Members,

Whew! I am happy to say that I am STILL your Executive Director. I was a little nervous prior to the Winter Meeting. In case you missed it, we really mixed things up for the Winter Meeting this year. Our Saturday night dinner became much more relaxed! Instead of our typical banquet, we teamed up with the CVM Alumni Association and ventured away from the vet school over to the Hunter Henry Center for a "sports themed" throw down. Everyone donned their favorite teams’ apparel and we stuffed ourselves on Little Dooey barbecue and danced the night away.

Thanks to Novartis Animal Health, we had some serious Karaoke competition. Who knew we had such talent in the veterinary profession? All I can say is, the CVM Class of 1983 knows how to bring it in Karaoke! Like I said, I was a bit nervous at how our “relaxed theme” would come across, but so far, I have had nothing but positive responses. (I’ve even had a couple of requests to bring back the Karaoke for next year!). So, if you missed it this time, don’t let it happen again! I already have some fun ideas for next year, so make sure you are there. The dates for next year are February 27—March 1, 2014, so mark your calendars now!

But I’m jumping ahead of myself! The next order of business is the upcoming Summer Meeting. I don’t know about you guys, but this winter has seemed to linger on forever, and I can not wait to get to the beach! I’m really excited about the CE that we have lined up….and did I mention that I’m excited about the beach? The dates are July 18-21st and all of the information is enclosed. If you have any questions or if I can help, please don’t hesitate to give me a call or drop me an email.

Thanks again for trusting me as the director of YOUR Association! If there is ever anything I can help with, please feel free to contact me.

Sincerely,

Jamie Stennis
The MVMA was happy to host a legislative luncheon on March 14th. The luncheon was held at Nick’s restaurant and hosted 30 legislators as well as representative from the Governor’s office and other agencies. Fortunately, MVMA lobbyist, Harry Dendy was happy to report that there weren’t too many extreme issues during the 2013 legislative session for veterinarians, but you never know…. The luncheon allows MVMA to stay front and center with law makers so that when issues do arise, they know who to turn to for advise regarding veterinary medicine and animal welfare.

Don’t forget to take advantage of MVMA VetChat!

Connect to other MVMA Members, share ideas, ask questions and access valuable resources.

Go to www.msvet.org and Login! Then, just click on “VetChat” in the upper left of the screen

Have questions? Call Jamie at 662-323-5057 or email her at msvetmed@gmail.com

Happy Chatting!
A major study released today by the American Veterinary Medical Association (AVMA) and conducted by IHS Healthcare & Pharma in partnership with the Center for Health Workforce Studies at the State University of New York estimates an excess capacity of veterinary services in the United States. Specifically, the report indicates that the supply of veterinarians in the United States in 2012 was 90,200, and that supply exceeded the demand for veterinary services by about 11,250 full-time equivalent veterinarians.

The excess capacity estimated in the report does not mean that 11,250 veterinarians were unemployed during the study period, but that 12.5 percent of veterinarians’ capacity to provide services was going unused. If current conditions continue, the study projects that this is likely to persist into the foreseeable future.

A veterinary workforce survey used as a part of the study asked respondent veterinarians working in clinical practice to characterize their local veterinary market and their practices’ capacity and productivity. Fifty-three percent of those surveyed said that they believed they were working at less than full capacity. One question the AVMA hopes to answer going forward is why some clinical practices are working at full capacity and others are not.

The workforce study was conducted using expert analysis and the best available existing data collected by the AVMA, federal agencies and other organizations, as well as the aforementioned veterinary workforce survey. However, during the study major gaps in data were identified.

As a result of the national study, the AVMA also announced today that it has developed a new computer software model that will help paint a clearer picture of the current and future veterinary workforce.

The Veterinary Workforce Simulation Model, an AVMA-owned, proprietary software, will play a key role in helping the AVMA and its recently established Veterinary Economics Division produce ongoing updates that will enable the association, veterinarians, veterinary educators and other key stakeholders to better understand issues pertaining to the supply and demand for veterinarians and veterinary services, as well as overall veterinary economics. The improved ability to collect, measure, track and analyze this data will help fill long-existing gaps in important information that affected this study and others in the past.
The president of the AVMA warned, however, that the efforts to seek more insights into the issues surrounding the profession should not diminish the importance of this study and its implications.

“As a veterinarian, I would hope policy makers across the profession, including those responsible for existing veterinary colleges and those planning future educational programs, closely study the report and carefully consider its implications,” said AVMA President Dr. Douglas G. Aspros.

“When we say there’s 12.5 percent excess capacity in the system, we can take that as a reliable finding. What we don’t know is what that practically means in various sectors of the profession,” said Aspros, adding that the association is fully committed to conducting further research on the profession and veterinary economics.

The AVMA emphasized that the report and its findings are a starting point and not the end of its efforts to ensure adequate access to veterinary services and the economic viability of the veterinary medical profession.

“The AVMA conducts studies and gathers information to inform stakeholders in the veterinary medical profession and veterinary medical education,” said Dr. Link Welborn, chair of the AVMA’s Workforce Advisory Group. “The collection of more accurate information leads to a more informed profession making the best possible decisions necessary to serve the profession, animals and society. As the AVMA continues its efforts to inform the profession on the development of a robust workforce, it will also seek the active participation of key veterinary stakeholders. A continued effort will be critical to better understand the complex dynamics and trends associated with the veterinary workforce and veterinary economics.”

The 2013 U.S. Veterinary Workforce Study, as well as a companion report issued by the AVMA Workforce Advisory Group, titled “Implications of the 2013 Veterinary Workforce Study and Recommendations for Future Actions,” are available on the AVMA’s website.
It wasn’t the standard breakfast. Students at Oak Grove High School gathered in the gym at 7:45 a.m. Monday to slurp, crunch and chow down on earthworm milkshakes, chocolate-covered crickets, live night crawlers and 3-inch long, live Madagascar hissing roaches.

About 50 students participated in the “Bug Bowl,” while another 150 or so students paid $3 each to watch — all in the name of charity.

The students were raising money for the Mississippi Animal Disaster Relief Fund and for restoration efforts at their own school, which was hit by the Feb. 10 tornado.

The “Bug Bowl” had its origins in a lesson by biology II teacher Alana Donohue, who organized the event.

She was teaching her students about renewable resources and how some plants and insects were edible. She also just happened to have more than 60 Madagascar hissing cockroaches at home.

“In other countries, these things are staples,” Donohue said. “This is one way to bring the students out of Mississippi to see what the other world does.”

Donohue had a friend who was on the board of the Mississippi Animal Disaster Relief Fund. She told Donohue they were short on money, and Donohue decided to get her students involved.

After securing the permission of school officials and parents, the “Bug Bowl” was on.

Donohue said charging admission to the “Bug Bowl” just made sense.

“Everybody likes to get grossed out,” she said.

Eating mealworms was a little too gross for sophomore Cedell Watts. He gamely put the bugs in his mouth, but then immediately headed for the trash can.
“It was terrible,” he said. “I just had it in my mouth and when I tried to chew it, the guts popped out.”

But Watts says he didn’t mind munching on a mealworm for charity.

“It gives kids like me the opportunity to help out,” he said.

Sophomore Raven Mertens managed to crunch on and swallow a huge Madagascar hissing cockroach. But it wasn’t easy.

“It fought back on the way down,” she said.

Mertens sophisticated palate discerned a unique flavor to the roach.

“It tasted like grass and gasoline,” she said.

The students raised more than $545 from the “Bug Bowl.” They expect even more money to come in from the sale of Earth Day T-shirts, which will continue over the next two weeks, and the sale of mealworm cookies, which will be available the rest of the week.

The Mississippi Animal Disaster Relief Fund (MADRF) was established by the Mississippi Board of Animal Health (MBAH), the Mississippi Veterinary Medical Association (MVMA) and the Mississippi State University College of Veterinary Medicine. The fund was established as a way of receiving and disbursing money following Hurricane Katrina in 2005. Since then, the fund has been used to provide for animals and to support reestablishment of local infrastructure. The fund has since been transitioned into a permanent fund that can provide assistance to Mississippians and their animals affected by disasters in the state.

If you would like to donate to the Mississippi Animal Disaster Relief Fund, you may download a contribution form from the MVMA website at www.msvet.org or contact the office at 662-323-5057 or msvetmed@gmail.com.
Routine vet visits keep pets ready for disaster

By Susan Collins-Smith  
MSU Ag Communications

JACKSON – Getting routine health care for family pets is just as important as having a fully-stocked emergency kit and a home evacuation plan when preparing for disasters.

“After a disaster, many animals must be boarded because their homes are damaged or they are injured or lost,” said Dr. Carla Huston, veterinarian and associate professor in the Department of Pathobiology and Population Medicine at Mississippi State University’s College of Veterinary Medicine. “In a boarding setting, animals may be exposed to other animals that are carrying diseases that may not be visually evident.”

Routine health care includes physical examinations, vaccinations and screenings for contagious parasites. Boarding facilities require pets be up-to-date on routine health care before accepting them. In a disaster situation, there are often no exceptions, Huston said.

“Animals involved in disasters are often lost, injured or stressed,” said Huston. “Stress and poor nutrition, which can occur when a pet is lost, decrease an animal’s immunity and can cause it to be more susceptible to infectious diseases.”

Not only could the animal become ill or infect other animals, but its human companions could be at risk also.

Dr. James Randolph, a small animal veterinarian and owner of Animal General Hospital in Long Beach, described a situation that occurred after the February 10 tornado that struck Hattiesburg.

“During post-tornado boarding, a pet was diagnosed with hookworms, one type of intestinal parasite that can be transmitted to other animals and humans,” Randolph said. “Thus, the doctor caring for this disaster-affected pet recognized that routine preventive care had not been performed in quite some time. That possibly put his other boarders and hospitalized patients at risk. The pet’s family also had been at risk.”

Health records for all pets should be included in a family’s emergency kit to avoid the added cost of vaccinating animals that are already up-to-date. Huston advises families to have at least one extra copy of their pet’s complete medical record stored at the veterinarian’s office or a relative’s home.
“An animal may be up-to-date on its vaccinations and screenings, but a facility can’t take an owner's word for it because doing so might risk illness for its other boarders,” Randolph said. “After the Hattiesburg tornado, a pet owner who needed to board her cat couldn't provide proof of current vaccination because her veterinarian’s office had not yet reopened after the storm. So she experienced the additional expense of revaccinating the cat.”

Randolph cautioned owners that owners might have to board a pet unexpectedly when temporary shelter arrangements do not work out.

“I don’t know of any hotel that requires pet owners to show proof of vaccination. But an owner could be asked to board their pet if it becomes disruptive or doesn’t get along with the resident pets at a friend’s or relative’s home,” he said.

Pet Emergency Kit

In addition to proof of vaccination, Huston said pet owners should include a photo of their pet in the emergency kit, which can help identify the animal if lost.

“There are many websites now dedicated to reuniting pets with their owners, and a picture goes a long way,” Huston said. “If the animal has a microchip, keep the subscription and information current. A copy of the microchip identification should also be included in the emergency kit.”

These pet supplies should also be included in the emergency kit:

• a week’s supply of food and water;
• bowls;
• a sturdy leash and/or harness;
• a kennel big enough for the pet to stand, turn around, and lie down comfortably;
• bedding and toys;
• a two-week supply of prescription medications; and
• a written record of feeding schedules, medical conditions and/or behavioral problems along with the name and number of the pet’s veterinarian.

Huston said food, water and medications should be rotated so they do not expire.

For more information on disaster preparedness for pets, visit http://www.humanesociety.org/work/ and click on “Disaster Preparedness” under “Animal Rescue and Care” in the center of the page.

Pet owners can apply for assistance through the Mississippi Animal Disaster Relief Fund to help with disaster-related expenses, such as emergency boarding or care for injuries incurred as a result of the disaster. However, pet owners cannot be reimbursed for expenses related to routine health care.

The MADRF is a non-profit fund established after Hurricane Katrina. It provides assistance to pet and livestock owners and veterinarians after a disaster and is funded completely through private donations.

“The funds provided by MADRF are limited, so our bylaws specify what we can authorize reimbursement for and what we cannot,” Randolph said. “By necessity, preventive care is not on that list.”

More information about MADRF can be found at http://www.mbah.state.ms.us/ by clicking on “Animal Disaster Relief Fund” under the “Emergency Programs” tab at the top of the page.
# MVMA 2013 Summer Meeting Agenda
Perdido Beach Resort
Orange Beach, AL
July 18-21, 2013

## SESSIONS HIGHLIGHTED IN YELLOW HAVE BEEN APPROVED BY THE MS BOARD OF VETERINARY MEDICINE FOR VETERINARY TECHNICIANS.

### Thursday, July 18, 2013 – 4 hours

<table>
<thead>
<tr>
<th>TIME</th>
<th>SMALL ANIMAL TRACK</th>
<th>LARGE ANIMAL /EQUINE TRACK</th>
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<tbody>
<tr>
<td>1:00pm – 3:00pm</td>
<td>REGULATORY INFORMATION &amp; UPDATES – LARGE AND SMALL ANIMAL – DR. BRIGID ELCHOS (MBAH)/DR. JIM WATSON (STATE VETERINARIAN)</td>
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<tr>
<td>3:00pm – 3:15pm</td>
<td>BREAK</td>
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<tr>
<td>3:15pm – 5:15pm</td>
<td>PHARMACY REVIEW &amp; UPDATES – LARGE AND SMALL ANIMAL - DR. DINAH JORDAN</td>
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### Friday, July 19, 2013 – 8 hours

<table>
<thead>
<tr>
<th>TIME</th>
<th>SMALL ANIMAL TRACK</th>
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<tbody>
<tr>
<td>7:30am – 9:30am</td>
<td>Understanding Legal Tools: The Key to Lawsuit Prevention and Tax Reduction - Daniel J. McNeff – SPONSORED BY LEGALLY MINE</td>
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<tr>
<td>9:30am – 9:45am</td>
<td>BREAK</td>
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<tr>
<td>9:45am – 11:45pm</td>
<td>Social Media/Website Design – Robbie VanMullen – SPONSORED BY 3 – SIDED MEDIA</td>
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<tr>
<td>11:45am – 12:45pm</td>
<td>LUNCH</td>
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<tr>
<td>12:45pm – 1:45pm</td>
<td>Imaging -You Can’t Handle the Truth - Dr. Victor Rendano - SPONSORED BY SCIL ANIMAL CARE COMPANY</td>
<td>Stocker and Cow-Calf Health Management – Dr. Lee Jones</td>
</tr>
<tr>
<td>1:45pm – 2:45pm</td>
<td>Imaging - Show Me Some Interesting Cases….I just finished lunch; I’m tired, so keep me awake! – Dr. Victor Rendano - SPONSORED BY SCIL ANIMAL CARE COMPANY</td>
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</tr>
<tr>
<td>2:45pm – 3:00pm</td>
<td>BREAK</td>
<td></td>
</tr>
<tr>
<td>3:00pm – 5:00pm</td>
<td>Pet Vaccinations-What’s Really Up Doc? Practical Risk Assessment- Dr. Stacy Martin-Beamer - SPONSORED BY BOEHRINGER INGELHEIM</td>
<td>Stocker and Cow-Calf Health Management – Dr. Lee Jones</td>
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<tr>
<td>5:30pm—6:30pm</td>
<td>Appetizers and Cocktails in the Exhibit Hall</td>
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<tr>
<td>6:30pm—10:00pm</td>
<td>Dinner—Must have a ticket to attend—Please register in advance</td>
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### Saturday, July 20, 2013 - 4 hours

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<th>TIME</th>
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<tbody>
<tr>
<td>7:30am – 8:30am</td>
<td>Imaging -Positioning Doesn’t Matter Unless You Miss the Lesion-Dr. Victor Rendano – SPONSORED BY SCIL ANIMAL CARE COMPANY</td>
<td>Current Issues in Parasitology for the Bovine Practitioner - Dr. Andrea Varela – Stokes</td>
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*Stocker and Cow-Calf Health Management – Dr. Lee Jones

*Pet Vaccinations-What’s Really Up Doc? Practical Risk Assessment - Dr. Stacy Martin-Beamer – SPONSORED BY BOEHRINGER INGELHEIM

*Appetizers and Cocktails in the Exhibit Hall

*Dinner—Must have a ticket to attend—Please register in advance
Saturday, July 20, 2013—Continued- 4 hours

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<tr>
<td>8:30am – 9:30am</td>
<td>Imaging - The Liver Enzymes are Elevated. What do I do Next? - Dr. Victor Rendano – SPONSORED BY SCIL ANIMAL CARE COMPANY</td>
<td>Current Issues in Parasitology for the Bovine Practitioner - Dr. Andrea Varela – Stokes</td>
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<tr>
<td>9:30am – 9:45am</td>
<td>BREAK</td>
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<tr>
<td>9:45am – 10:45am</td>
<td>Lepto: Then and Now Perspectives for the Practitioner - Dr. Stacy Martin-Beamer – SPONSORED BY BOEHRINGER INGELHEIM</td>
<td>Current Issues in Parasitology for the Equine Practitioner - Dr. Andrea Varela – Stokes</td>
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<tr>
<td>10:45am – 11:45am</td>
<td>Canine Infectious Respiratory Disease (CIRD) - Dr. Stacy Martin-Beamer – SPONSORED BY BOEHRINGER INGELHEIM</td>
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<tr>
<td>11:45am – 12:45pm</td>
<td>MVMA BUSINESS MEETING</td>
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Sunday, July 21, 2013 – 4 hours

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<th>TIME</th>
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<tbody>
<tr>
<td>7:30am – 8:30am</td>
<td>Sanitation – Dr. Kimberly Woodruff</td>
<td>The Equine Ophthalmic Examination – Dr. Caroline Betbeze</td>
</tr>
<tr>
<td>8:30am – 9:30am</td>
<td>Feline Infectious Diseases – Dr. Kimberly Woodruff</td>
<td>Update on Equine Recurrent Uveitis – Dr. Caroline Betbeze</td>
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<tr>
<td>9:30am – 9:45am</td>
<td>BREAK</td>
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<tr>
<td>9:45am – 10:45am</td>
<td>Infectious Disease Control - Dr. Kimberly Woodruff</td>
<td>Management of Equine Corneal Diseases – Dr. Caroline Betbeze</td>
</tr>
<tr>
<td>10:45am – 11:45am</td>
<td>Parasitic Diseases – Dr. Kimberly Woodruff</td>
<td>Equine Ocular and Periocular Tumors – Dr. Caroline Betbeze</td>
</tr>
</tbody>
</table>

- Agenda has been approved by Mississippi Board of Veterinary Medicine for CE Credit hours. If attending from out of state, please verify agenda with your licensing board prior to registration.
- Speakers and/or sessions are subject to change do to unforeseen circumstances
- Proceedings booklets not guaranteed for on-site registrations
- A $50 processing fee applies to conference registration cancellations after July 1, 2013

HOTEL INFORMATION

The MVMA has blocked rooms at the Perdido Beach Resort. In order to take advantage of the discounted rate, reservations must be made by June 17th. To make reservations, log on to www.perdidoceanresort.com or call 1-800-634-8001. The MVMA Booking ID # is 8468. Room rates are $239.00 per night.
Build the importance of preventive healthcare with Partners for Healthy Pets power tools

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

As a profession, we have a great opportunity to help pets and pet owners enjoy a longer and healthier life together

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

Individual practice involvement is key

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

**Make the decision to be a voice for vitality...of the veterinary profession, of your practice, and of our nation’s pets!**

It's easier than you might think

Adopt and widely communicate Preventive Healthcare Guidelines to pet owners through your newsletters, website, and within each preventive care visit.

Focus on communicating the value and benefit of preventive pet healthcare to pet owners at all points of contact, from receptionist to technician to veterinarian.

Use the tools and resources available from Partners for Healthy Pets to help find communication gaps, train staff, and gather new ideas that will compliment current programs and plans.

**Partners for Healthy Pets** is dedicated to ensuring that pets received the preventive healthcare they deserve through regular visits to a veterinarian and is committed to working with you to enhance the health of your patients and your practice. Learn more about Partners for Healthy Pets and explore the Resources Toolbox at [www.partnersforhealthypets.org](http://www.partnersforhealthypets.org).

The Mississippi Veterinary Medical Association has just recently signed up as an Allied Partner for the “Partners for Healthy Pets” Program. Make sure you log on to the website for valuable tools and resources.
MISSISSIPPI VETERINARY MEDICAL ASSOCIATION
2013 ANNUAL SUMMER CONVENTION ● PERDIDO BEACH RESORT ● ORANGE BEACH, AL
JULY 18 - 21, 2013

PLEASE PRINT
Registrant's Name: ____________________________________________________________
Telephone Number: __________________________ Email: ____________________________
Address: ______________________________________________________________________
City_______________________________________ State _____________ ZIP______________
Spouse’s/Guest's Name (if attending) ____________________________________________

THIS REGISTRATION FORM IS VALID UNTIL - JULY 1, 2013 - After this date, please register at the meeting

___MVMA member, or member of another state association $300.00
___Non-Member of ANY state association $375.00
___MVMA Life Member (50% discount off of regular pricing) $150.00
   (Includes dinner for MVMA life member only; spouse/guest $50.00 extra)
___Veterinary Technician Registration $100.00
   (Technician Registration does NOT include dinner tickets—must be purchased separately)

DVM ON-SITE REGISTRATION—$375.00 FOR MEMBERS,
$450.00 FOR NON-ASSOCIATION MEMBERS

TECHNICIAN ON-SITE REGISTRATION—$125.00

Tickets will be required for the FRIDAY Banquet. There will only be a limited number of tickets available on-site. Please include the TOTAL NUMBER in your party that will be attending the banquet. Two tickets are included in the price of regular registration and one ticket is included with a Life Member registration. Should you need to PURCHASE additional tickets, you may do so below by purchasing an “Extra Meal Ticket”.

I WILL NOT BE ATTENDING THE FRIDAY BANQUET - _________
TOTAL NUMBER OF ADULTS ATTENDING THE FRIDAY BANQUET - _________
(2 INCLUDED WITH REGULAR REGISTRATION, 1 INCLUDED WITH LIFE MEMBER REGISTRATION)

Extra Meal Tickets - Adults and Children over 12 Qty ___x $50.00 $________
Extra Meal Tickets – Children 12 and under Qty ___x $15.00 $________

TOTAL ENCLOSED $________

Mail registration form and check or credit card information to:

MVMA
P. O. BOX 964
TRUSSVILLE, AL  35173

Phone: 662-323-5057  Fax: 205-655-0777  Register online at www.msvet.org
By attending all of the scientific meetings, you will earn 20 clock hours of continuing education.

If paying by Credit Card:
Type of Card__________________ Card Number______________________________
Exp. Date:_________ CVV #_______ Name on Card:__________________________
Billing Address: __________________________________________________________

ORLANDO - 01/08/2006 - Every professional practice should incorporate public relations in its marketing strategy. That was the message from Dr. Jim Humphries, whose experience when dealing with the media helped him spearhead the Veterinary News Network, a collaborative effort to represent veterinary medicine to local television and newspapers.

Taking a national event, such as mad cow disease or aflatoxin poisoning, and discussing the health risks will establish a veterinarian as a credible source, compelling media to return for additional feedback, Humphries said during the first day of the North American Veterinary Conference.

After completing a compelling broadcast or article, your practice, as well as other veterinary practices, will see an increase in client interest.

"Reasons for soliciting media for story ideas include advising on flea/tick season and tips for winterizing your pet," Humphries says.

An estimated 60 to 70 percent of American households own pets, Humphries says. The media is interested in veterinary experts in an attempt to appeal to the audience.

When approaching media, form a concise, focused press release, or introduce yourself to a local reporter, Humphries says.

A key strategy is to formulate consumer message points. "Reporters are not interested in scientific dissertations," he warns. "Know your audience and discuss the issue at a level that will keep them interested."

Humphries advises, "Give them a few ideas for stories." In the best-case scenario, you can become a regular writer/expert reporter.

"If you are told 'no' on your first attempt to pitch a story, try again in a week," Humphries adds. But don't be disappointed about an initial rejection to an idea.

The goal is to help educate consumers about animal health; the result will ultimately provide valuable, free exposure to the practice.
Drive, Fly or Take A Train ... But Register Now for the Information-Packed
AHS 2013 TRIENNIAL HEARTWORM SYMPOSIUM
September 8-10, 2013 New Orleans, Louisiana

Why Go?
ASK DR. CLARKE ATKINS....

AHS Board Member and Symposium Co-chair
Jane Lewis Seaks Distinguished Professor of Companion Animal Medicine
North Carolina State University

Q. Why should I go to a symposium that focuses on a single disease?
A. An estimated 1 million dogs and an unknown number of cats in the US are believed to have heartworm disease. I consider heartworm disease the most important disease in small animal medicine, yet case numbers increase each year. Preventive compliance is decreasing, and concerns about the efficacy of heartworm preventives are increasing. Every three years AHS assembles the world’s best minds and best information, giving practitioners a unique firsthand opportunity to learn about this serious disease.

Q. What topics will be covered this year?
A. An excellent speaker response enables us to address topics ranging from heartworm diagnostics and epidemiology to treatment research, feline heartworm disease and clinical issues, such as shelter medicine, caval syndrome and management of patients post-treatment. Sessions will include Wolbachia and the newest information on how to use doxycycline. We understand that veterinarians want clinical information as well as the latest science, so we’re allotting plenty of time for case-based information and Q & A.

We’re also not afraid to tackle the tough issues, including concerns about lack of efficacy (LOE) and “resistance.” In fact, a half day is devoted to these key topics, featuring the experts in the field and a special bonus: the “Frustrations and Libations” cocktail-hour session during which speakers will entertain and debate questions from the audience—all while drinks are served (only in New Orleans, right?).

Q. Are there other reasons I should attend the symposium?
A. Yes! There are plenty of other notable reasons to join us, including:
- 20 hours of CE credit.
- Complimentary one-year membership to the AHS with your Symposium registration.
- A Poster Session that you can view throughout the Symposium.
- The opportunity to enjoy one of the best cities in the US and stay in the Ritz Carlton, a premier hotel in the French Quarter. AHS has rooms available at a great rate. But it’s first come, first served—and it’s a huge football weekend—so reserve your accommodations quickly!

Q. Where do I register?
A. Go to the online Symposium registration link at heartwormsociety.org. Early Bird rates are available until August 1.

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