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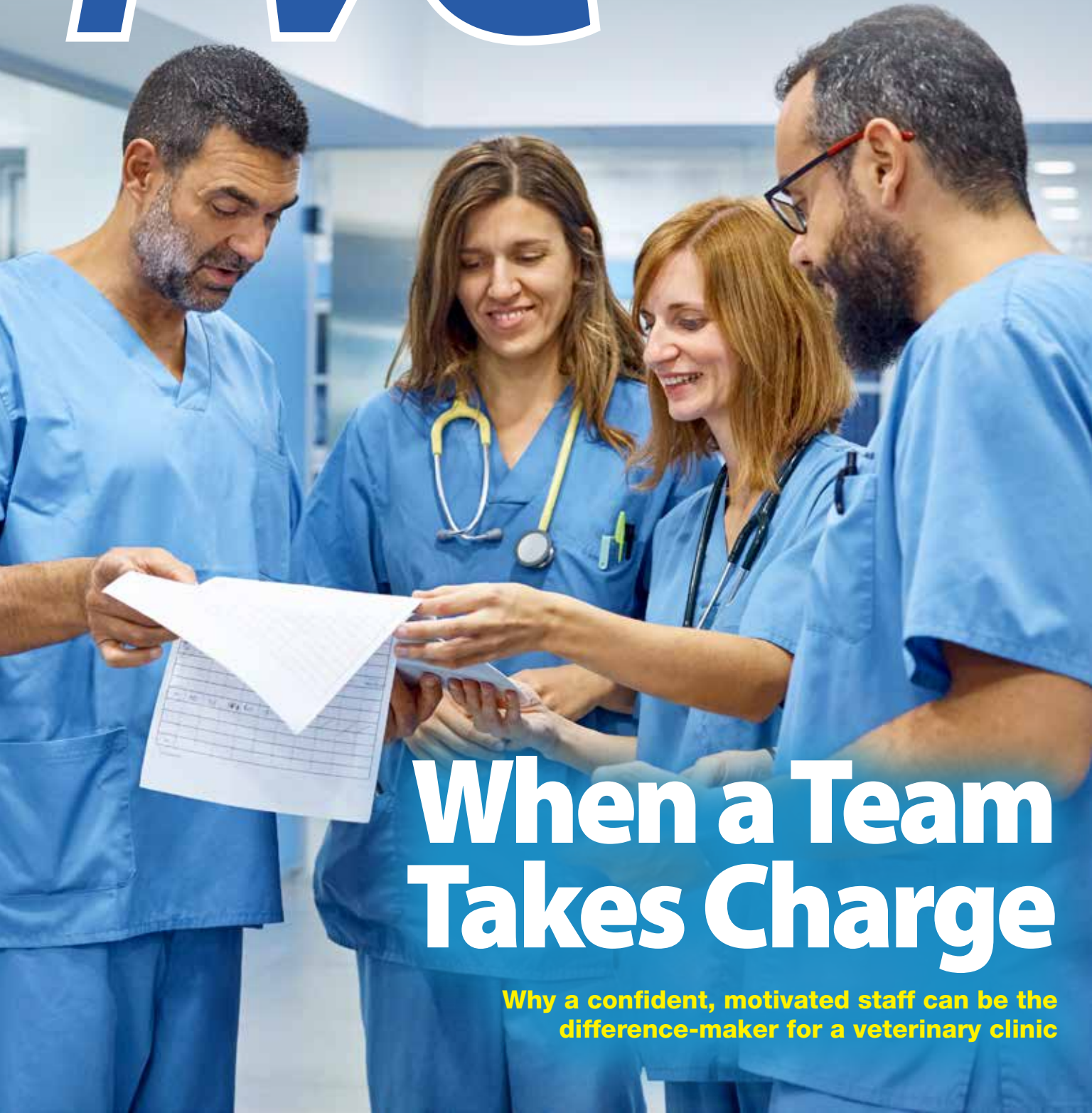


January Digital Issue 2019

TVC

Digital magazine

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When a Team Takes Charge

Why a confident, motivated staff can be the difference-maker for a veterinary clinic



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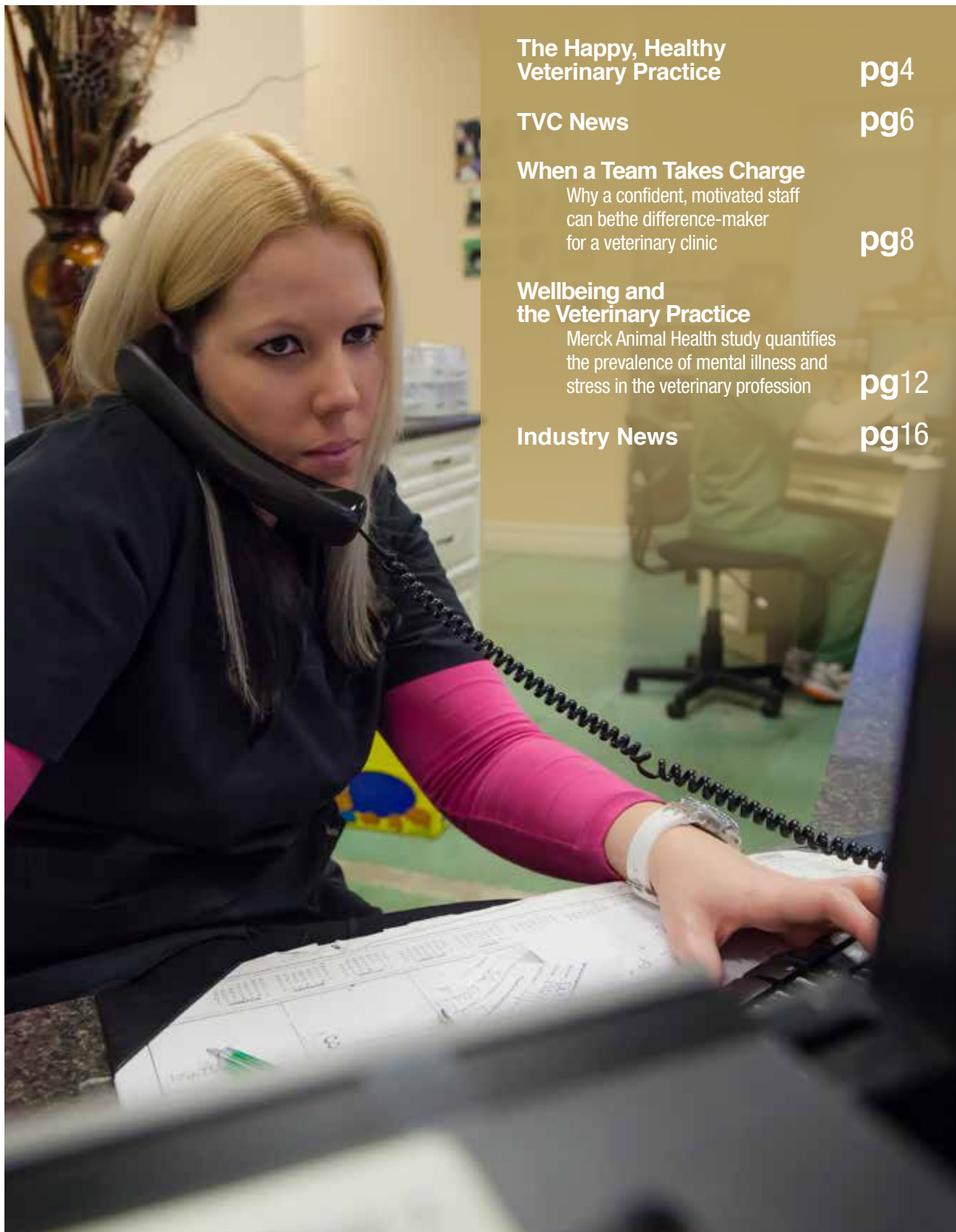
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The Happy, Healthy Veterinary Practice

By Allison Morris, President

Can you put a price tag on happiness? Maybe

not, but you can definitely connect happy employees with successful veterinary practices. Happy employees mean increased productivity, efficiency, and decreased turnover (which can be a headache for any business).

So how do you cultivate job satisfaction with your team? The following are some ways to make sure your team is in good spirits:

A huge reason why people are dissatisfied at work is due to appreciation – or lack thereof – from bosses, or even coworkers.

PurrrchasePoints™. We've heard from some TVC Co-Op Owners who used PurrrchasePoints™ as holiday gifts. For instance, some used the PurrrchasePoints™ in a raffle at their holiday party. The winner got to use the points to purchase whatever they wanted. What a great way to give back to a hard-working staff, and make a fun connection with the Co-op.

Benefits. Human Interest is a new TVC vendor that offers a 401(k) plan. They make it easy to opt in, and easy to opt out if you don't want to use their services. TVC is working on bringing you more HR-related vendors and programs in 2019, including healthcare options. Stay tuned.

Well-paid employees. TVC's new Benchmark Vet shows that there is a correlation between more profitable clinics and those that pay their employees more. This does not mean if you raise the salaries of your current employees that you will see more profitability (although that may happen). What this means is that paying for good employees will get you good employees that have more skills that can make your clinic more efficient and take better customer care of your clients. These better paid and better employees are worth the extra that you pay for them, at least statistically.

Appreciation. A huge reason why people are dissatisfied at work is due to appreciation – or lack thereof – from bosses, or even coworkers. Simply going out of your way at the start of the year to show your appreciation in words, or a letter, will go a long way toward building your team.



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* Lavan RP, Armstrong R, Normile D, Zhang D, Tunceli K (2017) Results from a U.S. Dog Owner Survey on the Treatment Satisfaction and Preference for Fluralaner against Flea and Tick Infestations. J Vet Sci Technol 8: 439. doi: 10.4262/2157-7579.1000439

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Vendor News

TVC's 401(k) vendor, [Human Interest](#), can help your practice set up an affordable, automated, and modern retirement plan. They specialize in working with small businesses and can provide full HR and compliance support. They have access to over 30,000 funds and offer low employer and employee fees so that you can make the most of your retirement contributions and save on taxes. They're offering a discount to TVC members (\$499) so now is a great time to set this up!

Did you know that your practice can earn TVC rebates when your clients enroll in [ASPCA Pet Health Insurance](#)? Additionally, clients with pet insurance can worry less about cost and focus on their pet's care.

Kick off your year right by taking the first step towards earning rebates! You can log in to your TVC member page and opt-in to the program [here](#).

TVC University Live CE Webinars

Stay tuned for final details on our upcoming 2019 CE webinars. For February, Merck will be hosting our webinar on Tuesday, February 5 at 9:00 a.m. and 1:00 p.m. CST; topic and speaker TBD. [Click here for a link to our TVC University webpage for updates and registration info.](#)

Conferences



[Register](#)

TVC Central: 2019 Chicagoland Veterinary Conference
May 12 - 16 | Chicago, Illinois

Chicagoland Veterinary Conference is a great place to expand your knowledge and grow your network. TVC will be sponsoring a fantastic lineup of speakers and lecture topics you won't want to miss out on. **TVC Co-Op Owners can receive 10 percent off of their registration with promo code: TVC2019.**

[Click here](#) for more information on the conference.
Hope to see you at this great event!

Promotions

ASPCA Pet Health Insurance: Veterinary practice employees can save up to 30 percent on ASPCA Pet Health Insurance! And if you're participating in the ASPCA Pet Health Insurance Rebate Program, staff enrollments count toward your practice rebates! [Click here for details](#)

Human Interest: New vendor of 401(k) plans tailored for the small business market. They have waived their \$499 set up fee exclusively for TVC owners. [Click here for details](#)

KVP Custom Orthotics: KVP has Custom Orthotics has just launched an exclusive rebate program with TVC. They are offering an \$85 rebate on each KVP Custom Orthotics brace! [Click here for details](#)

Mango Voice: Exclusively for TVC Co-Op Owners: Free E-Fax, phones, and Apps with a 60-month contract. [Click here for details](#)

RapidBac Vet: Exclusively for TVC owners: 25 percent off the only rapid test for the detection of Gram-negative and Gram-positive bacteria in urine. [Click here for details](#)

Stratford Rx: Protect your clinic from internet pharmacies with your own private label quality products at special TVC pricing, complete with marketing support. Special Starter Pack offer. [Click here for details](#)

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Vetoquinol: All Dental Chews: Buy 3 Bags, Get 1 FREE (Mix & Match)! Bonus Offer: Spend \$400 or more on Vetoquinol dental products and get 12 Enzadent Fingerbrush kits FREE! Both offers end Feb. 28, 2019. [Click here for details](#)



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A photograph of four veterinary professionals (three men and one woman) in blue scrubs, smiling and looking at a document held by one of the men. They are in a clinical setting with blue walls and equipment in the background.

When a Team Takes Charge

Why a confident, motivated staff can be the difference-maker for a veterinary clinic

Henry K. Yoo, DVM, MSc MBA, couldn't be everywhere at once. As the

medical director of four veterinary practices in Ohio, Yoo knew he couldn't be physically present to manage four hospitals with multiple clinicians and over 30 staff members. "I had to create some structure, and consistent protocol, so we had a reasonable amount of expectation that everyone was working in the same direction."

Yoo took some of his experience teaching preventative medicine at The Ohio State University (mostly large-animal focused) and combined it with his experience in companion animal medicine as a practitioner to create what he calls the "5 Steps of Preventative Medicine," or 55OPM. This was in the late 1970s. What Yoo created as the baseline for staff training and client education has had a lasting impact with veterinary practices, and not just clinically. It's also had a positive effect of empowering staff engagement.

"It's motivating to the staff," he says. "Once the staff gets involved, you can't stop them. They really want to go out and work on educating the client." Yoo says he also maximized the principle of 3Ps of organizational success that he created for the Healthcare Strategy coursework during his MBA. "People develop Process, and those two factors create Products," he says. As a result, he "recruited dedicated People to develop efficient Process only to gain quality Products."

TVC spoke with Yoo, an Executive Consultant for Infinity Medical Consulting & Co., about the importance of a confident, motivated veterinary staff.

TVC: What are some keys to having a happy, motivated veterinary clinic staff?

Dr. Yoo: Clear vision (direction of our service), mission (action items) and protocols (tools) to follow the above vision and mission. Once the above three factors are clear, they get structured training for the purpose of Client Education. Once they see the value of the Client Education, their motivation factor skyrockets. This is a confidence-building process and once it is successful, you cannot stop them from what they desire to accomplish.

TVC: What is the connection between client compliance and confident staff?

Dr. Yoo: First, we do not use the word compliance. It is a paternal and top-down word used in a regulatory and mandatory process. The word adherence is the word we use since it brings a horizontal atmosphere between clients and caregivers. A staff member who is confident from the structured training will be highly motivated to educate the client. Educated clients become highly sensitive to the subject matter, and they also be-

There are three factors in training. One is Technology identification, followed by Expansion, and then Application. I call it a Cup of TEA. (Technology, Expansion and Application). TEA comes from training and repetition of the process.

come responsible and responsive to patient care. As a result, a strong tech-client bond is formulated. This brings further trust.

TVC: What are key factors to proper training for staff?

Dr. Yoo: There are three factors in training. One is Technology identification, followed by Expansion, and then Application. I call it a Cup of TEA. (Technology, Expansion and Application). TEA comes from training and repetition of the process. We have a once-a-month training program with a special guest speaker, in-house staff doctor and/or staff themselves with what they have studied and explored. Staff training is mandatory with pay, and the training day is fixed throughout the entire year. This sets the tone on the crucial nature of staff training.



550PM (I published this about 30 years ago) is a checklist for every staff to use during the TPR process, and it is also used as the training tool for the staff to carry all the time. Each item on the checklist (about 40) is expected to be explained to clients in a form of client education. Without staff training, there is no client education.

Many financial entities visit my practice only to express their astonishment when they read the performance outcomes. How can we do it? The only answer is our staff and their motivation.

TVC: Why is cross training important?

Dr. Yoo: When all four telephone lines are ringing at the same time, we cannot depend on the reception desk staff to cover all of that. We have a rule saying the fourth ring is everyone's responsibility. Technicians are expected to answer for receptionists and be able to set up appointments when needed. Receptionists are required to work on the blood test machine at least to get the report for the staff

One of my hospitals
that I built
30 years ago has
been staffed at
the reception desk
with all technicians.
Guess what? Every
single phone call
turned into an
appointment to be
examined by
the clinician.

doctors and clients when needed. So, all of our staff knows how to run the blood test machine.

The best receptionist is the one who can answer how the procedures are performed, and the best technician is the one who understands the financial parameter of each and every procedures to be able to discuss during the explanation of treatment plans. Both works are intertwined.

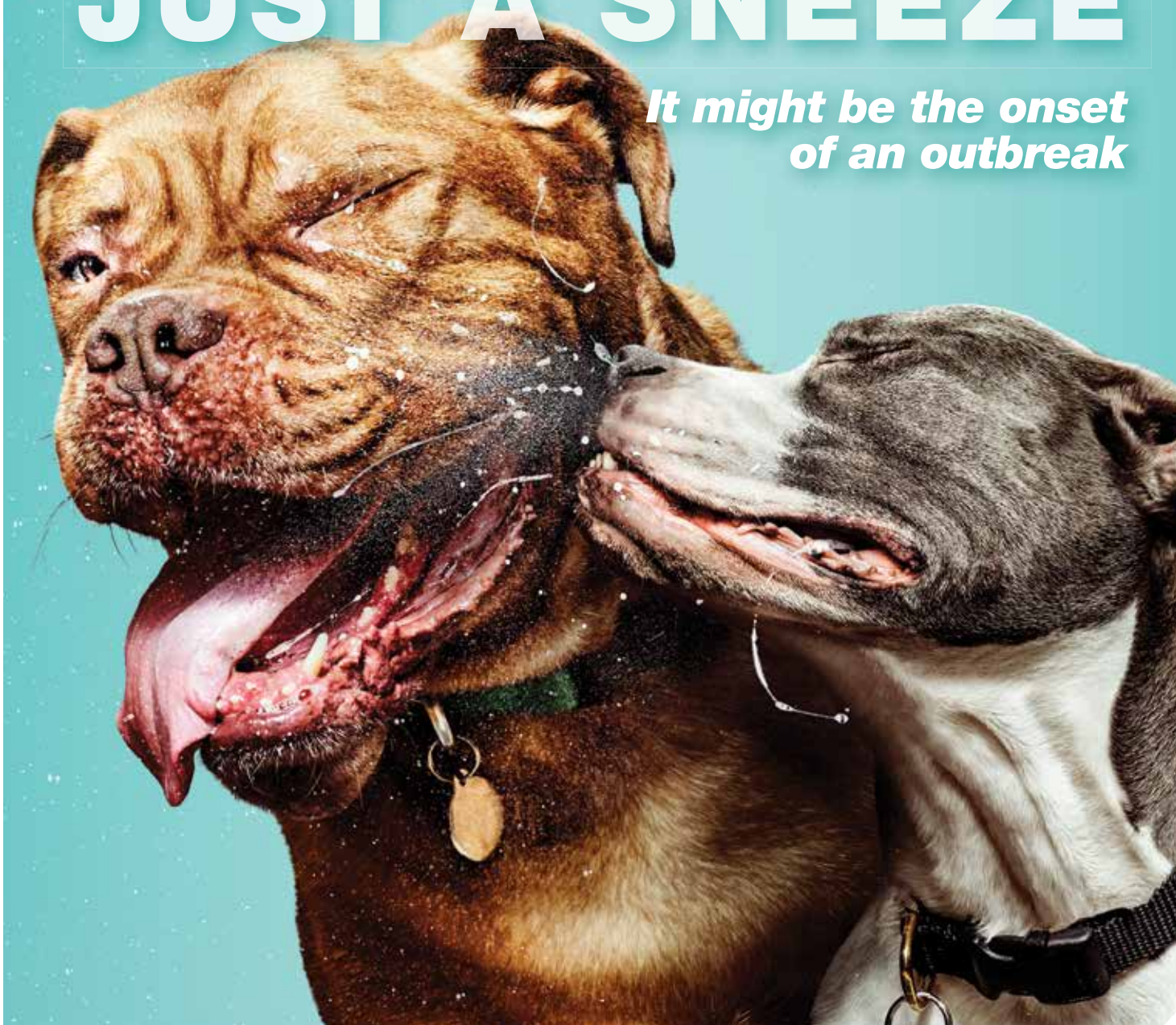
One of my hospitals that I built 30 years ago has been staffed at the reception desk with all technicians. Guess what? Every single phone call turned into an appointment to be examined by the clinician.

The veterinary practice is run under a labor intense system, and cross training is the efficient way of handling the intensity. ■

To read more about Dr. Yoo's preventative medicine checklist, visit <http://veterinarynews.dvm360.com/five-minute-wellness-preventive-veterinary-care-lets-team-take-charge>

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Wellbeing and the Veterinary Practice

Merck Animal Health study quantifies the prevalence of mental illness and stress in the veterinary profession



TVC vendors are aware of the difficulties faced in the veterinary world

when it comes to wellbeing (for veterinarians and staff), and certain organizations such as [Merck Animal Health](#) have gone to the lengths of doing studies on this very topic.

In early 2018, [Merck Animal Health](#) announced the results of a large, well-controlled study with veterinarians designed to definitively quantify the prevalence of mental illness and stress in the veterinary profession and compare the findings to previous studies and the general U.S. population. Conducted in collaboration with the American Veterinary Medical Association (AVMA) and [Merck Animal Health](#), the study found veterinarians age 45 and younger are more likely to experience serious psychological distress and only 27 percent of them would endorse the profession to a friend or family member.

“This survey is unique in that, for the first time, a nationally representative sample of veterinarians in the U.S. were asked about their wellbeing, which is a broader measure of happiness and life satisfaction than mental health alone,” said study investigator Linda Lord, Ph.D., D.V.M., academic

and allied industry liaison lead, [Merck Animal Health](#). “Based on the survey results, we are particularly concerned about younger veterinarians as they are the future of our profession. We must work together to promote a healthy lifestyle, including work/life balance, access to wellness resources and debt reduction.”

According to the [Merck Animal Health](#) Veterinary Wellbeing Study, about 1 in 20 veterinarians are suffering from serious psychological distress, which is in line with the general population. However, when segmenting the data by age, younger veterinarians are more impacted by the financial and emotional stresses of professional veterinary life, compared to both older male veterinarians and individuals in the general population. Depression (94%), burnout (88%) and anxiety (83%) are the most frequently reported conditions.

Because mental health is important to us,
**Merck Animal Health
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February

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Link to attend:

<https://attendee.gotowebinar.com/rt/8458381719740659213>

Veterinarians are feeling overstressed and undervalued

Among veterinarians, high student debt was the top concern voiced, with 67 percent rating it as a critically important issue. In 2017, the average veterinary student graduated with more than \$138,000 in student debt, according to AVMA, which is nearly twice the average starting salary for a veterinarian, creating a significant strain on the future of the profession. Following student debt, respondents reported the other most serious issues facing young professionals today are stress levels, reported by 53 percent and suicides rates reported by 52 percent. Poor mental health is closely associated with the stresses of professional life –excessive work hours, poor work-life balance and student debt.

Treatment gap: Awareness about resources for mental health and wellbeing is low

Only half of veterinarians with serious psychological distress are seeking help – creating a big mental health treatment gap. This is compounded by the fact that only few employers offer

employee assistance programs. In addition, only 16 percent had ever accessed resources regarding wellbeing and mental health through national or state veterinary organizations.

“Veterinarians today cope with a physically and emotionally demanding occupation that is undergoing changes from increased competition to the declining ability of clients to pay for veterinary care. Moreover, veterinarians often find themselves giving up the things that improve wellbeing and provide a healthy balance in life, such as family, friends and time for self-care,” said Jen Brandt, LISW-S, Ph.D., director, wellbeing and diversity initiatives AVMA. “As an orga-

nization that serves veterinarians, our mission is to protect the health and welfare of our members and the future of the profession. As part of these efforts we continuously work to identify accessible resources and assistance related to wellbeing and mental health. Studies such as the Animal Health Veterinary Wellbeing Study provide helpful guidance on the types of resources and education that may be most beneficial.”

To read more on the study, visit <https://www.merck-animal-health-usa.com/pdfs/vca/MAH-Well-Being-Study.pdf>

In 2017, the average veterinary student graduated with more than \$138,000 in student debt, according to AVMA, which is nearly twice the average starting salary for a veterinarian, creating a significant strain on the future of the profession.





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Toothbrush Kit	411459	1 toothbrush, 1 fingerbrush, 90g toothpaste for dogs and cats
Fingerbrush Kit	411453	21g toothpaste, fingerbrush for dogs and cats

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Large Chews	455322	For dogs 25-50 lbs
Extra Large Chews	457300	For dogs over 50 lbs
Oral Rinse	411425	8oz for dogs and cats

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Advantage Multi® for Dogs and for Cats (imidacloprid + moxidectin)

BRIEF SUMMARY: Before using Advantage Multi® for Dogs (imidacloprid+moxidectin) or Advantage Multi® for Cats (imidacloprid+moxidectin), please consult the product insert, a summary of which follows:

CAUTION: Federal (U.S.A.) Law restricts this drug to use by or on the order of a licensed veterinarian.

Advantage Multi for Dogs:

WARNING

- DO NOT ADMINISTER THIS PRODUCT ORALLY.
- For the first 30 minutes after application ensure that dogs cannot lick the product from application sites on themselves or other treated animals.
- Children should not come in contact with the application sites for two (2) hours after application.

(See Contraindications, Warnings, Human Warnings, and Adverse Reactions for more information.)

INDICATIONS:

Advantage Multi for Dogs is indicated for the prevention of heartworm disease caused by *Dirofilaria immitis* and the treatment of *Dirofilaria immitis* circulating microfilariae in heartworm-positive dogs. Advantage Multi for Dogs kills adult fleas and is indicated for the treatment of flea infestations (*Ctenocephalides felis*). Advantage Multi for Dogs is indicated for the treatment and control of sarcoptic mange caused by *Sarcoptes scabiei var. canis*. Advantage Multi for Dogs is also indicated for the treatment and control of the following intestinal parasites species: Hookworms (*Ancylostoma caninum*) (*Uncinaria stenocephala*), Roundworms (*Toxocara canis*) (*Toxascaris leonina*) and Whipworms (*Trichuris vulpis*).

Advantage Multi for Cats is indicated for the prevention of heartworm disease caused by *Dirofilaria immitis*. Advantage Multi for Cats kills adult fleas (*Ctenocephalides felis*) and is indicated for the treatment of flea infestations. Advantage Multi for Cats is also indicated for the treatment and control of ear mite (*Otodectes cynotis*) infestations and the intestinal parasites species Hookworm (*Ancylostoma tubaeforme*) and Roundworm (*Toxocara cati*). **Ferrets:** Advantage Multi for Cats is indicated for the prevention of heartworm disease in ferrets caused by *Dirofilaria immitis*. Advantage Multi for Cats kills adult fleas (*Ctenocephalides felis*) and is indicated for the treatment of flea infestations in ferrets.

CONTRAINDICATIONS: Do not administer this product orally. (See WARNINGS). Do not use the Dog product (containing 2.5% moxidectin) on Cats.

WARNINGS:

Advantage Multi for Dogs: For the first 30 minutes after application: Ensure that dogs cannot lick the product from application sites on themselves or other treated dogs, and separate treated dogs from one another and from other pets to reduce the risk of accidental ingestion. Ingestion of this product by dogs may cause serious adverse reactions including depression, salivation, dilated pupils, incoordination, panting, and generalized muscle tremors. In avermectin sensitive dogs¹, the signs may be more severe and may include coma and death².

¹ Some dogs are more sensitive to avermectins due to a mutation in the MDR1 gene. Dogs with this mutation may develop signs of severe avermectin toxicity if they ingest this product. The most common breeds associated with this mutation include Collies and Collie crosses.

² Although there is no specific antagonist for avermectin toxicity, even severely affected dogs have completely recovered from avermectin toxicity with intensive veterinary supportive care.

Advantage Multi for Cats: Do not use on sick, debilitated, or underweight cats. Do not use on cats less than 9 weeks of age or less than 2 lbs. body weight. Do not use on sick or debilitated ferrets.

HUMAN WARNINGS: Not for human use. Keep out of the reach of children. Dogs: Children should not come in contact with the application sites for two (2) hours after application. Cats: Children should not come in contact with the application site for 30 minutes after application.

Causes eye irritation. Harmful if swallowed. Do not get in eyes or on clothing. Avoid contact with skin.

Wash hands thoroughly with soap and warm water after handling. If contact with eyes occurs, hold eyelids open and flush with copious amounts of water for 15 minutes. If eye irritation develops or persists, contact a physician. If swallowed, call poison control center or physician immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by the poison control center or physician. People with known hypersensitivity to benzyl alcohol, imidacloprid, or moxidectin should administer the product with caution. In case of allergic reaction, contact a physician. If contact with skin or clothing occurs, take off contaminated clothing. Wash skin immediately with plenty of soap and water. Call a poison control center or physician for treatment advice. The Safety Data Sheet (SDS) provides additional occupational safety information. For a copy of the Safety Data Sheet (SDS) or to report adverse reactions call Bayer Veterinary Services at 1-800-422-9874. For consumer questions call 1-800-255-6826.

PRECAUTIONS: Do not dispense dose applicator tubes without complete safety and administration information. Use with caution in sick, debilitated or underweight animals. The safety of Advantage Multi for Dogs has not been established in breeding, pregnant, or lactating dogs. The safe use of Advantage Multi for Dogs has not been established in puppies and dogs less than 7 weeks of age or less than 3 lbs. body weight. Advantage Multi for Dogs has not been evaluated in heartworm-positive dogs with Class 4 heartworm disease.

Cats may experience hypersalivation, tremors, vomiting and decreased appetite if Advantage Multi for Cats is inadvertently administered orally or through grooming/licking of the application site. The safety of Advantage Multi for Cats has not been established in breeding, pregnant, or lactating cats. The effectiveness of Advantage Multi for Cats against heartworm infections (*D. immitis*) after bathing has not been evaluated in cats. Use of this product in geriatric cats with subclinical conditions has not been adequately studied. Ferrets: The safety of Advantage Multi for Cats has not been established in breeding, pregnant, and lactating ferrets. Treatment of ferrets weighing less than 2.0 lbs. (0.9kg) should be based on a risk-benefit assessment. The effectiveness of Advantage Multi for Cats in ferrets weighing over 4.4 lbs. (2.0 kg) has not been established.

ADVERSE REACTIONS: Heartworm Negative Dogs: The most common adverse reactions observed during field studies were pruritus, residue, medicinal odor, lethargy, inappetence and hyperactivity. **Heartworm Positive Dogs:** The most common adverse reactions observed during field studies were cough, lethargy, vomiting, diarrhea (including hemorrhagic), and inappetence. **Cats:** The most common adverse reactions observed during field studies were lethargy, behavioral changes, discomfort, hypersalivation, polydipsia and coughing and gagging. **Ferrets:** The most common adverse reactions observed during field studies were pruritus/scratching, scabbing, redness, wounds and inflammation at the treatment site; lethargy; and chemical odor.

For a copy of the Safety Data Sheet (SDS) or to report adverse reactions call Bayer Veterinary Services at 1-800-422-9874. For consumer questions call 1-800-255-6826.

Advantage Multi is protected by one or more of the following U.S. patents: 6,232,328 and 6,001,858.

NADA 141-251,141-254 Approved by FDA

V-03/2016

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CUT COUPON ON DOTTED LINE



Industry NEWS



FDA works to keep injectable opioids available to veterinarians during supply shortage

The U.S. Food and Drug Administration announced it is working to keep injectable opioids available to treat animals' surgical and trauma pain during an ongoing supply shortage, according to a release. The FDA has worked with Pfizer Inc. to help alleviate a shortage of certain injectable opioids available to treat pain in animals, by facilitating the availability of a limited amount of product labeled for human use. Most of the opioid pain medications used in veterinary medicine are approved for use in humans but also used in animals. This is called [extra-label](#) use.

Pet owners spent \$32.7B for food and treats

Pet owners are spending more on pet food and treats, *Bizjournal* reported. That's according to recent [Nielsen findings](#). Pet owners will spend an estimated \$72 billion on their pet's food, supplies, vet care, grooming and boarding this year, up from \$69.5 billion in 2017, according to the [American Pet Products Association](#). Pet ownership in the last 30 years has risen from 56 percent to 68 percent of households. Pet food and treats accounted for \$32.7 billion in spending in the past year, Nielsen reports. That's a 5 percent increase – \$1.5 billion – from the year prior.

Survey: Business leaders link childhood pet ownership to future success

A survey conducted by Banfield Pet Hospital® discovered a correlation between pets and professional achievements: 93 percent of C-suite executives surveyed in the U.S. grew up with a pet, with 78 percent attributing their career success in part to owning a pet as a child. Banfield's survey found childhood pet ownership may influence business

success, and it isn't just dogs and cats that have a positive impact. While more than four in five (83 percent) C-suite executives surveyed grew up with a dog, and almost three in five (59 percent) grew up with a cat, nearly two in five (37 percent) grew up with pets like birds, rabbits or rodents. Nearly a quarter (24 percent) of those surveyed said their childhood pet taught them more valuable lessons than their first internship. C-suite executives feel their pets also helped them to develop other important leadership skills, including discipline (92 percent), organization (79 percent) and the ability to identify and anticipate business needs (38 percent).

UC Davis offers employees pet insurance as benefit

University of California (UC) faculty, staff, and retirees can now add their four-legged family members to their insurance, according to a university release. Pet insurance is being offered through Nationwide with preferred pricing for two plan options – coverage for accidents and illness, or more comprehensive coverage that also includes preventive care and wellness services. Plans are available for most house pets – dogs, cats, birds, small mammals, even exotic pets such as reptiles. Animals categorized as livestock (including horses) are ineligible. The pet insurance option is even available for those who are not eligible for medical and other benefits. UC recognizes that owning a pet requires planning and that pets are cherished members of the family. Therefore, interested enrollees do not have to wait until open enrollment and can register them in the program at any time during the year. UC does not contribute to the cost of coverage nor deduct the premium from earnings (premiums are paid by personnel directly to Nationwide).

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