MVMA Members Honored

Sheri Fandel, MVMA Director of Operations, received the Honorary Alumnus Award which is given to a non-alumnus member of the college community who has been both distinctive and distinguished in one or more of the college’s mission areas—teaching, research, or service. In recognition of sustained excellence over time and the great service she has brought to MSU, the college officially named her an honorary alumnus. Sheri has worked serving veterinarians for more than 30 years and has been at MVMA for over 23 years. She is a dedicated and enthusiastic MSU fan and works tirelessly to assist MSU faculty, staff, and students in a wide variety of ways. She has been a great source of support for Michigan veterinarians and is dearly loved by MVMA members and MSU colleagues.

Dr. Susan Holcombe, DVM, received the Pfizer Distinguished Teacher Award. This award winner is selected by the students and presented to a CVM faculty member for displaying outstanding teaching ability, leadership, and high moral character. Dr. Holcombe is a professor in the Large Animal Clinical Sciences Department and is also active on the Board of Trustees for the Michigan Animal Health Foundation, MVMA’s nonprofit arm.

Thomas Mullaney, DVM, received the SCAVMA Award for Excellence in Teaching. The Student Chapter of the American Veterinary Medical Association Excellence in Teaching Award is presented to a faculty member recognizing the instructor’s ability to integrate clinically relevant information and to communicate well with students. Dr. Mullaney is a professor of pathobiology and diagnostic investigation and is Associate Director of the Diagnostic Center for Population and Animal Health at MSU CVM. He is also a past recipient of the Distinguished Faculty Award and the Honorary Alumnus Award from the college.

AWARDS TO MVMA RESIDENT AND INTERN MEMBERS
MVMA is pleased to announce awards given to our resident and intern members.

- Dr. Kristen Gervais, SCAVMA Award for Interns
- Dr. Henry O’Neill, SCAVMA Award for Residents

AWARDS TO MVMA STUDENT AFFILIATE MEMBERS
MVMA is proud of its many senior student members who received awards as they graduated. These students are the future of veterinary medicine.

- Dr. Joann F. Greenfield, Beachnau Dairy Clinical Proficiency Award

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“MVMA Honors Members,” from front cover

- Dr. Kim De La Peza, Boehringer Ingelheim Cardiology Award
- Dr. Adam S. Dorr, Bovine Clinical Proficiency Award
- Dr. Christian D. Weder, Butler Schein Animal Health Cardiology Award, Small Animal Clinical Sciences Proficiency Award, and Veterinary Emergency Critical Care Society/Abbott Award
- Dr. Chelsey B. Shivley, CVM Alumni Council Student Leadership Award, and The Big Medicine Award for LA Clinical Sciences
- Dr. Ericka L. McCarthy, CVM College Feeding Program Nutrition Award
- Dr. Lisa M. Reinhardt, Dr. Arthur D. Marosi Surgery Award and Spirit of Tucker Award
- Dr. Heather A. Grodi, Dr. Robert F. Langham Diagnostic Pathology Award
- Dr. Jessica A. Perpich, Dr. Robert F. Langham Diagnostic Pathology Award
- Dr. Caitlyn M. Carter, Dr. Samuel Pollock Clinical Pathology Award
- Dr. Carrie C. Jacobs, Ethicon Surgery Award (for LCS orthopedic surgery)
- Dr. Eric M. Zellner, Ethicon Surgery Award (for SCS orthopedic surgery)
- Dr. Srijana Pradhan, Glassen Memorial Foundation Award for Excellence in Comparative Ophthalmology
- Dr. Michelle T. Kenney, Glassen Memorial Foundation Award for Excellence in Small Animal Medicine and American College of Veterinary Internal Medicine Award–Small Animal
- Dr. Jamil M. Perrault, Glassen Memorial Foundation Award for Excellence in Small Animal Surgery
- Dr. Katherine C. Hughes, Hutton-Riley Equine Award, American College of Veterinary Surgeons Award–Large Animal, and Merial Pain Management Award
- Dr. Kevin T. Kroner, McBath Family CVM Award, American College of Veterinary Surgeons Award–Small Animal, and Wade O. Brinker Orthopedic Award
- Dr. Ashley M. Taylor, Moxley Award for Excellence in Equine Medicine
- Dr. Brittany N. Erbe, SCAVMA Community Service Award
- Dr. Meghan L. Collins, Spirit of Tucker Award
- Dr. Alexander D. Lane, VTH Student Customer Service Award and Theriogenology Award
- Dr. Crystal DeGroot, Ziegler Caring Award: Female
- Dr. Benjamin M. Berry, Ziegler Caring Award: Male
- Dr. Jenee M. Daws, American College of Veterinary Anesthesiologists Award and American College of Veterinary Internal Medicine Award–Large Animal
- Dr. Joshua R. Leven, American College of Veterinary Internal Medicine Award–Small Animal
- Dr. Olenka M. Bilyk, American College of Veterinary Ophthalmology Award
- Dr. Teresa C. Rasoulpour, Phi Zeta Award–Highest GPA
- Dr. Hannah J. Carruthers, Phi Zeta Award–Second Highest GPA
- Dr. Kimberly M. Sabo, Production Medicine Scholar’s Certificate
- Dr. Christy L. Hencken, Veterinary Cancer Society Award for Proficiency in Clinical Oncology
- Dr. Elizabeth A. Dombrowski, Zoo and Wildlife Award
- Dr. Kristin M. Spink-Hauger, Zoo and Wildlife Award

MVMA’s Facebook page has over 1,400 fans. We are also on Twitter—and you can join the more than 1,200 followers receiving our tweets. Don’t miss out on breaking news and important information posted daily on both www.facebook.com/ilovemyvet and www.twitter.com/michiganvma.
A new collaborative effort was implemented when Centers for Disease Control and Prevention (CDC) agreed to send an Epi Aid team to Michigan to help investigate an outbreak of leptospirosis in dogs.

This story started in the fall of 2011 when the Michigan Department of Agriculture and Rural Development (MDARD) began receiving an increased number of reports of canine leptospirosis. At the same time, the Michigan State University Diagnostic Center for Population and Animal Health (DCPAH), in conducting the testing of canine samples, could see a spike in the number of cases of a certain type of leptospirosis—*Leptospira icterohaemorrhagiae*. “Ictero” as it is commonly called, can cause serious illness, especially in dogs. Ictero is known to be associated with rats.

Since leptospirosis is a zoonotic disease, it was not long before MDARD, DCPAH, and the Michigan Department of Community Health (MDCH) were sitting around the table having a serious conversation about the implications of lab results and number of reported cases.

Fortunately, Michigan has Dr. Carole Bolin leading DCPAH. Dr. Bolin is an expert in the area of leptospirosis including a historical perspective in Michigan. Also, fortunately, MDARD has a staff person, Mel Poplar, with previous experience and expertise in rats, rat control, and leptospirosis. Historically, there was a previously documented outbreak of *Leptospira icterohaemorrhagiae* in the Detroit area. The cases of leptospirosis in 2011 led the group to think this historical concern might be re-emerging.

In a One Health approach, MDCH initiated contact with CDC to request some help. Help came in the form of a three-person Epi Aid team for two weeks in December. Two of the team members, Dr. Jenna Webeck and Jessie Clippard, were already stationed in Michigan at MDCH. The third, Dr. Mark Lehman, came up from Atlanta, Georgia, to participate. The team’s goals were:

- To better understand the epidemiology of leptospirosis in Michigan
- To identify sources of infection
- To educate people to reduce their risk and the risk of infection to their pets

As a result of the CDC effort, we learned that:

- There were 23 cases of canine leptospirosis in 2010 and 61 in 2011 (as of December 2011). This includes suspect, probable, and confirmed cases.
- The greatest proportion of cases were serovar *Grippotyphosa* followed by serovar *Bratislava*.
- The number of cases of serovar Icterohaemorrhagiae was elevated in 2011 compared to 2010.
- There was seasonality of the onset of clinical signs, with the majority of cases occurring from August to November for both 2010 and 2011.
- In an urban area of southeastern Michigan, 8 of 14 sites of canine ictero cases were found to have active rat populations. Rat trapping was conducted and successful at some sites. Six rats were trapped; five were suitable for testing, and all were positive for *Leptospira icterohaemorrhagiae*.

The follow-up on leptospirosis is still ongoing. CDC and state agencies will be looking at an education and outreach program based on results of a veterinarian survey conducted this winter. MDARD continues to receive reports of canine leptospirosis. This tells us there is room for improvement in preventive measures. Fortunately, no human cases have been reported.

Overall, this case is a good example of how a collaborative effort using a One Health approach can make a difference for animals and people. On the animal side, a disease was identified and follow up was—and is—being conducted to stop the spread of disease to dogs. On the people side, expertise from human public health was key in conducting the investigation and generating results.

Additionally, changing people’s behavior related to canine vaccination and rat control may prove to be ongoing strategies to prevent disease. Finally, the environmental side of this disease outbreak cannot be overlooked. The ictero cases were focused in an urban area and rats were shown to be a factor in disease spread. Thanks to reporting by veterinarians, a great diagnostic laboratory, people with expertise on urban rat control, great cooperation from city officials and city employees, and good cooperation between agriculture and public health, we have a chance to enhance prevention of canine leptospirosis and to protect public health.

Isn’t that what veterinary medicine is all about?
Who ya gonna call?” isn’t just a refrain from the “Ghostbusters Theme Song,” it’s a question asked daily by veterinarians and public health officials facing individual cases as well as outbreaks. Dr. Carole Bolin, Director of the Diagnostic Center for Animal and Population Health (DCPAH) at the MSU College of Veterinary Medicine, says it’s a natural instinct to come to DCPAH when an outbreak occurs in Michigan. But when more than 20 cases of leptospirosis were reported in the Detroit area this past fall, Bolin’s direct line was ringing.

Bolin’s expertise and experience with leptospirosis goes back to 1987 when she was at the USDA and was the leader of the research program on leptospirosis, an area in which few people in the United States specialize. Bolin says the work appealed to her because of its global reach and many different subtleties. In fact, Bolin’s work has taken her all over the country and the world—including early collaboration with the CDC in Central and South America after El Niño rains resulted in flooding. When people in Nicaragua began dying of pulmonary hemorrhage, the CDC was asked to help thinking it might be one of the hemorrhagic fevers. It turned out to be leptospirosis. At the time, the CDC didn’t have a robust program for leptospirosis and turned to the USDA. Bolin continued to work with the CDC on a similar outbreak in Ecuador and then on outbreaks in the United States and elsewhere.

AN UNUSUAL SITUATION

With the recent outbreak in southeast Michigan, Bolin says, “We could compare this outbreak to others in Detroit and other areas.” What made this incident unusual was that many of the dogs affected were pets rather than strays. Typically with Icterohaemorrhagiae infection, stray dogs are

Large number of Leptospira (dark pink) in kidney tissue from a rat trapped in Detroit area affected by outbreak.
more likely to be infected due to increased contact with rats and areas where rats have urinated—rats may or may not be symptomatic, but shed the bacteria in their urine.

These cases were also unusual because of how quickly the infected dogs were becoming ill and dying. Normally, dogs with leptospirosis will be somewhat lethargic, less anxious to play, less interested in food. But many owners don’t see this as a reason to visit the vet. Then symptoms progress quickly into profound lethargy where animals may be difficult to rouse. At this point, owners will usually seek medical treatment and the infection is treatable. In the recent cases of leptospirosis in the Detroit area however, many of the animals had stopped urinating, were dehydrated, and their livers had shut down in just a few days after presenting initial signs.

A BRIEF HISTORY OF LEPTOSPIROSIS IN THE UNITED STATES

Leptospirosis was more common in dogs in the 1950s and 1960s and widespread vaccination of dogs led to a decrease in the incidence of disease. Vets educated in the 1950s and 1960s typically didn’t hear much about it because it was no longer a worry. The decrease in the number of cases led to a decrease in vaccination rates. But then pockets of canine leptospirosis started appearing around the country. As word spread among veterinarians regarding the new cases of this old disease, more testing of sick animals was done. This testing pointed to the fact that the new cases of canine leptospirosis were caused by three types of leptospirosis not covered by existing vaccines.

These new serovars were those associated with raccoons, possums, and skunks. Lo and behold, urban sprawl had put household pets in closer contact with wild animals whose habitats were being encroached upon. Because the vaccine didn’t protect against the new kinds and some small risks associated with the vaccine had been observed, many vets stopped vaccinating for leptospirosis altogether.

“TO VACCINATE OR NOT TO VACCINATE?” SHOULDN’T BE A QUESTION

New four-way vaccines, first released in 2002, provide protection against four types of leptospirosis and have replaced the former two-way vaccines. Today’s vaccines are second-generation vaccines that are associated with fewer adverse reactions. DCPAH conducts more than 20,000 tests each year for the diagnosis of leptospirosis in dogs and the data available from this testing is helping to convince dog owners and veterinarians of the need to vaccinate against this important disease of dogs. “This is part of our outreach to affect practice,” says Bolin.

But there are still holdouts—Bolin estimates that approximately 50% of veterinary practices don’t routinely vaccinate for leptospirosis. All of the Detroit-area dogs who died had either not been vaccinated or were strays whose histories were unknown.

There also is widespread worry expressed by owners and breeders of small and toy breeds about perceived susceptibility to adverse reactions to the vaccine. In fact, many of the animals who died as a result of the recent outbreak were of those breeds where there is some hesitancy to vaccinate for leptospirosis. While it is true that small dogs tend to have more problems with all types of vaccines, separating vaccines and spreading them out is the preferred method.

“This is not a case of vaccine failure. It’s a case of failure to vaccinate.”

of vaccination for these breeds and is touted by members of the American Animal Hospital Association Vaccine Group.

Evidence from a large study conducted to document adverse reactions to vaccines by breed and weight of the dogs and type of vaccine demonstrated that there is no greater chance of reaction to the leptospirosis vaccine. “We have data now to combat anecdotal reports and can do a better education campaign,” Bolin observes.

WHAT DOES THE FUTURE HOLD?

While cases of leptospirosis continue to be reported, this type of outbreak could occur in other cities where high-foreclosure rates have resulted in empty properties. Animal Control is also a factor. Bolin describes the situation in the Detroit area as “a perfect storm—an explosion in the rat population, vacant buildings, trash” as well as “animals that have been turned loose because owners can’t care for them any longer.” But, she cautions, “There is no reason why Detroit is special.”

There is something we can all do. Canine leptospirosis became a rare event once because of widespread vaccination.

Visit DCPAH online at animalhealth.msu.edu to access a free guide, “Leptospirosis: What Every Dog Owner Should Know.”
T
he MVMA Board of Directors met on March 21, 2012. Highlights of this meeting are included below.

PROGRESS ON STRATEGIC PLAN
LEADERSHIP DEVELOPMENT COMMITTEE UPDATE
AND 2012 STRATEGIC PLANNING
The Leadership Development Committee worked with MSU CVM on the Spartan Leadership Weekend with Rick Debowes which occurred on February 24–26. The event had a good turnout and was a fun learning experience for all. The Committee also had a day-long session at the Michigan Veterinary Conference with speaker Dan Ilgen and Media Training occurred for the MVMA Board of Directors.

The Power of Ten Leadership Academy is moving forward to help MVMA educate ten young leaders through a variety of programs. Interactive educational sessions will include communications, diversity and cultural competence, media training, personality assessments, legislative training, animal welfare, relationship building, work/life balance, and generational issues. The first session will be held jointly with AAVMC as a two-day event on June 29–30.

ANIMAL WELFARE
MVMA’s Animal Welfare Committee has been working to put together another Animal Welfare Conference to be held on November 19, 2012, in the MSU Pavilion. Speakers are being finalized and more information will be available soon.

Dr. Cathy Anderson and Karlene Belyea are moving forward with a new presentation designed to help veterinarians, shelters, and rescue groups build good working relationships with each other. The first draft of the presentation was given to the MSU CVM Classes of 2013 and 2014 and was well-received. The Animal Welfare Committee hopes to take the presentation to veterinarians and other groups. The session is called Building Bridges: Developing Good Relationships Between Veterinarians and Animal Care and Control Agencies.

LEGISLATIVE UPDATE
The MVMA Legislative Advisory Committee voted to support SB 891-892 and HB 5230-5231 Regulation of Large-Scale Commercial Breeders which was drafted by the Michigan Humane Society (MHS). Comments and concerns were sent to MHS and changes were made to accommodate MVMA’s suggestions. SB 574, the Puppy Lemon Law, has come out of committee. MVMA was able to incorporate several veterinary amendments and is neutral on this bill.

PROVIDING VETERINARY EDUCATION:
A FINANCIAL PERSPECTIVE
Dr. Jim Lloyd gave a presentation to the board on the rising cost of veterinary medical education and the increasing debt loads of graduating veterinarians. Although the situation is worrisome, viable repayment options exist for these escalating debt loads. In combination with recent income trends for veterinarians, these options provide a basis for cautious optimism for the future.

FUTURISTIC THINKING
MVMA’s President Dr. Susan Sayles informed Board members that a new recurring agenda item called “futuristic thinking” will be on each Board agenda as a way to encourage a brief brainstorming session at each meeting. The hope is that the Board will begin thinking about where the veterinary profession is going in the next five years and what MVMA should be doing
Practitioners need to learn about urban poultry medicine since this is a growing area (according to MDA).

Guidelines to assist veterinarians in responding to clients asking for prescriptions to be filled at Walmart, etc. would be helpful.

Social-media issues in the workplace have become a concern for veterinarians.

New revenue sources for veterinary practices should be explored.

Preventative care for animals is one of the most important areas that veterinarians should be emphasizing.

Congratulations to the class of 2012! You’ve made it! So what comes next for you, Doctor?

Many of you may not have considered what you will do now. Sure, you will be taking that first job, but there is more to life than just working, even if you are an intern! I encourage you all to take some time in the next ten days to imagine what great things might be in store for you. Dare to dream what you want for your future and write it down. Life becomes busy and it is easy to get caught in the hustle and bustle and lose sight of where you are going. Maybe your next dream is to own a practice, or become board certified. Perhaps you’d really like to give time to a charity like a rescue group or a humane society. I would encourage you to consider membership in a local veterinary medical association or even serving as an officer. We have many great opportunities at the Michigan Veterinary Medical Association for committees, task forces and just member feedback through surveys too.

Once you have set that goal, consider how you will achieve it. What if you have questions or need a mentor along the way? By joining the Michigan Veterinary Medical Association you have a network of colleagues. You’ll have access to all the recent grad information on our website, but you will have access to so much more! You can help to make a difference in the future practice of veterinary medicine by staying connected and sharing your voice.

Your time is limited, believe me I understand. I spend countless extra hours reading about that challenging case and trying to balance work with time for my husband and daughter, Sports, 4-H, PTO, running my business, and taking time for myself is really difficult. I know that I have gained more from my experience with organized veterinary medicine than any of the time I have put into it. It has been worth it. Your commitment can be only a couple hours per year so it doesn’t have to be hard but the rewards can be great. We are here to help you make a difference!

The Michigan Veterinary Medical Association welcomes you to the greatest profession in the world! Enjoy your day, dream about the future, and join us for a wonderful journey. Congratulations for all you have achieved!
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How is a cow without a tail NOT like a fish without a bicycle?

If you Google “Why do cows have tails?” you come up with the anti-joke “Because my pet rock stopped breathing.” That adds a whole new dimension to the issue of tail docking in cattle—one that is perhaps out of the realm of animal welfare, so we will have to go with something a little more science-based.

Cows use their tails in three major ways—communication, locomotion, and fly removal (response to skin irritation). So the tail is not a useless appendage that should be removed in a cavalier fashion. These are behaviors that are important to the cow. If you are paying attention, you will find that a cow who is rapidly snapping her tail back and forth is angry, and that she will likely kick you. Not only do cows communicate with each other via the tail, they try to communicate with humans, too. Humans, however, sometimes do not listen.

Tails can be docked in a variety of ways. The use of an elastrator band is the most common, resulting in a short stump after one third to two thirds of the tail necroses and falls off. If the behavioral uses of the tail are ignored for a moment, there may be acute or chronic pain associated with tail docking—depending a bit on how one interprets pain or stress in cattle. While the effect of tail docking on communication and locomotion have not been examined, it is clear that cows with docked tails have more flies and more fly avoidance behaviors. We all know that flies are annoying.

Why do people dock tails? The practice of tail docking dairy cows originated in New Zealand, under the notion that docking tails prevented the spread of leptospirosis to milkers. Current evidence suggests that a cows’ tail has little or nothing to do with leptospirosis in milkers, and tail docking is no longer a common procedure on New Zealand dairies. A variety of benefits have been ascribed to the practice of tail docking, including improved cleanliness, udder health, milk hygiene, milk production, and milker comfort (convenience). However, the science does not support any of these claims. No differences were found in cow cleanliness, udder cleanliness, or somatic cell count. And, with regard to milker comfort, the simple practice of trimming the switch affectively addresses the inconvenience of a dirty tail. Although, cows with docked tails were cleaner right next to the base of the tail, no other area, including the udder, was cleaner in cows with docked tails. So, the science says that tail docking does not benefit the human, the cow, or the product—and may be harmful to the cow.

Denmark, Germany, Scotland, Sweden, the United Kingdom, and some Australian states prohibit tail docking. The American Association of Bovine Practitioners (AABP) position on tail docking is “AABP opposes the routine tail docking of cattle. Current scientific literature indicates that routine tail docking provides no benefit to the animal” (Approved by the AABP Board of Directors on March 13, 2010).

So why, if there is no documented benefit to the cow, the milker or the product, and there is perhaps harm to the cow, do farmers continue to dock tails? When science does not support a practice, do we ignore the science for the sake of convenience? Or do we do the right thing and abandon the practice? Dr. Janice Swanson said in the Michigan Dairy Review (July 2009), “The insistence to continue a practice when it is ill-supported scientifically and by the veterinary medical community, casts doubt on the ethical bearings of an industry. Consequently, public confidence can be easily manipulated and eroded.”

I can’t really answer the question of why farmers continue to dock tails in the face of science that says there is no benefit and may be harmful. However, I can give you one reason a farmer gave me for why he no longer docks tails: “We stopped docking tails when we started giving tours. We found we couldn’t explain to the public why we did it, so we had to stop.”

There you have it folks: If you can’t explain it simple, maybe you shouldn’t be doing it.

Lana Kaiser MD, DVM, has a beef practice, raises Maine Anjou and Red Angus, and is a member of the MVMA Animal Welfare and the Food Animal Practice Committees.
Veterinary hospitals have 40% of appointments unfilled. Treading water—following the same business practices—isn’t a long-term option in today’s economy. With new approaches come new opportunities. Trends to watch in 2012:

1. **CHANGING OUR LANGUAGE FROM “WELLNESS” TO “PREVENTIVE CARE.”**

While it’s impossible to predict when pets will become sick or injured, you can anticipate when patients will need preventive care. Exams, diagnostic testing, vaccines, and parasite preventatives are renewable care that can fill open appointments. Wellness services and products generate 38% of revenue. Just as you refill medications, think about which wellness services need refills, too. Changing your language to “preventive care” can provide better medical care to patients, increase clients’ perception of value, and generate ongoing revenue.

2. **INCREASING USE OF SOCIAL MEDIA.**

Today, 77% of veterinary hospitals have websites and 43% are on Facebook. Clients are looking online, so drive them to your website with a “trusted links” section. Facebook has 800 million users with half logging on daily. Facebook’s average user has 130 friends. Twitter has 300 million users, while 3 billion videos are watched on YouTube each day. See my 4-month-old kitten, Caymus, play fetch at www.youtube.com/watch?v=BS3u1_xYTfE. Bakerstown Animal Hospital in Bakerstown, PA, has videos of wellness exams at http://www.youtube.com/watch?v=YZvHDaIj45s&feature=mpu_in_order&list=UL.
3. OFFERING WELLNESS PLANS TO HELP CLIENTS BUDGET.

Focusing on preventive care can encourage return visits. Just look to Banfield’s wellness plans as proof. About 46% of Banfield clients have their pets on wellness plans. “We’ve found that wellness-plan clients not only come in twice as often, they have better compliance with preventive care recommendations,” says Dr. Jeffrey S. Klausner, Banfield’s chief medical officer. “Our data shows that 45% of wellness-plan clients have their pets on heartworm preventative, while only 20% of non-wellness plan clients do.”

Wellness plans may be one solution to increasing veterinary visits, allowing pet owners to budget for preventive care. More than 44% of pet owners said veterinarians could increase patient visits if they provided wellness plans with monthly billing.

Private practitioners have faced obstacles when designing their own wellness plans, including lack of marketing materials, secure credit-card storage and monthly billing capabilities. A new PurinaCare program, Partners in Wellness (www.partners-n-wellness.com/clinic), lets veterinarians create tailored wellness plans that are branded to individual hospitals and includes free brochures, website banners and marketing materials to educate clients. Clients pay monthly for annual contracted wellness services, eliminating sticker shock.

Through online setup, your hospital creates plans with specific services and products and sets monthly fees. Clients enroll online, avoiding paperwork at the clinic. Partners in Wellness interfaces with your practice-management software, allowing on-screen viewing of the plan that the client purchased, tracking delivered and owed services, and viewing the client’s payment status.

Partners in Wellness automatically bills your clients monthly, deposits funds into your account, and manages the year-to-year renewal process. PurinaCare simply acts as a third-party administrator, managing the program behind the scenes.

Consider offering preventive care plans by life stage: pediatric, adult, and senior. Plans should reflect your hospital’s standard of care. Create two levels for each life-stage plan: essential preventive care and best preventive care. Your “best” plan could include year-round parasite prevention.

4. DELIVERING AUTO REFILLS FOR PRESCRIPTIONS.

When visiting a Kroger pharmacy, the pharmacist asked me if I’d like to sign up for automatic refills and get a text or e-mail when my prescription is ready. I enrolled and now get a text each month to pick up medication. This business strategy gains customer loyalty, helps the pharmacy retain the prescription in a competitive market, and generates ancillary sales. Now this trend is coming to veterinary medicine. Ask distributors and Vetstreet (www.vetstreetpro.com) about auto refills.

5. USING iPADS IN EXAM ROOMS.

Snap a patient’s picture with your iPad 2 in an exam room, post it to Facebook, and e-mail the client. Show x-rays to clients on IDEXX’s I-Vision Mobile™ application that lets you view and share images on mobile tablets. Play videos of medical procedures for clients, and then e-mail discharge instructions from exam rooms.

6. INCREASING E-MAIL AND TEXT REMINDERS.

Most hospitals have collected 30 percent of clients’ e-mails. You could gather 70 percent or more within two years if you make an effort. How you ask for clients’ e-mails matters. Don’t say, “Can I get your e-mail?” Instead, use benefit statements. Say, “Our hospital is going green and sending more reminders by e-mail. We also want to be able to quickly notify you about any pet health alerts such as a rabies outbreak in the county or pet food recall. You can access Jake’s reminders and request prescription refills through our website. Which e-mail would be the best for you to receive Jake’s reminders?”

Text messages are read within 15 minutes of receipt. Put this statement on surgical and dental consent forms:

Send texts to clients through services such as Google Voice (www.google.com/voice), Vetstreet (www.vetstreetpro.com) or In-Touch Mobile (www.in-touchmobile.com). Never use a practice cell phone because you can’t document the conversation in the medical record. Another danger: The client has your personal cell number and may expect you to answer 24/7!

—Wendy S. Myers

REFERENCES

1. 2011 Bayer Veterinary Care Usage Study conducted by the National Commission on Veterinary Economic Issues, Brakke Consulting, and Bayer Animal Health

ABOUT THE AUTHOR

Wendy S. Myers owns Communication Solutions for Veterinarians in Denver. Her consulting firm helps teams improve compliance, client service and practice management. Wendy also is a partner in Animal Hospital Specialty Center, a 13-doctor AAHA-accredited referral practice offering internal medicine, surgery, neurology, oncology, specialty dentistry, and emergency care in Highlands Ranch, Colorado. She is the author of four books and five videos. Follow Wendy on Twitter @wendysmyers.
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members in the news

Dr. Tim Hunt
MVMA member Dr. Tim Hunt has worked with sled dog teams over the years that are involved in the Iditarod Trail Sled Dog Race. The Iditarod is an annual long-distance sled dog race from Anchorage to Nome with an average of 65 teams starting the race each year. Mushers and a team of 12–16 dogs cover the 1,000-mile distance in 9–15 days. Dallas Seavey (photo, left), a member of Dr. Tim Hunt’s team Momentum, became the youngest musher in history to win the 2012 race. The winning fleet of Alaskan huskies are fed a combination of meat, fat, and Dr. Tim’s Momentum dog formula, made by Dr. Tim’s Pet Food Company of Marquette, Michigan. Dr. Hunt is a veterinarian who practices full-time but has developed dog and cat food lines and many teams use his foods in the Iditarod.

Dr. Katheryn E. Applegate
MVMA member Dr. Katheryn Applegate will be joining a Veterinary Mission Team through Christian Veterinary Mission this summer. Her team will be traveling to Loliondo, Tanzania, and the veterinary work will include deworming and vaccinating cattle, sheep, and goats against PPR and East Coast Fever. The animals belong to the Massai people and are their primary source of food and income, as well as their most prized possessions. Through these simple preventative procedures, they will save entire herds from loss due to disease and improve meat and/or milk production by controlling parasites. We hope to hear more about Dr. Applegate’s adventure upon her return!

in memoriam

Jeremiah (Jerry) Hergott, DVM, died on February 22, 2012, at the age of 86. He joined MVMA in 1955 and was a life member. He graduated from Ontario Veterinary College and practiced small-animal medicine for 30 years. He had been active in organized veterinary medicine on the local and state levels and was retired living in Whitmore Lake.

Hylon J. Heaton Jr., DVM, 1941 graduate of Michigan State College of Veterinary Medicine and life member of the MVMA, passed on April 5, 2012—one month short of his 99th birthday. Dr. Heaton had a mixed-animal practice in his home town of Boyne City, Michigan. He was active in the Methodist Church, Snowbell Barbershop Chorus, District Archery Association, Local Golf Academy, Boyne City government and the Northern Michigan Veterinary Association. Son, Dr. Hylon Heaton III, was MVMA president in 2008.

The MVMA extends its sympathy to the friends and families of departed members. In memory of deceased members, the MVMA contributes $50 to the Michigan Animal Health Foundation. Friends of deceased members may send memorial contributions to the Foundation. When contributions reach $500, the member’s name is entered on a memorial plaque displayed in the MVMA office. The MVMA staff thanks those thoughtful members who take time to notify the office and send obituaries of our recently deceased members.
ARE YOU THE NEXT PRESIDENT OF THE MVMA?

Run for MVMA 2nd Vice President!

Y
ou have the opportunity to help guide the MVMA into the next decade! Step up and share your experience, leadership and vision with over 2,200 veterinary professionals across the state. The MVMA Leadership Development Committee, chaired by Dr. Mike Thome, is seeking nominations for the office of second vice-president of the MVMA. Nominations may also be made for the offices of first vice president and president-elect; however, traditionally once elected, the vice presidents ascend through the chairs without opposition to the office of president. Nominations may be made by constituent associations, petition of 5% of the voting members (approximately 75 members), or by the Leadership Development Committee. Interested individuals should contact MVMA for more information. A letter of intent with a CV should then be submitted by July 1. Contact MVMA at mvma@michvma.org or (517) 347-4710 for more information.

SOCIAL MEDIA

Visit MVMA’s New YouTube Channel!

Take a moment to visit MVMA’s new YouTube channel at http://www.youtube.com/user/MichiganVMA. We hope you find it informative and entertaining. We’ve currently put up videos on the following:

- Dr. Gay Gira: Candidate for AVMA’s Council on Veterinary Services
- Dr. Mary Beth Leininger: Candidate for AVMA’s Council on Education
- How to Set Up and Implement Animal Welfare Audits
- Animal Cops Detroit: The Veterinarian’s Role in Small Animal Cruelty, Part 1
- Animal Cops Detroit: The Veterinarian’s Role in Small Animal Cruelty, Part 2
- Who Has the Better Welfare: The Barn Cat or the House Cat?
- Where Are All the Happy Cows? What Does a Happy Cow Look Like and Why Does it Matter?
- How Important Is Normal Behavior for an Animal’s Welfare?
- Asking Animals What They Feel: Preference Testing and Motivation
- Practicing Equine Medicine
- Do You Want to Be a Veterinarian?
- Veterinarians in Public Practice
- Homer & His Healthy Heart: The Importance of Wellness Visits for Your Pet
- Specialty and Emergency Care Practice in Veterinary Medicine
- Careers in Veterinary Medicine

Watch for more videos coming soon! If you have videos you’d like to share with us, please contact us at (517) 347-4710 or mvma@michvma.org.

“Science, Animals, Medicine & YOU!”—Coming to a Fair Near You

Summer is an exciting time in Michigan. The sun is out, the kids are home, and county fairs dot the map across the state! This year the MVMA/MSU CVM is once again embarking on an educational endeavor that is traveling across our amazing state to educate fair-goers of all ages about the profession we all love.

“Science, Animals, Medicine and YOU!” is a traveling exhibit that provides an opportunity for guests to get up close and personal with the veterinary profession. There are many different items on display such as radiographs, pathology samples, anatomical specimens and different parasites under microscopes for everyone to see. The highlight for many is the “Young Surgeon Suite” where children get to dress up in surgical attire and perform surgery on sick stuffed animals. If you have any ideas of things you would like to see in the SAMY exhibit please let one of the coordinators know!

As student coordinators of this unique exhibit, we are excited and honored to have this opportunity to share our profession with so many people across the state. While we are very eager to meet with our guests at the fairs this summer, we would also like to meet with you, our veterinary colleagues! Please visit our website at http://scienceanimalsmedicineandyou.com to check out our tour schedule. If you find that we will be in your community, come out and visit the exhibit and learn how you can get involved. Feel free to contact any of the coordinators for more information.

Jessica Knox, MSU CVM Class of 2014, knoxjess@cvm.msu.edu
Jillian Arambula, MSU CVM Class of 2015, arambula@cvm.msu.edu
Ashley Vanderbroek, MSU CVM Class of 2014, vande399@cvm.msu.edu
**DVM, veterinary medical officer with the FDA, told veterinarians at the AAHA yearly conference in Denver that the FDA is working to investigate the source of the illnesses.** The FDA is seeing an increase in the number of complaints about dog illnesses associated with consumption of chicken jerky products imported from China and posted a warning in November that chicken jerky products imported from China could cause illnesses.

**DIAMOND PET FOOD RECALL**

On April 2, MDARD had its first confirmed positive for salmonella in a Diamond-brand dog food sample. PPPMD and the Laboratory Division immediately began working with the manufacturer, retailers, FDA and its state feed counterparts to remove the product from sale and share laboratory results. This discovery resulted in the recall announced April 6, 2012. Affected states include Alabama, Florida, Georgia, Kentucky, Maryland, Michigan, New York, North Carolina, Ohio, Pennsylvania, South Carolina, and Virginia. For more information, visit http://www.fda.gov/Safety/Recalls/ucm299606.htm.

**USDA ANNOUNCES DETECTION OF BSE**

On April 24, USDA confirmed the nation’s fourth case of Bovine Spongiform Encephalopathy (BSE) in an animal that was sampled for the disease at a rendering facility in central California. This animal was never presented for slaughter for human consumption, so at no time presented a risk to the food supply, or to human health in the United States. USDA is continuing its epidemiological investigation and will provide additional information as it becomes available.

**BEING A CAT-FRIENDLY PRACTICE CAN INCREASE VISITS**

Want to combat declining visits and help cats get the care they’ve been missing? Become a cat-friendly practice. The American Association of Feline Practitioners (AAFP) has initiated a Cat Friendly Practice Program that allows veterinary practices to systematically and effectively address the needs of the feline patient in order to provide the highest quality care. The program aims to help increase feline visits by providing practitioners with the guidelines and resources to become a Cat Friendly Practice.

**DIAMOND PET FOOD RECALL**

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After you have finished the online process, your submission will be evaluated for approval. If approved, you will become an AAFP Cat Friendly Practice. To register, you will need to complete the application. For more information, visit http://www.catvets.com/joinus/.
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Contact: Behavior Service 517-353-4523
Amanda Rigterink, DVM

Michigan State University
Veterinary Teaching Hospital
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The Michigan Veterinary Medical Association receives frequent reports from members about the unlicensed practice of veterinary medicine and the harm it can cause to animals. As a way to determine how common this problem is in Michigan, MVMA asked members to let us know if they are experiencing this in their area. Over 200 members responded to the survey. The results are being shared with the Michigan Board of Veterinary Medicine and other state agencies in an effort to obtain assistance in reporting these individuals.

Michigan law is clear about what constitutes “illegal practice.” Within the Public Health Code, the practice of veterinary medicine is defined as:

- Prescribing or administering a drug, medicine, treatment, or method of procedure; performing an operation or manipulation; applying an apparatus or appliance; or giving an instruction or demonstration designed to alter an animal from its normal condition.
- Curing, ameliorating, correcting, reducing, or modifying a disease, deformity, defect, wound, or injury in or to an animal.

Help the MVMA Stop Illegal Veterinary Medical Practice in Michigan

As a new member service, MVMA is willing to assist in contacting individuals who are illegally practicing veterinary medicine with a letter letting them know that they are violating Michigan laws by practicing veterinary medicine without a license. The letter is sent with a letter from the Michigan Department of Agriculture and Rural Development expanding on information related to illegal practice (see MDARD letter with this article). MVMA members who are aware of illegal practice in their area can confidentially report these activities by filling out the Illegal Practice Report Form on the MVMA website. MVMA will follow up by making these individuals aware that they are violating the law and may be committing a felony.
Diagnosing or prognosing, or both, a disease, deformity, or defect in an animal by a test, procedure, manipulation, technique, autopsy, biopsy, or other examination.

In addition, the Administrative Rules state the following with regard to delegation of tasks:

A veterinarian shall not delegate the performance of acts, tasks, or functions that fall within the practice of veterinary medicine unless the veterinarian has first examined the patient on which the delegated procedures are to be performed and determined the need for such veterinary services. The delegating veterinarian shall observe and monitor the performance of the delegated procedures to the extent necessary to ensure that the activities of the delegatee are within the scope of the orders, assignments, or prescriptions of the veterinarian.

**Awareness of Illegal Practice**

Of those who responded, 74% indicated they are aware of the illegal practice of veterinary medicine in their area.

- **Small Animal:** Vaccines topped the list of known violations with 66% of respondents citing this type of illegal practice. 39% of respondents cited small animal anesthesia-free teeth cleaning, 35% cited chiropractic and 11% cited surgery.
- **Food Animals:** Although we had few responses from food animal practitioners, pregnancy checks were cited at 5%, embryo transfers at 2% and surgery at 2%.
- **Equine:** Teeth floating at 27%, chiropractic at 18% and surgery at 6% topped the list of illegal practice according to equine veterinarians. Physical rehabilitation was also cited at 2%.

In addition to the options listed, respondents said they had also seen:

- Prescribing or dispensing prescription medication including antibiotics without a license or valid VCPR
- Small animal diagnostic testing (heartworm, FeLV, FIV)
- Medical diagnosis and treatment of infectious diseases
- Non-veterinarians filling out health certificates
- Acupuncture by non-veterinarians
- Artificial insemination of dogs by breeders
- Food animal breeding soundness examinations

**How Have You Heard of the Illegal Practice?**

Respondents were able to check all areas that applied to the question above. From the survey, we learned that 98% of respondents heard about illegal practice from clients. Flyers (9%), newspaper ads (9%), and online ads (4%) were also cited.
According to respondents, grooming facilities are the greatest offender (39%) followed by traveling/mobile lay persons (33%), shelter/rescue organizations (31%), layperson's home (29%), breeder (29%), boarding facility (28%), pet store (16%), and feed store (11%).

Overall, 72% of respondents did not know how to report illegal practice of veterinary medicine and only 14% had ever actually reported an incident. Consequently, MVMA is developing information on how to report violators in the future.

Twenty-five percent of respondents indicated that they have treated patients that have been injured by an unlicensed layperson. The most frequent injuries seen included:

- Vaccine reactions
- Mangled declaws in cats
- Fractured teeth, unsuccessful extractions and horses teeth being improperly floated
- Castration problems in horses
- Castrations in small animals including banding to castrate dogs, infected incision sites and procedures done without anesthesia
- Drug overdoses
- Toxic products being used as anti-parasitics
- Misdiagnosed infectious diseases, skin diseases and GI disorders

- Wounds due to “rubberband” tail docking
- Bad ear crops
- Otitis treated as mites in small animals
- Infected incision areas and wounds not properly treated
- Human chiropractor performing manipulation on animals

You can access a complete report of the survey on the MVMA website at www.michvma.org. MVMA thanks the California Veterinary Medical Association for their assistance in creating this survey. MDARD and State Veterinarian Dr. Steven Halstead invite you to share their letter with anyone in your local area who may be illegally practicing veterinary medicine.
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Don’t forget to renew your MVMA membership. If you pay by July 1, you will be entered into a drawing to receive a free year of dues. We appreciate your continued support as members of MVMA. We have more than 2,200 veterinarian and student members making us stronger as we speak with “one voice” for the profession. There are many reasons to be a member, but we thought we’d list the Top Ten for you. Check out the Member Benefits guide on our website at www.michvma.org or watch for the guide in an issue of The Michigan Veterinarian later this year.

10 Savings on things you need. In these challenging times, you must check out our negotiated discounts for members. MVMA saves members money on insurance, office supplies and equipment, x-ray badges, credit card processing, account collection services, web services, on hold messages, printing, car rental—and more.

9 Free legal advice. Members can access professional and personal legal advice over the telephone, absolutely free.

8 Local access to first-rate continuing education. The Michigan Veterinary Conference, MVMA’s Small Animal Seminar Series, MVMA’s Summer Conference, MVMA’s Animal Welfare Conference, MVMA/MSU CVM’s Joint Wet Labs—and more—offer you outstanding CE at discounted rates for members.

7 Veterinary Career Network and employment assistance. Members looking for employment can conduct a free nationwide job search by position, species, or location and receive valuable advice. Employers can post ads and search for veterinary professionals. MVMA also has a new section on the website specifically developed to assist recent graduates.

6 Complaint Resolution. All veterinarians occasionally have unhappy clients and these clients often call MVMA before contacting the Board of Veterinary Medicine. MVMA’s Ethics and Grievance Committee oversees client complaints, usually resolving them before legal or licensure action is initiated.

5 MVMA’s Answer Team. MVMA’s “A” Team expands the traditional mentoring concept to include mentoring at all stages of a career. Talk to expert team members about issues dealing with practice management, career assistance, litigation, personal development, human resources or veterinary ethics.

4 Model Animal Hospital Personnel Policies Manual. MVMA created a personnel policies manual for members that can be customized to fit your practice. It reflects current Michigan laws and is free to members.

3 Michigan Law for Veterinary Professionals. This publication includes information on the Board of Veterinary Medicine, Public Health Code, discipline, civil liability, licensing questions, controlled substances questions and the Michigan Penal Code and it’s all in one place!

2 We look out for you. MVMA constantly monitors the activities of the Board of Veterinary Medicine, legislative bodies and trends in the veterinary profession. We have a Legislative Network and the tools needed to protect you against legislative initiatives or policy changes negatively affecting your profession.

1 And the number one benefit of MVMA membership: Access to Information. Whether through The Michigan Veterinarian, E-newsletter, Urgent Issue Broadcasts, website, Facebook, Twitter, YouTube, or by responding to member telephone and email inquiries, MVMA keeps members informed about what they need to know to manage veterinary practices, keep clients happy, and minimize stress levels.

Not bad for a top ten list. And we’ll keep working to make sure that we can top this list a year from now. MVMA is one of the best investments you’ll ever make. Our members are defining veterinary practice in Michigan. If you have any questions, contact us at (517) 347-4710 or mvma@michvma.org. Thank you for your support!

Sincerely,

Karine Belyea
Karlene B. Belyea, MBA
Chief Executive Officer
Every year MVMA asks members to contribute to our state political action committee, VET-PAC. Thanks to a dedicated core of leaders in the veterinary profession, VET-PAC has been financed at a steady level. Unfortunately, while VET-PAC remains constant, the cost of electing state legislators continues to grow by double digits every election.

Term limits in Michigan have caused the House and Senate to turn over at one of the highest rates of any state in the nation. Each new legislator needs help to get elected and needs to be educated about the veterinary profession. This constant turnover takes both time and resources just to maintain the status quo, let alone implement positive change for the profession. The formula for success is simple: Without the steady growth of VET-PAC we risk backsliding in both the Legislative and Regulatory arenas.

Therefore, we ask you to make a wise and selfless business decision: Write a personal check to VET-PAC! If you have contributed in the past, please consider increasing your donation this year. If you have not participated in the past, please consider becoming a member and save with VET-PAC.

### What is VET-PAC?

VET-PAC is a nonpartisan political action committee with the sole purpose of supporting candidates in Michigan who support the veterinary profession. VET-PAC has one of the highest success rates of any state PAC in supporting winning candidates—over 90%!

### Why is VET-PAC so effective?

We listen to our members, respect their opinions and follow their lead. VET-PAC solicits candidate contribution recommendations from our VET-PAC contributors for every election. These are the veterinarians in local communities where the candidates are seeking election. These VET-PAC contributor’s recommendations have always received first tier priority when contributions are made. Members who contribute are often more informed on local candidates than the “political experts.” This member involvement makes VET-PAC strong.

### Why Me?

Other than treatment of a pet, VET-PAC and MVMA are likely the only exposure most candidates will have with the veterinary profession. When you contribute to VET-PAC, every effort is made to meet your local candidate, support their election and strengthen their support of your profession. You become part of the leadership team supporting veterinary medicine because the old saying is true “all politics are local.”

### How Can I Help?

VET-PAC can only accept personal after tax contributions from MVMA members. Please take a minute to reflect what state laws and regulations impact your profession and practice. If it’s worth one cup of coffee a day, do the math and write a check to VET-PAC. You will be welcomed to the team and not be disappointed!

—Susan L. Sayles, DVM, MVMA President

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### Benefits of Membership

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<td>Small Animal Series Conferences</td>
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<td>Free “Cost of Compassion” brochures</td>
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<td>Free “Pet Health Insurance” brochures</td>
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<td>approx. $150</td>
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<tr>
<td>Disability insurance: 15% discount</td>
<td>approx. $175</td>
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<tr>
<td>Auto and homeowners insurance: 10% discount</td>
<td>$50–200+</td>
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<tr>
<td>Burial and cremation services: 5% discount</td>
<td>$100+</td>
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<tr>
<td>Veterinary Career Network</td>
<td>$25–200+</td>
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<tr>
<td>Legal Consents for Veterinary Practice: 15% discount</td>
<td>$25+</td>
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<tr>
<td>Model Animal Hospital Personnel Policies manual</td>
<td>$1,200+</td>
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<tr>
<td>MSU Federal Credit Union discounts</td>
<td>$50+</td>
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<tr>
<td>Michigan Law for Veterinary Professionals</td>
<td>$100</td>
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<tr>
<td>Legislative representation</td>
<td>priceless</td>
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<tr>
<td>Client referral services</td>
<td>priceless</td>
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<tr>
<td>MVMA “Members Only” access on the website</td>
<td>priceless</td>
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</table>

Total Savings | $4,120–7,715 |

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**Potential Savings**

- **High End**: $4,120–7,715
- **Low End**: $263

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**ANNUAL DUES—JUST 72¢ PER DAY!**
VETERINARIANS WANTED

Established small-animal hospital in the Downriver area looking for PT veterinarian for 1-2 days of work. Experience preferred in both medicine and general surgery. Please contact Nancy at trentonvet@gmail.com or fax résumé to 734/676-6450.

Well-established small-animal practice seeking part-time veterinarian. Located in economically solid Ada, we are a full-service clinic focused on high-quality care with a very personal touch. We thrive on getting to know our patients and their owners, providing a relaxed, compassionate, and educational experience at each visit. We are growing and expanding our services; this position does have opportunity to become more than part-time with the right candidate. Learn more about us at www.thornwoodvet.com. Mail or email résumé to Thornwood Veterinary Clinic, 1501 Buttrick Ave., SE, Ada, MI 49301; kaleali@thornwoodvet.com.

The Michigan Gaming Control Board is seeking applicants for part-time veterinarian positions to work at horse racing tracks in the Detroit and Mt. Pleasant areas beginning in spring 2012. Contact Al Emst, Horse Racing Section Manager, at 313/456-6130 or horseracing@micigan.gov.

Oakwood Animal Hospital is seeking a DVM to join our practice in Kalamazoo, MI. We are a well-established, full-service, small-animal hospital providing comprehensive medical, surgical, and dental care. The facility includes a well-stocked pharmacy, in-hospital surgery suite, in-house x-ray capabilities, and a closely supervised hospitalization area. Minimum 3 years' experience plus a positive and enthusiastic attitude and a commitment to practicing the highest standard of medicine. Please email résumés to gazar@manet.com.

Join us! We are a 134-year-old small-animal practice in a newer facility on Lake Michigan in the southwest corner of the state desiring to expand with another full-time doctor. We offer a positive working environment that emphasizes client and patient care. Our goal is to under-promise but over-deliver our services. We have surgical laser and digital radiography but believe in the time-tested standard of care and service that sets us apart. Shared emergency duty is required. Soon-to-be graduates and experienced clinicians are encouraged to apply. Health insurance, a retirement plan, CE, vacation, etc. are part of the package. If interested, please contact Dr. Patrick Almus at npalmus@sbcglobal.net for more information.

AAHA-accredited small-animal hospital in Birmingham, MI, is seeking a competent, compassionate veterinarian to join our practice. We are well-equipped with a great long-term support staff and excellent benefits. Please email résumé to j.blaski@hotmail.com or fax to 248/644-6123.

Full- or part-time veterinarian: General and emergency small-animal hospital looking for an ambitious veterinarian; competence in exotics an advantage. Recent graduates encouraged to apply, call 517/393-8888 or email résumé to vetbols@yahoo.com.

Practice, live, and play where others can only escape on vacations. We are seeking a caring and compassionate associate veterinarian. Full- or part-time position is available. Interest in orthopedics is a plus. Come practice with a veterinary team dedicated to serving our clients and patients with high-quality medicine in a small-town atmosphere. For more information, contact Dr. Scott Jandron at Northern Veterinary Associates, 661 Palms Ave., Ishpeming, MI 49849; tel 906/485-6145; email srjdogdoc@gmail.com.

Secure future and above-average pay for the right associate in beautiful Sault Ste. Marie, MI. Two veterinarian, predominantly small-animal practice seeks another full-time associate. We are a busy, full-service clinic and our goal is to provide high-quality care for our patients, compassion for our clients, and a great working environment with an exceptional team. Excellent benefits and competitive salary. Email résumé to Chippewaanimalclinic@yahoo.com.

P/T or F/T experienced veterinarian for an established practice in Royal Oak, MI. We are seeking a dedicated individual with excellent communication skills who is a team player with a strong commitment to veterinary medicine. roanimalhospital@gmail.com.

Long-established modern veterinary practice with 2 locations, looking for an energetic veterinarian. Experience preferred. One practice heavily into orthopedics, one with laser surgery, both with in-house labs. Send résumé to Crossroads Veterinary Clinic, 15275 West M60, Three Rivers, MI 49093.

Full-/part-time veterinarian wanted in a busy 90% companion-animal clinic located in southeast MI. Immediate position available. Newer 8-year-old structure that is computerized with comerstone software and in-house Idexx laboratory. Equipped with pulse oximetry, blood pressure monitor, IV pumps, ultrasound, surgical laser, rigid and flexible endoscopy, and digital radiography. Owner is experienced in orthopedic surgery. Practice believes in promoting continuing education and supplying excellent patient care and client satisfaction. We want you to become part of our team. Seeking a dedicated and compassionate individual to become a long-term member of our team. New or recent grads welcome as well as seasoned and well-experienced veterinarians. Competitive salary and benefits package available. Please contact Tecumseh Veterinary Hospital Inc., 5990 S. Occidental Hwy., Tecumseh, MI 49286; tel 517/423-2911; email edwardtritt@yahoo.com.

Banfield Pet Hospital of the Great Bay Region and southeast MI is seeking experienced veterinarians. We offer the opportunity to practice quality medicine with the right tools, knowledgeable teams, and nationwide support. Outstanding benefits, competitive salary, relocation assistance and CE. Apply online at www.banfield.com/careers.

Emergency clinic in Clinton Township seeks experienced ER veterinarian. This location has a 5-year history as a busy ER practice and is now under new ownership. Ideal candidate is able to work independently with excellent client communication and bedside manner. Competitive wages and benefits. Contact Dr. Dave Balaj at 313/881-8061.

Seeking a full-/part-time skilled, confident, and compassionate associate veterinarian to join our health care team in Metro Detroit area. Strong interpersonal and communication skills, excellent customer service, and general practice capabilities are required. Looking for a self-starter who is dependable, energetic, and willing to learn, team, and excel. Competitive salary and benefits. Send résumés to Dr. Ajalb Dhalialw at mianimalhospital@gmail.com.

Small-animal DVM needed for growing new practice. One day/week and one Saturday/month to start with potential to increase hours with our growth. Must have compassion for both pets and their people. Send résumé/vita and a paragraph written to explain what the phrase “a heart to serve” means to you to sumpterpetcare@gmail.com. No phone calls please.

Seeking full-time, new, or recent graduate veterinarian for a client-oriented, full-service, small-animal practice in west MI. Our modern facility is AAHA-accredited, well-staffed, well-equipped, and growing. We offer competitive salary and benefits in a collegial, supportive atmosphere. Please send résumé to bestvetsm@gmail.com.

Experienced part-time veterinarian wanted for small-animal clinic located in Howell. Interest in surgery and compassionate client communication skills are essential.
Associate veterinarian position available at a 2-doctor small-animal and exotic clinic in Jackson. Excellent opportunities exist for a compassionate individual to develop long-term relationships with an experienced team and established clientele. Four years of experience is preferred but not required. 2012 grads are welcome to apply. You can find us on the web at www.columbianmalclinic.com. Please email your resume to nperry@vmc-inc.com or fax to 909/494-3710.

P/T or F/T associate for a progressive, well-equipped practice in a resort town on Lake Michigan. Looking for a confident, energetic veterinarian who is interested in practicing top-notch medicine and is looking for a long-term position and possible buy-in. Good surgical, diagnostic, and people skills required. Ultrasound, endoscopy, and computerized bbywerk@havenanimalhospital.com.

Progressive 3-doctor practice seeking a full-time veterinarian. Practice is located in the Genesee/Flint area. If interested please inquire with Nathan at 810/736-8600 or at heritagevet@comcast.net.

Established 2-man practice in Clawson, MI, needs full-time associate veterinarian. Experience preferred. We are a high-quality primary care neighborhood practice with emphasis on both client and companion animal care. Visit kimbalvet.com to see what we are about. Send resume and contact information to Thomas Kimball DVM, West 14 Mile Rd., Clawson, MI 48017.

Exceptional surgeon sought to perform 30+ canine/feline sterilizations/day for Taylor, MI, high-volume, high-quality spay/neuter clinic (Humane Alliance model: humanealliance.org). Fast-paced, friendly environment with staff committed to ending animal homelessness and needless euthanasia. FT/PT considered. Limited direct contact with clients. Competitive salary/benefits. Mission-driven candidates please send resume/cover letter to employment@thePAWSclinik.com.

Grow with us in one of our small-animal hospitals in southeastern MI. 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 Whittaker Road Animal Clinic location in Ypsilanti Township. Contact Jeff Rothstein, DVM, MBA, at 734/645-0267; email jknis@sbcglobal.net; fax 734/741-4718.

Full-time experienced veterinarian wanted for a well-established SA AAAH-certified hospital. We have state-of-the-art equipment and excellent support staff. Competent medical, surgical, and communication skills a must. No after-hours emergencies. Benefits package. Send resume to Dr. Donald Schollenberger c/o Rossoni Animal Hospital, 23737 Van Born Rd., Taylor, MI 48040; tel 313/291-6400; email Rossonianimalhospital@gmail.com.

LVTs WANTED
Seeking licensed veterinary technician with great technical skills and client skills who can be a team player in our growing practice. Our clinic is equipped with laser, ultrasound, and endoscopy, and we perform many orthopedic procedures. Full-time with benefits (health, CE, vacation, and sick time). Salary commensurate with experience. Forty-five minutes from Ann Arbor and Toledo. Check out our facility at www.tecvet.com. Call Edward Tritt, DVM at 517/423-2911 or e-mail resume to edwardtritt@yahoo.com.

LVT needed for small-animal emergency/referral hospital in Kalamazoo, MI. Duties include anesthesia, surgical assistance, intensive care nursing, radiology, and clinical laboratory work. Resume: Southwest Michigan Animal Emergency/Referral Hospital, 6039 S. Westnedge Ave., Portage, MI 49092; tel 269/760-4056; fax 269/323-3636; email ronaldmailesdvm@gmail.com.

Part-time veterinary/technician: Licensed Veterinary Technician wanted for busy animal hospital in Lansing, vetabola@yahoo.com or 517/393-8888.

TECHNICIANS & ASSISTANTS: Northern Michigan’s only 24/7 emergency pet hospital continues so expand. Bay Area Pet Hospital is accepting applications for experienced LVTs and assistants. Qualified applicants must have 2+ years’ experience, excellent references, and pass background check. Offering rotating schedules, competitive wages, and generous benefits. Hospital is located in beautiful downtown Traverse City with view of the bay. Send resume to clinic supervisor Kismet chuck_kismet@charter.net.

PRACTICES & EQUIPMENT FOR SALE
Are you ready to own your own practice? Well-established practice for sale in scenic northern MI. Good location. This is a good time to look toward the future. Email upnorthpractice@gmail.com.

Bay County: small animal/grooming practice w/RE for sale. Call Dr. Mark Bash 989/892-8517 or pinevet@midmich.net.

Small-animal practice for sale in north Oakland County. Profitable, gross receipts 500K+, located on high-traffic road in busy shopping mall for almost 20 years. Owner will help with transition. Email inquiries to owmni1234@yahoo.com.

classified ads
relief vets & benefits

since 2009. Revenue this year is up 50% over 2011! Excellent equipment and facilities. Practice purchase and real estate for $650K. Contact Total Practice Solutions Group, Dr. Kurt Liljebreg, 800/380-6872 or kurt@tpsgsales.com.

Small-animal practice for sale north of Saginaw grossing near $400K. Includes 2 acres of real estate, barn, and 3-bedroom home. Purchase everything for less than $400K. This is a great area and very close to Saginaw Bay. Contact Total Practice Solutions Group, Dr. Kurt Liljebreg, 800/380-6872 or kurt@tpsgsales.com.

When buying or selling a veterinary practice, rely on the expertise of the Total Practice Solutions Group. See our display ad this issue. Even if you plan to sell your practice yourself, contact Dr. Kurt Liljebreg for a free consultation. We would be happy to help. 800/380-6872 or kurt@tpsgsales.com.

PRACTICE FOR SALE: New Listing! Small-animal practice in an affluent area of SE Michigan. This is a well-managed practice with revenues in the $1.1M range. For additional info, please visit www.simmonsinc.com or call 888/746-3717 (Listing #MI1112A)

PRACTICE FOR SALE: Great SA practice in the northern lower peninsula of Michigan. High-visibility location and double-digit growth! Purchase price of $580K includes both the practice and RE. For info, visit www.simmonsinc.com or 888/746-3717 (Listing #MI1111A)

relief veterinarians

* = NON-MVMA MEMBERS

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.

Cheryl Beatty, DVM, 517/290-7633. MSU 89. Experienced SA relief or part-time work within 1 hour drive of Lansing. Easy-going, good client communication and record keeping. cherylbayet@att.net.

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. kbegina4@gmail.com.

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


Archie Black, DVM, 248/417-2667. MSU 83. SA relief, emergency, excellent client communication, record keeping. veterinarian@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.

Michelle Chappell, DVM, 734/330-5048. KSU 90. Friendly, flexible SA relief or part-time in SE MI. Surgery, medicine, acupuncture, excellent client communication. References. 20 years’ experience.

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

Rebecca Coll, DVM, 734/673-7468. MSU 99. Available for relief work within 1 hour of Metro Airport. Excellent client communication skills. SA or ER relief. Excellent record keeping. hwdogdok@gmail.com.

Kenneth Corino, DVM, 248/217-5235. MSU 94. SA relief work. SE MI, medicine and surgery. corinovmd@comcast.net.

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


Daniel Deciechi, DVM, 810/394-7412. MSU 03. Available for SA/exotic relief. Based in SE MI. Willing to travel. dr.deciechi@animalemergencyhospital.net.

Susan Drapek, DVM, CVA, 517/663-0428. MSU 90. Available within two hours of Lansing. Relief experience since 1997. Small-animal medicine, surgery, and acupuncture. smdrapel@dvm@sbcglobal.net.

Julie Eberly, DVM, 269/751-8429. MSU 93. 13 years’ SA experience. Available for relief work in western MI/Holland/Grand Rapids areas. docjulie5@msn.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.

Byron Hagewood, DVM, 734/765-6434. MSU 00. PhD (Biochemistry). SA/exotic/emergency relief, southeast MI area. Experience with soft tissue/orthopedic surgery, laser, ultrasound, research. Available 7 days, bthwood@ sbcglobal.net.

Lisa Harris, DVM, 616/261-6743. MSU 89. Available for relief in Grand Rapids/Lakeshore area. Experienced SA medicine and surgery, avian, exotics. Friendly, good communicator. dr.ltharris@gmail.com.


Matt Januszewski, DVM, CVA, 517/304-7224, CSU 01. Available 2 days/week, Lansing to Oakland County, Ann Arbor to Flint, for SA relief work. drmattscu@aol.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 or relief.

Tari Kern, DVM, 248/906-5987. MSU 99. Available for part-time or relief work in Okaland, Macomb and northern Wayne counties. SA general medicine and surgery. tkernmd@yahoo.com.

Eric Mann, DVM, 734/624-2448. Ross 03. Available for SA relief or part-time, metro Detroit/Ann Arbor. kittvset055@yahoo.com.


Gregory Miller, DVM, 269/637-2937. MSU 77. SA Relief part-time. Good medical/surgical skills. Experienced and easy going. Former practice owner, good client relations. SW MI area.

Denise Jorgensen Montagna, DVM, 231/557-1536, CSU 90. SA relief or part-time in western MI. Excellent client relations. References available. djmontagnodvm@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. kparelnelldvm@comcast.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. petvet@tchorchlake.com.


Jeffrey F. Powers, DVM, 231/881-4408. MSU 80. Available to provide SA/MX relief work in MI, practice owner for 29 years. jpowers@csyip.net.

Mark Pytel, DVM, 586/677-0186. MSU 86. SA relief or part-time work. Southeast MI, medicine and surgery. mark.pytel@yahoo.com.

Jason C. Rivas, DVM, 517/896-2698. MSU 03. SA/exotic relief/part-time work. Metro Detroit/southeast MI 7 days a week. All MI travel considered. References. jcrdvmbiz@msn.com.

Ann-Marie Sekera, DVM, 505/563-0944. ILL 05. SA relief or PT, within 1 hour of Ann Arbor. Positive attitude, excellent patient care and client communication.
MVMA’s Brochures Help Guide Clients

Do you struggle with clients not understanding why certain veterinary services and procedures cost what they do? Do you know how to respond when clients ask about pet health insurance? Do you have a resource ready when clients ask about what pet is right for them? Take advantage of MVMA’s brochures designed to answer some of your client’s toughest questions:

- “The Cost of Compassion: Why Does Veterinary Care Seem So Expensive?”
- “Learn Before You Leap Into Pet Ownership”

Members can request 25 copies of each brochure annually at no charge. In addition, if you are a clinic with 100% veterinarian membership, you are entitled to an additional 25 copies of each brochure annually at no charge. Contact us at mvma@mi-chvma.org or (517) 347-4710 and we’ll send out your shipment of these great brochures! Additional supplies can be purchased at MVMA’s cost of 25¢ per copy.

TWO NEW BENEFITS THAT WILL SAVE YOU MONEY

APPLAR & EMBROIDERY. Lands’ End Business Outfitters has now partnered with MVMA! Lands’ End offers a wide variety of high-quality, comfortable and flattering clothing fit for men and women, including outerwear. They also have a wide selection of promotional products for upcoming events. Choose the MVMA logo for your items or upload your own logo and see your brand on the products! As an MVMA member, you receive 10% off all Lands’ End products and another 10% off embroidery fees with no minimum quantities. To order, create an account by clicking “Sign In” at ces.landsend.com/mvma or contact them at 800/374-5395 and a representative will be happy to assist you.

SURGICAL INSTRUMENTS. MVMA members can now take advantage of a 10% discount on products and services from Spectrum Surgical. Their outstanding service, warranties, and low prices have become industry standards. Spectrum’s state-of-the-art national repair center is open seven days per week to provide you with a quick turnaround. Contact Spectrum at 800/444-5644 and identify yourself as an MVMA member or visit www.spectrumsurgical.com for more information.
MICHIGAN VETERINARY CONFERENCE

▸ January 25–27, 2013
Lansing Center & Radisson Hotel, Lansing, MI

MACKINAC ISLAND VETERINARY CONFERENCE

▸ July 22–24, 2012
Grand Hotel, Mackinac Island, MI

CANINE ULTRASOUND LECTURE/WET LAB

▸ June 16, 2012 (Anthony Pease, DVM, MS, DACVR)
MSU Veterinary Medical Center

MVMA ANIMAL WELFARE CONFERENCE

November 19, 2012 @ 8:30 AM–4:30 PM
MSU Pavillion, East Lansing, MI

MVMA SMALL ANIMAL SEMINARS

▸ Dermatology (Dr. Paul Bloom)
October 10, 2012

▸ Soft Tissue Surgery (Dr. Catriona MacPhail)
November 7, 2012

▸ Toxicology (Dr. Sharon Gwaltney-Brant)
December 5, 2012

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

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)
June 28, 2012 @ noon
September 13, 2012 @ 9:00 AM

▸ Executive (Dr. Susan Sayles, Chair)
June 28, 2012 @ 9:30 AM
September 6, 2012 @ noon
November 29, 2012 @ noon

▸ Legislative Advisory (Dr. Jean Hudson, Chair)
June 6, 2012 @ 1:30 PM (in downtown Lansing)
September 5, 2012 @ 1:30 PM (in downtown Lansing)
November 28, 2012 @ 1:30 PM

▸ Membership (Dr. Sarah Abood, Chair)
August 23, 2012 @ 3:30 PM
October 25, 2012 @ 3:30 PM

▸ Public Health (Dr. Joe Kline, Chair)
June 6, 2012 @ 1:30 PM
September 5, 2012 @ 1:30 PM
December 12, 2012 @ 1:30 PM

MVMA BOARD OF DIRECTORS

▸ July 22, 2012
Grand Hotel, Mackinac Island

▸ September 26–27, 2012
St. Francis Retreat, DeWitt (Strategic Planning Session)

▸ December 12, 2012
MSU CVM, East Lansing

IAFFV AU SABLE RIVER FALL MEETING

▸ Modern Management of Cardiovascular Diseases
(Bari Oliver, DVM, PhD, DACVIM)
September 16–21, 2012
Gates Au Sable Lodge, Grayling, MI

▸ Updates on Feline Hyperthyroidism
(Dr. Steven Bailey)
September 20, 2012 / Caro, MI

▸ Clinical Approach to Weight Loss in a Horse
(Dr. Judy Marteniuik)
October 18, 2012 / Sandusky, MI

SAGINAW VALLEY VMA

▸ Minimally Invasive Surgery: Stomach Bloat & Beyond
(Dr. Dan Degner, Michigan Veterinary Specialists)
September 26, 2012

▸ Emerging Pathogens & Antibiotic Therapy
(Dr. Jim Whitehead, Michigan Veterinary Specialists)
October 24, 2012

All meetings, including dinner, are free to SVVMA members. Cost to nonmembers is $35. Contact Dr. Hylon Heaton III, Secretary/Treasurer, (810) 239-4635; heatonh@theheatonfamily.org.

THUMB VMA

▸ Updates on Feline Hyperthyroidism
(Dr. Steven Bailey)
September 20, 2012 / Caro, MI

▸ Clinical Approach to Weight Loss in a Horse
(Dr. Judy Marteniuik)
October 18, 2012 / Sandusky, MI

Contact Dr. Kevin Stachowiak at drkevin@casevillevet.com or (989) 856-3525 for more information.

WESTERN MICHIGAN VMA

▸ Veterinarian CE Seminars
3rd Tuesday of each month, January–May & September–November @ 7:00 PM / Grand Rapids

Contact Jeff Johnson, DVM, (616) 837-8151, or jdandcj2008@dishmail.net.

LIVINGSTON VMA

▸ Liver Issues (Dr. Kate Holan)
August 21, 2012

▸ Wound Management (Dr. Dan Degner)
November 15, 2012

Meetings will be held at the Downtown Martini Bar & Grille in Brighton. RSVP to lcvma1@yahoo.com or call (810) 623-0391.

DUE TO THE NUMBER OF REQUESTS FOR CE ANNOUNCEMENTS, THE MICHIGAN VETERINARIAN LIMITS LISTINGS TO CE PROGRAMS IN MICHIGAN.
Oakland Veterinary Referral Services (OVRS) is one of the most comprehensive veterinary specialty facilities in the country. Our veterinarians are board certified in their specialties, and they are supported by a highly trained staff of licensed veterinary technicians.

Our expert professionals, state-of-the-art technology and wide range of treatment options all contribute to excellent veterinary care. We are proud to have earned the confidence, trust and respect of thousands of local veterinarians and pet owners alike by offering exceptional care and outstanding services in a nurturing environment.

Our Specialties
Behavioral Medicine
Cardiology
Complementary & Alternative Medicine
Dermatology & Allergy
Diagnostic Imaging
Emergency & Critical Care
Internal Medicine
Oncology
Ophthalmology
Surgery

1400 South Telegraph Road | Bloomfield Hills, MI 48302

Ph: (866) 334-6877   Fax: (248) 334-3693   E-mail: info@ovrs.com   www.ovrs.com