Dr. Alan Berger Honored

At this year’s Michigan Veterinary Conference, Dr. Alan Berger was presented with the W. Kenneth McKersie Service Award for his outstanding contributions to the veterinary profession spanning over 30 years. The award is conferred upon a member of the MVMA for cumulative service and accomplishments benefiting the profession of veterinary medicine, the community, and the Association.

Early in his career as a practitioner in Macomb County, he established a well-respected small animal clinic with Dr. Peter Prescott that is still serving the community. Not one to limit his efforts to his practice, he was ahead of his time with his ability to recognize trends and challenges within the profession.

Organizing his colleagues, he challenged organizations that used their tax-exempt status to establish full-service veterinary clinics. These organizations were served notice that they would be held accountable for their financial activities. In its day, this initiative attracted national attention and the experience is valuable today when similar situations arise.

Little known is that Drs. Berger and Prescott were dedicated to humane efforts. They generously donated their time and resources to help a fledgling county humane society become established.

Joining other veterinarians, Dr. Berger was also instrumental in creating the Humane Society of Southeast Michigan. This organization, run by veterinarians in private hospitals, helped to place numerous homeless pets with loving families.

Dr. Berger’s greatest contribution to veterinary medicine has been his leadership in the Macomb Oakland Management Seminars Group, affectionately known as MOMs. Recognizing that greater success can be attained by treating other veterinarians as colleagues rather than competitors, the MOMs group was established. Regular meetings focus on practice management and challenges facing the profession. MOMs is at the cutting edge of veterinary issues and is influential regionally and within the state, while it is recognized by leaders in our profession at a national level. Dr. Berger is the heart and soul of MOMs. He also served on MVMA’s Informatics Committee.
STATE VETERINARIAN’S REPORT

MDARD’s Role in Animal Welfare

COMPANION ANIMALS

At the state level, the Michigan Department of Agriculture and Rural Development responds according to authority under laws and regulations established by the Michigan Legislature, usually in response to constituent input. We have a program for registered animal shelters and conduct inspections of these shelters to ensure that animals are properly cared for in the shelter, enabling adopters to bring home the best shelter animal possible.

Our inspectors:

- Confirm the cages are appropriate and are cleaned at least once a day
- Confirm that pet food is kept in a safe manner to prevent contamination
- Ensure the animals are receiving adequate water and food
- Confirm everything can be easily cleaned—surfaces in the facility should be sanitizable to minimize illness and disease.
- Confirm the shelter uses the services of at least one licensed veterinarian.
- Confirm shelter seeks licensed veterinary services whenever a health issue arises. We encourage shelters to work with their vet whenever an animal in the shelter is ill or injured.

It is important to note Michigan does not license animal rescues. Additionally, anyone that finds a stray must inform their local animal control agency (or local law enforcement if there is no local animal control agency) within 48 hours that they have a stray in their possession so that the animal might be reunited with its owner.

LIVESTOCK

The Generally Accepted Agricultural Management Practices (GAAMPs) for the Care of Farm Animals established under the Michigan Right to Farm (RTF) law is an excellent guide to assist animal owners in their understanding of basic needs of livestock. If producers follow GAAMPs they will be protected from nuisance lawsuits under the RTF program.

During regular business hours, MDARD staff may be reached by calling (517) 373-1104. MDARD has an Emergency Management Coordinator available after hours at (517) 373-0440.

MSU Extension and College of Veterinary Medicine are an excellent source for clients in need of information on feeding alternatives and body condition scoring.

Animal welfare and rescue issues should be referred to local law enforcement or, in the areas of Detroit, Hamtramck, and Highland Park, the Michigan Humane Society investigates cruelty complaints under arrangements with local law authorities. To report suspected animal cruelty in these cities, call their Cruelty Hotline at (313) 872-3401.

Local animal control/law enforcement have the authority to enforce our state’s laws regarding stray animals, animal neglect, animal cruelty, and any local ordinances in your area. Your local humane society or animal shelter may also be able to investigate complaints through arrangements with law enforcement agencies.
MVMA held an Animal Welfare Conference on November 19, 2012. The conference featured Dr. Bernie Rollin, nationally known animal welfare expert from Colorado State University, and focused on how veterinarians work together with producers and others for humane treatment of animals at every stage of life.

Dr. Rollin talked about the importance of natural behavior, compassion fatigue and the ethics of small animal cancer treatment. Other speakers included Jeff Cruz, JD; Jan Shearer, DVM; Margaret Peralta, DVM; Jennifer Walker, DVM, PhD; Camie Heleski, PhD; Janice Siegford, PhD; and Ben Bartlett, DVM.

Topics included prosecuting animal abuse cases, guidelines for euthanasia of cattle, low-stress dairy cattle handling, animal welfare programs, a working dog welfare scenario, and a live cattle handling demonstration.

There were approximately 200 attendees at the event including DVMs, LVTs, industry representatives, farmers, producers, shelter personnel, animal welfare enthusiasts, and members of the public.

MVMA plans to hold another conference on November 25, 2013, with the featured speaker being Dr. Paul Hemsworth. Dr. Hemsworth is a professorial fellow in the Institute of Land and Food Resources at the University of Melbourne with an extensive research career spanning 25+ years studying the behavior and welfare of farm animals.

MVMA thanks Dr. Lana Kaiser and the Animal Welfare Committee for their work on the conference. Stay tuned for more information on the upcoming 2013 Animal Welfare Conference!
The MVMA Board of Directors met on December 12, 2012. Highlights of this meeting are included below.

**Progress on Strategic Plan**

MVMA’s strategic planning session in September initiated work in several areas.

**Mandatory Continuing Education**

MVMA’s lobbyist, George Carr, reported that he met with the Governor’s office to discuss mandatory CE for veterinarians. Since the administration is currently working to downsize government entities through the Office of Regulatory Reinvention (ORR), they are not interested in assisting with pursuing mandatory CE until after the work of the ORR has been completed. Mr. Carr is working on a brief for the Governor’s Office and will share information on reciprocity of bordering states. Legislation has been drafted as well as talking points for future use when and if needed. The bottom line is that the Governor’s Office is engaged in other activities for now.

**Capitalizing on Technology**

Technology is constantly changing, and staff members have begun investigating a variety of possible new initiatives for MVMA. These include revamping the MVMA website to include making it more user-friendly and app-friendly, expansion of MVMA’s social media efforts, and providing new ways to share CE with members. The Board authorized up to $50,000 to make significant technology enhancements for members.

**Revised Animal Welfare Position Statements**

The Board approved revisions to the following MVMA position statements:

**MVMA Position Statement on Canine Ear Cropping & Tail Docking**

The MVMA opposes routine ear cropping or tail docking of dogs for cosmetic reasons. The MVMA encourages the elimination of ear cropping and tail docking from breed standards. Veterinarians should counsel and educate dog owners that these procedures are not medically necessary.

**MVMA Principles on the Use of Animals in Education & Research**

The MVMA recognizes that veterinarians have a commitment not only to animal health and welfare, but also to the promotion of public health and advancement of medical knowledge. The MVMA supports the humane and responsible use of animals in education, research, and outreach. Furthermore, the MVMA supports the policies and procedures used by institutional animal use and care committees to assure animals are used judiciously and treated humanely.

The MVMA supports the Five Freedoms of Animal Welfare modified from those originally described by the Brambell Report. Further the MVMA believes the Five Freedoms form a framework that allows assessment and continuous improvement of animal welfare. These freedoms are:

1. Freedom from hunger and thirst, by ready access to fresh water and a diet to maintain full health and vigor.
2. Freedom from discomfort, by providing an appropriate environment including shelter and a comfortable resting area.
3. Freedom from pain, injury, or disease, by prevention or rapid diagnosis and treatment.
4. Freedom to express normal behavior, by providing sufficient space, proper facilities and, for social species, company of the animal’s own kind.
5. Freedom from fear and distress, by ensuring conditions and treatment which avoid mental and physical suffering.

The MVMA supports improved identification systems for companion animals designed to prevent their unintentional, unauthorized or illegal use.

The MVMA supports strict enforcement of the regulations addressing the use of animals in education, research and outreach and encourages adequate funding for enforcement of regulations. Furthermore, the MVMA promotes the continued review and modification of these regulations.

**MVMA Principles of Animal Welfare**

- The MVMA supports the humane use of animals for the benefit of society through companionship, food, fiber, therapy, exhibition, work, recreation, research, and education.
- The MVMA recognizes the ethical obligation to strive for optimum animal welfare in all situations where animals are used for the benefit of society.
- The MVMA promotes humane care and handling of animals through advocacy and education and believes this is a responsibility of the veterinary profession.
The MVMA supports the Five Freedoms of Animal Welfare modified from those originally described by the Brambell Report (see above). Further, the MVMA believes the Five Freedoms form a framework that allows assessment and continuous improvement of animal welfare.

The MVMA believes medical and surgical practices, and management and husbandry systems, should minimize pain, discomfort, and distress. This should be accomplished by using current scientific and evidence-based data and expert opinion.

The MVMA recognizes animal welfare requires responsible ownership, skilled animal handling and stockmanship, and when needed, humane and painless death.

2013 Budget
The proposed 2013 budget was approved.

Proposed Veterinary Practice Affiliate Category
The MVMA Membership Committee submitted a proposal requesting that the Board of Directors create a new affiliate category for non-DVM members of the veterinary practice staff. The new affiliate category proposal was drafted as a result of repeated requests from non-DVMs to have access to MVMA’s information and services. The Board approved the new affiliate category. See sidebar on page 6 for details.

Retiring MVMA Board Members
The MVMA Board of Directors honored several Directors who are retiring from the Board: Dr. Frank Carmona, Immediate Past President; Dr. Jeremy Boge, representing food animal; Dr. Andrea Switch, representing Oakland County; Dr. Jacob Langendorfer, representing Northeastern VMA; Dr. Becca Kursch, representing Western VMA; and Dr. David Butts, representing Michiana and Southwestern VMAs. MVMA thanks them for their years of great service, time, and contributions to the organization!

MVMA Welcomes Our New Board Members

Dr. Christian Ast (representing Wayne and Oakland Counties) is a 2002 MSU CVM graduate and is an associate veterinarian at Plaza Veterinary Hospital in Farmington. During his time at MSU, he served as class president for his last two years in the program. He is an active member and past president of the Southeast Michigan Veterinary Medical Association. For the past two years, Dr. Ast has been a lecturer for the Wayne Community College Veterinary Technology Program lecturing on abdominal ultrasound. He is very passionate about educating the community on the importance of planning to care for family pets in case of a disaster. “I look forward to new challenges as I increase my involvement by representing Wayne and Oakland Counties on the MVMA Board of Directors,” said Ast. “I’ve served on several MVMA task forces and the Membership Committee and I look forward to extending my involvement and expanding the reach of the MVMA.”

Dr. Rebecca Barr (representing Thumb VMA) is a 2007 MSU graduate with a BS in Animal Science. She received her DVM degree from MSU CVM in 2009. She currently works for Progressive Pets Animal Hospitals at their Macomb Veterinary Associates location in Utica. Dr Barr was born and raised in Armada and still resides there. She feels that the single most important challenge she would like to achieve during her term of leadership is mandatory continuing education requirements. Dr. Barr is active in in the MSU CVM Mentor Program, Thumb VMA, AVMA, AABP, and MVMA. She is also a past member of the MSU VTH Small Animal Advisory Panel and has been active in numerous volunteer activities.

Dr. Gary Gillette (representing Michiana and Southwestern VMAs) is a 1977 MSU CVM graduate. From 1977 through 1981, he worked in private clinical practice in Michigan and Georgia, including two years as a trauma-exclusive practitioner. In 1981, Dr. Gillette moved into industrial veterinary medicine, where he remained until his retirement in 2004. During his industrial career, Gillette worked with both large and small animals and traveled extensively both domestically and internationally. “I’m looking forward to offering my expertise in private clinical practice and industrial veterinary medicine to the veterinary community,” said Gillette. His professional affiliations include being a life member of the AVMA, a past member of the Georgia VMA, and a current member of MVMA and the Southwest Michigan VMA. He is currently licensed in Michigan, Ohio, Kentucky, Georgia, and Missouri, and is federally accredited in all species possessing federal and state of Michigan drug licenses. Dr. Gillette was selected to organize the annual Piney Woods Veterinary Seminar for the past 10 years.
board of directors update

Dr. Jessica Christensen (representing Northeastern VMA) graduated from MSU CVM in 2009. Following graduation she accepted a position at South Shore Animal Hospital in Houghton Lake. She has a special interest in surgery, senior care, and feline medicine, and is the primary feline advocate at the clinic. Under her guidance, the practice became an AAFP Cat Friendly Practice. Dr. Christensen looks forward to bringing excellent communication skills and a desire to work as a liaison between the MVMA and veterinarians in her district. “I want to bring state regulations and MVMA positions on veterinary issues to the attention of veterinarians in my district, and bring any recommendations or feedback they have to offer back to the MVMA,” she said. “My hope is that positive feedback will help make a difference in future issues and regulations and will encourage others to get involved.”

Dr. Erin Howard (representing food animal practice) is a 2004 MSU graduate and a 2009 MSU CVM graduate. During her DVM program, she aided in development of the Food Systems Fellowship Program, designed to aid veterinary students in gaining exposure to non-clinical related production medicine industries, and was published in the Journal of Veterinary Medical Education. Her focus has included production animal medicine, companion animal internal medicine, and equine medicine. Dr. Howard practices at Apple Grove Veterinary Care in Charlotte with an emphasis on internal medicine cases, preventative care, and rehabilitative services. She resides in Eaton Rapids with her husband, young son, dog, and cat.

Dr. Chad Ackerman (representing Western VMA) practices small animal and bovine medicine at the Hamilton Veterinary Clinic and currently serves as the secretary of the Western Michigan Veterinary Medical Association. He is also a member of the American Veterinary Medical Association and is actively involved in the Western Michigan Academy of Small Animal Practitioners. Dr. Ackerman would like to see the State of Michigan and the MVMA enact a continuing education and professional development model for veterinarians in the state. He would also like to see basic standards of care implemented for the profession. “I am excited to work with my colleagues and the various organizations involved in animal health and welfare,” he said. “I will strive to further the advancement of our profession and the human animal bond.”

Take advantage of MVMA’s new Veterinary Practice Affiliates

Do you have practice managers, veterinary technicians, veterinary assistants, or other veterinary team members who want to be a part of MVMA? If so, they can now join the MVMA as a Veterinary Practice Staff Affiliate!

MVMA is one of the most progressive, passionate, and dedicated veterinary organizations in the country and now our Board of Directors is opening our doors to other veterinary professionals. By becoming an MVMA affiliate, they will be connected with great ideas and incredible people using dynamic and creative solutions you can use in your practice. Have them join us and be inspired!

Did you know that 72% of people who belong to an association are very satisfied with their jobs compared with fewer than half of people who don’t belong to one? We can help your staff become shining stars in your practice with an extensive list of resources they can use today!

Take advantage of this exciting introductory offer to join MVMA for an annual rate of $75 and get 15 months for the price of 12 months!

MVMA affiliates receive:

- Access to MVMA’s staff who work for you — Have a question about Michigan Law or best practices? Call us!
- Opportunities to connect with and utilize the expertise of over 2,200 MVMA members!
- Special invitations to attend MVMA events and targeted CE at a discounted rate. The first opportunity will be at MVMA’s Summer Conference at Boyne Mountain Resort with speaker Wendy Myers, President of Communications Solutions for Veterinarians, Inc.
- Free subscriptions to the MVMA Enewsletter and magazine, The Michigan Veterinarian, as well as important email alerts to keep you informed of pet food recalls, disease outbreaks, and other urgent issues!
- Access to important information in the Member’s Only section of michvma.org as well as all of MVMA’s existing benefit programs!

MVMA is helping to drive the future of veterinary medicine—and we are here to make your life easier. Visit our website at www.michvma.org for more information!

Please note that in order to become a Veterinary Practice Staff Affiliate you must have at least one MVMA veterinarian member at your practice.
New IRS Regulations on Taxing of Medical Devices

On January 1, 2013, a recently finalized rule from the IRS took effect that places a 2.3% excise tax on some medical devices regularly found in veterinary hospitals.

Following is the definition of a medical device, from the IRS document on the medical device excise tax:

The proposed regulations provide that for purposes of the medical device excise tax, a device defined in section 201(h) of the FFDCA that is intended for humans means a device that is listed as a device with the Food and Drug Administration (FDA) under section 510(j) of the FFDCA and 21 CFR part 807, pursuant to FDA requirements.

The rule specifies that although devices labeled and approved exclusively for veterinary use are exempt, devices that are approved for use in both humans and animals will be taxed. The devices’ manufacturers will be responsible for paying the tax, which is based on their revenue from sales—something that may lead many of them to raise their prices in order to remain in business.

AVMA has a medical device tax FAQ which lists several examples of devices that could be taxed because they are commonly used for both humans and animals, including IV fluid pumps, endoscopes, and cardiac monitors.

The most visible effect of the tax will occur when veterinarians go shopping for medical devices and encounter higher price tags on many items. According to a survey of the medical device industry, 52.5% of 181 medical device companies surveyed said they planned on dealing with the tax by increasing prices. Those increased costs will fall on the shoulders of veterinarians, who will ultimately face the tough decision of whether to pass them along to their clients. In an attempt to sidestep the tax, veterinarians may want to adjust their buying habits to specifically target devices that are exclusively for veterinary use.

Veterinarians Must Offer Written Prescriptions to Clients

The Department of Licensing and Regulatory Affairs would like to remind veterinarians that clients must be offered the option of receiving written prescriptions when medication has been prescribed for their pets. Clients may still continue to purchase the prescribed medication directly from the veterinary practice if they choose to do so. This reminder is in accordance with the Board of Veterinary Medicine’s Administrative Rule 338.4923(1) which states: “If a veterinarian recommends a specific medication for a patient, the veterinarian shall honor a client’s request for a prescription in lieu of dispensing a prescription product.”

Veterinarians who do not provide this option to their clients could also be cited for violating the Public Health Code under Section 333.16221(a).

If you have any questions, please email the Bureau of Health Professions at bhpinfo@michigan.gov or call us at (517) 335-0918.
Dr. Laurie Tyrrell is helping pets get back on their paws at Animal Rehab & Fitness Center.

Laurie Tyrrell, DVM, CVA, CCRT, joined our team in January 2013. Her background began in *equine sports medicine*, where she developed extensive skills in lameness diagnosis, musculoskeletal imaging, ultrasound and advanced treatment. Her skills in equine rehabilitation coupled with a desire to improve the quality of life for her own aging dogs, led her career path to *small animal rehabilitation*.

Certified in acupuncture and rehabilitation, Dr. Tyrrell specializes in:
- Post-surgical Rehab
- Neurological Rehab
- Arthritis & Obesity Management
- Sports Dog Assessment & Conditioning

For case consultation, contact Dr. Tyrrell at 248-960-7200.

**Animal Neurology & MRI Center**
**Animal Rehab & Fitness Center**
**Animal ER Center**
1120 Welch Road, Commerce, Michigan
248-960-7200 • animalrehabfitnesscenter.com

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Rest Easy.

Your patients are in good hands.
This year’s Michigan Veterinary Conference attracted over 1,500 attendees. In addition to the excellent educational program and outstanding exhibit area, attendees were treated to a variety of receptions and social events including Speed Networking.

The MVMA Annual Meeting included informative presentations and awards. Immediate Past President Dr. Susan Sayles spotlighted the “President’s Honor Roll” to recognize the hard work of MVMA supporters.

Watch for information on the 2014 Michigan Veterinary Conference. You won’t want to miss it!

BIRTH OF A PUREBRED Award

James Kober, DVM ’87, MS, Diplomate ABVP-SHM, was recognized with the “Birth of a Purebred” award for his accomplishments in clinical/production medicine and teaching. Dr. Kober earned his bachelor’s degree in animal science in 1983 and his veterinary degree in 1987, both from Michigan State University. He holds a master’s in science from Iowa State in the field of swine production medicine and is a diplomate of the American Board of Veterinary Practitioners in the Swine Health Management specialty. He operates a swine practice based in Holland, Michigan, that serves producers in Michigan and Indiana, and also is a partner in Four Star Veterinary Services that provides service to swine producers across a wider region.

The “Birth of a Purebred” award is given annually and nominations for the award are submitted to the dean from the MVMA Food Animal Practice Committee. This award is presented to an alumnus of the college or a private practitioner in Michigan who works primarily in food animal medicine and has demonstrated zeal for advancement in clinical/production medicine as well as excellence in student mentorship. Dr. Kober’s activities in organized veterinary medicine include serving on the MVM Animal Welfare Committees and the American Association of Swine Veterinarians. He is also a member of the Editorial Board for the Journal of Swine Health and Production.
President Dr. Susan Sayles’ HONOR ROLL

Brooklyn Road Veterinary Clinic’s Practice Team, support of Presidential duties
Dr. Sarah Abood, leadership on the Membership Development Committee
Dr. Cathy Anderson, assistance with “Building Bridges” between veterinarians and animal care and control agencies
Dr. Marcie Barber, leadership on the Animal Welfare Committee
Ms. Karlene Belyea, management of all aspects of the MVMA
Dean Chris Brown, leadership of our College of Veterinary Medicine
Dr. Kim Buck, coordination of the small animal seminar series
Dr. Therese Burns, leadership on the Executive Committee
Dr. Julie Cappel, leadership on the Executive Committee
Dr. Frank Carmona, leadership on the Executive Committee, Power of Ten Leadership Academy, and Investment Task Force
Mr. George Carr, service in political and legislative arenas

Dr. Renee Coyer, coordination of the Upper Peninsula Miracle of Life
Dr. Jeff Dizik, leadership on the Michigan Animal Health Foundation
Ms. Sheri Fandel, coordination of MVMA operations and as a tremendous resource for members
Dr. Nancy Frank, leadership in representing Michigan in the AVMA HOD
Dr. Steven Halstead, leadership as our State Veterinarian
Dr. Jean Hudson, leadership on the Legislative Advisory Committee
Dr. Ralph Huff, leadership on the Executive and Legislative Advisory Committees
Ms. Jan Hodge, coordination of administrative services
Dr. Gail Hoholik, coordination of the Upper Peninsula Miracle of Life
Dr. Lana Kaiser, coordination of the MVMA Animal Welfare Conference
Dr. Tari Kern, coordination of People, Pets & Vets

Dr. Joe Kline, leadership on the Public Health Committee
Dr. Jan Krehbiel, leadership as AVMA District V Representative
Dr. Larry Letsche, leadership on the Board of Veterinary Medicine
Ms. Amy Morris, leadership in MVMA Public Relations
Dr. Pete Prescott, leadership on the Ethics and Grievance Committee
Ms. Kara Henrys, management of member benefits and student programs
Dr. Ed Rosser, leadership on the Joint CE Committee and MVC
Nick & Katie Sayles, support of Presidential duties
Dr. Mary Seager, leadership on the Awards Committee
Dr. Kathy Smiler, leadership in representing Michigan in the AVMA HOD
Dr. Mike Thome, leadership on the Leadership Development Committee
Dr. Bob Vlietstra, leadership on the Food Animal Practice Committee

Speed Networking was a huge success.

MVMA’s annual meeting.
MVMA summer conference

August 4–6, 2013 | Boyne Mountain Resort, Boyne Falls, MI

Dermatology
Danny W. Scott, DVM, Diplomate-American College of Veterinary Dermatology, Diplomate-American College of Veterinary Pathologists (Honorary)
Sponsored by P&G Pet Care

Practice Management for Veterinarians and their Staff
Wendy S. Myers, President, Communication Solutions for Veterinarians, Inc.
Sponsored by IDEXX

Plus plenty of fun evening events!

Watch for the full brochure with complete details, coming in April.
Neurology Service at Veterinary Teaching Hospital

The MSU Veterinary Teaching Hospital announces its new Medical Neurology Service, which provides all levels of hospitalized care and concentrates heavily on spinal and brain surgery. The service is lead by Curtis Probst, DVM, Dipl. ACVS.

In addition to ancillary support such as emergency and critical care, rehabilitation, and radiation oncology, the Medical Neurology Service also provides:

- Surgical neurology
- Advanced imaging
- Electrodynamics
- Care for injuries and illnesses that affect the neurological system
- Hydrocephalus corrective shunting and biopsies
- Decompression for dogs with intervertebral disk disease and caudal occipital malformation syndrome

The service provides consultative services Monday through Thursday. For more information, please contact 517-353-4523, or visit www.cvm.msu.edu/hospital
Doctor, have you checked your website’s pulse lately?

For the most part, the Yellow Pages (as a source for finding a veterinarian) is on life support. Internet search engines are now responsible for the majority of searches for virtually all service providers. Even people who use the Yellow Pages often follow up by reviewing a practice’s website before calling for an appointment.

So, assuming you have a website, you probably feel this article is not for you. If so, you may be wrong. A random review of many veterinary web sites found that at least 85% of all companion animal practice websites have room for significant improvement in terms of being attractive to pet owners.

That’s not to say that 85% are not attractive. Indeed, many are very professional and “attractive.” The problem is that most are attractive to other veterinarians, not pet owners!

Here are some simple steps and questions you can answer to see if your website is in need of help.

**STEP ONE**

First, is your website coming up near the top of Internet searches? Here’s a simple test: Using Google (or your favorite search engine) type in “veterinarians [insert the name of your town].” Hit “search” and see what happens. Is your practice one of the first 3–5 practices that are listed in the search results? If not, your condition is “serious.” If your practice’s name doesn’t come on the first page, your condition requires “intensive care.” You don’t have a website? Condition: “critical.”

**STEP TWO**

Next, look at your website and answer these simple questions:

1. What appears in the upper left-hand corner of the home page? Is it a specific call to action, such as “call us for an appointment at [followed by your phone number]?”
2. Is a picture of your building a prominent feature on the home page?
3. Is the “About Us” tab clearly and prominently displayed? (If there is no “About Us” tab on your site, answer “no” to this question.)
4. Does the “About Us” tab lead to a photo gallery of your doctors and key staff?
5. Does each picture of the doctors and staff include the team member with a pet?
6. Does most of the content associated with each Doctor on the “About Us” page talk primarily about school of graduation, special medical/surgical interests, involvement in associations, awards received and the like?
7. If you have a photo gallery on your website, are there any pictures of rooms or areas of the practice in which the rooms are empty? (That is, pictures without people and animals?) If you do not have a photo gallery, answer “no” to this question.
8. Do you have a Facebook and/or Twitter logo on your site?

**SCORING**

The answers to questions 1, 3, 4, 5, and 8 should be Yes. The answers to questions 2, 6, and 7 should be No.

If you scored perfectly, congratulations! Your website is probably in good shape and you can shift your priority to other potential areas of need for your practice.

Frankly, anything less than a 100% correct score means that there are opportunities for you to make improvements.

**THE GOOD NEWS**

The Partners for Healthy Pets website (www.partnersforhealthypets.org) has an entire category of helpful tools on Internet Marketing and Social Media. These free tools come in the form of fun video modules, which in turn are accompanied by downloadable, step-by-step instructions that even technologically challenged practices can understand and follow.

These tools will help you craft a message for your website that will attract clients and result in them calling you for an appointment. They will tell you what it takes to create a truly client attracting website and help ensure that your practice rises to the top of search engine results. The tools will guide you the steps to get you engaged in social media, including Facebook and Twitter.

Finally, sites such as Yelp are giving your clients an opportunity to comment on your practice—both in positive and potentially harmful ways. The tools will help you understand how you can monitor the online comments being made about you and your practice, and give you helpful ideas on how to respond to comments made by others.

**DON’T PUT THIS OFF!**

Every day that your website is not optimized for client attraction costs you new clients. Take the first step today at www.partnersforhealthypets.org.

Partners for Healthy Pets is committed to working with you to enhance the health of your patients and your practice. Learn more about Partners for Healthy Pets and explore the Resources Toolbox at www.partnersforhealthypets.org.
The Real Secret to Surviving and Thriving in the New Economy

Have you ever thought about how people choose the restaurant where they eat out?

Consider this scenario: you’re driving home with a colleague after a long day at the clinic and, as you’re both feeling hungry, so you decide to stop for a bite to eat at a casual dining restaurant. On one side of the road is a restaurant with a big red apple above it and on the other side one with a pepper above it. Which one do you choose?

For most people the answer would be “the one that is on the same side of the road that I’m driving on!” Why? Because they both offer the exact same thing! The same type of building, the same booths, bar, and tables inside, and the same items on the menu. In fact, it’s a fair bet that if you were blindfolded and taken to either of these restaurants, and their logos were removed from everything inside, you would probably find it difficult to say which one you were in! Unless the restaurant on the other side of the road offers a compelling reason for you to battle four lanes of traffic, the one on this side will do nicely thank you!

Imagine having a business where the only reason your clients come is because of your location. It’s not exactly the most stable platform on which to build a business, especially in this economy.

Just as many financial experts believe that the stock market and real estate market losses were a natural regression to what they were really worth, the ‘New Economy’ is redressing the balance of business supply, too. There’s over-supply of most businesses, and consumers are voting with their feet to choose which ones will survive. In fact, consumers have more power now than ever before, and they’re not afraid to use it!

Consumers are much more value-conscious in this economy than ever before, and they now have zero tolerance for the ordinary and the incompetent. Notice our use of the word value and not price. Consumers are still willing to pay for value. In fact, you may be surprised to learn that only around 15 percent of consumers make their buying decisions based solely on price.

In the New Economy, however, money is being spent much more judiciously, as you no doubt have noticed. Your practice is under more scrutiny than ever before, with clients trying to decide if you are worthy to treat their pet and receive their hard-earned dollars.

The truth is this: There’s never been a more critical time for veterinary practice owners!

In the past couple of years, we’ve seen a number of successful, experienced veterinarians, accustomed to rivers of money flowing to them, suddenly finding themselves staring at dry creek beds. In fact, one veterinary practice owner in North Florida put it this way: “Before the recession, it was impossible to fail; all you had to do was find a halfway decent location, open up, and clients would flood in. Now we’ve got to work for it!”

Doesn’t it seem like sometimes there are just too many veterinary practices in your area and not enough pet owners to go around? We often hear clients tell us that they are competing with six, nine, or even a dozen other practices within a ten-minute drive from their clinic.

The biggest problem we see in the veterinary profession today is that, to the outside world, everyone looks the same. That’s not a healthy position to be in because if a pet owner has six veterinary practices to choose from and they all appear to offer the exact same thing then the only thing they have left to compare is price and location. Of course, you will get clients via referrals but there are very few veterinary practices that have an effective and measurable referral system in place.

If you’ve ever wondered why your reception team spends so much time fielding calls from pet owners inquiring about your prices, it’s because they can’t see your value proposition. The bottom line is, if you want to be chosen for reasons other than price and location, you must be different and, more importantly, show the pet owners in your area that you are different.

There are many ways you can be different and offer pet owners a compelling reason, other than price and location, to choose your practice.

- You can be different by whom you deliver your service to; this is the reason cat owners will happily pay more to visit a feline-only practice.
- You can be different in how you let clients pay for your service; this is the reason pet owners will happily pay more to pay monthly rather than face the ‘sticker shock’ of a large annual bill.
- You can be different in how you deliver your service; this is the reason affluent clients will happily pay more for a concierge service.

You can be different in so many different ways; it just takes a little thought. For example, ask yourself why you make the buying decisions you make, and you may find some clues.

The single most effective thing you can do to survive and thrive in the New Economy is to be unique. After all, if you are the same as every other veterinary practice, you’ll get the same results. Average equates to ordinary; you want to be extraordinary.

Now, you might argue that vaccinations are pretty much a commodity, and you would be right. But what’s more of a commodity than coffee? Yet Starbucks sells it more expensively and with more customer loyalty than any other coffee shop. Why? They deliver a uniquely desirable experience.

Remember, when what you deliver is perceived as a commodity, even the affluent will shop for the cheapest price. But when you deliver a memorable experience that creates an emotional connection, price is not an issue. Even something as simple as a vaccination can be wrapped in an experience that is worth the extra cost.

The question is: do you dare to be different?

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For more than 25 years, the DCPAH endocrine section has offered laboratory tests to assist in identifying the causes of disorders of calcium metabolism. The long-available tests include assays for parathyroid hormone, ionized calcium, 25-hydroxyvitamin D, and parathyroid hormone-related protein. A recent addition to this test catalog is the assay of calcitriol (1,25-dihydroxyvitamin D), the vitamin D metabolite of most potent biological activity. For some disorders, the use of these tests will confirm a diagnosis. In other situations, a final diagnosis may not be established but the test results will help direct the clinician in selection of additional diagnostic procedures. The diagnostic insights gained from each test are summarized below.

**IONIZED CALCIUM**
The concentration of total calcium on a laboratory report is the summation of three fractions in serum: protein-bound calcium, free or ionized calcium (the biologically active form), and calcium bound to other anions such as phosphate, bicarbonate, or lactate. Some animals with renal disease will have elevated concentrations of both total calcium and phosphorus, where the normal ionized calcium result correctly shows there is not a true hypercalcemia.

**PARATHYROID HORMONE (PTH)**
The parathyroid glands play an important role in metabolism by monitoring ionized calcium and secreting PTH when there is a need to correct a decrease in calcium or maintain normocalcemia. The PTH assay helps to discern whether dysfunction of the parathyroid glands is the cause of the calcium abnormality or whether the parathyroid glands are responding appropriately to correct the change in calcium. The PTH assay is used to distinguish primary hyperparathyroidism (parathyroid adenoma) from other parathyroid-independent causes of hypercalcemia (e.g., malignancy, vitamin D toxicity, granulomatous disease). In instances of hypocalcemia, the PTH assay is used to distinguish primary hypoparathyroidism from other causes of calcium loss such as renal disease or nutritional deficiency. The PTH assay is suitable for use in dogs, cats, horses, and nonhuman primates and is unlikely useable for birds and reptiles.

**PARATHYROID HORMONE-RELATED PROTEIN**
Malignancies (nonparathyroid) can induce hypercalcemia by different mechanisms. Parathyroid hormone-related protein (PTHrP) is a paraneoplastic product of some tumors and is so named because it causes hypercalcemia by mimicking uncontrolled PTH action on bone and other tissues. In dogs, elevations of PTHrP most consistently are seen with perianal gland adenocarcinoma and can occur with lymphosarcoma, thymoma, and other carcinomas. Elevated PTHrP results are very uncommon in cats but have been reported with carcinomas of pulmonary or renal origin, lymphosarcoma, and a thyroid c-cell tumor. Unfortunately, a normal PTHrP result does not rule out malignancy.

**25-HYDROXYVITAMIN D (25OHD)**
Vitamin D ingested in the diet or synthesized in the skin that reaches the liver is converted to 25OHD, the prominent metabolite in the circulation. Thus measurement of 25OHD is used to identify instances of vitamin D toxicity or deficiency. This assay can be used in mammals, birds, and reptiles. In recent years, errors in commercial diet formulation have resulted vitamin D excess in several species of birds and animals. Ingestion of vitamin D-containing rodenticides, primar...
ily by dogs, is another cause of toxicity but is rare. The 25OHD assay will not detect the vitamin D analog used in psoriasis crèmes for human use that have been sometimes ingested by dogs. The DCPAH nutrition section can measure the vitamin D3 content of food samples.

There are reports of vitamin D deficiency in raw or home-prepared diets. Some species have evolved with great reliance on light-induced formation of vitamin D and metabolic bone disease can develop with insufficient intensity/improper spectrum of light. This has been of particular concern in reptiles and sometimes in nonhuman primates. The syndrome of vitamin D insufficiency/rickets related to reduced intensity of light in young llamas and alpacas was identified in assays performed in this laboratory. Secondary hyperparathyroidism related to gastrointestinal disease can occur because of malabsorption of ingested vitamin D.

**CALCITRIOl**

This metabolite of vitamin D is produced in the kidney by adding another hydroxyl group to 25OHD. The calcitriol assay has possible diagnostic applications in both conditions of hypercalcemia and hypocalcemia. The occurrence of hypercalcemia related to granulomatous disease is apparently due to the acquired ability of macrophages to convert 25OHD to calcitriol in an uncontrolled manner. The amount of calcitriol produced is of sufficient excess to induce hypercalcemia. With renal disease, decreased production of calcitriol would be a contributing factor to development of renal secondary hyperparathyroidism.

Also, the calcitriol assay has potential application in distinguishing vitamin D–dependent rickets (VDDR) types 1 versus 2, conditions suspected in young animals with impaired growth, physical signs of rickets, or pathological fractures despite adequate dietary calcium and vitamin D intake. In VDDR type 1, there is a congenital defect in the ability of the kidney to make calcitriol, with one case report in a kitten. The defect in VDDR type 2 is apparently related to dysfunction of the vitamin D receptor in tissues, so the body cannot use the vitamin D it ingests and produces. Several case reports, mostly in kittens, describe rickets and pathological fractures despite good dietary intake of vitamin D and elevated circulating concentrations of PTH and calcitriol.

For information about specific tests, including sample submission guidelines, visit animalhealth.msu.edu. A new guide to help clinicians educate pet owners about living with a pet diagnosed with chronic kidney disease is also available. For more on the diagnostic utility of vitamin D metabolites, see the article in the winter 2012 issue of the DCPAH quarterly newsletter, Diagnostic News.
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Warmly,

Karlene Belyea
Karlene Belyea, MBA
Chief Executive Officer

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- Free Client Satisfaction Surveys ...................... $50+$
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- Free “Pet Health Insurance” brochures ............... $35–75
- Free “Learn Before You Leap” brochures ............. $35–75
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**TOTAL SAVINGS.** ........................................ $4,150–8,535

**SAVINGS:**  
- Low end: $2,000  
- High end: $9,000

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**member benefits spotlight**

A re all of the veterinarians in your practice MVMA members? Did you know that 100% MVMA veterinarian membership gives you access to special benefits?

### MVMA EDUCATIONAL BROCHURES

Members may request 25 copies of each brochure annually at no charge. If you are at a clinic with 100% veterinarian membership, you are entitled to an additional 25 copies of each brochure annually for free. Let the MVMA help you educate your clients . . .

- Do you struggle with clients not understanding why certain veterinary services and procedures cost what they do? Order MVMA’s “Cost of Compassion” brochures today!
- Do you need assistance knowing how to respond when clients ask about pet health insurance? MVMA’s “Pet Health Insurance” brochures can help!
- Do you want to help your clients find the right kind of pet? The MVMA “Learn Before Your Leap” brochure can help you make their pet-owning experience more enjoyable!

### RABIES PROTOCOL CHART

Because the MVMA is focused on helping you provide the best possible care for your clients, members receive a free laminated Rabies Protocol chart. Use this benefit as a handy go-to resource when treating both clients who have been potentially exposed to the disease and animals who have bitten either people or pets.

### FREE CLIENT SATISFACTION SURVEYS

Let the MVMA save you time and money by providing you with valuable client feedback for free. We will provide you with surveys to hand out at the conclusion of appointments, and will collect and tally the information to be presented in an electronic format for free as a thank you to 100% member clinics.

Contact the MVMA today to request more information about all of our exciting programs!
Let’s take Fido—in most households in the United States, Fido is considered a member of the family—he may sleep on the bed, have nicer clothes than his person, consume specialty food, and receive excellent preventative health care. Dogs like Fido provide companionship, therapy, and socialization and are involved in police and military work, search and rescue, detection of drugs, mines, bombs, and contraband food. But move Fido to East Asia, and Fido may be served on a platter for dinner. In Islamic communities, Fido historically would be considered unclean.

For the Maasai, cattle are considered everything: food, material, culture, ritual. The Maasai greeting is “I hope your cattle are well.” In India, the cow is greatly revered by Hindus and is regarded as sacred. Mahatma Gandhi said “If someone were to ask me what the most important outward manifestation of Hinduism was, I would suggest that it was the idea of cow protec-
tion." Killing cows is banned in India and no Hindu would eat any beef product. In the U.S. cattle are raised primarily for food—meat and milk.

In the U.S., “Flipper” was the aquatic version of “Lassie”—always saving his human from peril at just the right moment. For a price, in various places around the world you can have a “therapeutic encounter” with dolphins, swim with captive dolphins, kayak to view dolphins in the wild, or view their athletic feats at a show. Dolphins are used by the U.S. military to locate and tag mines and identify and tag enemy swimmers. In some tribes of the Solomon Islands, dolphin harvesting, catching, eating, and use of the teeth as ornaments is considered a valuable and inherent part of their culture and tradition.

Culture changes the fortune or misfortune of the animal, but culture does not change the physiology of the animal. The U.S. companion animal Fido and the East Asia main course Fido have the same neural system, the same ability to feel pain, stress, and frustration. In general, animals that provide pleasure, comfort, or companionship to humans are treated better and regarded with more respect than those reared for food, so it is likely that Fido the member of a U.S. family has better chance to have a “life worth living” than Fido of East Asia.

In 1997 the European Union added the concept of “animal sentience” into basic law. The legally-binding protocol annexed to the Treaty of Amsterdam recognizes that animals are ‘sentient beings’, and requires the EU and its members to “pay full regard to the welfare requirements of animals.” The dictionary defines ‘sentience’ as the power of sense, perception or sensation, or consciousness. What the law says is that it matters to them (the animals) how we treat them because they are sentient, capable of feeling pain and of suffering.

Darwin first described emotions in animals in 1872 (The Expression of Emotions in Man and Animals) noting that certain facial expressions and body postures were seen in certain contexts. He also described the similarity between human and non-human emotions. This work was criticized for over a century by many who considered it “anthropomorphic.” Animal emotions were considered “fuzzy”—falling outside the realm of “real science.” Consequently, animal emotions were generally dismissed and not studied scientifically.

Worldwide, the last half century has seen an increased interest by the public and scientists in animal sentience. Scientists, particularly animal welfare scientists, realized that understanding how animals feel can improve animal welfare. However, to understand how animals feel, required not only new methods (to understand and study animal motivation, preference, frustration, stress, pain, play behavior, and the importance of natural behavior), but also the development of explanatory frameworks to understand animals’ emotions. Despite our increased scientific understanding of animal sentience, discussion of animals’ emotions is often dismissed as anthropomorphic (attributing human motivation, characteristics, or behavior to animals). We as veterinarians need to understand the science of animal sentience and use that knowledge to improve animal welfare for all species.

The levels of sentience attributed to various farm animals also seem to differ, as do the animal welfare laws. Laws in many countries prohibit shackling or hanging of conscious animals at the time of slaughter. However, legislators in the U.S. apparently failed to consider farmed poultry as sentient, thus excluding them from the Animal Welfare Act that mandates minimum welfare standards at slaughter. So in the U.S., a painful and distressing slaughter process can be done legally because a sentient animal was deemed not sentient by legislators.

Since in general humans are more likely to attribute sentience and emotion to animals that provide pleasure, recreation, or companionship but not food, we as a U.S. society are more likely to attribute happiness or joy to our dogs, but not our cows. Dogs can become “bored” but not cows; horses can become frustrated but not sows; parrots need ‘environmental enrichment’ but not chickens. One of the complaints about the Happy California Cows commercials (note they have disappeared) was that they were unrealistic. Is that because cows cannot be happy or because cows in California cannot be happy?

Because an animal does not behave like a human does not mean that the animal does not feel or perceive her environment and the changes that occur in it. Because an animal has a utilitarian or economic purpose does not negate its sentience. When we deny that animals have the capacity to feel, to perceive, to have emotions, we deny the science that does not fit our preconceived notions.

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Dr. Lana Kaiser is a physician and bovine veterinarian who has a beef cattle practice, raises registered Maine-Anjou and Red Angus cattle, and is a member of the MVMA Animal Welfare and Food Animal Practice Committees.
An allegation is the first step in a possible disciplinary action against a licensee or registrant. An allegation alleges that a violation of the Public Health Code has occurred and is submitted to the Bureau of Health Professions (BHP) from a wide array of complainants, i.e., a patient or patient’s family member, a hospital or health facility, another licensed or registered health professional, law enforcement, etc. Upon receipt of an allegation, it is reviewed by BHP staff to determine whether a violation of the Public Health Code has occurred. If the allegation is within our jurisdiction, it is reviewed by one of the board members to determine if there should be an investigation authorized. An allegation may be authorized for investigation or closed with no further action. If it is determined that no violation of the Public Health Code has occurred, the file will be closed and the complainant will be notified in writing of this decision.

If it is determined that a violation of the Public Health Code has occurred, an investigation is authorized. The BHP investigative staff will generally: (1) interview the person filing the allegation; (2) interview the licensed or registered health professional; (3) identify and interview other individuals (such as coworkers or employers) who may be able to provide additional information; and (4) collect any other evidence that is needed for the case.

Once the investigation has been completed, the investigator will make a recommendation based on his/her findings which can include: (1) the file be closed if their investigation failed to substantiate the allegation; (2) refer the case for expert review to determine if the conduct as alleged was below the minimal standards for the profession; or (3) recommend that the file be transferred for drafting of an administrative complaint (BHP’s formal charging document). If the file is recommended for closure and the department supports this recommendation, the complainant will be notified in writing of this decision.

If the file is recommended for expert review, an appropriate expert reviewer will be identified who typically has the same or similar education, training and experience as the licensee or registrant who is being investigated. If the expert determines the alleged conduct was below minimal standards for the profession, an administrative complaint will be drafted. If the expert determines the conduct was within the minimal standards for the profession, the file will likely be closed and the complainant will be notified in writing of the decision.

If the State determines that evidence exists showing a violation of the Public Health Code has occurred, a formal administrative complaint outlining the alleged violation(s) will be issued against the licensee or registrant. Once the administrative complaint is served, the licensee/registrant has 30 days in which to respond in writing or the matter will result in automatic sanctions.

If the State believes there is an imminent threat to the public’s health, safety, or welfare, a license or registration can be summarily suspended provided the appropriate board’s chairperson authorizes the summary suspension. If a summary suspension is issued against a licensee or registrant, they cannot practice their profession until the matter is resolved through the administrative hearing process.

Once an administrative complaint has been issued and the licensee or registrant responds, a compliance conference is scheduled. The compliance conference provides an opportunity for the licensee/registrant to negotiate a settlement that is agreeable to both the licensee/registrant and BHP prior to having the matter proceed to an administrative hearing.

If a proposed settlement is reached, it will be forwarded to the disciplinary subcommittee (DSC). The proposed settlement agreement may include: (1) a monetary fine; (2) a period of probation; (3) a reprimand; (4) restricting the licensee’s/registrant’s practice; (5) issuing a condition for continued licensing or registration such as additional education, community service, etc.; (6) suspending or revoking the individual’s license or registration to practice in Michigan; and (7) dismissing the complaint against the licensee or registrant.

The DSC must approve any settlement before it can be considered legal and binding. If the DSC approves the proposed settlement, the licensee/registrant is bound by the terms that were negotiated and the
file is closed. If the DSC rejects the proposed settlement they may propose a counteroffer for the parties to consider. If the counteroffer is acceptable to the licensee/registrant, the order will become binding. If the counteroffer is rejected by the licensee/registrant or if no settlement is reached at the compliance conference, the matter will proceed to an administrative hearing.

An administrative hearing is similar to proceedings involving criminal or civil actions except that the administrative law judge acts as both judge and jury. During the proceeding, witnesses for both parties are called to testify, evidence is presented and legal procedural issues are addressed. An assistant attorney general represents the State and the licensee/registrant has the right to seek and be represented by legal counsel, at their expense.

After the hearing is concluded, the administrative law judge will issue a Proposal for Decision that addresses the findings of fact and conclusions of law involved in the case and the administrative law judge’s determination as to whether or not a violation of the Public Health Code was proven. This Proposal for Decision is then presented to the appropriate DSC for their review and determination. The DSC will consider the Proposal for Decision at their next regularly scheduled meeting.

Under state law, the DSC has the authority to accept the administrative law judge’s decision and issue sanctions if violations are substantiated. Alternatively, they can dismiss the administrative complaint if the State was unable to prove the allegations made in the administrative complaint. The DSC also has the option of reversing the administrative law judge and rendering their own findings of fact and conclusions of law if they disagree with the administrative law judge’s decision.

Further information regarding how to file an allegation and the disciplinary process itself can be found on the BHP website at www.michigan.gov/healthlicense by clicking on “Complaints” on the left-hand side of the page.

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Does your veterinary practice need a boost?

Build the importance of preventive healthcare with Partners for Healthy Pets power tools.

Peole have a special relationship with their pets, and most recognize that visiting a veterinarian enhances that relationship. But you see it every day in practice—pet owners who have been bombarded with incorrect and incomplete information and are confused about what’s best for their pets. So much so that they may not follow your clinical advice, and may not bring their pets to critical preventive care appointments at all.

**AS A PROFESSION, WE HAVE A GREAT OPPORTUNITY HELP Pets AND PET OWNERS ENJOY A LONGER AND HEALTHIER LIFE TOGETHER.**

Veterinary professionals work hard to provide the best possible care to pets so that they and their owners can enjoy long and healthy lives together. Partners for Healthy Pets was founded to help you make the preventive healthcare you provide even more powerful. We’ve developed tools and resources—available at no charge—that can help you build better relationships with owners and help them understand the value of preventive healthcare so that more patients can benefit from what you do best.

**INDIVIDUAL PRACTICE INVOLVEMENT IS KEY.**

The Partners for Healthy Pets Practice Resources Toolbox was conceived to provide the profession with a sound mix of information and materials that collectively elevate the level of preventive care offered across the country. Each of the tools and resources provide dynamic ways to reinforce a practice-wide focus on preventive pet healthcare. Used collectively, they can help healthcare teams enhance communications with pet owners about the value of and need for routine care and take preventive pet healthcare to an optimum level within your own individual practice.

**MAKE THE DECISION TO BE A VOICE FOR VITALITY . . . OF THE VETERINARY PROFESSION, OF YOUR PRACTICE, AND OF OUR NATION’S PETS!**

It’s easier than you might think:

- Adopt and widely communicate Preventive Healthcare Guidelines to pet owners through your newsletters, website, and within each preventive care visit.
- Focus on communicating the value and benefit of preventive pet healthcare to pet owners at all points of contact, from receptionist to technician to veterinarian.
- Use the tools and resources available from Partners for Healthy Pets to help find communication gaps, train staff, and gather new ideas that will complement current programs and plans.

Partners for Healthy Pets is dedicated to ensuring that pets received the preventive healthcare they deserve through regular visits to a veterinarian and is committed to working with you to enhance the health of your patients and your practice. Learn more about Partners for Healthy Pets and explore the Resources Toolbox at www.partnersforhealthypets.org.
Associate veterinarian wanted for small-animal practice in Genesee County. We are a team-oriented practice. Good hours, good support staff. Competitive salary and benefits. Email résumé to reesevet@sbcglobal.net.

Full- or part-time veterinarian wanted for an AAHA-accredited hospital in an east suburb of Detroit. Should have experience with a strong interest in surgery. Great support staff and up-to-date equipment. Email résumé to crydust@wowway.com.

Seeking part-time small-animal veterinarian for growing practice in Macomb County. Emphasis on quality patient care and preventative health diagnostics. Strong communication and problem-solving skills for pet owners are essential. You have 7 days a week; experienced, supportive LVTs with up-to-date equipment, including an onsite lab, cold laser, digital radiography, and advanced dental/medical techniques. Email résumé to msudvm97@aol.com.

Looking for FT/PT veterinarians for Lake Huron Veterinary Clinic located in Port Huron, MI. We offer competitive salary and benefits including health insurance, liability insurance, vacation pay, 401(k) and paid dues. Please send résumé to Dr. Dhillon at dhillondvm@gmail.com.

Two positions available for a privately owned busy hospital with a 12,000 SF central hospital and 24-hour emergency services. These AAHA-certified hospitals are located in the northern Macomb area. Facilities are award winning, receiving a Veterinary Economics Merit Award, and fully equipped. The technical and veterinary staff is experienced and dedicated with a board certified owner (AVBP) and several internship-trained veterinarians. The first opening is an overnight veterinarian. Duties include emergency out-patient, triage of animals transferred from other hospitals, monitoring of in-house critical care patients, and emergency surgery. We provide flexible scheduling and competitive salaries. The second opening is a general practitioner. Duties include general outpatient care, hospital patient evaluation, and surgery. Special interests are encouraged and supported. Schedules are flexible and salary competitive. Contact John Wilson or Heidi D’Orentzio at 586/752-6217 or h.dorentzio@sbcglobal.net.

Associate veterinarian wanted, PT or FT, for small-animal hospital in Northville, MI. Growing, busy 2-doctor hospital looking to expand. Must have strong communication and be able to provide compassionate patient and client care. Open 7 days/week with no after-hours emergency calls. Experience preferred but not required. Email résumé to kirsten.isaacson@banfield.net or fax 989/790-3742.

Looking for an experienced veterinarian for 4 days/week. Must be ready to work on Saturdays and Sundays. We have two locations in the Detroit Metro area, both are clean and well-equipped and practice high-quality medicine. Great support staff. Email résumé with 3 references to vetsearch@yahoo.com.

Michigan Veterinary Specialists, a BluePearl Veterinary Partner, is expanding! Our Michigan practice is seeking an internship-trained emergency veterinarian to fill an immediate need in our Auburn Hills location. Our Michigan locations include hospitals in the culturally rich cities of Southfield, Auburn Hills, and Grand Rapids. BluePearl Veterinary Partners is a leading provider of specialty services, owned and operated by veterinarians and veterinary professionals. We are dedicated exclusively to specialty and emergency medicine and to helping patients, owners, and primary care veterinarians. We continually offer exciting, collegial, and fulfilling work environments, flexible schedules that allow a focus on professional development and quality of life, competitive compensation and benefits, and buy-in potential. Interested parties please contact Loretta Lee, DVM, loretta.lee@bluepearlvet.com, 248/354-6660.

Grow with us in one of our small-animal hospitals in southeast Michigan. We are a small group of high-end practices, devoted to practicing the highest quality of medicine. Staff is fully utilized so you will focus on diagnosing, prescribing medications, and surgery only. End result, these are well-managed practices focused on providing the best medical and client care in a fun and profitable environment. We currently have part/full-time openings in the greater metropolitan Detroit area, including our locations in Macomb County and Downriver. Contact Jeff Rothstein, DVM, MBA, at 734/645-0267, email jknis@sbcglobal.net or fax 734/741-4718.

Part-time veterinarian for work on Saturdays or evenings at our Wellness Clinics in Auburn Hills or Detroit. Must be compassionate with a focus on helping pets. Contact Cheryl, All About Animals, Warren, 248/892-1152; fax 586/933-2565. PT available.

Associate veterinarian wanted to join our 6-doctor team. The Animal Emergency Hospital is a privately owned, computerized, fully equipped, and progressive critical care facility in Grand Rapids. You will have a reasonable work schedule, generous benefit program, and a nationally competitive salary. For further details, please contact Dr. Stephen Comer, 12600 Plainfield, NE Grand Rapids, MI 49525, work 616/361-3962 email gobigred@ westmichiganaeh.com.

Looking for a change? Love surgery? Committed to ending pet overpopulation? We want you! Seeking experienced surgeon, confident, caring veterinarian for high-quality, 20+day Spay/Neuter Mobile Clinic based on the gold standard Humane Alliance model (www.humanealliance.org). Contact Cheryl, All About Animals 248/892-1152; fax 586/933-2565. PT available in various locations Flint, West Branch, St. Clair areas or willing to travel.

Emergency veterinarian, full or part-time. Guaranteed minimum wage with production. PT benefit package includes health/dental/vision plan, 401(k) plan, licenses, generous CE. Select PT benefits. Well-established 24-hour emergency service, new location. Prefer emergency experience. Candidate must have Michigan licenses and be eligible for DEA license. Affiliated Emergency Service. Contact Jeffrey Dizik (M–F) 313/389-2222, or Rita Hamp-ton on 313/389-1700. Fax résumés to 313/389-1717 or aves@affiliatedvet.com.

Looking for motivated, personable, high-energy veterinarian for a full-time associate position in western Michigan. Excellent surgical, medical, and people skills are essential. We are a full-service hospital with ultrasound, radiology, cold laser, dentistry, in-house laboratory, and surgery. We have an excellent staff and a very nice facility. The position offers the opportunity for ownership. Please send a résumé to Dr. Barbara Bytwerk, Haven Animal Hospital, 1045 Fulton, Grand Haven, MI 49417, or email bbytwerk@havennanimalhospital.com.

AAHA-accredited small-animal hospital since 1975 located in central Michigan has an immediate opening for a full- or part-time associate veterinarian experienced in general surgery. Fully equipped and staffed with two LVTs, practice manager, and lay staff. IDEXX lab equipment, ultrasound, class 4 laser therapy. No emergency or weekend hours. Salary commensurate with skill and experience. Please email résumé to dustyladd48612@sbcglobal.net or fax 899/790-3742.

Very busy small-animal hospital seeking full-time veterinarian with at least 3 years’ experience. Must be energetic, client-oriented, and a team player. We are very well established and seek an associate with a surgical background. Please send résumé to Strong Veterinary Hospital, Inc., 29212 Five Mile Rd., Livonia, MI 48154, Attn: Eva George, Manager.

Banfield veterinarians deliver the highest quality of care by practicing evidence-based medicine and providing exceptional client education. Our hospitals in Saginaw, Southfield, and Chesterfield are currently hiring doctors who possess solid leadership skills and have the desire to positively impact the veterinary profession. We offer the opportunity to practice quality medicine with the right tools, knowledgeable teams, and nationwide support. Apply online at www.banfield.com/careers.

Seeking a full-/part-time DVM for a small-animal practice in the thumb of Michigan. We are a team-oriented practice with a good support staff. We offer a wide range of surgical procedures, from routine to orthopedics. Onsite laboratory and radiology. New or recent grads considered. Send résumé to bode@seventhavenueclinic@yahoo.com.

Well-established private practice in southwest Michigan seeking a compassionate and dedicated full-time as-
sociate veterinarian to join our excellent team. We are a progressive small-animal practice offering laser surgery, endoscopy, digital radiography, ultrasound, and in-house lab equipment. Experience preferred. Please email résumé to pawpowet@brc-bci.com.

**LVTs WANTED**

Small-animal/exotic practice in Utica/Shelby area seeking veterinary technician for part-time employment; average age 25 hours/week. Prefer licensed technician or currently working towards LVT. Contact 586/731-1430 if interested.

Ann Arbor Animal Hospital is recruiting full-time LVTS for our growing critical care and primary care services. Excellent compensation package includes health benefits, vacation/personal time, CE funds, per discount, retirement plan, and more. Submit resumé to daedell@annobaranimalhospital.com.

LVT wanted for progressive UP clinic. Sault Animal Hospital is the premier clinic in the Sault region, servicing the upper east and UP. Lots of cases including exotics, internal medicine, orthopedics, and wildlife. Digital x-ray, ultrasound, laser—all the toys. Use all the skills you’ve been taught. Salary based on experience with benefits. Contact Dr. Jeff at 906/635-5910 or email jlahuis@yahoo.com; www.saultanimalhospital.com.

Veterinary technician/assistant wanted for our Mobile Spay/Neuter Unit and Warren Stationary Spay/Neuter Clinic. Surgery experience, compassionate with a desire to make a difference in animal overpopulation, self-motivated, hard worker, upbeat and encouraging, clinic trained or LVT with a minimum of 2 years’ surgical experience. Contact Cheryl, All About Animals, 248/892-1152; fax 586/933-2565. FT/PT available, Detroit, Flint, West Branch, St. Clair areas or willing to travel.

Veterinary technician/assistant wanted for our Warren Stationary Spay/Neuter Clinic. Surgery experience, compassionate, with a desire to make a difference in animal overpopulation, self-motivated, hard worker, upbeat and encouraging, clinic trained or LVT with a minimum of 2 years’ surgical experience. Contact Cheryl, All About Animals, 248/892-1152; fax 586/933-2565. FT/PT available.

**OFFICE STAFF WANTED**

BluePearl Veterinary Partners is looking for a Practice Manager in the metro Detroit area. As a BluePearl Practice Manager, your responsibilities include but are not limited to managing the daily operations and general business activity of the veterinary hospital and maximizing the productivity, profitability, and growth of the practice while creating and supporting an environment that fosters leadership and growth for the employees. The ideal candidate will have a bachelor’s degree and 3+ years of high-level experience as a manager. Proven success in building and fostering relationships within a multi-specialty practice and within the community is required. Thorough understanding of experience in the veterinary industry is preferred. At veterinary hospital locations throughout 10 states, BluePearl Veterinary Partners offers the very best in specialty and emergency care. We share a passion for building collaborative partnerships with family veterinarians, which enables us to provide exceptional specialty and emergency care to our patients—and terrific service to our patients’ families. BluePearl Veterinary Partners is privately owned by veterinarians and veterinary professionals. BluePearl Michigan dba Michigan Veterinary Specialists is locally managed by experienced, community-focused, and service-minded managers and veterinarians. With expertise drawn from years of advanced training, BluePearl veterinarians tackle the toughest surgical and medical conditions. BluePearl Specialists use innovative procedures combined with traditional, proven methods, high-tech equipment, and the latest medicines and therapies to diagnose and treat their patients’ illnesses and health conditions. Michigan boasts an outdoor lover’s paradise with 11,000 inland lakes for boating, fishing, canoeing, and more than 1,000 campgrounds statewide. You might enjoy over 1,300 miles of Michigan bike trails, over 40 downhill ski resorts and award-winning golf courses. In addition, the Motor City (Detroit) hosts our beloved Detroit Red Wings, Tigers, and Lions, as well as a thriving cultural and artistic passion seen throughout the city! BluePearl Michigan dba Michigan Veterinary Specialists—Southfield is centrally located within metro Detroit—enjoy both quick access downtown or a short drive “up-north.” We are excited to discuss this position further with the right candidate! Interested parties please contact Loretta Lee, DVM, loretta.lee@bluepearlvet.com; 248/354-6660.

**PRACTICES & EQUIPMENT FOR SALE**

Small-animal practice on Harper Ave. less than 3 miles from Harper Woods and Grosse Pointe Park, grossing over $300K. Sale price of only $225K includes nice 2,400 SF animal hospital. Contact Dr. Zydeck, 248/891-3934 or fzydeck@aol.com, or visit VPSG.com.

Well-established, well-staffed small-animal practice in a very attractive 2,678 SF building in a nice suburb east of Detroit. Earn over $180K per year after debt service while working for yourself. Sale includes real estate and excellent newer equipment. Contact Dr. Zydeck at 248/891-3934 or fzydeck@aol.com, or visit VPSG.com.

Small-animal practice in Davison. Nice hospital, well equipped, on 6 acres. Earn over $125K after debt service. Buy it all for only $450K including real estate. Contact Dr. Zydeck, 248/891-3934 or fzydeck@aol.com, or visit VPSG.com.

Small-animal practice with nice live-in house attached, south of Lansing/East Lansing, includes real estate. Grossed almost $800K in 2012. Earn almost $200K/yr after debt service. Reduce your cost of living, live in the house next to your own practice! Contact Dr. Zydeck at 248/891-3934 or fzydeck@aol.com, or visit VPSG.com.

Small-animal practice, Grand Rapids area. Well-equipped, digital x-ray, etc. Includes real estate. Grossing almost $1.2 million. Earn over $250K/year after debt service. Contact Dr. Zydeck at 248/891-3934 or fzydeck@aol.com, or visit VPSG.com.

Small-animal practice in Brown City area. Includes beautiful newer clinic. Asking only $425K. A great place to live and raise a family in. Call today! Contact Dr. Zydeck at 248/891-3934 or fzydeck@aol.com, or visit VPSG.com.

Twenty-seven 24”×24”×28” stainless steel cages (Shore-line) and four 30”×30”×28” stainless steel cages (Shore-line). Please email for pictures or call for more information. hwdogok@aol.com, 313/882-3026.

Small-animal clinic located in a lease hold facility. Great location, part-time, great visibility! Operating part-time 4 days/week, lease located in the northwest corner of Shelby Twp. Great opportunity for a new grad or part-time veterinarian to get started. Very low overhead and a large potential for growth within the community, priced to sell very quickly! Please call 586/489-7821 for info.

New listing in western MI! Established single doctor, SA hospital located in a charming 1,396 SF brick facility on over 4 acres. Practice and RE is $330K! For additional info, please visit www.simmonsinc.com or call 888/746-3717 (Listing MI062A)

New listing in west central MI! Established and well maintained, primarily SA hospital in 2,640 SF facility. Purchase price for practice is $200K and $225K for RE. For info, visit www.simmonsinc.com or call 888/746-3717 (Listing MI062B)

Turnkey 85% SA practice with real estate in recreational area of NE Indiana for sale. Very well equipped and updated. Facilities for both SA and LA. Loyed staff, great clientele. Practice has reputation for high quality medicine and has remained profitable despite the economy. Excellent growth opportunity in all species. Emergency facil-
relief veterinarians

Norman Bayne, DVM, MS, 248/506-1104. MSU 81. SA relief work in southeast MI area. Will travel. Friendly, excellent client communications skills. norman@baynevet.com.

Kirsten Begin, DVM, 616/446-3154. MSU 09. SA relief in Grand Rapids and surrounding areas. Will travel. Friendly, excellent client communication. References. Completed rotating and surgical internships. kbegin4@gmail.com.

Sharisse Berk, DVM, 248/851-0739. MSU 95. Available for SA relief or part-time work in southeast MI.

Rhonda Bieri, DVM, 248/467-1887. MSU 00. SA/emergency relief within 1 hour of Pontiac. General medicine, soft-tissue surgery, ultrasound experience. houseerrh@yahoo.com.

Archie Black, DVM, 248/417-2667. MSU 83. SA relief, entire state. Practice owner for 20 years. Excellent communicator. vetdocblack@ameritech.net.

Laurie Brush, DVM, 616/498-1316. MSU 98. Experienced, SA relief in Grand Rapids and surrounding areas. Excellent client communication, record keeping. lauriebrush@hotmail.com.

Tama Cathers, DVM, 269/203-6800. (NCSU 96) Experienced SA relief work/short term/PT with 30 miles Plainwell/Kalamazoo. Positive attitude, friendly, fitting into your practice. tcatheas@gmail.com.

Aimee Cochell, DVM, 616/558-4905. Ross 01. Available for SA relief in Grand Rapids area. Willing to travel. Good client communication skills. References. abcochell@comcast.net.

Kenneth Corino, DVM, 248/217-5235. MSU 94. SA relief work. SE MI, medicine and surgery. corinodvm@aol.com.

Nichole Comer, DVM, 616/634-9777. MSU 99. SA relief work in Grand Rapids/Kalamazoo area. Excellent client communication skills. References available. howelslake@charter.net.


Sue Drapek, DVM, CVA, 517/663-0428. MSU 99. Available within two hours of Lansing. Relief experience since 1997. Small animal medicine, surgery, and acupuncture. smsdrapek@sbcglobal.net.

Peter Drehmann, DVM, 616/403-1577. Dairy-beef/equine/small ruminant, Michigan and Wisconsin license, 30 years’ experience. pcdvdvm@gmail.com.

Marj Field, DVM, 734/658-4774. MSU 90. SA/exotic/ emergency relief work in southeastern MI. Excellent client service, comfortable surgeon, high ACT, and able to multitask. Extended travel can be negotiated. marj.field@me.com.

Edward Greene, DVM, 517/812-1540. MSU 59. SA relief. Competent medical/surgical skills. Cheerful interactions with your clients and staff. Your practice procedures adhered to. LuckyPetVet@comcast.net.

Lisa Harris, DVM, 616/261-4743. MSU 89. Available for relief in Grand Rapids/Lakeshore area. Experienced SA medicine and surgery, avian, exotics. Friendly, good communicator. drllharris@gmail.com.


Jill Haver-Crissman, DVM, 899/631-2790 or 899/297-8594. Ontario 80. SA relief or part-time. Medicine, soft tissue surgery, ultrasound. Works well with others. Not available Wednesdays. jhcrissman@gmail.com.

Cindy Kalicki, DVM, 313/291-2466. MSU 94. Eight years full-time, two years relief in SA general medicine/soft tissue surgery. SE MI, part-time relief.

Joan Koelzer, DVM, 616/437-6415. MSU 85. SA medicine and surgery, single-day relief, Grand Rapids/west MI. Skilled in difficult spay and neuters. jekoelzer@yahoo.com.

Elizabeth Lamborne, DVM, 734/276-1693. MSU 10. Available for SA/GE relief in Detroit area. Completed rotating internship, currently working emergency. Friendly, positive attitude. elizabethlamborne@gmail.com.

Mike Lin, DVM, 269/743-7770 or 269/348-1145. MSU 97. SA part-time or relief work in Kalamazoo/Grand Rapids and surrounding areas. Surgery, general medicine, and emergency. Excellent client communication skills. maddisondog@hotmail.com.

Selena Lucas, DVM, 734/330-5048. KSU 90. Friendly, flexible SA relief or part-time in SE MI. Surgery, medicine, acupuncture, excellent client communication. Referenc es. 20 years’ experience. slucasdvm@gmail.com.

Rita (Kopenski) Mazzuchi, DVM, 248/408-3079. MSU 07. SA relief work. Metro Detroit/SE/SC Michigan. General medicine, laser, and soft tissue surgery, ultrasound experience. ritavet@comcast.net.

Richard M. Mieczkowski, DVM 734/735-2279. MSU 76. 9 years’ experience. Competent, dependable, small-animal, references, north Oakland County and vicinity. rmack@dcm.com.

Denise Jorgensen Montagna, DVM, 231/557-1536. CSU 90. SA relief or part-time in western MI. Excellent client relations. References available. djmontagnadvm@charter.net.


Kris Parnell, DVM, 517/881-2845. MSU 91. Available for SA relief or part-time. Will travel 1 hour of Lansing area. References upon request. kparnellvdvm@comcast.net.


References available. Will travel. cparker@wmis.net.

Patricia Partridge, DVM, 231/938-9338. MSU 70. SA relief, PT or FT. Former practice owner. Based in Traverse City and Big Rapids, willing to travel. petvet2@torchlake.com.


Jeffrey F. Powers, DVM, 231/881-4608. MSU 80. Available to provide SA/MX relief work in MI, practice owner for 29 years. jfpowers@tds.net.

Ann-Marie Sekeraak, DVM, 505/563/9944. ILL 05. SA relief or PT, within 1 hour of Ann Arbor. Positive attitude, excellent patient care and client communication. sekeraakdvm@gmail.com.

Teri Sexton, DVM, 231/215-2930. SA relief/PT in Greater Lansing area, Mondays & Tuesdays. TeriSexton@earthlink.net.


Alan Sibinic, DVM, 734/481-1901, 231/547-6212. MSU 75. Relief or part-time anywhere in MI. Flexible, wide-format practice experience. 5+ years relief work. References. SA/Eq/FA.

Margaret Sudekum, DVM, 616/676-2720. MSU 89. Available for part-time SA relief work in Grand Rapids and the surrounding areas. Good client communication skills. msvdvm@sdkm.us.

Alan Supp, DVM, 616/732-1263 days; 616/874-4171 evenings. MSU 90. Companion animal practitioner available Saturdays only, as-needed basis in the greater Grand Rapids area.

Connie R. Sweller, DVM, 517/388-3434. MSU 85. SA relief work within 1 hour of East Lansing. Experienced/relievable/former practice owner (16 years). docconniej@aol.com.

Andrea Switch, DVM, 248/302-2255. MSU 84. Available for part-time or relief work. SA general medicine/soft tissue surgery in SE MI. andreaswitch@yahoo.com.

Kirsten Ura-Barton, DVM, 774/230-6878. MSU 97. Available for SA relief in SE Michigan within 1 hour of Pontiac. Experienced in both general and emergency practice with excellent communication skills. Résu mé available upon request. kurbartondvm@gmail.com.

Jacqueline Walsh, DVM, 248/680-2461. MSU 89. Available for SA relief work in the greater Detroit area.


Georgia A. Wilson, DVM, 248/830-5325. 19 years’ experience, SA, pet exotics and emergencies, licensed. Available immediately for Oakland County and southeast MI. von8n@aol.com.

Jennifer Zablotsny, DVM, 517/896-9146. MSU 97. Experienced SA relief for southeast and mid-MI. References available. dzzablotsny@gmail.com.
How to Handle NEGATIVE Online Reviews

We are all very proud of our hospitals and seeing a negative review online can cause a real sense of offense and even panic. Here is a case study of a recent situation where the Veterinary News Network helped a member hospital dealing with some negativity online.

This review was posted on Yelp in 2012:

We used their clinic/pet hotel when leaving to go out of town for a few days. When we came back our dog’s neck was full of blood. We took him home and tried to figure out why and realized that the thick rope they used (made us take our leash back and they used theirs) cut his neck!! They would not take responsibility when we called back (after we noticed it right after we got home) We dropped him back off 10 min. after we picked him up to let them see his neck. They said they didn’t know why his neck was bloody. They took him back to a room and my husband followed them (they didn’t know he was by the door) they yelled at our dog and said “bad dog, you are a BAD DOG” (because my dog was jumping up and down and being loud) My husband opened the door and said “do not call him that, he is 8 months old and does not realize what he is doing.” He could not believe that the vet of all people called him a bad dog! We actually boarded our dog there when we were out of town and used their clinic when needed, NEVER AGAIN!!

There is nothing in this review that can cause a real sense of offense since the author simply wanted to warn others about the potentially harmful practice they experienced. The author also made it clear that they were not happy with the treatment their dog received.

Don’t let the modern technology make you do something you wouldn’t normally do. Handling complaints online is no different than handling them face-to-face.

We are happy to review your proposed recheck exam. If the author is not healed, we would be very happy to see your pup again to see if we can do something beyond what we originally recommended. Of course, this recheck exam will be at no charge and can be done at either our location or our main hospital at no charge. Whether it is at our location or your location, we welcome any further clarification.

There are several important things to recognize here. First, this clinic was actively listening and engaging when online reviews were found. Second, they did not let a negative review get the better of them. They did their research, responded to the concern and, most importantly, made a bid to take the discussion offline. Third, their effort was genuine, empathetic, and geared towards showing other readers how professionally they handle complaints. Finally, they handled this situation just as if the person had come into their clinic to make the complaint.

Don’t let the modern technology make you do something you wouldn’t normally do. Handling complaints online is no different than handling them face-to-face.

We are sorry that you feel you had an unpleasant boarding. Please feel free to call me directly at xxx-xxx-xxxx so we can discuss your pet’s progress. Also, if I have misunderstood your concerns, I would welcome any further clarification.

Realize that you are not in this fight alone. The Veterinary News Network can provide assistance in dealing with review sites to understand how best to “listen” in this new world of emerging and social media.

We are happy to review your proposed replies or even help craft the reply if necessary. We also have a complete series of articles written by Dr. Humphries about handling complaints and online reputation management. VNN has partnered with the MVMA and we encourage your practice to join us. Learn more at http://www.MyVNN.com.
MICHIGAN VETERINARY CONFERENCE

- January 24–26, 2014
  Lansing Center & Radisson Hotel, Lansing, MI

MVMA SMALL ANIMAL SEMINARS

- Nutrition (Dr. Lisa Weeth)
  March 13, 2013

- Pharmacology (Dr. Lester Mandelker)
  October 2, 2013

- Cardiology (Dr. William Brown)
  November 6, 2013

- Anesthesia (Dr. Ashley Wiese)
  December 11, 2013

- Diagnostic Imaging (Dr. Michael Broome)
  March 12, 2014

Seminars 10:00 AM–5:30 PM at the East Lansing Marriott. Contact MVMA at (517) 347-4710 or register online at www.michvma.org.

MVMA COMMITTEES

- Animal Welfare (Dr. Marcie Barber, Chair)
  March 14, 2013 @ noon

- Executive (Dr. Ralph Huff, Chair)
  March 7, 2013 @ noon

- Legislative Advisory (Dr. Jean Hudson, Chair)
  April 17, 2013 @ 1:30 PM

- Membership (Dr. Sarah Abood, Chair)
  May 23, 2013 @ 3:30 PM

- Public Health (Dr. Joe Kline, Chair)
  June 5, 2013 @ 1:30 PM

All meetings held in the MVMA office unless noted.

PEOPLE, PETS & VETS

- Saturday, November 2, 2013 @ 11:00 AM–3:00 PM
  Macom Community College

CANINE ULTRASOUND LECTURE & WET LAB

- Saturday, June 22, 2013 @ 8:30 AM–5:30 PM
  Veterinary Medical Center, MSU CVM

CREATING CRITICAL CONNECTIONS

- Legislators & Veterinarians: Creating Critical Connections
  Tuesday, March 19, 2013 @ 11:00 AM–1:00 PM
  Mackinac Room, House Building, Lansing

MVMA ANIMAL WELFARE CONFERENCE

- November 25, 2013 @ 8:00 AM–5:00 PM
  MSU Pavilion, East Lansing, MI

MVMA BOARD OF DIRECTORS

- March 19, 2013
  Mackinac Room, House Building, Lansing

- August 4, 2013
  Boyne Mountain Resort, Boyne Falls

- September 18, 2013
  University Club, Lansing

- December 18, 2013
  Diagnostic Center for Population & Animal Health

SAGINAW VALLEY VMA

- Differentiating Inflammatory Bowel Disease from Intestinal Lymphoma in Dogs and Cats
  Dr. Matt Klupe
  March 27, 2013 / Frankenmuth

- External Skeletal Fixation: Indications, Implementation, and Follow-Up
  (Dr. Laurent Guiot)
  April 24, 2013 / Frankenmuth

- The Non-Healing Wound
  (Dr. Bryden Stanley)
  May 22, 2013 / Frankenmuth

- Thoracic Radiography: Interpretation (A Review)
  (Dr. Joana Coelho)
  September 25, 2013 / Frankenmuth

- Diagnosing and Managing Cutaneous Adverse Food Reactions, New Drugs in Veterinary Dermatology, and You Need Only Four Different Shampoos to Practice Veterinary Medicine
  (Dr. Paul Bloom)
  October 23, 2013

SEMVM SMALL ANIMAL DVM SEMINARS

- Radiology (Dr. Donald Thrall)
  March 27, 2013

- Veterinary Success Principles
  (Nikki Nitz-Quenette, CPA, CMA)
  April 17, 2013 @ 9:00 AM–5:00 PM

SEMVM TECHNICIAN SEMINAR

- Customer Service
  (Roxann Paddock, Lauren Crespo, and Marjanna McClain)
  March 27, 2013

  Session held at the Management Education Center, 811 West Square Lake Rd., Troy. Contact Barb Locricchio at (888) 736-8625 or visit www.semvm.com to register.

MID-MICHIGAN VMA

- April 10, 2013
- May 16, 2013
- June 29, 2013

DUE TO THE NUMBER OF REQUESTS FOR CE ANNOUNCEMENTS, THE MICHIGAN VETERINARIAN LIMITS LISTINGS TO CE PROGRAMS IN MICHIGAN.
Frederick B. Shulak, DVM, died on November 29, 2012, at the age of 78. He graduated from Michigan State University College of Veterinary Medicine and was a life member of MVMA. He founded North Branch Animal Hospital in Southfield and practiced small animal and avian medicine. SEMVMA honored him with their “Outstanding Contribution to Clinical Practice Award.” He was a charter member of the Association of Avian Veterinarians representing Michigan for more than 30 years.

In Memoriam

Alex P. Murray, DVM, died on January 7, 2012, at the age of 81. He graduated from Michigan State University College of Veterinary Medicine and was a life member of MVMA. Dr. Murray owned and operated Tri-City Animal Hospital in Bay City for 34 years. After retiring he continued practicing with Michigan veterinarians during the summers.

Raymond N. Viele, DVM, died on January 8, 2013, at the age of 52. He graduated from Michigan State University College of Veterinary Medicine and had been a member of MVMA since 1993. He owned Mac’s Landing Veterinary Services in Fennville and was trained in acupuncture and spinal manipulation.

William J. Westcott, DVM, died on December 10, 2012, at the age of 93. He graduated from Michigan State University College of Veterinary Medicine and was a life member of MVMA. Dr. Westcott was a longtime veterinarian in the Detroit area and the first veterinarian in the country to establish a 24-hour care service.
Endorsed Insurance Plans

For MVMA Members

Blue Cross Blue Shield
Blue Care Network, Health Savings Accounts, PPO, and HMO

Citizens/Hanover Insurance
Business Owners, Worker’s Compensation, Umbrella Professional Liability, Auto, and Homeowners

Disability Income Insurance
Protect yourself and your family. MVMA members are guaranteed association discounts.

Dental Plans & Long-Term Care

(800) 638-1174  WWW.RCWA.NET
Proudly Supporting the MVMA Community Since 1991