with stainless-steel rod or glass panels.

Glass Door—Open-view boarding for owner comfort or full-view observation. Easy, convenient cleaning. Aesthetically pleasing. Scratch resistant. Available in sliding or hinged models.

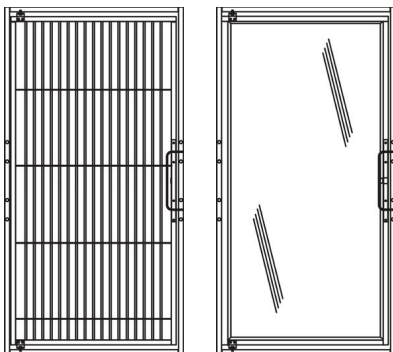


Run Door Assembly

181-0001-01	Standard Run Door Assembly, 35"w (outside dimension)	\$519.00
181-0001-25	Glass Run Door Assembly, 35"w (outside dimension)	\$519.00

Run Side Panel – Side-By-Side

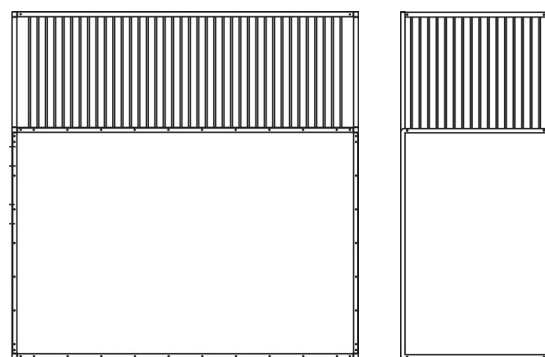
181-0002-01	Run Side Panel, Stainless-Steel, 72"	\$729.00
181-0002-51	Run Side Panel, Stainless-Steel, 58"	\$649.00



Note: Sliding doors will open right to left unless otherwise specified.

Run Back Panel

181-0003-00	Run Back Panel, Stainless-Steel, 35"w	\$409.00
181-0003-05	Run Back Panel, Stainless-Steel, 47 3/8"w	\$499.00

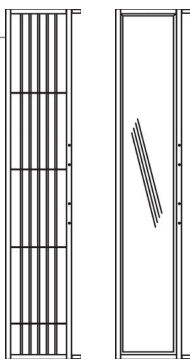


Side-By-Side

Back

Run Front Panel

181-0004-05	Run Rod Front Panel, 12"w (panel used with 4' wide runs)	\$169.00
181-0004-01	Run Glass Front Panel, 12"w (panel used with 4' wide runs)	\$169.00



PATIENT POSITIONING EQUIPMENT

Midmark Lift Tables

Built with quality features designed to work together to provide you with the efficiency and ergonomics you need to help make your job painless and worry-free.

- Smooth and quiet actuator to reduce stress on patients
- Greatest range of motion on the market, from the floor to 44"
- 300 lb load capacity to reduce strain on you and your staff
- Wet or dry table options to meet your specific needs
- Top-notch support before and after you buy

CMWO Midmark Dry Lift Table without Scale \$6,684.00

CMWS Midmark Dry Lift Table with Scale \$7,739.00

CMDT-45 Midmark Wet Lift Table, 45" without Scale \$9,939.00

CMDT-60 Midmark Wet Lift Table, 60" without Scale \$9,939.00

CMDT-WS-45 Midmark Wet Lift Table, 45" with Scale \$11,835.00

CMDT-WS-60 Midmark Wet Lift Table, 60" with Scale \$11,835.00



Folding Lift Table

101-5640-31 Folding Lift, Hand Control \$4,435.00

101-5640-37 Folding Lift, Foot Control \$4,435.00

110-0310-10 Folding Lift with Scale, Hand Control \$4,917.00

110-0310-21 Folding Lift with Scale, Foot Control \$4,917.00

See page 15 for
**\$275/\$375
Rebates**
on these lift
tables

Tapered Electric Lift Table

101-5640-01 Electric Lift Table, Hand Control \$3,885.00

101-5640-07 Electric Lift Table, Foot Control \$3,885.00

110-0310-00 Electric Lift Table with Scale, Hand Control \$4,917.00

110-0310-01 Electric Lift Table with Scale, Foot Control \$4,917.00



Mobile Lift Table

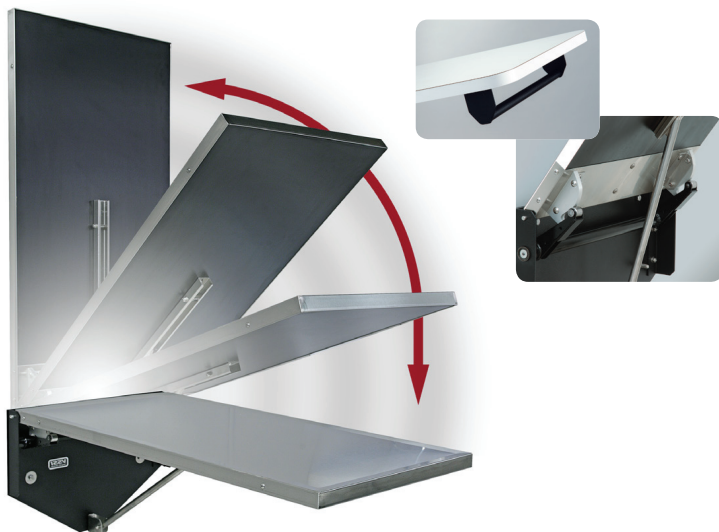
103-0170-16 Mobile Lift Table \$2,499.00

110-2410-08 Mobile Lift Table w/ Scale \$3,399.00

203-0170-10 Side Rails with Sliding Quick Release Restraint Cleats (2 Rails, 4 Cleats) \$270.00

FOLDING EXAM TABLES

- 22" x 44" exam surface
- 20 gauge stainless-steel or laminate top
- Piston-assist table for easy lift
- 4" from wall when folded
- 150-pound capacity



101-2640-00 Stainless-Steel Top

\$829.00



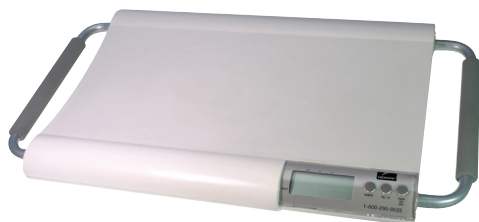
8012-00-001 Fold-Down Exam Table

\$1,025.00

9A549001 Traction Mat Accessory

\$126.00

SCALES



LCD Cat Scale

110-5090-07 LCD Cat Scale

\$261.00

Platform Scale

110-0110-00 Platform Scale

\$869.00

210-0117-02 Display Post Mount

\$73.00





Eligible Products and Incentives:

For each eligible product purchased and redeemed during the promotion, the veterinarian or veterinary facility will receive the following incentives:



Stainless-Steel Lift
Tables with Scales
(Electric or Folding)

\$375 Rebate

(\$275 without scales)



Midmark Wet Dental/
Treatment Lift Table

\$750 Rebate



Midmark Exam
Lift Table

\$750 Rebate



255 Single LED
Procedure Light

\$100
Rebate



255 Dual LED
Procedure Light

\$300 Rebate



Midmark Diagnostic
Monitor

\$150 Rebate



Midmark M9 or M11
Automatic Sterilizers

\$400 Rebate



MIDMARK®

The **EDGE**

2018 PROMOTION

Veterinarian or Veterinary
Facility Details



Timing:

Promotion order period: **June 1 — Aug. 31, 2018**

Last date to take shipment of products: **Sept. 30, 2018**

Invoice must be dated: **June 1 — Sept. 30, 2018**

Last date to claim incentives: **Oct. 31, 2018**

Redemption Instructions:

- Visit midmarkanimalhealth.com and select “Promotions”
- Select the “2018 EDGE Promotion” icon
- Upload invoice*
- Complete the information required on the form
- Select “Terms and Conditions” and “Submit”

EDGE pricing on Carthage products will be offered in lieu of any trade show specials during the promotional period.

All serial numbers must be submitted online. Upon each submission a confirmation email will be sent for your records. Please keep the confirmation until incentives are received. Incentives must be submitted online by **Oct. 31, 2018**.

*Midmark must receive a copy of the end-user invoice (stating the veterinarian's name and date purchased). Invoice must be dated **June 1, 2018 — Sept. 30, 2018**. Incentives will not be processed until invoice is received.

This offer is valid on eligible products purchased by a veterinarian or veterinary facility through an authorized Midmark Animal Health dealer. This offer may not be combined with any other offer, promotion or contract pricing.

Questions?

For product inquiries, or questions about the promotion, please call the Midmark Animal Health Customer Experience Department at 1-800-Midmark or visit midmarkanimalhealth.com.

*See what The
Midmark **EDGE**
can do for you.*





**REGISTER
NOW!**

fetchdvm360.com/HD
Priority Code: **HD2018**

Register by phone
800.255.6864, ext. 6

"I've dedicated my entire professional life to helping veterinarians design and build the best animal care facilities possible, and it's fun and motivating to interact with past, present and potential clients. I also think that everyone enjoys sharing their expertise. I get to do that at HospitalDesign360 through presentations and one-on-one design sessions."



—Dan Chapel, AIA, NCARB

HOSPITALDESIGN360 CONFERENCE HAS INDUSTRY EXPERTS WHO HAVE THE ANSWERS TO ALL YOUR BURNING QUESTIONS.



**Heather Lewis,
AIA, NCARB, the
Fear FreeSM practice
expert**

Don't miss the Fear Free exam room experience in the Fetch dvm360 exhibit hall! This immersive environment will feature live Fear Free exams on real pets and show you how Fear Free design functions in the real world. Experts from Animal Arts Architects (like Heather) will be on-hand to answer questions and offer tips!



**And back for a
second year ...
Brian Conrad,
CVPM**

You've built the hospital of your dreams. Now you need to transition back to practice. Brian will offer expert advice in key management areas to smooth out any bumps in the road and get you off and running.



Extra opportunities to learn!

- > **First-time builders breakfast:** Show up, eat some breakfast and ask any questions you have as a newbie builder
- > **Burning questions panel:** Get answers from our expert speakers on that pressing problem you can't escape
- > **One-on-one consults:** Sit down for a free consult with an architect or architectural engineer to go over your plans



**REGISTER TODAY AT
FETCHDVM360.COM/HD
OR CALL 800.255.6864 EXT. 6**

Get more deets on your financials!

Did you know that Gary Glassman, CPA, does more than just present some excellent information on financials? For an extra \$100, you can meet with him one-on-one to go over your personal financial situation as it relates to your building or remodeling project. Let's get the business aspect of your build squared away.



Did we mention that HospitalDesign360 conference has an exhibit hall with all the resources and materials that will help make your build a success? Here are our exhibitors*:

Acorn Veterinary Design
and Construction
Bank of America Practice
Solutions
BBVA
DRE Veterinary
First Financial Bank
FMD Architects
Hallmarq Veterinary Imaging

K9Grass
Live Oak Bank
Mason Company
Midmark Corporation
Morton Buildings
PermaTek Coatings
Rauhaus Freedenfeld
& Associates
Schultz Technology

Sedecal
Shor-line
Snyder
Spray Master Technologies
TriStar Vet
Vetworks Health Technology
United Community Bank

*LIST IS CURRENT AS OF TIME OF PRINTING.

HospitalDesign360 conference • Aug. 15 - 17, 2018

Use this priority
code to get the
best options

HD2018

Which best describes your role? (Please use a separate registration form for each attendee.)

- ☐ Associate veterinarian ☐ Practice owner ☐ Technician ☐ Practice manager
☐ 2018 student ☐ 2018 veterinary grad ☐ Hospital staff ☐ Spouse

First name (exactly as you want it to appear on your badge) Last name Degree

Clinic name

Street address: Please Select One ☐ Work address ☐ Home address

City State ZIP code

Country Email address (for confirmation, proceedings links, etc.)

Daytime telephone number with area code

Choose the specialty that best describes your business or professional activity. (Please check one.)

- ☐ Exclusive small animal practice ☐ Exclusive feline practice ☐ Over 50% small animal practice
☐ Mixed practice (50%-50%) ☐ Cattle (Exclusive large animal practice) ☐ Horse (Exclusive large animal practice)
☐ Swine (Exclusive large animal practice) ☐ Large animal practice
☐ Consulting ☐ Over 50% large animal practice ☐ Exotic animals
☐ Student ☐ Manufacturer of veterinary drugs or equipment/includes marketing & sales personnel
☐ Not in practice ☐ Academic/teaching/laboratory/libraries/research

Please list university attended: _____

Registration options	By 5/09/18	By 6/28/18	After 6/28/18
<input type="checkbox"/> HospitalDesign360 conference Only - First Person	\$839	\$904	\$969
<input type="checkbox"/> HospitalDesign360 conference Only - Additional Person	\$579	\$644	\$709
<input type="checkbox"/> HospitalDesign360 conference + Fetch (3 days)	\$1039	\$1104	\$1169
<input type="checkbox"/> Hospital Design Lab + Fetch (3 days)	\$639	\$704	\$769
<input type="checkbox"/> Financial consultation (Conference registration required; limited enrollment.)	\$50	\$75	\$100
<input type="checkbox"/> HospitalDesign360 exhibit hall only	\$74	\$85	\$100

Architects, builders, contractors, and consultants must register and be accompanied by a hospital representative.

Your registration includes lunch. Please select your preference. ☐ Regular ☐ Vegetarian

Payment information

☐ Check enclosed
(Please make check payable to
Advanstar Communications, Inc.)

Credit Card: Please fill in credit information below.

☐ American Express ☐ Discover

☐ MasterCard ☐ Visa

Card number

Expires Security Code

Cardholder name: _____

Credit card expiration must be valid through August 2018. Your credit card statement will reflect a charge from Advanstar Communications, Inc. Refunds for cancellation must be requested in writing by mail, fax, or email and received by July 4, 2018. A \$50 processing fee applies. Clinical Techniques Courses require an additional registration fee. Fetch, a dvm360 conference, reserves the right to cancel any Clinical Techniques Course that does not meet minimum registrations by July 4, 2018. In this case, registrants will be notified and the Clinical Techniques Course paid fee will be credited or refunded.

Register at fetchdvm360.com OR by phone: 800.255.6864, ext. 6

STOP *the slip*

Veterinary architect Heather Lewis breaks down the best flooring for use in clinics.

When it comes to selecting the flooring for your veterinary hospital, some options provide better traction than others. Heather Lewis, AIA, NCARB, of Animal Arts in Boulder, Colorado, knows. The ideal surface will have a “coefficient of friction,” which can be found in the product specifications, of 0.6 or higher.

But it's a fine balance, Lewis says, because if the texture's too rough, it'll be hard to clean; if it's too fine, then the floor will be slippery.

A nonslip floor is important, not only for staff, but also for patients who may find the slippery floor scary and for patients with reduced mobility who can't walk as easily.

Lately, the trend is toward

luxury vinyl tile, or LVT (learn more about that here), because it's relatively inexpensive for such a high-performance product.

Another option is sheet vinyl, but Lewis recommends using safety or cushion vinyl, because those types need less maintenance and have even more slip resistance.

Below, Lewis shares the best and worst options for clinic flooring:

	PRODUCT	SLIPPERY OR NONSLIP	CHARACTERISTICS	PRICE	
	Concrete	Slippery	Polished or sealed concrete is slippery when wet, and because it's shiny, it looks wet all the time	\$1.50–\$7 per square foot	
	Cushioned vinyl	Nonslip	Nicer to the touch and easier to stand on for long periods of time than other tile; used a lot in human healthcare; doesn't need to be waxed	\$8–\$10 per square foot	
	Epoxy	Depends on finish	Epoxy and resin-based floors are slippery if not treated properly; ask your contractor for a large-scale sample to try and walk on it before committing to a large area	\$8–\$13 per square foot	
	Luxury vinyl tile	Nonslip, available in tile or plank form	Good coefficient of friction, but can't be used in surgery or wards because of hard-to-clean gaps	\$7–\$9 per square foot	
	Recycled rubber	Nonslip	The only flooring with inherent sound reduction; good for dog play rooms with a sealer on top; easier to keep sanitary with a sealer on top	\$4–\$12 per square foot	
	Rubber	Slippery when wet	High coefficient of friction and nonslip, but only when it's dry	\$6–\$10 per square foot	
	Safety vinyl	Nonslip	Made for nonslip safety and used in human hospitals and in service-dog training facilities; often has same coefficient of friction when wet and dry	\$8–\$10 per square foot	
	Tile	Varies	Look for tile with coefficient of friction of 0.6 or higher; watch it when it gets wet	\$10–\$15 per square foot	
	Vinyl	Depends on polish	Vinyl can be slippery if it's highly polished	\$5–\$7 per square foot	

Spruce up your veterinary hospital to attract new associates

Small touch-ups and an objective look at your space will go a long way in getting an associate or other potential practice buyer interested.

By Heather Lewis, AIA, NCARB

We recently received a call from the new owner of a hospital we designed more than 25 years ago. And it turns out that five years ago, the soon-to-retire veterinarians invested in a hospital makeover. The small changes they made, while superficial in nature, were critical to communicating that this was a desirable and thriving practice. Today, the former owners are retired and the new owners are happy and busy.

What can you learn from this success story? Here, we'll explore three strategies you can use to tune up your hospital to appeal to the next generation of practitioners—or curious corporate buyers. Whether you have \$5,000 or \$250,000 to spend, you can give your hospital a much-needed makeover and create your own success story.

1. Fire up your first impression

When was the last time you looked at your practice from an outsider's perspective? Try this exercise: Drive into your entryway, park in the visitors' lot and come in the front door. What is the experience like? Is the building inviting and vibrant, or is it worn-out and dated? First impressions—which can help or hurt you—matter to anyone new to a business. Your hospital is a physical manifestation of who you are and the medicine you practice. Consider these ideas to improve your “front of house”:

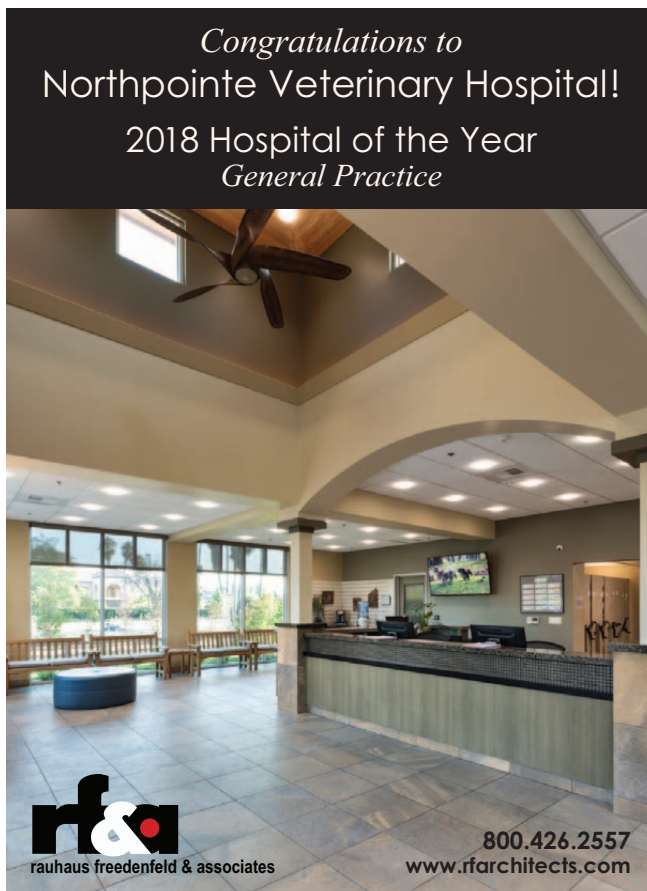
> **Upgrade your signage.** Building signage is often the first things visitors see. A well-designed, professional sign can change the look of an entry drive or the front façade of a building. It's worth hiring a signage company to help you investigate your options for creating a more professional and welcoming first impression.

> **Rejuvenate reception.** Many older reception areas have barrier-style desks that open to a business office behind. This feels cluttered and unfriendly. By separating the business office from the reception area, cutting down physical barriers, and upgrading finishes and lighting, it's possible to entirely transform the client service experience.

> **Catch up with color.** Many hospitals settle on white, because it's clean, bright and professional—and that's what many human hospitals are going for too. These are important considerations, but it's possible to add a little color for a lot of impact.



The exterior signage of Tryon Equine Hospital in Columbus, South Carolina. | Photo courtesy of Tim Murphy, Foto Imagery



> **Let in the light.** Older buildings tend to be primarily lit with artificial lighting. If your working spaces feel gloomy, it's time to bring in additional natural light via high windows, clerestories and skylights.

Studies show natural light improves productivity and morale for employees as compared to similar spaces that are artificially lit. In addition, if you're able to reduce the amount of artificial lighting you use as a result of adding daylight, you can also reduce utility costs.

> **Make strategic refinishing decisions.** It's easy to spend a huge amount of money and effort on refinishing projects, so be sure to prioritize the materials that really need to be replaced. In human areas only, one of the best values for a flooring change is to remove old vinyl and refinish the floor with a stained and sealed concrete surface for a contemporary look. This can be done for about \$3.50 per square foot.

> **Replace your destroyed cabinets.** Cabinets have a short lifespan in wet and heavily used areas. If your cabinets need to be replaced, consider purchasing stainless-steel modular cabinetry. It's expensive at \$150 per linear foot, but it looks beautiful, lasts forever and can be relocated, removed or sold like medical equipment. For the best value, use stainless steel for your base cabinets and plastic laminate for your upper cabinets.

2. Transform your technology

Veterinary schools use the latest methods, equipment and technology for teaching students. These students are then dismayed to graduate and find functional but seriously outdated equipment missing in their new workplaces. Using up-to-date technology and equipment can be a critical issue for your practice if you want to engage new graduates. If you decide to invest in technology, be sure to advertise these new and upgraded services to your clients as well. Some options are:

> **Upgrading lab, diagnostic and imaging equipment.** Consider purchasing used but recently manufactured medical equipment through distributors to reduce costs.

> **Going paperless.** The right software can help you manage your client accounts, reduce lost billing and be more efficient. Remember: It's better to make this technological transition before you make other big changes, such as renovating the building or selling the practice.

> **Create your own list** of priorities.

> **Use a design professional** to help you define the scope of the possible projects more clearly.

> **Seek the assistance of a builder** who can give you ballpark estimates for the items on your list in an a la carte menu of options.

> **Redefine your priorities again.**

I know it can be hard, as the practice owner, to spend the money to tackle even a modest hospital renovation. However, a targeted remodeling project



Concrete flooring at McGregor Boulevard Veterinary Clinic in Fort Meyers, Florida. | Photo courtesy of Stuart Gobey, Island Studio Photography.

> **Improving your web presence.**

Your practice website and social media pages can be very effective outreach tools for your business. Take a progressive approach to implementing these tools to positively differentiate your practice from others.

3. Don't panic!

The average veterinary hospital can't afford the long list of renovations described above. So, take some time to focus in on what your project will entail and why:

> **Brainstorm a full list** of improvement ideas with your practice partners and key staff.

is a reasonable way to renew and refresh your own self-image and your connection to the greater community. Even better? For many practices that will struggle to find and retain good talent or prospective buyers in the coming years, a strategic remodel may be the key to building future leadership in a changing and competitive world.

Heather Lewis, AIA, NCARB, is a partner at Animal Arts, an architecture firm in Boulder, Colorado. She's a lighting geek and a (seriously) devoted advocate of minimizing pets' stress and anxiety during their veterinary visits. She is a frequent speaker at the HospitalDesign360 conference and has designed practices and shelters that range in size from 1,200 square feet to 110,000 square feet.

300 MILLION REASONS

...to use Rescue™ Disinfectants.

An animal's sensitivity to harsh chemicals is 10,000x greater than ours. That's why Rescue™ has been formulated to be odor-free as well as gentle on users, equipment and the planet – but powerful enough to **kill Parvovirus in as little as 1 minute**. It's the best alternative to the legacy disinfectants that can cause nose blindness which can add to the fear, anxiety, and stress of a veterinary visit.



Visit us for a sample at AVMA booth #1101
and Fetch Kansas City booth #1008

RescueDisinfectants.com



Enrich your space *with retail*

You've made the leap of faith to implement retail in your practice. Now what? Here are some inspirational photos to help get you started.

Making the decision to add retail is hard. And once the decision is made,

deciding where and how to set up your showcase space is another difficult task entirely. Not only do the dimensions have to be to your clients' (and your) liking, but you need to settle on what you'll be selling as well.

In the experience of veterinary architect Dan Chapel, AIA, of Chapel Associates in Little Rock, Arkansas, he usually sees retail areas with pet products, therapeutic diet food and maintenance food available for purchase. How it's showcased to potential buyers, though, is just as important as what you're selling.

"The retail display should be subtle, understated and above all professional in appearance," Chapel says. "A good location is in a recess or alcove off of the waiting room. The best placement is on the client's route from the exam room, where the products and diets are explained and suggested as an enhancement to the pet's wellness, to the discharge area."

Visibility is as important as professional appearance, Chapel says. "The retail area should also be easily visible from the reception area, so assistance can be offered while clients are shopping."



Petit Brook Veterinary Clinic in Colchester, Vermont has shelves for retail items, natural lighting and a plant to liven the space. | Photo courtesy of Gary Hall, Gary Hall Photography



A nice and neat stack of retail shelves make a retail space Noank-Mystic Veterinary Hospital in Noank, Connecticut. | Photo courtesy of Erin Mooney



Veterinary Healthcare Associates in North Augusta, South Carolina, has wall-to-wall retail space with stacked shelves. | Photo courtesy of Samantha Thomas

4 REASONS you need more than a single shelf of retail items

1. Your hospital is in a rural area with no large-chain retailer.

"For example, we see huge retail areas in our rural Canadian projects," veterinary architect Heather Lewis, AIA, of Animal Arts in Boulder, Colorado, says, "where the veterinary practice may be an important resource for a pet owner."

2. You or somebody else has retail on the brain.

The practice owner, the practice manager or another key person in the practice needs specific experience with retail and knowledge on how to leverage retail space.

3. Retail is important to your hospital's branded experience.

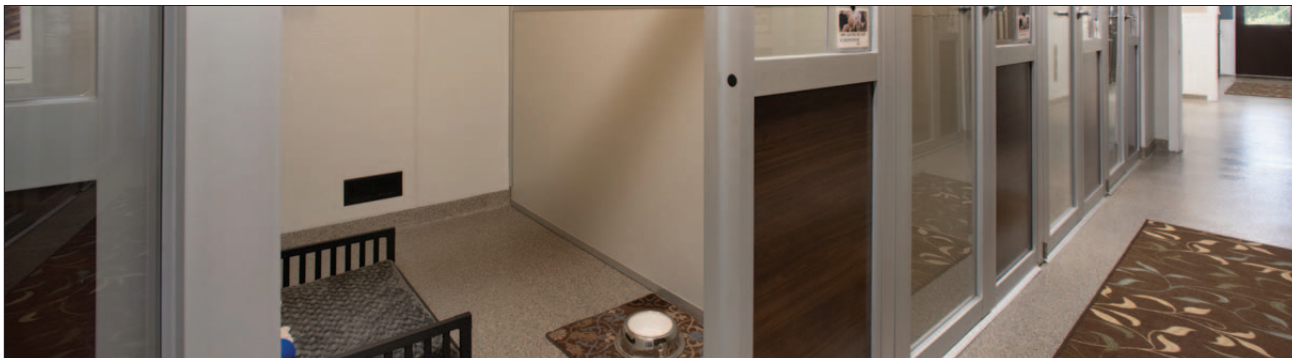
"I worked on a project in an urban area that wanted to distinguish itself as part of the close-knit neighborhood," Lewis says. "Retail was displayed on the outside wall of the building to intentionally draw people into the building, whether or not they were clients of the practice."

4. Your hospital does more than medicine.

Hospitals with a lot of ancillary nonmedical services—such as boarding and grooming—may want more retail. "In this case," Lewis says, "adding retail makes sense as people are coming for other services as well."

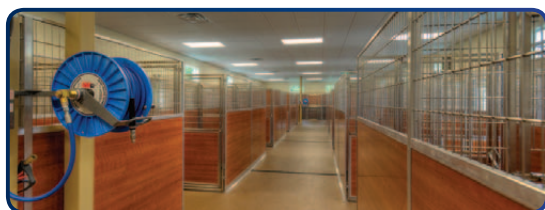


CAGES & KENNELS



Veterinary Boarding: A Smart Business Choice

Veterinarians find synergies with offering boarding in addition to running their medical practice



"I recognized quickly that providing veterinary services with boarding, grooming and day care was an immediate hit," John M. Strasser, DVM, with Carolina Ranch Animal Hospital and Resort in Garner, NC. "There is great synergy because there are referrals and customers coming from all sides of the business. Boarding provides immediate business because nearly every pet owner has that need. We provide a one-stop shop by serving our customers through a single connection point all under one roof."

Strasser says it can take five years for a new stand-alone veterinary practice to break even and using a model with boarding cut that time to two years.

"Partnering with Mason Company has worked out like a dream."

"We recently remodeled our clinic and added luxury boarding," said Dr. Chad Lewis, DVM, Hospital Director of Chimney Hills Animal Hospital, which serves Tulsa, OK and surrounding areas. **"I had a concept of what I wanted and Mason Company was able to make it happen. They were great to work with and designed the perfect high-end custom luxury boarding suites I needed. Everyone who has used our new luxury suites from Mason Company has loved them."**



MASON
COMPANY SINCE 1892

Trusted Animal Housing Solutions

(800) 543-5567

www.MasonCo.com | info@MasonCo.com



MARKETPLACE | dvm360.com/products

ARCHITECTS BUILDERS

BDA Architecture
Building Design for Animals

Specializing exclusively in animal care facilities for over 30 years!

Award-Winning Veterinary Hospital Design



Noah's Westside Animal Hospital - Winner of a 2018 Merit Award

Over 900 facilities completed in 46 states and 12 countries. Our expertise is unparalleled and our passion is delivering quality for you and your clients.



Contact us today about designing your dream!
www.bdaarc.com • info@bdaarc.com • 800-247-5387

MOBILE VETERINARY

www.laboit.com 800-776-9984

La Boit
Specialty Vehicles, Inc.

Let your
imagination
drive you



We build your custom vehicle, just the way you imagine it.

ACORN VETERINARY DESIGN & CONSTRUCTION LLC.
THE NORTHEAST'S PREMIER VETERINARY DESIGN & BUILD FIRM

www.AcornMedicalDesign.com Tel: 732 539 6271



- Proven Industry Based Design & Build Expertise.
- Fixed Fee Pricing Covers All Aspects of the Project.
- *Initial Acorn Design-Layout, Always Complimentary.*
- Current Design Portfolio Ranges 1,200-25,000 sq. ft.
- Expert, Cost Saving Equipment Procurement.
- Call Mark Reimbold for a Complimentary Consultation.

dvm360

Get more product information online

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

MARKETPLACE | dvm360.com/products

ARCHITECTS/BUILDERS

ANIMAL ARTS
architecture
animals
people

800.332.4413
www.animalarts.com

RWE
MANAGEMENT COMPANY

Chicagoland's most experienced provider for the development, design and construction of award winning animal care facilities.

630.734.0883
www.rwemanagement.com

Specializing in Veterinary Architecture

tc
ARCHITECTS

tcarchitects.com
430 Grant Street
Akron, Ohio 44311
(330) 867-1093



20 tips to **SURVIVE** a hospital construction project

Longtime veterinary architect Dan Chapel has tricks for keeping your sanity intact during this period of change.

Building or renovating a hospital is a period of huge change for practice owners and team members alike. And 40-year-plus veterinary architect Dan Chapel, AIA, NCARB, has 20 top tips to help from being buried (figuratively) by your project.

Get a head start

1. Keep a positive attitude throughout the project. (It is your *dream*, after all.)

2. Before your project, plan a movie night. Movies like *The Money Pit* or *Mr. Blandings Builds His Dream House* are great choices. Later, when you encounter problems, you can laugh at how hysterical this was in the movies.

3. Focus on what you can do as a practice owner, rather than what you can't.

4. Discuss and coordinate utility disruptions with your contractor well in advance so you're not surprised to find the water shut off during what should have been a busy morning.

5. Keep all contact information for all project team members at your fingertips.

6. If you have storage space, buy non-perishable items in bulk (and at a cheaper rate) before construction to reduce cost and deliveries during construction.

7. Know where your business stands financially and plan accordingly.

8. Before the project starts, chat with neighboring property and business owners and give them a heads-up.

9. Show your clients appreciation often and make their experiences in your business unparalleled during this time of disruption.

10. If your parking lot is going to be disrupted or severely reduced, consider offering valet parking.

11. Hold employee appreciation events.

causes. Most firms will have insurance policies for things like this.

14. Never leave decisions up to your contractor. Men in tool belts will do anything to save a few bucks on a project, but savings aren't necessarily passed to you. Be specific about every aspect of the project.

15. Make sure your construction crew is licensed. This seems simple, but if unlicensed contractors take on projects they can't handle, the practice owner will be the

one to suffer. If you're particularly cautious, run background checks on the crew.

16. If the thought of sharing your restroom with a crew of 10 strange men disturbs you or your staff, rent a Porta-Potty.

Stay the course

17. You're going to need patience. Yes, the contractors said they'd be done before your busiest time of the year; but just because they promised, doesn't mean there won't be delays.

18. Make the project an "event." Let local news stations know what's happen-

ing at the start and completion of your project to drum up some publicity and potential new clients.

19. Use the project as an excuse to market to your clients. Give out play tools or hardhats (with the hospital's logo) to clients' kids. Offer car wash tickets (with the hospital's logo and contact information) while thanking the client for using your dirty parking lot.

20. Don't forget tip No. 1! Regardless of how large or small your construction project is, remember to be patient, hire someone with a license and, most importantly, keep a good sense of humor.



They experience construction hardships during this process, too.

Watch yourself

12. Make sure safety precautions are taken. Are there signs posted that will help clients, pets and staff steer clear of possible hazards? Did the construction team shore up and barricade the area to keep people out and debris in?

13. Consider insurance coverage for surrounding properties. In cases of legal liabilities and legitimate claims, most contractors don't want to shoulder the full amount of whatever collateral damage the project



Better Patient Care. Better Business.™

Midmark Corporation, Dayton, OH.





Let us do the work.



Remodeling or building a new space can be overwhelming. That's where we come in. The Synthesis® cabinetry line by Midmark combines beauty, function and design with long-lasting Midmark quality. And our in-house design team will be there every step of the way to help you create a highly-functional space to meet your specific needs and complement your style. The end result is a space that functions the way you need it today and is flexible enough to grow as needs change.

Synthesis® cabinetry integrates with all of our product lines to ensure maximum functionality and aesthetics. Our casework is built-to-order right here in the U.S.A, and we'll see every detail through from delivery and installation to after sale support.

Midmark Animal Health is committed to being your total solution for better patient care and better business. To further this mission, we have recently welcomed VSSI products to the Midmark family.

To learn more, call 1-800-MIDMARK or visit: midmarkanimalhealth.com/HDC18.



"Midmark is the ultimate experience, and the living proof is what our clients are saying about our new veterinary hospital: 'amazing, spectacular, super modern, clean, beautiful.'"

Dr. Albert Lopez
Concierge Veterinary Hospital of Naples





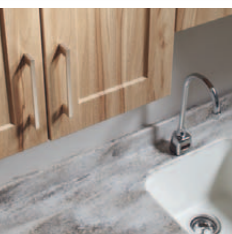
VSSI products are now a part of the Midmark family.



Together, Midmark and VSSI offer cabinetry, containment systems (for both long-term boarding and short-term holding), exam and treatment tables and tubs, lift equipment, procedure and exam lighting, sterilization equipment, anesthesia machines, patient monitors, dental delivery and digital X-ray systems, as well as clinician and client seating.

The acquisition and integration of VSSI's product platform allows Midmark to bring early-stage design and planning expertise, along with truly integrated, built-in equipment solutions to the animal health practice. This new, complete offering also simplifies the planning process for customers and distribution partners by enabling them to work with only one supplier who is recognized as the expert of clinical optimization and efficiency in the animal healthcare market.

To learn more, call 1-800-MIDMARK or visit:
midmarkanimalhealth.com/HDC18.



Better Patient Care. Better Business.™

Midmark Corporation, Dayton, OH.

