



HOOSIER VETERINARIAN

a publication of the indiana veterinary medical association

The human side of animal health.

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IVMA CE Webinar Scheduled

Join us for our first IVMA continuing education webinar on Wednesday evening, **April 6, 2011**, from **7-8 pm**. The speaker will be Dr. Tony Johnson on "Lifegiving Lipids – Another Reason Why Bacon Is Good For You; Lipid Therapy For Selected Toxicosis." The cost to participate is \$25. See an insert in this newsletter for registration information or contact the IVMA office at lisa@ivma.org or 800/270-0747.

IVMA RECENT GRAD FORUM

See page 12 for more!

127th IVMA Annual Meeting is in the Books

Despite weather challenges and a few speakers who could not make it to Indianapolis due to weather conditions around the country, the 127th Annual Meeting was a great success. This was due in large part to efforts of the Annual Meeting Planning Committee, the IVMA staff, and all who registered who stayed on top of meeting plans via email communications. Topics ranging from dermatology to surgery to gastroenterology to equine medicine to public health comprised a small sample of the wide-ranging continuing education offered at the meeting, February 3-6, 2011, at the Indianapolis Marriott East.

The annual meeting received major financial support from exhibitors and the IVMA 2011 Partnership Sponsors. They include:

Elanco Companion Animal Health

Webster

Butler Schein Animal Health Supply

Novartis

Friday evening featured the 2nd annual reception for the "Engaging the Future" program coordinated and hosted by the Indiana Animal Health Foundation. The event was sponsored in part by Elanco Companion Animal Health. Three veterinary students were selected to give presentations on their unique veterinary travel in places throughout the world. Each recipient received a \$750 stipend for their participation. The students selected were:

Briah Tannler, Class of 2013

Sarah Bennett, Class of 2012

Kimberly Braxton, Class of 2012

The IVMA Membership Luncheon was held on Saturday of the meeting. The luncheon was generously sponsored by Butler Schein Animal Health Supply. Newly installed IVMA officers are Dr. Lori Thompson, President, Kirklin, Dr. Paul Clemente, Fort Wayne, President-elect, Dr. Philip Borst, Indianapolis, Vice President, and Dr. Aileen McDivitt, Kokomo, Treasurer.

The President's Award, given by outgoing IVMA president Dr. Steve Sunbury, was presented to Dr. Jim Weisman, West Lafayette, IN. Dr.

Continued on pg. 6

PRESIDENT'S MESSAGE



**Lori Thompson,
DVM**

IVMA President

So, I begin my presidency by sitting in the Wilkie Room at the Indianapolis Marriott, late on a snowy Sunday afternoon, surrounded by the dedicated members of the IVMA Annual Meeting Committee at a table covered with left over glitter, scattered boxes, and leftovers from yet another fantastic Annual Meeting while we wait for the last round of lectures to finish up. Many, many thanks to this year's Program Planning Committee. This dedicated group of volunteers (Dr. Jim Weisman, Dr. Kristi Graham, Dr. John Schnarr, Dr. Carol Ecker, Dr. Pete Bill, Dr. John Johnston, Dr. Steve Sunbury, Dr. John Feutz, Dr. Marybeth Feutz, Dr. Tony Rumschlag, Dr. Matt Cantrell, and Lisa Perius) work hard all year long to ensure a rich program of quality continuing education for veterinarians, registered veterinary technicians, and veterinary staff. Despite the many challenges that Mother Nature provided in early February, there was still a great turnout for the Annual Meeting. One of the highlights from the meeting was the Friday afternoon General Session, featuring Mr. Jeff Simmons from Elanco, who elaborated on various facts, figures, and rationale to demonstrate why a growing global population needs to have access to the best technologies in order to be able to feed the world not only today, but in the future. Once again, Family Game and Casino Evening was a huge success! Thank you again to Novartis for their continued sponsorship of such a great event.

A big thank you goes to our exhibitors and sponsors for the IVMA Annual Meeting. Without them, we could not maintain the quality of our

offerings. A special thanks goes to our 2011 Partner Sponsors – Webster, Butler Schein Animal Health, Novartis and Elanco Companion Animal Health.

You may remember that this time last year, Dr. Steve Sunbury appointed Dr. Marybeth Feutz as the chair of the Agriculture Task Force. The mission of this task force was twofold: to identify national issues concerning agriculture and animal welfare that may impact veterinary medicine in Indiana and to identify possible actions that the IVMA can take in order to ensure that veterinarians have a voice in the management of these issues. Dr. Feutz presented the findings of her committee to the IVMA Board of Directors on Saturday, February 5th. Some of the recommendations include the development of "white papers" to educate our members and the general public on various large animal issues (HSUS, legislation that has been targeted towards large animal producers in other states, etc), increased interaction with veterinary students, an Animal Welfare Symposium, and the suggestion to perhaps encourage the development of a new award, "Producer of the Year" award. Thank you to Dr. Feutz and her committee for all of their hard work over the last several months.

This year's legislative session is currently underway. Dr. Bill Somerville and the Corydon Group (the IVMA's legislative watch dogs) are keeping a close eye on the daily activity at the state house. As I write this, there are only two weeks of committee hearings remaining during the first half of the legislative session. The Senate deadline for passing bills out of that Chamber is Wednesday, February 23rd, while the House has until Friday, February 25th to act on House bills. Watch your email, check the website, or the IVMA facebook page for further updates as the session starts to come to a close.

In closing, I would like to encourage you, the members of IVMA, to join us on the board of directors or become

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Executive Director

Lisa A. Perius

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active in one of the many committees. An association is only as good as its leadership, and we welcome any new ideas to create an even better association in the years to come to ensure our professional future. Serving on the Executive Board, I have developed some very special relationships with other board members that never would have happened otherwise. These are colleagues that I will consider friends for life. They all contribute so much to the work of the IVMA; I want to offer my heartfelt thanks to all of our board and committee members for their dedication and contributions to our association throughout the year.

I look forward to serving as your president this year! My door (or email) is always open to you. I want to hear your ideas, suggestions, constructive criticism and anything else you have to offer. My email is lori.thompson1@att.net and my phone number is 317-578-7773. Stand forewarned; if you call with a suggestion or complaint, I WILL try to get you involved in the solution? Here's to an exciting year and hopefully a rapidly approaching Spring!

Dr. Lori Thompson
IVMA President

In Memoriam

Dr. Donald Welsh, OSU '63
Churubusco, IN
Died December 27, 2010

Dr. John Petscher, PU '77
Madison, IN
Died February 27, 2011

Save the Date!

IVMA 128th Annual Meeting
February 9-12, 2012
Indianapolis Marriott East

**This is the weekend after Indianapolis hosts the 2012 Super Bowl at Lucas Oil Stadium!*

Social Media is a Must in Today's Veterinary Practice

Veterinary News Network; www.MyVNN.com

Not a single day goes by that you don't see some reference to social media in your life. Whether you are an avid Facebook participant or if you simply hear your local news anchor state their Twitter account, social media has completely changed how we gather information and make decisions about goods and services.

Despite the prevalence of social media, nearly 9 out of 10 businesses consider their social media efforts to be ineffective. Most have no idea how to use this new tool to listen and respond to customer concerns. Ask any veterinarian if he or she is "tweeting", "digging" or "Stumblin" and you might get a blank look in response.

But, the reality of today's business climate is that the "eyeballs" have moved from more traditional forms of marketing to web-based social networks, blogs and even video. No longer do clients have blind faith in typical advertising. Potential clients are sizing up your practice based on your website and your interaction with their friends through social media. If you aren't available through the Internet, you are missing a tremendous opportunity to showcase your practice and your expertise.

Forget about the thousands of sites with the weird names...they are just tools for your toolbox. The true measure of your success will be how you engage and connect with clients and potential clients...something you probably already do well in the exam room. Now, you need to take that same skill into cyberspace. Your goal is to develop connections and attract attention, convert those connections

into relationships and then transform these online relationships into "off-line" or real consumers walking through your front door.

The best book ever produced on social media was written more than 60 years ago...Dale Carnegie's "How to Win Friends and Influence People". Because social media is social and friendly, this is an essential guide. The bottom line is people do business with those who they know, like and trust. Social media helps you develop those traits to an audience that is ever increasing. Further, unlike traditional advertising, social media marketing allows you to develop relationships, and trust – essentials for "doing business".

If you haven't already, you NEED to take the plunge into social media. Create a Facebook profile and then a Facebook Page for your business. Consider a Twitter account to help listen to what's being said about you online. If you have these things and you aren't sure of their success, let us help you.

We believe the Veterinary News Network is an excellent resource for veterinarians to learn to engage clients in social media, as well as a trusted resource for a mountain of content that will save you valuable time. VNN has more than 25 years of experience with traditional media and helping veterinarians market their practice through publicity and local news outlets. The Indiana VMA has partnered with VNN for help at the state level and we encourage you to join for your own practice. Just visit www.MyVNN.com to learn more.

BOAH Update: Is Your Practice Prepared?

By Dr. Bret Marsh, State Veterinarian Update

Since we were children, Hoosiers were taught how to handle natural and man-made disasters. We were instructed to take cover during a tornado, and we were taught how to escape a burning building. But how many Hoosiers are prepared for an earthquake?

Earthquake disaster preparedness is not often discussed in Indiana because the likelihood of a devastating quake is relatively small. Unfortunately, the threat still remains because the western border of Indiana lies along the New Madrid fault line.

This spring federal and state government agencies are highlighting earthquake disaster preparedness through two key events.

First, on April 19, 2011, schools and businesses across the state will participate in a ShakeOut drill. Organizers of the event encourage entire communities to come together and participate in the drill; practicing a simultaneous "drop, cover and hold on." Indiana will not be alone in their drill. Throughout the entire month of April communities throughout the Midwest are arranging their own ShakeOuts.

Veterinarians are invited to include their veterinary practices and staff in the ShakeOut on April 19 at 10:15 a.m. This time can be used as an educational tool to inform staff members about the protocol your practice would use in case of an actual emergency. Practices can participate as little or as much as they choose. Participation can be as complex as instructing the staff to act as if an earthquake has occurred at 10:15 a.m. the day of the drill, or as simple as discussing what to do with the staff. Go to www.ShakeOut.org/centralus to register your business' participation in the drill.

The ShakeOut drill is being held as a prelude to the National Level Exercise (NLE), which is being conducted in May. Once again, several Midwestern states will partner with federal and local agencies and officials to practice response to a massive earthquake along the New Madrid fault line. The state of Indiana will carry out a full-scale exercise during the week-long event. BOAH has been working with other agencies to include an animal component in the exercise.

BOAH has received funds to purchase and equip a response trailer filled with the items necessary to establish a pet shelter at or near a disaster. During the exercise, BOAH plans to deploy the response trailer to the Muscatatuck Urban Training Center located in Southern Indiana. The unit will be used to establish a temporary shelter in response to the earthquake, where animals can be examined, decontaminated, identified and housed in an emergency.

Veterinarians are invited to participate in the sheltering aspect of the full-scale exercise at the training center. For more information, or to volunteer, please e-mail BOAH at animalhealth@boah.in.gov.

If you can't join us for the full-scale event, don't miss the opportunity for your practice to be part of the ShakeOut and review your emergency plan to make sure your staff, your clients and your business are prepared.

More information about readiness for business may be found online at www.ready.gov/business/.

Donation Reminder

In lieu of flowers – don't forget that you can make a donation to the Indiana Animal Health Foundation in honor of a family member, friend, client, or pet! A recognition card is sent to the honored's family.

SEND YOUR DONATION TO:
IAHF

201 S. Capitol, Suite 405,
Indianapolis, IN 46225

Does The IVMA Have Your Email?

The IVMA sends out monthly "IVMA Issues Updates" via email to members to keep them apprised of issues and events of interest and importance. Please contact the IVMA office to ensure we have your current email address. You can call (800) 270-0747 or email at lisa@invma.org. **Thank You!**

For information about the

IVMA Veterinary Well-Being Program

call (317) 627-0290 or email us:
veterinarywellbeing@invma.org.

All contacts are confidential.

Q & A – Glad You Asked That!

Below is a question raised by several IVMA members over the last few months. Answers are provided below. Legal counsel is provided to the IVMA by Cantrell, Strenski & Mehrinnger, LLP in Indianapolis. This is an important member benefit! As always, though, consult your own legal counsel for specific legal advice.

Question: (1) Can a client of Veterinary Clinic A purchase “prescription only” pet food at Veterinary Clinic B if Veterinary Clinic A is out of stock? (2) Is it ethical/legal for Veterinary Clinic A to dispense prescription drugs to a non-client as a professional courtesy to Veterinary Clinic B?

SHORT ANSWER:

(1) Yes, particularly if the client presents with a veterinarian’s note.
(2) Probably not so long as there is a valid VCPR, but proceed with caution.

ANALYSIS: The Food and Drug Administration (“FDA”) determines whether an animal drug should be marketed over-the-counter or by prescription. The FDA restricts drugs to prescription if the FDA determines that it is not possible to prepare adequate directions for use by a layperson such that the drugs can be used safely and effectively. A “veterinary prescription drug” or “legend drug” is a drug that is restricted by federal law to use by or on the order of a licensed veterinarian, according to Section 503(f) of the federal Food, Drug, and Cosmetic Act. The law requires that such drugs be labeled with the statement: “Caution, federal law restricts this drug to use by or on the order of a licensed veterinarian.”

As with most flea/tick products, “prescription diets” are not prescription drugs at all. The FDA generally does not consider a “prescription diet” to be a prescription product because it does not meet the criteria for prescription drugs. Specifically, most animal foods do not meet the definition of a “new animal drug,” and the container labels do not include the federal legend

required by the FDA for prescription drugs (i.e., they have not been approved by the FDA as safe and effective for their labeled indication). Thus, unless the pet food meets these criteria, and research has revealed that none if any do, a “prescription” is technically not required.

Some manufacturers, however, choose to sell these pet foods only through veterinarians or veterinary medical facilities with the expectation that the products will only be sold as agreed upon between the manufacturer and the individual veterinarian or facility. These are known as “ethical products” and are not considered “prescription only.” Requiring the product to be supplied only by a veterinarian makes it more likely that the product will be used properly and that counseling on proper use will take place. Unless the clinic has an agreement with the manufacturer regarding how the product will be sold (i.e., only to a client, only within the VCPR), it appears that a clinic can probably sell the “prescription” food to a non-client. However, in its discretion, the clinic may require a “prescription” or “note” from the original veterinarian.

With regard to actual prescription medications, Indiana law requires that a valid VCPR exist before a licensed veterinarian “dispenses or prescribes” a prescription product. Ind. Code § 25-38.1-4-5 (b). Further, veterinary prescription products, including drugs and immunizing products restricted by state and federal law for use by licensed veterinarians, may not be diverted or transferred to an individual for use on an animal if there is not a “current veterinarian-client-patient relationship with the original prescribing veterinarian.” Ind. Code § 25-38.1-4-5 (c). Although there appears to be no Indiana legal precedent interpreting this particular statute, it seems that if a veterinarian can satisfy him or herself that a valid VCPR exists, then dispensing prescription medications as a courtesy to the client’s clinic that is

out of stock may be permissible.

Pursuant to the Principles of Veterinary Medical Ethics of the AVMA, as well as Indiana law, a valid VCPR means a relationship between the veterinarian and the client that meets the following conditions:

- (1) The veterinarian has assumed the responsibility for making clinical judgments regarding the health of the animal and the need for medical treatment, and the client has agreed to follow the veterinarian’s instructions.
- (2) The veterinarian has sufficient knowledge of the animal to initiate a diagnosis of the medical condition of the animal. The veterinarian has recently seen and is personally acquainted with the keeping and care of the animal by either of the following:
 - (A) An examination of the animal.
 - (B) By recently seeing and being personally acquainted with the keeping and care of representative animals and associated husbandry practices by making medically appropriate and timely visits to the premises where the animal is kept.
- (3) The veterinarian is readily available or has arranged for emergency coverage for follow-up evaluation if there is an adverse reaction or failure of the treatment regimen.
- (4) When appropriate, the veterinarian has arranged for continuing care with another licensed veterinarian who has access to the animal’s medical record.

Ind. Code § 25-38.1-14.5.

Unless the veterinarian can be certain that a valid VCPR exists, it may not be wise to “divert or transfer” prescription medications. It should be noted that Indiana law does require a veterinarian, upon request, to provide a prescription to the client so that the client may fill the prescription at another location. Ind. Code § 25-38.1-4-5(d)

127th Annual Meeting Cont'd.

Weisman is a 1997 graduate of the Purdue University School of Veterinary Medicine. He is a member of the West Central IVMA and chairs the Annual Meeting Planning Committee. He is a past president of the IVMA and is currently AVMA Alternate Delegate representing Indiana.

The Veterinarian of the Year Award, selected by the IVMA Executive Committee, was presented to Dr. William Humphrey, Kokomo, IN. Dr. Humphrey is a 1965 graduate of the Purdue University School of Veterinary Medicine. He retired after 41 years of small animal practice at Kokomo Animal Hospital. He has served actively in the Wabash Valley Medicine Association, served as IVMA president in 2000, and previously sat on the Indiana Animal Health Foundation Board of Directors.

Dr. Humphrey is a member of St. Patrick Catholic Church and is an active member. In 2006 he was honored with a Distinguished Alumnus Award from Purdue University and the School of Veterinary Medicine.

The Animal Welfare Committee presented the Hero Award to police dog "Ares" from the Spencer County Sheriff's Department. The Guardian Award was given to Dr. Jay Kumaran from Fort Wayne, IN.

Saturday night's event included the Family Game and Casino Night, generously sponsored by Novartis Animal Health. Attendees enjoyed casino games, food, and Wii games for the kids (and adults!).

The IVMA awarded five - \$1000 scholarships to Indiana veterinary students. Applicants had to write an essay on "why organized veterinary

medicine is important to the veterinarian." Those selected included:

Brandy Cichocki

3rd year student from Hebron, IN

Emily Gordon

3rd year student from Indianapolis, IN

Mark Robarge

3rd year student from Greentown, IN

Briah Tannler

2nd year student from Evansville, IN

Josh Warren

4th year student from Fort Wayne, IN

Next year's meeting is set for the same location – the Indianapolis Marriott East – from February 9-12, 2012. Mark your calendars now as this is a week later than normal due to the City of Indianapolis hosting the Super Bowl the weekend before!



Dr. Jim Weisman (left) receives the IVMA President's Award from Dr. Steve Sunbury at the IVMA Membership Luncheon on Feb. 5.



Dr. Bill Humphrey (l) receives the IVMA Veterinarian of the Year Award from IVMA President Dr. Steve Sunbury.



Dr. Steve Sunbury presents the IVMA Veterinary Image Award to Dr. Larry Sunbury, his father, in recognition of his leadership and humble example of the qualities of a veterinarian, father, spouse & community leader.



Far left: Dr. Lori Thompson, incoming IVMA President, thanks Dr. Steve Sunbury for his involvement and leadership as IVMA President in 2010.

Left: 2011 IVMA Officers: Dr. Aileen McDivitt, Treasurer, Dr. Philip Borst, VP; Dr. Paul Clemente, President-elect, Dr. Lori Thompson, President, and Dr. Steve Sunbury, Immediate Past President

Classified Ads

PRACTICE FOR SALE: Well established small animal practice in NW Indiana, very close to Chicago and Lake Michigan. There is a local emergency facility that is available and utilized. The gross revenue is approximately \$370,000 with no boarding. The purchase price of \$435,000 includes valuable real estate. Cash flow to the buyer after servicing the debt is \$105,000 with a \$10,000 down payment. For more information, please visit www.SimmonsInc.com or call 888.746.3717 (Listing IN127B)

PRACTICE FOR SALE: New Listing! Well established small animal practice in NW Indiana, located very close to Chicago and Lake Michigan. There is an emergency facility nearby that is available and utilized. The gross revenues are primarily from professional services and are approximately \$550,000. The purchase price of \$750,000 includes valuable and attractive real estate. For more information, please visit www.SimmonsInc.com or call 888.746.3717 (Listing IN050A)

PRACTICE FOR SALE: New opportunity in Central Indiana! This small animal practice is northeast of Indianapolis. There are specialty referral and emergency practices close by. The facility is attractive and in a visible location. The projected revenue for 2010 is \$350,000. Purchase price for both the practice and real estate are \$475,000. After servicing the debt, the net income to the new owner is over \$100,000! For more information, please visit www.SimmonsInc.com or call 888.746.3717 (Listing IN081A)

ASSOCIATE VETERINARIAN WANTED:

Full-time associate needed for growing quality small animal practice near Indianapolis. Reasonable hours, no

emergency calls, and experienced staff. Competitive salary and benefits package. Send resume or call Dr. Wes Hildebrandt, P.O. Box 526, New Palestine, IN 46163, 317-861-4423. Contact: Dr. Wes Hildebrandt, 317-861-4423

REGISTERED VETERINARY TECH WANTED:

Full-time veterinary technician needed for small animal practice in Lafayette, Indiana. Please e-mail resume to p.e.jacobson@att.net. Contact: Paul Jacobson; 765-426-9193

MIXED ANIMAL VETERINARIAN WANTED:

Three veterinarian progressive regional referral center in Brownstown, a rural setting between Indianapolis and Louisville, seeks mixed animal veterinarian with 1-2 years of experience for potential partnership. 70% small animal, 5-10% equine and the rest food animal. Some farm calls. Family-like atmosphere with strong team spirit, and well trained staff. New (1999) 8000 sq ft facility with iso-fluorene, ultrasound, EKG, dental, and in house lab. There is shared emergency call for 3-4 nites/month. Generous compensation including guaranteed base plus production, medical insurance, continuing education stipend/time off, matching 401K and some relocation costs paid. For more information, please send your resume to Victoria Travis, MS at Victoria@travisandassociates.com or call 888-468-5737 or fax to 720-207-0340. All inquiries are confidential. Contact: Victoria Travis; 888/468-5737

FACULTY POSITION IN EQUINE AMBULATORY

PRACTICE: Purdue University School of Veterinary Medicine, Department of Veterinary Clinical Sciences (VCS), invites applications for a half -time (50%)

12 month clinical-track faculty position in Equine Ambulatory Practice at the Clinical Assistant Prof. level. Qualifications for the position include a DVM or equivalent degree, ability to practice as a licensed veterinarian in Indiana, and at least 4 yrs. experience in equine practice. Preference will be given to applicants who are board certified or board eligible in a relevant discipline and have equine ambulatory experience. Clinical commitment is approximately 70%. Candidates must demonstrate a sincere interest in providing outstanding clinical service and possess effective interpersonal and communication skills, excellent teaching skills, and evidence that they can work collaboratively with faculty and effectively engage students and staff. Teaching responsibilities include clinical, didactic and laboratory instruction of DVM students, veterinary technician students, house officers, and graduate students. Primary emergency call is shared with other Equine Ambulatory faculty. Participation in engagement activities, including committee work and delivery of continuing education programs, is expected. Salary will be commensurate with the candidate's qualifications and experience. Review of applications will begin on April 4, 2011 and will continue until the position is filled. Applicants should send a letter of intent describing professional goals, curriculum vitae, and the names, addresses, and contact information of three professional references to: Ms. Chanda Siler, Department of Veterinary Clinical Sciences, School of Veterinary Medicine, 625 Harrison Street, West Lafayette, IN 47907-2026, email: csiler@purdue.edu. Purdue University is an Equal Opportunity / Equal Access / Affirmative Action employer fully committed to achieving a diverse workforce

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Indiana Animal Health Foundation Update

Fundraising Projects and Events Keep Animal Health Foundation Busy

The Indiana Animal Health Foundation Board of Directors has been busy with fundraising efforts, its second annual "Engaging the Future" reception, and coordinating the Public Forum which was held on February 6, 2011. The Board renewed the terms of several board members. Dr. Janet Sizelove stepped down from the Foundation. Thanks Dr. Sizelove for your leadership, dedication and support to the Foundation's efforts. The Board elected Dr. Bill Somerville, Clinton, as chairman and Dr. John Scamahorn, Greencastle, as vice chair. Dr. Ed Sommers, LaPorte, remains as treasurer.

The Foundation board has been busy recently with several fundraising projects. They held a silent auction on Saturday of the IVMA annual meeting which netted over \$1500. Thanks goes to Dr. Bill and Mrs. Elaine Somerville for coordinating the auction.



Dr. Bill Somerville (l.) and Dean Willie Reed, (r.) PUSVM, with the three "Engaging the Future" recipients – Sarah Bennett, Bria Tannler, and Kimberly Braxton.

The IAHF completed a very successful Public Forum on Sunday, February 6th. The featured speaker was Dr. Annette Litster from Purdue University. Over 50 registrants attended the meeting. The Forum was sponsored by Elanco Companion Animal Health.

The Foundation also coordinated its second annual "Engaging the

Future" reception on the Friday evening of the IVMA annual meeting. Three students were selected to make presentations on their veterinary travels around the world. The three recipients each received a \$750 stipend from the IAHF.

Next up for the Indiana Animal Health Foundation is the Golf Outing which is set for Wednesday, May 18, 2011, at Chippendale Golf Course in Kokomo, IN. Funds raised from this event will go to send four Indiana junior high students to Boiler Vet Camp at Purdue University this summer. A registration form is included as an insert in this issue of the newsletter. Also ~ have your clinic sponsor a hole at the golf outing! Don't miss the golf outing this year! Several new fun events will take place at the outing.



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IVMA Committees 2011

Committee chairs for 2011 IVMA committees have been selected. Are you interested in getting involved in a committee? Please contact the committee chair listed below, or the IVMA office at lisa@ivma.org or 800/270-0747. We encourage and value your participation!

Animal Welfare

The committee's goal will be to enhance and elevate the education of Indiana veterinarians and the public to encourage responsible and compassionate stewardship for the well being of animals.

Dr. Todd Jackson

Todd.Jackson@bms.com

Annual Meeting

The mission of the Annual Meeting Committee is to plan and execute the IVMA annual meeting.

Dr. Jim Weisman

jweisman@purdue.edu

Audit and Budget

The mission of the Audit and Budget Committee is to oversee the association's budgetary process by preparing an annual budget for consideration by the board of directors and monitoring income, expenses, and investments throughout the year.

Dr. Steve Sunbury

slsunbury@comcast.net

Bylaws, Policies & Procedures

The mission of the Bylaws, Policies and Procedures Committee is to review and keep current and useful documents of the Association.

Dr. Phil Borst

pborst@iquest.net

Continuing Education

The mission of the Continuing Education Committee is to fulfill the needs of the members by providing high quality, diverse educational opportunities available at an affordable price to as many members of the Association as possible.

Dr. Kristi Graham

kgdvm@yahoo.com

Disaster Preparedness

The mission of the Disaster Preparedness and Public Health Committee will be to seek ways to use veterinary professional skills and knowledge to protect the health and welfare of animals and citizens of Indiana from disease threats and situational disasters.

Dr. Maryann Ash

mash@boah.in.gov

Health and Wellness

The mission of the Health and Wellness Committee is to help individuals and practices gain access to the best available resources when confronted with physical or emotional health issues.

Dr. John Schnarr

drjohns@indyweb.net

Legislative

The mission of the IVMA Legislative Committee is to ensure that there is adequate and appropriate monitoring, lobbying and oversight on federal and state legislation and issues that could affect the IVMA and its membership and to make recommendations to the IVMA Board of Directors regarding any government activity that could affect veterinary medicine.

Dr. Bill Somerville

wmsomer@aol.com

Membership

The mission of the Membership Committee is to coordinate membership recruitment and retention program activities and to honor the lives of members who have passed away.

Dr. Nathan Rich

nrvet06@yahoo.com

Leadership Development

The mission of the Leadership Development Committee is to identify qualified candidates for IVMA offices and assist with the development of identifying and contacting IVMA members willing to volunteer for IVMA committees and projects.

Dr. John Scamahorn

jrsdvm@ccrtc.com

Peer Review and Ethics

The mission of the Peer Review Committee is to resolve complaints against IVMA members by evaluating all of the circumstances of a complaint, and if possible, arrive at an amenable conclusion for all parties in a courteous, respectful and forthright manner and to encourage ethical practices and professional behavior of veterinarians in all aspects of the profession.

Dr. Glenn Pullen

gspullen@insightbb.com

Public Relations

The mission of the Public Relations Committee is to promote a better understanding of veterinary medicine through a variety of public outreach efforts and marketing to both the public and association members.

Dr. Sandy Amass

amass@purdue.edu

Strategic Planning

The mission of the IVMA Strategic Planning Committee is to work in conjunction with the Executive Committee in fulfilling the long range plans of the Association.

Dr. Paul Clemente

pfc1954@aol.com

AVAILABLE FOR RELIEF PRACTICE

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jimalbrecht@yahoo.com
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Dr. Stephanie Coates, PU '04

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drcrowedvm@live.com
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Dr. Julie Davis, PU '05

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Dr. Sarah Judd Kronland (PU '00)

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sarahkron@hotmail.com
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kittydoc@indy.rr.com
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Small animal practice; comfortable working on own or with other doctors; 20 years experience in general small animal medicine/soft tissue surgery

Kim Lawson, BS, R.V.T.

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Phone: 765/628-7033
Relief Technologist
Licensed: IN

Dr. James S. Lovick, TAMU '64

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Prefer NW Indiana

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credilemaier@comcast.net
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Dr. Michael T. McCann, DVM, Purdue DVM '07

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Licensed: IN

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Dr. Katharine Watson, Murdock '07

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Small Animal; Registered in Indiana
Available in southern and central Indiana

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Prefer equine, companion, or small animal work

Erin Zaring, DVM, Purdue '04

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IVMA Recent Graduate Forum Planned

The IVMA Continuing Education Committee has planned its Recent Graduate Forum for Sunday, April 17, 2011, at the Indianapolis Marriott East. The forum will feature two terrific speakers - Dr. Kathleen Bonvicini (CEO of the Institute for Healthcare Communications) and Dr. Karen Cornell (a PU' 88 grad and small animal surgeon at the University

of Georgia who has developed courses related to communication skills for students, interns, residents, and veterinarians).

Topics to be covered include:

- "Minimizing Drama! Communication With The Veterinary Healthcare Team"
- "Is It Me Or Is It Them? Difficult Interactions With Clients"

- "Why Isn't This Animal Better? Maximizing Client Adherence In Your Practice"

The registration fee is \$40 and this includes 6 hours of continuing education and lunch. Please make plans to register and attend. A registration form is included in this newsletter. The deadline to register is Friday, April 8, 2011.

UPCOMING DATES

PUSVM Open House

April 9, 2011

IVMA Recent Grad Forum

Sunday, April 17, 2011 / Indianapolis Marriott East

IAHF Golf Outing

Wednesday, May 18, 2011 / Chippendale Golf Course, Kokomo

IVMA Brand Recognized



Indiana Veterinary Medical Association

The human side of animal health.

On February 25, 2011, the IVMA logo design work was recognized with an Indianapolis Addy Award. These awards are presented by AAF Indianapolis (AAF is American Advertising Federation). It's the leading trade organization for the advertising industry. The Addy Awards are AAF's national competition. The top winners from each local competition move up to regional competition and those winners move up to the national Addy Awards. The design work was completed by Hetrick Communications in Indianapolis. Lisa Perius, IVMA Executive Dinner, attended the dinner presentation on behalf of the IVMA.

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2011 Annual Meeting in Pictures



IVMA Members-Only Website Benefits

The IVMA member survey conducted last summer indicated that over 84% of members use the IVMA website (www.invma.org) several times or less per year.

So – you are missing out on a great member benefit! The IVMA Members Only website can be accessed by using your first and last name (with no space in between) as the user name. The password is IVMA. It will then prompt you to select your own password. This will take you to your own member portal. You can track payments, committee involvement, and receive the latest updates.

What are you missing in the Members Only website? INFORMATION! Here is a listing:

- IVMA Member Directory – you can print off your own directory
- Links to the following information – the Indiana veterinary practice act, veterinary license requirements, Board of Animal Health rules, and the Rabies Guide Book
- AVMA Issues and Policies – click to their link for terrific policy and background information on a variety of veterinary issues
- Hoosier Veterinarian newsletters – all past newsletters from September, 2004 – present can be found here
- Public relations materials – need some ideas when you present at a grade school or local civic organization? Go here to find links to lots of information
- Legislative information – find out the latest that IVMA is monitoring

Continued on pg. 16

IVMA Introduces Industry Partner Program

Beginning in January 2011, the IVMA introduced the Industry Partner Program. For \$500, a company or industry related to veterinary medicine can join the program. This allows for exposure for the company, and information for members about various services and companies related to veterinary medicine.

To date, eight companies have joined the IVMA Partnership Program. They are:

BDA Architecture Company

800/247-5387

C. Specialties, Inc. www.cspecialties.com

Cheshire Partners, LLC

www.cheshirepartnersllc.com

Christian Icons & Xrays, LLC

<http://christianiconsxray.samsbiz.com>

Ent : Imler CPA, PC - www.eicpa.com

GlobalVetLink - www.globalvetlink.com

Paws and Remember

www.pawsandremember.com

Pet Rest, Inc – www.petrestinc.com

Check out these services and offerings from the companies listed!

Do You Want to Participate at this Year's Indiana State Fair?



Summer is coming and it will be Indiana State Fair time again. The IVMA is again privileged to

participate in this statewide event which brings thousands of citizens to the Indiana State Fairgrounds.

The 2011 Indiana State Fair runs from Aug 5 – 21 and the IVMA-Purdue University surgery/demonstration booth

is in the planning stages once again.

The fair runs 17 days. Events will again take place in the Our Land Pavilion. Volunteer surgeons and narrators are needed for many of those days. We are spaying and neutering dogs primarily and patients will be provided by the Humane Society of Indianapolis. This has always been one of the most popular exhibits at the State Fair and a tremendous public relations venue for the IVMA.

Highlighting pet care and the overpopulation problem, the State

Fair has been a very successful place for this activity. Live animal demonstrations by Purdue staff and some of our own IVMA veterinarians will be featured in the afternoons.

Free admission tickets for you and your family are available for helping out in this effort. If you can help promote our profession through this public relations effort by volunteering yourself, your professional staff or your skill, please contact Lisa Perius at the IVMA office (317-974-0888) or lisa@invma.org.

Why Do I Need Consent From My Clients? How Do I Create A Written Consent Form?

(from the AVMA PLIT)

Informed consent affects the defense of allegations of veterinary negligence. When there's a lack of documented verbal or written consent, the claim may be difficult to defend. The PLIT frequently reviews claims where the standard of care was compromised because the veterinarian did not explain the risks involved with a procedure or medication. Informed consent should be an active risk management procedure at your practice. The AVMA has issued its policy statement on informed consent:

Informed consent

Informed consent protects the public by ensuring that veterinarians provide sufficient information in a manner so that clients may reach appropriate decisions regarding the care of their animals.

Veterinarians, to the best of their ability, should inform the client or authorized agent, in a manner that would be understood by a reasonable person, of the diagnostic and treatment options, risk assessment, and prognosis, and should provide the client or authorized agent with an estimate of the charges for veterinary

services to be rendered. The client or authorized agent should indicate that the information is understood and consents to the recommended treatment or procedure.

Documentation of verbal or written informed consent and the client's understanding is recommended.

Work with your personal attorney to develop a consent form that fits your practice needs. An electronic template that you can modify with your attorney is available online from AVMA at http://www.avma.org/issues/policy/consent_form.asp.

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Members-Only Website Cont'd.

in the Indiana General Assembly and click on our CapWiz link to contact your own representatives

- Frequently Asked Questions – find a wealth of information on legal and practice act questions here – a valuable member benefit
- Business Task Force information – click on this link to find many, many links to information regarding the ‘business side’ of veterinary medicine including information for your practice and even a sample employee handbook for your practice

Log in today and take advantage of the value of your membership!

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Important Contact Information Clip and Save!

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