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The perception of paralyzed and mobility-challenged dogs has changed dramatically in the past 10 to 15 years.

—Melissa Shapiro, DVM
Pet insurance coordinator: STEPPING STONE TO YOUR FUTURE

The role of pet insurance coordinator affords a dual opportunity: make a positive impact on your patients’ health and grow your professional skills.

Establishing yourself as an indispensable member of a veterinary hospital’s support staff takes determination, applied expertise, and a role that showcases your value. For veterinary professionals looking to make their mark, the position of pet insurance coordinator is a fantastic place to start. Whether as a primary title or a complement to other responsibilities, the role is becoming increasingly vital to the success of practices across the country because the owners of insured pets are typically more compliant with veterinary health care recommendations, which ultimately increases revenue for the practice. On an individual level, the interpersonal and leadership skills developed as pet insurance coordinator are sure to make your resume shine.
But don’t take it from us. We spoke with pet insurance coordinators from hospitals on both coasts to learn more about how this role has become an essential part of client care.

AN INTEGRAL PART OF THE TEAM

Pet insurance coordinator is a multi-faceted role that requires astute attention to detail and adaptability. “As the coordinator, I end up being the first line of communication for any pet insurance companies looking to be promoted,” says Sara Hogan, hospital manager at Clarendon Animal Care in Arlington, Virginia. Establishing and maintaining relationships with pet insurance company representatives is pivotal to ensuring clients have access to valuable options.

The coordinator tends to be the staff member to whom clients turn to learn more about the benefits of pet health insurance. “I am required to make sure our hospital provides the best medical care and options for our patients,” says Cristine Constantine, practice manager and de facto insurance coordinator at All Animals Veterinary Hospital in Calabasas, California. “This includes taking the time to communicate with clients when they arrive with their new pet for a wellness exam, as well as discussing the importance of pet insurance in more grave situations when they arise.”

As if that’s not enough, coordinators are very involved in educating—or at least coordinating the education for—the rest of the hospital staff on all things pet insurance, from which companies

“ As the coordinator, I end up being the first line of communication for any pet insurance companies looking to be promoted.”

—Sara Hogan
the hospital is recommending, to how and when to speak with clients about insurance, to distributing marketing materials, and the like.

**STRENGTHEN SOFT SKILLS**

The veterinary industry may be rooted in science and technology, but it takes less than 3 minutes in a hospital to realize that soft skills are equally important. While it is possible to learn the fundamentals of active listening and communication in a classroom, those skills are honed through hands-on experience. For pet insurance coordinators, there is no shortage of opportunities to learn, improve, and demonstrate the skills in their quiver.

**Communication**

Strong communication skills are vital to every role in the veterinary industry and one of the keys to professional success. Through meeting with insurance representatives and educating clients and coworkers, insurance coordinators have endless opportunities to enhance their verbal and nonverbal communication skills. Without a doubt, “discussing pet insurance with team members and clients helps improve client communication,” Constantine says.

And how you communicate with clients makes a quantifiable difference. According to Jamie Watson, hospital director at Mixed Pet Veterinary Hospital in Charlotte, North Carolina, marketing materials have their purpose, but there is no substitute for an honest conversation. “Mainly, we try to talk to clients and explain why it is important for them to have insurance,” she says. “I feel like having that conversation is so much more imperative than sending home a simple pamphlet.”

**Critical thinking**

The ongoing pandemic has made it abundantly clear that thinking outside the box is essential to success. Pet insurance coordinators have had to devise new techniques for ensuring clients receive the information necessary to make informed decisions. Hospitals that once relied on in-person educational sessions with pet insurance representatives have had to create online events and video promotions to reach clients.

**Emotional intelligence**

The ability to recognize, understand, manage, and reason with emotions is a trait many employers look for in prospective team members. Learning to navigate conversations with clients about the benefits of pet insurance strengthens interpersonal relationships and the ability to empathize with others.

This has been one of the areas where Josh Lanting, hospital administrator at Alicia Pet Care Center in Mission Viejo, California, has noticed personal growth. “[The position] allows you to really express empathy for your clients. Having empathy and being able to understand how pet insurance works are important for somebody coming into the veterinary industry.”

**Leadership**

Coordinators must work to establish themselves as an authority on pet health insurance while also adequately relaying information to team members who will support their efforts. “My team must also be trained to discuss the many questions that clients may have about pet insurance benefits and the importance of the coverage. It is something that we deal with every day and must always be prepared for,” Constantine says.
Willingness to learn

The world of pet insurance is ever-evolving, as are the coverage options and plans available. "For me to provide the right information to my team members and clients, I must have the most up-to-date information," Constantine says. This may include new providers and plans entering the market, an increase in deductibles, changes to coverage options, and how to process claims.

The industry is not without its nuances. "I think a lot of people do not fully understand [pet health insurance] and, therefore, do not advocate for it. It is kind of difficult to understand unless you really dig deep," Watson says.

PLAY AN ACTIVE ROLE IN CLIENT COMPLIANCE

Hogan and Watson agree that establishing a foundation of trust with clients that promotes compliance is one of the most rewarding aspects of the pet insurance coordinator position.

"We have many clients without pet insurance who make decisions based on finances rather than on their pets' health. Then, you jump over to people who have insurance, and they can make their decisions based on the doctor's recommendations, not the financials," Watson says. "That is huge, not only for the pet but the practice as well. It allows the doctors to practice medicine."

Hogan concurs, adding that "clients feel grateful that someone is looking out for their financial well-being, and the hospital benefits two-fold because clients are spending money and we get to see the pet get the best treatment."

Watson recalls a particular instance where a client’s puppy fell from a parking garage. "He was lucky to have landed in some bushes, but it was still very bad," she says. Thankfully, the client had pet health insurance from Nationwide. "Had insurance not been in play, I honestly do not know what would have happened," she says. "But being that the owners had insurance, they went the distance with him, and he is here and he is alive."

"We recommend pet insurance to every single client because we know the value of it," Lanting says. "Knowing that there is some assistance for them really helps clients make the right choice for their pet."

As medical advancements continue to unfold and pet parents go to greater lengths to ensure their furry family members receive the best care, pet insurance will be less of an option and more of a necessity. Having someone on staff to fulfill the role of the expert will be imperative, too.

"In this line of work, where there is so much compassion fatigue, burnout, and stress, it feels really good to do what is medically necessary," Hogan says. "I think that is the biggest plus there is."

Promote your skills

Pet insurance coordinators gain a host of valuable and versatile skills. To ensure that future employers value them, too, consider how some of these skills may apply to your updated resume:

- Critical thinking: Describe how you helped your practice pivot during the pandemic.
- Event planning: Has your hospital hosted events or seminars to educate clients about pet health insurance options? Describe your role in ensuring their success.
- Marketing: Review your part in educating your clients on the benefits of pet insurance by utilizing marketing materials from pet insurance providers.
- Multitasking: Consider the ways you coordinate your work with insurance representatives, clients, and fellow staff members on a daily basis.
- Problem-solving: Nationally, less than 2% of pet owners have pet health insurance. How has your role improved that statistic for your individual hospital?
- Training: How have you helped the other team members better understand and promote pet insurance?

Bonus: Don’t forget about all the soft skills you’ve mastered!
Saving lives, one video at a time

This dynamic duo has transformed their highly followed TikTok account into a learning house for both veterinary professionals and pet owners.

By Caitlin McCafferty, Assistant Editor

Peter Carlos, a registered veterinary technician (RVT) for the past decade, works at the Taylor ER Veterinary Emergency Hospital in Turlock, California. Nearly 4 years ago, his path intertwined with the bright and bubbly Jaycee Leonardo, who joined the team as an assistant at just 16 years old.

Not so long ago, the duo combined forces in an unexpected way and have since become social media sensations within veterinary medicine.

“We became such great friends working together and are constantly joking around. We think the same things are funny and have the same sense of humor. We sing, dance, and make work fun,” says Leonardo.

Carlos agrees. “We do have an age gap, but our friendship really grew from liking and laughing at the same things. We just make work fun, so the stress of daily veterinary medicine doesn’t burn us out.”

At the height of the pandemic last year, the pair started an account on TikTok, a newly popular (at that time) video-sharing app. It was a slow day at the clinic when Carlos decided he wanted them to perform the viral “foot shake dance challenge” that had been spreading like wildfire among the medical community. After posting that video, they decided TikTok was something they wanted to pursue and continued to post.

Five video posts later, their following had grown tremendously.
**Business lessons learned**

- Use a team-based approach to ensure that all the social media responsibilities are not all on 1 person.
- Be original, and when you see trends, try to put your own spin on them.
- Do not oversell or bombard followers with ads or products.
- Be consistent. Remember, not every post will get hundreds of likes or views.
- Showcase and tag clients and pets. People will most likely share a post they’re tagged in, which can help boost your following.
- Create posts that show off all aspects of your practice.
- Instead of using stock images, share real images of your staff, clients, and practice.

Now more than a year and a half later, they have accumulated nearly 2 million followers and counting, and their TikTok presence continues to flourish, despite their having no prior experience in social media besides personal accounts.

As their popularity grew, the duo decided to shift gears and make their TikTok platform educational—for those inside and outside the veterinary industry.

**The dynamic duo—the early years**

Carlos began his career in the veterinary industry at the pet store Petco. He started working there during his junior year of high school and continued after he graduated. He says he began experiencing burnout from his job because of customers looking for medications at the store instead of getting treatment for their pet. This, along with his love for animals, led him to Carrington College in Stockton, California, where he began taking veterinary technician courses.

After completing the necessary schooling and requirements, Carlos became an RVT and has been working at Taylor ER Veterinary Emergency Hospital for the past decade. He even married the practice manager, whose father is the owner.

Leonardo’s path that led her to where she is today was significantly different from Carlos’. “There are so many different routes to get to where you’re going, I just think people need to not be afraid to start,” Carlos says.

Leonardo says she wanted to be a veterinarian her entire life. Or so she thought. Once she got to high school, her mother enrolled her at a local college to begin taking veterinary technician classes. Through these classes, she discovered the differences between veterinarians and veterinary technicians and decided to pursue a career as a veterinary technician instead.

“I always wanted to be a veterinarian until I got started in technician school—and then realized I really enjoyed the technician side of veterinary medicine.”

— JAYCEE LEONARDO

Engaging and educational content

Carlos and Leonardo’s videos cover a wide range of clinical content, featuring patients from the hospital or highlighting everyday items to show viewers veterinary medicine through unique approaches. For example, the pair created videos of them inserting microchips, but their spin is adding microchips to fruit to show the process.

“A lot of the comments were...’Does that hurt’ or ‘What’s the microchip for?’” says Carlos. “Then someone said jokingly, ‘Microchip a grape.’ So...”
I microchipped a grape. That video kind of evolved because then people wanted to start seeing more videos like that. Someone commented, ‘Microchip a strawberry.’ So I did, and that video took off again.”

They’ve also shined a spotlight on dental health, which has become one of their most popular topics. Their videos have shown viewers, among other things, how they remove calculus from teeth as well as extract an abscessed tooth root.

“The most popular topic of our videos would be dental cleanings,” Carlos says. “People can’t believe the amount of gunk and junk we take off the pet’s teeth.

“We’re educating [viewers] on calculus, tartar, [and] toothbrushing and [raising] the overall awareness that pets need daily hygiene when it comes to teeth. People are always so amazed at what’s on dogs teeth and then what they can look like once they’ve been cleaned.”

Through educational content, Leonardo and Carlos have created a space where pet owners can learn about procedures and proper care and veterinary professionals can learn tips and tricks to help improve the care of their patients.

The pros and cons of social media

Although social media is a great resource to help get your brand out there and attract customers, it also poses some challenges for practices, particularly due to negative feedback or comments. Through their TikTok experience, Carlos and Leonardo have discovered the good and bad aspects of social media when it comes to business.

“Negative words will carry much further than good words, and someone who has a negative experience will tell 10 friends,” says Carlos. “And yet, when someone has a good experience, they will maybe tell their neighbor about it.”

According to the duo, there is no way to avoid negative comments. No matter what you post or say, there will always be someone who disagrees or does not like what you’re doing. When you come across this, it’s necessary to defend yourself, your practice, and fellow staff members to maintain credibility and continue to build your online platform.
On the pros side, social media can provide a behind-the-scenes look at how a practice is run, helping clients better understand your clinic. This knowledge can be crucial to your practice because it shows who is taking care of their pet and what exactly is happening.

According to the duo, social media can help illustrate “what all goes into” the blood work, for example, by providing some background on “how everything that we do is not as simple as it sounds.” Take dental health. TikTok has enabled them, through their dental videos, to show “what is really happening. It is not just brushing your dog’s teeth.”

What’s next?

“We just keep posting. We love sharing what we see daily, and we love to share the real side of veterinary medicine,” says Carlos.

Leonardo agrees. “We want to continue to share our side of veterinary medicine and teach people that a lot more goes into caring for pets than just feeding and showing love at home.”

With their passion for educating their viewers, the popular TikTok duo is helping to elevate veterinary medicine to new heights on social media. Their continued goal is to focus attention on the role and importance of veterinary medicine and to help pet owners and veterinary professionals find common ground to learn from one another.

“If we can show just a small side of what we see, then maybe we can change just 1 person’s view on what veterinary medicine is. Then we feel we have done our job.”

Check out Leonardo and Carlos at @vet_techs_pj on TikTok.

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Coaching and training tips
Hover your phone’s camera over this smart code to learn more about how to take your practice’s social media to the next level.

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Identifying pruritus in cats can be difficult due to their independent nature. Owner assessment can be influenced by the amount of time the owner spends with the cat and how the owner defines itchiness. Overgrooming is often overlooked as being a sign of itch. It is important to ask about specific pruritic behaviors when collecting the patient history, such as licking, head shaking, hairballs, scratching, and the like.

Diagnostic testing for a pruritic cat can include skin scraping, flea combing, cytology, dermatophyte culture, Wood’s light examination, and skin biopsies. Once all other pruritic disorders have been ruled out, appropriate workup for allergic skin disease should be pursued.

It’s important to remember that multiple causes of pruritus can be present in the same patient and the pruritic effect can be additive. For example, a food-allergic cat infested with fleas will be more pruritic than a cat with only 1 of those conditions. To achieve maximum comfort, all possible causes of pruritus must be managed.

SECONDARY INFECTIONS

Superficial bacterial pyoderma is underdiagnosed in cats. Crusted papular eruptions and miliary dermatitis are the most common presentations of folliculitis in cats. However, large areas of erythematous and erosive dermatoses can also be associated with high numbers of bacterial organisms. Bacterial infections are generally considered a secondary complication of underlying disease, but managing the bacterial component can be a critical factor in achieving control and remission of the primary disease. It is essential that cutaneous cytology is performed routinely on skin lesions to appropriately diagnose and treat the pyoderma while working up the underlying primary cause.

Flea bite hypersensitivity

Besides cytology to identify secondary infection, a parasiticide trial with a quality product is very important and often the first step in pruritic ruleouts. Isoxazolines provide fast speed of kill against fleas and are reported to have efficacy against several types of lice and mites. This is very helpful during the workup of a pruritic cat. Commercially available isoxazolines labeled for cats in the United States include sarolaner (Revolution Plus® (with selamectin); Zoetis) and fluralaner (Bravecto® and Bravecto Plus® (with moxidectin); Merck). A topical product with dinotefuran, fipronil and pyriproxyfen has also been shown to be effective against fleas, ticks and lice (Catego®; Ceva).

Cutaneous adverse food reactions (CAFR)

Compared with cats affected by other types of hypersensitivity dermatitis, those with CAFR present significantly more often with digestive signs. No lesion pattern is pathognomonic for any specific diagnosis in the cat. However, a multicenter European study found that cats with food allergy presented significantly more frequently with lesions affecting the head and neck.

The only reliable diagnosis of CAFR is a strict prescription or home-made diet trial lasting at least 8 weeks. Serum or salivary antibody
tests are notoriously unreliable and correlate poorly with clinical signs. Food trials should be tailored to the individual patient, and household and should take into account dietary history.

Several diets are available for exclusion of CAFR. Hydrolyzed diets disrupt the protein structure within the diet to remove any existing allergens and allergenic epitopes. Options include Purina Pro Plan Veterinary Diets HA with hydrolyzed soy, hydrolyzed chicken liver, and rice starch; Royal Canin Veterinary Diet HP Hydrolyzed Protein with brewer’s rice, hydrolyzed soy protein, and chicken fat; Royal Canin Veterinary Diet Ultamino with corn starch and hydrolyzed poultry by-products aggregate (chicken feather); Hill’s Prescription Diet z/d with brewer’s rice and hydrolyzed chicken liver; and Blue Natural Veterinary Diet HF (Blue Buffalo) with hydrolyzed salmon, potato starch, and pea fiber.

A variety of novel protein diets are available, including rabbit, venison, alligator, and kangaroo, among others. A thorough patient history must be obtained to decide what types of proteins and carbohydrates the pet is eating. There is also the potential for cross-reaction. The closer the taxonomic relationship between meat sources, the higher the risk of cross-reactivity is. To avoid contamination with other ingredients, it is important to use veterinary prescription-based diets during a diagnostic food trial when using a commercial diet.

If there is improvement during the diet trial, then the cat can be challenged with the previous diet to confirm diagnosis. Clinical signs usually return within 1 to 4 days.

Atopic dermatitis

If flea allergy and CAFR have been ruled out appropriately, then a diagnosis of atopic dermatitis can be made. Allergen-specific immunotherapy (ASIT) is the safest long-term therapy for atopic dermatitis but can take up to a year for full effect. Formulated based on the results of intradermal or serologic allergy testing, ASIT consists of administering gradually increasing quantities of an allergen extract to a patient to improve the signs associated with subsequent exposure to the allergen. Allergy testing should not be used for diagnostic purposes, but only to select allergens to use for immunotherapy. There is no single protocol for ASIT that works for all patients, and each pet’s therapy is individualized. When effective, therapy is usually life-long.

Many cats require anti-inflammatory therapies for comfort from allergic flares or even chronically. Most commonly used anti-inflammatories include corticosteroids and cyclosporine (Atopic; Elanco).

IMPROVING EPIDERMAL BARRIER FUNCTION

Often overlooked with feline allergies, topical and systemic treatments to improve barrier function can be beneficial. Not all cats are receptive to bathing protocols, but some are and their owners are able to do it. Bathing allows application of ingredients that are antiseptic (eg, chlorhexidine) and help to restore the epidermal barrier (such as ophytryum). Bathing also helps to remove allergens from the skin, which can limit cutaneous absorption and minimize the inflammatory cascade that can increase pruritus.

Other topical antiseptic formulations include mousses, sprays, and wipes alternative options that can be used in cats that don’t appreciate bathing. It is important to communicate with the owner regarding what is possible for their cat. Mousse applied every 48-72 hours can be very effective.

THE BEST PLAN IS THE ONE THAT HAPPENS

Implementing topical and systemic therapies for an allergic cat is unique to the patient and owner. It is important not only to communicate with the owner the chronicity of allergies and the importance of the multimodal approach but also create a plan that is realistic for them.

REFERENCES


Ashley Bourgeois, DVM, DACVD, practices at Animal Dermatology Clinic in Portland, Oregon. She is an owner/shareholder and on the board of directors for the practice group, which has locations in California, Kentucky, Indiana, Georgia, Australia, and New Zealand. Bourgeois is passionate about educating veterinarians about dermatology and work-life balance through her podcast, speaking engagements, and social media presence (@TheDermVet).
Editor's note:
Some information published in the article announcing the winner in the July issue of dvm360® was removed for accuracy. This article reflects the most updated content.

Catherine Coloccia, practice manager at Bridgewater Veterinary Hospital in Bridgewater, New Jersey, has been named 2021 Practice Manager of the Year by dvm360® and the Veterinary Hospital Managers Association (VHMA).

“Congratulations to Catherine for all her amazing work as a practice manager throughout the ongoing pandemic,” said Mike Hennessy Jr, president, and CEO of MJH Life Sciences™, the parent company of dvm360®.

“Outstanding practice managers have several attributes in common. They are committed to the practice, well informed, innovative, thoughtful, confident, and lifelong learners,” Christine Shupe, CAE, executive director of Veterinary Hospital Managers Associates told dvm360®.

“This year’s PMOY, Catherine Coloccia, exhibits all of these qualities. Her efforts to overhaul the practice’s dental services department benefited patients, clients, and the practice, and showcased her leadership and management abilities. We are excited to see how she employs her skills, out-of-the-box thinking, and dedication to ushering in change and improvements in the months ahead.”

Dressed to impress
Since becoming the hospital’s practice manager, Coloccia has been known for showing...
up daily in business attire and heels. She says staff members often joke that they can find her by the clicking of her shoes. Coloccia believes that dressing in heels and business clothing distinguishes her as an authority figure, but no matter how tall her heels may be, she’s always ready and willing to support her team during messy and challenging scenarios.

“Every single time the need arises, I will be there, in the trenches, to assist my team. I have held patients in heels, vacuumed and mopped the floors in heels, cleaned cages in heels, and will proudly do whatever else the staff requires of me,” said Coloccia.

“I believe that in those moments, you are demonstrating a very true and raw sense of leadership that illuminates relatability and comradery.”

In addition to looking the part, Coloccia has worked diligently to make her hospital a better place for patients, staff, and clients. As of 2021, her hospital is now 100% paperless.

More about the contest

To be considered for this award, practice managers had to either nominate themselves or be nominated by a coworker or pet owner. Practice managers were judged on their lifelong learning, adaptations to change, leadership, and decision-making, as well as team motivation and management to qualify for the contest. Once the contest closed on April 30, 2021, judges narrowed down the 10 top entries and then selected the winner. This year’s winner, Coloccia, will receive:

- 1-year membership to the VHMA or reimbursement for 2021 dues if already a member
- Complimentary registration to the 2021 VHMA Annual Meeting and Conference in Philadelphia, Pennsylvania
- A stipend of up to $1250 for traveling, lodging, and meals for the 2021 VHMA Annual Meeting and Conference
- Complimentary registration to any MJH conference of her choice
- 1-year appointment to the dvm360® editorial advisory board

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About VHMA

The VHMA is a nationally recognized thought leader and innovator in providing training, education, and resources to more than 4000 members and a trusted resource the veterinary sector relies on for industry insights, research, and advocacy to ensure performance at the highest levels. VHMA’s core purpose is to advance and support veterinary practice management professionals by developing professional competence, supporting and encouraging standards through the industry’s highest-level certification program, the Certified Veterinary Practice Manager, and providing individuals with a network for professional connection and support. For more information, go to www.vhma.org.

Outstanding practice managers have several attributes in common. They are committed to the practice, well informed, innovative, thoughtful, confident, and lifelong learners."

—CHRISTINE SHUPE, CAE
When a client is grieving the loss of their companion animal, veterinary professionals are often the first point of contact. This puts veterinary teams on the front line of dealing with this agonizing pain that clients experience after the loss of a beloved pet.

What the research shows
Research findings from an article published in the *Australian Veterinary Journal* state that “in addition to attending to the death of an animal patient, contemporary veterinarians must manage emotionally distraught clients [as well].” Although caring for human clients is not something the staff signed up for, providing support and reassurance during the grieving process is often a large part of the job, and the psychological impact of this heavy burden on veterinary teams is well documented.¹

To further complicate the emotional firestorm, the grief reaction can become amplified when the support does not meet the client’s expectations.²,³ Within the greater scope of a society that does not completely understand or accept the grief of the pet owner, this can further exacerbate responses,² leading clients to lash out at clinics, veterinarians, and their staff. It can also put these distraught clients at risk of experiencing complicated grief, which can negatively affect their mental and physical health.³,⁴

So what can be done to help navigate the heightened emotional storm that brews after a companion animal dies? To understand the “what,” one must first understand the “whys”: Why is the bond between a person and their pet so important, and why is disenfranchised grief experienced? Only then can we explore what can be done to help.

Human-animal bond
Put simply, the human-animal bond is unique. Pet owners experience unconditional love emanating from their companion animal—without judgment and full of complete acceptance. Many clients and staff can be heard uttering, “I like animals more than people,” as they walk around the hospital. (If you haven’t heard it, maybe you’ve said it.) Clients and staff alike refer to these animals as “fur babies.” With more and more clients living alone, these fur babies play an even more important role in their owner’s life.

Research has also investigated the role of owner attachment.
style in the severity of grief experienced, i.e., clients with anxious/avoidant attachment styles experience more severe grief responses.\(^3\) The human-animal bond exists in a pressure cooker of intense love—one in which the owner is solely responsible for life/death decisions concerning the well-being of their pet. The ethical dilemma experienced by pet owners is a major complicating factor that is not present when experiencing human death and can add guilt to the emotional storm felt by the owner.\(^2,3\)

For example, when a pet owner who had a significant bond with their pet makes the difficult decision to euthanize, unlike what’s experienced with human death, the owner is not provided any accepted rituals to memorialize their pet, nor is their grief legitimized by society. Thus, they’re left to flounder in what is referred to as disenfranchised grief.\(^2\) To help better navigate the situation, they often turn toward the veterinarian and staff, who may not always be in the best position to render aid because of lack of training, physical and mental exhaustion, and, in extreme cases, burnout.\(^1,2\)

**What should be done about it?**

**Monitor your staff for signs of fatigue and burnout**

This cannot be stressed enough. A veterinarian, technician, or assistant cannot give what they do not have. If your team member is experiencing signs of burnout, find or encourage help for them. They will be unable to recognize and attend to the client’s needs in that state.

**Train your staff to provide appropriate support**

- **Inform clients about their pet’s final destination.** Research has demonstrated that when clients are compassionately delivered information regarding the euthanasia...
and burial process prior to the euthanasia of their pet, they experience less dissatisfaction with the euthanasia procedure. Increased satisfaction leads to decreased anger directed toward veterinarians and their staff.

- **Discuss the loss of the pet with the client.** Take the time to discuss grief with the client. Let them know that it is normal to experience many different emotions and to even question whether they made the right decision. Reports demonstrate that your client may experience a variety of negative emotions following the loss of their pet but that they may also experience positive emotions such as empowerment and happiness: validate all emotions (positive and negative) as appropriate. Take a moment to ask your client the role their pet has played in their life (this will help you with your third task).

- **Discuss grief management strategies.** Having an outlet to tell a chronological story of the pet’s illness, euthanasia, and loss can be helpful to pet owners. This story can take part in a conversation or in a support group, which can be recommended to pet owners experiencing more intense grief. Clients can also be given ideas regarding pet memorialization to help cope with the loss of their pet.

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**Reports demonstrate that your client may experience a variety of negative emotions following the loss of their pet but they may also experience positive emotions such as empowerment and happiness.**

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In addition, develop a partnership with your local mental health/counseling centers and find out what they offer. Suggest they add a pet loss support group to their services to legitimize this grief.

**Normalize your client’s responses**

I once assisted on a euthanasia in which the client whose pet was on early cognitive decline said, “I love my pet, but I don’t want to get to the point where I don’t like them, so I would like to euthanize now.” I was taken aback at first by the brutal honesty, but this owner knew what they were experiencing. I later was able to share that anecdote with another client who felt relief that someone else “felt the way I am feeling now.” Perhaps steer your client to some excellent resources on pet bereavement so they can read about the complicated grief they may experience. Normalizing those feelings further can reduce the trauma those feelings often cause. One great resource can be found at [www.pet-loss.net/handouts.shtml](http://www.pet-loss.net/handouts.shtml).

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**Learn to identify signs that a client may be at risk for complicated grief and may need mental health assistance**

- When a client seems more intensely attached to their pet, begin the discussion of grief and support early in the process (ie, at the early signs of the pet’s illness rather than during euthanasia).
- Create longer appointment slots for these clients, take the time to discuss options with them, and echo back the decisions you hear them making.
- Normalize the difficult choice they are making by explaining your understanding of the unique bond they share with their beloved companion.
- Gently suggest and normalize reaching out for additional support (eg, mental health providers), and provide any resources you have on hand if they decide they need it.
Talk about grief from pet loss. The more the profession discusses it, the more it is given legitimacy in society. As this kind of grief is legitimized, proper memorial practices will become more common. Reading and implementing the suggestions in this article and the research incorporated in it are a strong start.

**The bottom line**

At the end of the day, it is about empathy based communication with another human being regarding their beloved companion. It is about recognizing the deep pain experienced by the person and not looking away—but rather, acknowledging it. It is about helping them find a path through that pain. Seeing the client and taking the time to communicate with them will help alleviate negative impacts on both clients and staff members.1

Julie Mullins, MA, LPCA, spent 10 years in veterinary medicine before going back to school to complete her education. She received a bachelor’s degree in psychology and a master’s degree in professional counseling from Liberty University. She has observed the power of the human-animal bond while in the veterinary field and has further witnessed the power of the presence of her own dog, Ed, in the counseling sessions she conducts. Mullins is also a grandmother, runner, business owner, photographer, and lover of coffee, chocolate, wine, and water.

**REFERENCES**


"How can I increase senior blood work compliance?"

As veterinary professionals, we know the importance of early detection. At my practice, we achieved a very high compliance rate in just 4 easy steps.

By Emily Shiver, CVPM, CCFP, CVBL

We know the importance of screening senior pets for potential diseases. It comes with the job we do every day as veterinary professionals.

However, our clients don’t know the importance, so it’s up to us to educate them. If you’re experiencing a lower senior blood work compliance rate at your practice, it might be because you’re not utilizing your team and services to the best of their abilities. What follows are a few useful strategies to consider implementing at your practice to help bolster compliance rates and elevate the care for your senior patients.

1. Decide whether to run labs in-house or outsource them

One is not necessarily better than the other. It’s just a matter of what works well for your practice. Typically, when we decide to negotiate a “senior” comprehensive profile for both species we see (canines and felines), we then send the profile to an outside lab. The benefits of outsourcing lab work are cost-effectiveness and a more comprehensive profile. However, the downside is that 2 to 3 days later, the veterinarian is often tasked with going through all the lab results and contacting the owner, which takes a large chunk of time out of the doctor’s day (although we can utilize our technicians to call clients when the pet’s lab work is normal).

Another option would be to utilize your in-house lab equipment (and with the aid of modern-day technologies, running a comprehensive profile in-house is certainly achievable). The pros of running lab profiles in-house would be no client phone calls 2 to 3 days later and the ability to deliver results during the appointment. A con would potentially be the cost of running those profiles in-house as well as lengthening your appointment times if not managed efficiently.

2. Price affordably

Although we normally mark up our lab profiles (inside or outside) 150% at my practice, we decided to mark up our senior profile by only 80% to increase compliance. This makes it more affordable and cost efficient for clients, which in turn—benefits our patients. Here is some
food for thought: If you are marking up 150% and only getting to a 30% compliance rate, pick your battle. Would you rather have a higher markup and only 30% compliance or a lower markup and 70% compliance?

3 Train the team
Though team training may be third on this list, it is arguably the most important. Properly training your team about the importance of preventative blood screening can allow for the early detection of diseases, creating a better outcome for our patients. It really shouldn’t be an “upselling” tactic. This training will help ultimately strengthen the bond between your team and practice because at the end of the day, preventative blood screening isn’t a revenue-driven service; it’s about providing the highest quality of care to allow pets to live longer.

4 Educate clients
It is absolutely our duty to educate our clients and share with them the benefits of screening their senior pets on a regular basis because this can lead to early detection of diseases. So how can this be accomplished? One way is to make this service appealing to owners. Highlight the fact that if we can catch a disease early enough, we increase the potential to efficiently manage the disease and prolong the life span of their beloved pet.

With a few changes to your current routine, I am confident you can screen more pets and detect disease early. Not only will this benefit the practice financially, but it will also create long-lasting relationships with both your clients and your team.

Emily Shiver, CVPM, CCFP, CVBL, is regional director of operations at the Family Vet Group in Florida.
Caring for disabled pets: Balancing medicine and compassion

The equipment and resources available today for disabled pets ensure that they can enjoy an excellent quality of life, but the veterinarian plays an integral role in ensuring a successful outcome.

By Caitlin McCafferty, Assistant Editor

Pets with disabilities are nothing new in veterinary medicine. In fact, they are often the face of veterinary educational programs, rescue groups, and other nonprofit organizations. Unfortunately, many pets that become disabled are euthanized, abandoned, or relinquished to shelters, sometimes because of a simple lack of education on how to best care for them. According to Melissa Shapiro, DVM, owner of Visiting Vet Service in Westport, Connecticut, and the driving force behind the social media phenomenon @pinkpigletpuppy featuring her deaf and blind dachshund-Chihuahua mix, disabled pets today can enjoy a good quality of life thanks to the evolution of pet wheelchairs and carts, advancements in physical and alternative therapies, and the power of social media.

Decades ago, many clients whose dogs became paralyzed because of conditions such as spina bifida, cerebellar hypoplasia, or congenital leg deformities opted for euthanasia, either because they believed their pet would have poor quality of life or they felt unprepared to care for a disabled animal. Recent years have witnessed a movement among pet owners to keep disabled dogs and provide them with wheelchairs and other necessary equipment to give them a second chance at life, Shapiro said during a recent Fetch dvm360® virtual conference.

“The perception of paralyzed and mobility-challenged dogs has changed dramatically in the past 10 to 15 years,” Shapiro said, attributing the shift largely to improved networking capabilities through social media. Now rescuers can fundraise to help save, treat, accommodate, and find homes for dogs that need wheels to get around, and owners can connect with other owners of disabled dogs for support and care information.

This increased interest in providing wheels for disabled dogs means veterinarians have a new role in advising and guiding their owners on how to care for dogs that are using wheelchairs.

Canine wheelchairs 101

The canine wheelchair industry has grown exponentially in recent decades, and new lightweight materials and designs can now accommodate dogs with a wide range of needs. Front carts, for example, can assist dogs with front limb abnormalities, including congenital deformities, missing limbs, and amputation due to cancer or injury. Clients must learn how to train their dogs to use the front wheels until they become accustomed to them.

According to Shapiro, front-leg amputees or dogs with congenital leg deformities should be accustomed to carts at about 7 months of age. The sooner they can get adjusted, the better.

Rear carts are useful for dogs paralyzed from intervertebral disk disease, spinal injury, neoplasia, hind limb deformities, injuries, and weakness due to arthritis and spinal cord degeneration. Quad carts provide support for dogs with overall weakness, generalized arthritis, cerebellar hypoplasia, and other musculoskeletal conditions, as well as those recovering from cervical surgery. Additionally, carts can be customized to accommodate individual dog needs.

Resources for disabled pets

Let owners know about social media groups, books, and other resources that can guide them as they care for their disabled pet. Here are some options:

- Boxers on Wheels
- Foster Dogs, Inc
- Gunnar’s Wheels
- Handicapped Pets (Walkin’ Pets)
- Honey, Have You Squeezed the Dachshunds
- Lovey Loaves
- Marley’s Mutts
- Pigletmindset.org
- Road Dogs Rescue
- The Mia Foundation
A balancing act

According to Shapiro, there’s an art to caring for disabled pets. “You’re balancing medicine with compassion,” she said. “Clients look to you for support and guidance as they navigate this new and stressful situation with their pets. Having compassion for the people who are taking care of these animals is a big part of the package.”

One of the veterinarian’s roles is to guide clients with the difficult and emotional decision of whether to keep a disabled pet. Shapiro’s advice? Educate them about what is available to care for disabled pets, discuss quality of life, and provide general care recommendations and a list of useful resources.

Caring for disabled pets also involves treating secondary problems. For example, dogs using rear wheelchairs are at increased risk for developing urinary tract infections, abrasions from rubbing, ulcers, sensitive skin, and more. To help avoid some of these issues, make sure the cart fits properly and advise clients to change the pet’s diapers regularly.

Depending on the severity of paralysis, you may need to teach clients how to express the bladder and bowels and treat pressure sores. Some patients may also benefit from physical therapy, acupuncture, laser therapy, or swim therapy in conjunction with medical treatment.

Finally, make sure you connect clients with other owners who have disabled pets through social media support groups. Having a like-minded network of people to talk to can provide them with the support they need to adjust to this new way of life.

The take-away

Caring for a disabled pet can be challenging, but the rewards are great. “These special pets can inspire their owners to face their own challenges, help children with special needs feel and be accepted by others, and promote empathy,” Shapiro said. “For veterinarians, caring for these pets presents a unique opportunity to be a part of something very special.”

BREAKING DOWN THE BARRIERS to preventive pet health

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Supporting the LGBTQ+ community in the veterinary world and beyond

Three veterinarians define the nuts and bolts of LGBTQ+ allyship, plus and offer strategies for nurturing an inclusive environment.

By Julia Burke, Assistant Editor

Supporting your veterinary team starts by cultivating a more accepting, diverse, and inclusive workspace that everyone can flourish in.

“It makes a tremendous amount of impact to know that someone sees you for who you authentically are and that they support you in that,” said Dane Whitaker, DVM, MPVM, president of PrideVMC, about showing allyship.

At the 2021 virtual Veterinary Meeting & Expo, Whitaker, along with Abby McElroy, DVM, MS, president-elect of PrideVMC, and Deborah T. Kochevar, DVM, PhD, DACVCP, PrideVMC director-at-large, discussed the significance of allyship and how to “show up” for the LGBTQ+ population. The trio highlighted 3 methods for demonstrating your support in the veterinary community and beyond.

Understanding allyship

According to Kochevar, to be an ally and friend to LGBTQ+ colleagues, it is essential to understand the key traits of what makes an ally. She noted the following characteristics:

• Be an open-minded, caring listener.
• Recognize your privilege, and use it for good.
• Ask educated questions, and do your own research.
• Get comfortable being uncomfortable. You will make mistakes. Deal with them and move on.
• Speak up for the underrepresented. Know what that means and how to do it.
Lon Randall, DVM, opened St. Francis Veterinary Hospital in January 1997. Dr. Randall, his wife Blythe Lyons, DVM, and Emily Burke, DVM, are full-time veterinarians at the practice, which also has two part-time veterinarians. Dr. Randall says the clinic delivers “high-quality medicine at an affordable price,” often performing surgeries that other area clinics don’t offer.

The COVID-19 pandemic created a “new normal” in veterinary practices, with clients sitting in their cars vs. inside clinics. What have you learned from this experience?

A The pandemic may have changed how we interact with clients for a time, but we know that veterinary care is still needed. People continued to bring in their pets for care and our business, like that of many veterinary clinics across the country, actually increased. I thought the opposite would happen. My theory is that because more people were at home, they saw more issues with their pets so were bringing them in for things they wouldn’t have noticed before when they were at work.

Our clinic philosophy is unchanged. We deliver quality medical care, do our best to live by the Golden Rule and let our clients advertise for us through good word-of-mouth and positive social media postings. We also have an excellent staff. Running a successful clinic takes a good team.

Do you anticipate that some of the changes you have made in your practice will be long-term?

A Our clinic already had a system in place prior to COVID-19 restrictions where clients could drop off their pets without an appointment, leave them at the clinic for the day and pick them up later. After learning that drop-off service can be a convenient alternative, more clients may choose that over face-to-face appointments in the future. But I’d venture to say that most clients would rather be in the exam room with their pets and I know I’d rather talk with clients face-to-face than over the phone. We’ll see what happens with client preferences after things settle down.

In addition, we started offering an online pharmacy service several months ago for clients who wanted products we didn’t stock in our on-site clinic pharmacy. It’s about providing greater convenience and more choices for clients.

Your clinic is enrolled in the Purina® Pro Plan® Vet Direct program. What prompted you to participate and what has your experience been?

A Food inventory takes up a lot of room and is very time consuming for members of the veterinary team. We’ve also had the scenario where a client comes in to pick up a specific food—and we’ve just sold the last bag. And although we enrolled in Vet Direct to save on staff time and inventory management, there has also been an additional benefit: a growth in Purina food sales.

We receive a commission on the sale of Purina products equal to our margin. Our Purina product sales were good prior to enrolling in the program in 2019, so it was a leap of faith to see if sales would continue to grow or if they might decline. Any doubt that we had proved to be unwarranted because Purina sales definitely did grow.

When the pandemic hit, our Vet Direct clients were already set up to purchase food directly from Purina and have it delivered to their homes. Our first full year of being enrolled in the program was 2020 and Purina sales went up 38% from 2019. So far this year, Purina sales are up 38% from what they were a year ago, so we know that our clients are using the Vet Direct service.

*With Purina as the direct seller, participating clinics receive commission on the sale of products calculated to equal their margin, without ever taking title to or possession of the products.

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• Ensure you do not overshadow or occupy a queer person’s right to speak up for themselves.
• Resist the need for validation.
• Diversify and expand your own and your kids’ reading and watch lists.

“When I think of being an ally and being a friend, these rules apply pretty much to all your interactions. It’s almost the golden rule,” Kochevar said. “If you feel you’re being treated well and you behave that way [toward] others, then you’re usually on pretty solid ground.”

LGBTQ+ terminology

McElroy explained that educating and familiarizing yourself with common LGBTQ+-associated terms is a great way to show allyship—especially when using the terms correctly. “While people often lump these [terms] together, they are very different,” she said.

To help, McElroy provided attendees with common terms and their definitions:
• **Gender identity**: your internal sense of self and your gender (eg, female, woman, girl, male, man, boy, other gender[s])
• **Gender expression**: how you present your gender to the world (eg, feminine, masculine, other)
• **Sex assigned at birth**: typically based on someone’s external physical features at birth (eg, female, male, other/intersex)
• **Physically attracted to**: your sexual orientation, which may or may not be whom you are emotionally attracted to (eg, women, men, other gender[s])
• **Emotionally attracted to**: your sexual orientation, which may or may not be the same as who you are physically attracted to (eg, women, men, other gender[s])

“There are a lot of terms associated with the LGBTQ+ community, and we know they’re confusing when you’re first learning about the community. I think people become very anxious about using the wrong term. We want to allay some of these fears and explain some of these terms,” said McElroy.

Appropriate use of pronouns

One of the most important things you can do to demonstrate your understanding of personal pronouns is to properly use pronouns and address others by their correct pronouns. According to Whitaker, this action demonstrates your awareness of why pronouns are important to the LGBTQ+ community. “Respecting someone’s pronouns is one of the most basic ways to show you respect their gender identity,” he said.

He added that although “they/them/their[s]” are the most common gender-neutral pronouns, it’s crucial to be mindful that sometimes people create their own pronouns.

To help attendees practice appropriate allyship, Whitaker outlined several general rules regarding the dos and don’ts of pronoun use.

Dos

He advised getting into the habit of introducing yourself with your pronouns. This can be done in a variety of ways including verbal form, written form, or with an email signature, business card, or name tag in the veterinary practice.

Don’ts

Conversely, Whitaker urged not to put others on the spot by asking their pronouns unless you ask everyone because some might not be as comfortable with their pronouns yet. Instead, he suggested leading the conversation with your own pronouns because this can invite others to follow with their pronouns, if they wish. He added not to refer to your pronouns as “preferred pronouns” because this implies that the use of these pronouns is optional.

Whitaker noted that it is OK to make mistakes—they happen to everyone—and that the best course of action is to apologize and move on. Gender privilege is not having to worry about the pronoun(s) someone will label you with. To be an ally, it’s vital to understand your privilege and stand up for others who may not have the same.
Who is your Veterinary Hero?

Nominate a veterinary professional who makes a measurable difference to improve patient outcomes in one of the following categories:

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- Integrative Medicine
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- Oncology Medicine
- Pain Medicine
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- Technician Medicine

The first class of Veterinary Heroes will be announced in late fall of 2021 and will be honored at an awards ceremony on December 1, 2021.

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Pain management careers 101

The Fetch dvm360® virtual speaker Tasha McNerney, CVT, CVPP, VTS (Anesthesia), explains the many options available—from anesthesiologist to veterinary cannabis counselor—in this rewarding specialty.

By Julia Burke, Assistant Editor

Are you a veterinary technician looking to level up your career in pain management? According to Tasha McNerney, CVT, CVPP, VTS (Anesthesia), the opportunities are endless.

“I don’t want you to think the only option is for you to become a VTS [veterinary technician specialist] in anesthesia,” said McNerney. “I just want you to know that there are so many different options out there that you can go through to take your career to the next level, give yourself a little more responsibility, and really create a fulfilling and awarding career in veterinary technology,” she said.

During a recent Fetch dvm360® Conference, McNerney shed light on the plethora of career opportunities available in pain management, and her unique journey to this field, and offers some useful resources to help amplify your knowledge of anesthesia.

The benefits of treating pain

So why would you want to get involved in the pain management field? McNerney highlighted how treating pain has advantages for the patient, client, and the clinic:

• Faster recovery from surgery
• Decreased chance of developing chronic pain conditions
• Increased client satisfaction
• Increased revenue to the practice
• Withholding analgesics for the purpose of patient restraint is considered inhumane and unnecessary

Career paths in pain management

You can take various avenues to the career best suited for you in pain management, McNerney explained.
For example, veterinary technicians interested in end-of-life pain management can become certified veterinary pain practitioners (CVPP) or get certified in hospice care. If you’re drawn to the surgery aspect of pain management, specializing in anesthesia or analgesia may be the “way to go,” she explained. If you’re like McNerney, you may be captivated by multiple areas of pain management.

“Probably one of the newer kids on the block that’s also very interesting, especially for veterinary technicians who want to have a close relationship with not only the client but also the pet, is to become what’s known as a VCC,” McNerney said.

Using their medical background in veterinary medicine, some of VCC’s responsibilities include creating a cannabis administration plan and discussing with clients which products on the market are well researched and safe for their pets.

If you are interested in pursuing a career in this field, McNerney highly recommended going to veterinarycannabis.org to learn the next steps. She also advised joining the Veterinary Cannabinoid Academy Facebook group, which provides invaluable information on the topic. McNerney noted that while rewarding, becoming a VCC is no easy feat and involves writing up a minimum of 50 cases, undergoing extensive training, and more.

Additional resources
For those interested in learning more about veterinary pain management, McNerney also recommended checking out the latest veterinary cannabis research and joining the Veterinary Anesthesia Nerds Facebook group, a platform where veterinary professionals can discuss anesthesia and pain management cases, various drugs to help relieve pain, and more.

In addition, “I do believe the World Small Animal (Veterinary) Association also has some good resources on their website as far as pain control. You can look up the AAHA [American Animal Hospital Association] pain management guidelines. You can look up stuff from Lap of Love as far as hospice care goes,” she said.

For those who want a physical book to read, McNerney suggested 2 textbooks: Pain Management for Veterinary Technicians and Nurses, edited by Mary Ellen Goldberg and Nancy Shaffran; and Pain Management in Veterinary Practice, written by veterinary anesthesiologists.

“Also, just reach out to your local anesthesiologist or local veterinary technician specialist in anesthesia because we love talking about this stuff,” she said. “So utilize us.”

The new kid on the block
One of the newer paths you can take in the pain management realm is becoming a veterinary cannabis counselor (VCC), said McNerney, adding that research indicates that this field will continue to grow.

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I’ve spent nearly 2 decades working in veterinary practice. I started out as an overeager, know-it-all assistant who later bloomed into a freshly minted certified veterinary technician who was educating assistants. Finally, I received training that allowed me to conduct veterinary training by myself. As I continue the process of finalizing this chapter in my life, I can’t help reflect upon what a remarkable ride it’s been.

Throughout my career, I’ve come to know many individuals within all the veterinary niches: supervisors, senior nurses, managers, administrators, directors, coworkers, teammates, and friends. Of that large and incredibly talented group, there were a few that donned the mantle of mentor:

• First, a brilliant (and let’s be honest, somewhat terrifying) surgeon who quite literally changed the course of my life
• Second, a kindred spirit and truly gifted clinician who was there for me when I didn’t know I needed her most and pushed me to do better
• Finally, a gifted academic and hugely talented writer who showed me the truth behind the saying that “the pen is mightier than the sword” because of the mind that wields it.

These exceptional women were with me at vastly different stages of my life—and their examples, teaching, and guidance are what shaped me into the person I am today.

The making of a mentor
So what defines a mentor? A generalized textbook definition cannot suffice, and perhaps neither can my own. The term mentor cannot be simplified into a version you or I claim it to be, and thus, I cannot give you a proper definition. Instead, I can give you my personal anecdote on this impactful, and at times, heavy moniker.

My mentors were strong and to me, even fearless. They fought to find the potential in people, and once they found it, they helped curate that potential into something extraordinary. Giving up wasn’t in their vocabulary, whether on me, themselves, their patients, or dreams. Each one shared the best parts of themselves with me. They opened a lot of doors, windows, and in some instances, quite literally pushed me out so I could achieve what they already knew I could.

A mentor is not someone who stands on a soapbox or behind a podium to relay their pearls of wisdom, nor a performer who feeds off praise and admiration. No, a mentor is someone who willingly gets their hands dirty by cleaning up messes, despite the many other options that would allow them to stay clean. It is a person who takes the mirror and turns it outward, forcing us to see our true selves. That same individual who makes us uncomfortable, and even angry at times, is the same person pushing us to become the best versions of ourselves.

Most recently I’ve had the amazing experience of coaching and training some truly astounding human beings. I tried my best to emulate what my mentors had done for me while still making this a unique experience for everyone I worked with. What happened? I failed on occasion. I learned (a lot). I got dirty, literally. I broke down. I built back up. And I hoped beyond hope that I made a difference.

Gratitude comes full circle
My thanks to those who’ve been with me thus far, especially to those who didn’t give up and in turn, wouldn’t let me give up. May the opportunities I’ve been given and the mirrors that have been held up for me, as well as those I’ve held up for others, continue to be shared and shown. Mentorship isn’t a job—it’s a calling, and it’s one I aim to answer.

Alyssa Mages, BS, CVT, is cofounder and chief visionary officer of Empowering Veterinary Teams. She’s known by her colleagues for developing content and ensuring skills are taught and messages heard. When she’s not creating, teaching, or saving furry lives, she’s hanging out with her family and their blind cane corso pup, Kekona.
We know your clients enjoy taking their furry friends with them to the beach and to the pool. To help them keep their pets safe during these hotter months, head to dvm360.com/view/heatstroke-involves-multiple-risk-factors or hover your phone’s camera over the QR code to learn more about treating pets affected by heatstroke. For more tips on how to keep pets cool, visit dvm360.com/heatstroke-involves-multiple-risk-factors.
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