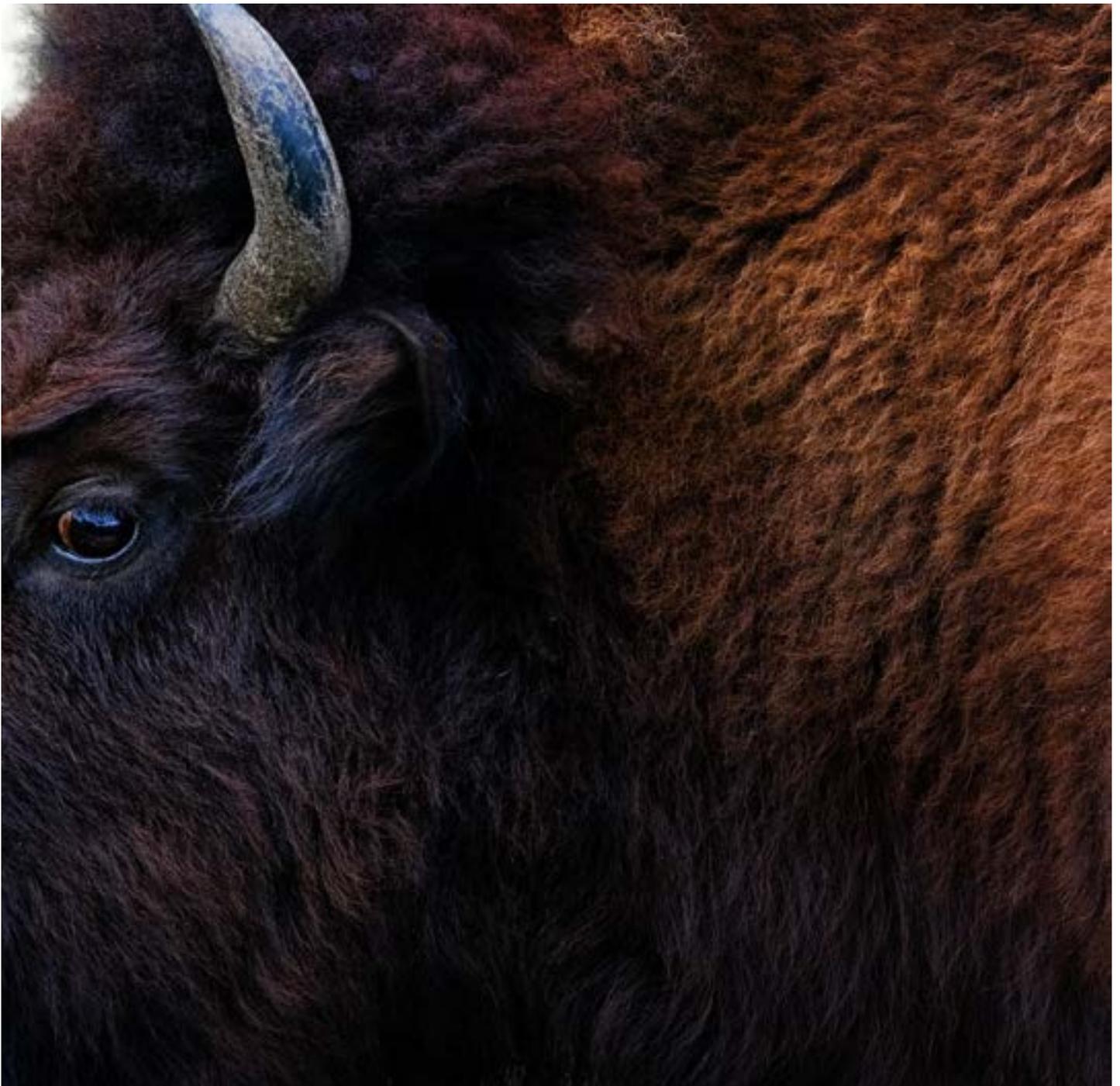


COMMUNIQUE

Winter 2016



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Reflecting on the Results



Greetings to All! I'm writing this in the aftermath of the November 8th election and among other things, the result of SQ777, the Right to Farm initiative is in the books. This ended up being a pretty hot issue and some of you were not happy that the OVMA took a stand on the legislation.

Some of you wished that we had more thorough member feedback prior to making a decision. Some felt the OVMA was being played by the Ag lobby. Advocacy for our profession is one of the prime functions of the OVMA, both locally and nationally, and the Executive Board, (Your board), made up of veterinarians volunteering to serve from across the state, work to protect and promote our profession. Every few years, a controversial piece of legislation arises that we must wade into. The quality of the outcome of decisions made has a direct correlation with the involvement of our members statewide. Please give thought to volunteering to serve on one of the OVMA committees, or even better, throw your hat in the ring when it is time to elect District Directors. Get to know who represents your district. The Board is working to provide better platforms for communication with each of you and a good controversial issue helps to sharpen our vision. Thanks for all who participated in our lively discussions—your input is important!

Lastly, I attended the 4th Annual AVMA Economic Summit in Schaumburg, IL in October. I was surprised by a few things...first of all that this was only the 4th Annual Economic Conference! Veterinary medicine is a fragmented profession and there has really not been accurate, helpful economic data readily accessible to the profession until recent years. Even still, there is much to learn. What is the value of a veterinary degree now and what is it expected to be in 10 years? How do we confront the economic issue of maldistribution of veterinarians? How can we attract the best and brightest students with the soaring cost of a veterinary education? Where are the opportunities for expansion in our profession—what does the data show? How do we protect the role of the veterinarian in agriculture? There is fascinating and eye-opening data that is available at the AVMA website for members. I thought about trying to summarize the latest findings in this letter, but it would just be too long. So take a look when you have some time. Best wishes for the coming year!

A handwritten signature in black ink, appearing to be 'D. J. ...' with a stylized flourish at the end.

Reflecting on 2016 & Looking to 2017



It is hard to believe it is already December because we have been fortunate with such fantastic weather. As the end of the year approaches it is common to look back and reflect on the highlights of 2016. The OVMA started the year with a convention missing Jana. Thankfully the OVMA was able to call on Dr. Charles

Helwig and it was left in his capable hands for several months. Without hesitation we can all say thank you to him for his willingness to serve the OVMA again.

In April the board and many OVMA members met for Legislative Day at the capital. Here they were able to meet their legislators along with the OVMA lobbyist group and discuss important upcoming issues. In May I began working with the OVMA and we quickly were ramping up for Summer Seminar. Dr. Elizabeth Giedt and Emily Snow are a tremendous team and I have been fortunate to have them help me. This year the AVMA selected to hold its conference in San Antonio and this was my first conference of the year. While in San Antonio I was also able to attend the Veterinary Medical Association Executives (VMAE) meeting. The meeting was a great opportunity to meet other directors and hear about issues facing other states. Upon returning from San Antonio the Oklahoma City and Tulsa State Fairs were next on the agenda. We are very fortunate to have such great committees in Oklahoma City and Tulsa with both groups putting in many hours to make the fairs a success. We are also thankful for the fair employees we get to work with who are just as passionate about educating the public as we are. Finally,

we are so very thankful for all the volunteers who make the exhibits a success. We had a total of 461 volunteers! That's right, 461 people over 20 days volunteered their time to the Birthing and Surgery Centers. Right in the middle of the fairs was the Southwest Veterinary Symposium in Ft. Worth and if you haven't been you are truly missing out! In this role I get to take part in some of the behind the scenes work and everyone I came in contact with was so welcoming. I know this energy was displayed throughout the conference with a relaxed and hospitable environment for everyone to enjoy. Also in September one of our lobbyist, Jerrod Shouse and I attended the AVMA Public Policy Symposium in Chicago. While this was a very short meeting it was packed with updates in the legislative and regulatory arenas going on across the United States. This gave us a great opportunity to connect with other state representative and learn how they are dealing with emerging issues. During October the OVMA office ramped up for the launching of our new website. We are very fortunate to have found the Brightly Company and Chris has made the process an easy transition for us. October also held the OSU Fall Conference.

The OVMA office is constantly busy planning the next event or meeting, working as the administrator for the Pet Overpopulation Program, and assisting our members day to day. As you start planning your 2017 consider what other roles you can plan in the OVMA. We are always looking for committee members and volunteers to help us. We also enjoy hearing from you on what we can do to continually grow this organization. Have a Merry Christmas and Happy New Year!

The Significance of Reporting



By the time you all read this, Election 2016 will be history. I'm proud of you all as I read comments on the listserve and Facebook. Everything I saw was respectful and calmly stated. Now we just need to work together to make the best of what we have to work with.

I'd like to mention some of the disease issues other states are dealing with:

Florida is currently dealing with an outbreak of screw worms. It is occurring in the Florida Keys in the last remaining herd of Key Deer as well as some companion animals. It is unknown how the flies got there from some of the other Caribbean Islands that continue to have problems with screw worms.

Texas continues to deal with TB infected dairies in their panhandle, and Cattle Fever ticks are gaining more of a foothold along the Mexican border in free ranging feral Nilgai antelope.

Michigan continues to have cattle herds infected with TB from commingling with infected wild whitetail deer in the northern part of their lower peninsula.

Indiana has found another small beef herd with TB, and area testing found a wild whitetail deer and a raccoon infected as well. There is concern that the disease could become endemic in wild deer and become a continual source of infection to domestic livestock.

New York had a domestic swine herd infected with B. suis from exposure to feral swine.

There have been groups of horses found with Equine Piroplasmiasis and EIA in several states.

I know from my time in practice that we as practitioners tend to focus on our clients and our practices and usually don't look at the big picture. I now realize that our clients' herds and businesses can be impacted by many different diseases, and I realize how important it is to make sure that we verify that animals we're documenting on CVIs are not taking contagious diseases with them. I also realize how important it is to our trading partners and the consumers to whom we sell our products to be able to quickly and accurately trace diseased animals to find the source of an outbreak and to stop it as soon as possible.

I appreciate you all reporting suspicious cases to us, and I appreciate your efforts to more accurately and efficiently complete and submit your regulatory documentation to us.

We will be hosting Regulatory Thursday in conjunction with the OVMA convention again this year. I encourage you to attend. The hotel is a great venue for the meeting. I hope you can join us on Thursday as I believe we will have some good pertinent topics that will be interesting and informative.

Please check out our website at www.ag.ok.gov/ais and let us know how we can make it serve you better. You can contact us at 405-522-6141 or:

Rod Hall 405-522-0270	rod.hall@ag.ok.gov
Mike Herrin 405-522-6142	michael.herrin@ag.ok.gov
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Gary Stone 405-258-8048	gary.stone@ag.ok.gov

Moving Right Along



Things are moving right along at the CVHS. We recently finished another very successful Fall Conference, complete with a number of alumni events. It was great meeting new (to me) faces and renewing some old acquaintances.

Some highlights of things that are keeping us busy right now:

We have started the “soft” launch of a fundraising project aimed at enlarging and improving our teaching facilities. The fundraising drive has been named in honor of Dr. Roger Panciera, and we hope to use these private donations to supplement college resources as we work on this project. More details will be available as they develop. Please contact us if you have questions or would like to participate.

At long last, we have occupied the Academic Center housing Veterinary Clinical Sciences faculty and administration. Space vacated in the basement of the Veterinary Medical Hospital will be repurposed for badly needed teaching space, staff and house officer offices, and other needs. Development of this facility will be an integral part of the teaching facility project mentioned above.

The search for a permanent Dean is underway. The position description was approved by the Oklahoma A&M Board of Regents on Oct. 21, 2016, and the search committee held its first meeting on Oct. 24. Comments and nominations may be directed to Denise Weaver in the Provost’s office

Our graduating Class of 2016 had essentially 100% employment, a 98% national board pass rate, and are well on their way to becoming accomplished professionals.

(denise.weaver@okstate.edu; 405-744-8782). The chair of the search committee, Dr. Tom Coon, is organizing a series of listening sessions around the state to get input as the search begins.

It has been an exciting and “interesting” experience serving as interim Dean! I had not appreciated what a different set of skills were needed for this job. Dr. Margi Gilmour is doing an outstanding job as interim Associate Dean of Academic Affairs, and our supporting staff is working hard, as they always do.

We have our fingers crossed that the state budget treats us more kindly this year and next. Between midyear pullbacks and cuts going into this fiscal year, our state appropriation is about \$2 million smaller than in the previous year. This obviously has a major impact on our operations, but the veterinary center will persist and improve. Our core missions have not changed, and we continue to graduate confident, competent, career-ready veterinarians every single year. Our graduating Class of 2016 had essentially 100% employment, a 98% national board pass rate, and are well on their way to becoming accomplished professionals.

I need to give a special shout-out to the faculty and staff who operate one of the most productive, efficient teaching hospitals in the country, especially given the relatively small size of our faculty. Person-for-person, CVHS is amazingly productive, and all involved deserve special thanks.

Please let us know how we can serve the state and the profession better!

Sincerely,

Chris Ross, DVM, PhD

*Professor and Interim Dean, Center for Veterinary Health Sciences
Oklahoma State University*

News from the Veterinary Center

Dean Search Update:

Dr. Thomas Coon, vice president, dean and director of the Division of Agricultural Sciences and Natural Resources, is leading the Search Committee for the next Dean of the Center for Veterinary Health Sciences.

The following will serve on the committee with Dr. Coon

Dr. Lyndi Gilliam, associate professor, Veterinary Clinical Sciences

Dr. Akhilesh Ramachandran, assistant professor and microbiologist, Oklahoma Animal Disease Diagnostic Laboratory

Dr. Clinton Jones, professor and Sitlington Endowed Chair, Veterinary Pathobiology

Dr. Ashish Ranjan, associate professor and Kerr Chair, Physiological Sciences

Dr. Jerry Malayer, professor and associate dean for Research

Dr. Joshua Ramsey, associate professor, Chemical Engineering

Ms. Dorothy Scarbrough, assistant director, Business Operations

Ms. Kaitlyn Belanger, Class of 2018

Dr. Richard Prather, Ellis County Animal Hospital, OVMA representative

Dr. Bob Shoup, Catoosa Small Animal Hospital, OVMA representative

Mr. Joe Hall, member, OSU/A&M Board of Regents

Our core missions have not changed, and we continue to graduate confident, competent, career-ready veterinarians every single year.

Mr. Joe Weaver, senior vice president, Administration and Finance

Mr. Martin Baker, senior vice president, Baker and Associates, LLC, Search Consultant

Ms. Denise Weaver, assistant to the Provost, Academic Affairs Liaison

Dr. Coon conducted listening sessions during the 2016 Annual Fall Conference and in each of the OVMA's five districts to give veterinary professionals an opportunity to share their thoughts on the next dean.

New Members and Current Events

NEW OVMA WEBSITE

The OVMA has launched a new website! The new site features many new updates to the front of the website. The *Members Only* portion of the website has not been updated but watch for updates there in February.

OVMA LISTSERVE

If you would like to be part of the OVMA Listerve, which is a benefit of the OVMA membership, please email us at admin@okvma.org. The address for the listserve is ovmamembers@listserve.com

OACF PET MEMORIALS

The Pet Memorial Program is a sincere and compassionate way for veterinarians to honor their clients by making a donation in the pet's memory. Animal owners utilize this program as an expression of gratitude to veterinarians for outstanding care to their pets. Send the name of the animal for the memorial, their owners name and address, and a donation of any amount. The OACF will send a card to the owners showing a memorial has been made in the name of the pet. Donations accepted online www.okvma.org

OVMA CONVENTION REGISTRATION NOW OPEN AT WWW.OKVMA.ORG

PET MEMORIAL DONATIONS

15th Street Veterinary Group
Warwick Animal Hospital
Sandy Creek Veterinary Care, PLLC
Marlow Veterinary Clinic

IN LOVING MEMORY

Dr. Kristen Kemper Ward

Our thoughts and condolences are with the loved ones.

COMING SOON!!!

- OVMA Annual Convention January 26-28, 2017
- Thunder Night- Jan 26, 2017
- Have a Heart Day Now-February 14, 2017

NEW MEMBERS

Dr. David Bailey
Oklahoma State University '13

Dr. Kahla Bolt
Oklahoma State University '15

Dr. Brandy Cichocki
Purdue University '12

Dr. Chelsea Davis
University of Georgia '15

Dr. Lauren Evans

Dr. Emma Faulkner
Oklahoma State University '16

Dr. Lauren Glowzenski
University of Pennsylvania '16

Dr. Emily Hall
Ross University '16

Dr. Jennifer Halleran
Colorado State University '14

Dr. Greg Levine
Mississippi State University '14

Dr. Hilary Ludwig
Oklahoma State University '16

Dr. Ryan McCann
University of Illinois '14

Dr. Erin McCauley
Louisiana State University '16

Dr. Cyrena Neill
Oklahoma State University '16

Dr. Jillian Paegelow
University of Missouri '15

Dr. Sarah Peakheart
Oklahoma State University '00

Dr. Cassie Pirtle
Oklahoma State University '16

Dr. Zeke Proctor
Oklahoma State University '09

Dr. Ashleigh Reis
Oklahoma State University '16

Dr. Mallory Watson
Louisiana State University '16

Dr. Jenna Young
Iowa State University '15

SUPPORT DVM PAC

The DVM PAC was created in recognition of the need to increase political activity and awareness among members of the veterinary medical professions. The DVM PAC, a non partisan political action committee, provides financial support for state political candidates. DVM PAC exists through the voluntary contributions of OVMA Members. Contributing to the DVM PAC reflects your commitment and dedication to political activity and education of key issues that affect the veterinary professions. You, as OVMA members, are vital to our political activities and success.

Oklahoma Animal Care Foundation Donation

Rib Crib's 14th Annual Golf Tournament raised \$100,000 for local charities! Even with torrential downpours, over 140 golfers teed it up for a good cause on May 23, 2016 to support The Community Food Bank of Eastern Oklahoma, Tulsa Zoo, The Children's Hospital at Saint Francis, The Oklahoma Animal Care Foundation and 12 & 12, all local nonprofits dedicated to helping the community.

Presented by Prosperity Bank, the event was held at the newly remodeled Oaks Country in Tulsa. Participants were treated to a smoked tenderloin lunch from Rib Crib's competition BBQ team as well as lunch on the course. Land Rover of Tulsa and Don Thornton Cadillac sponsored the hole-in-one and provided participants with three chances to win a new Range Rover or Cadillac. The Bruce G. Weber Raffle included diamond earrings, a Hasty Bake Grill, Yeti coolers and much more. The silent and live auction items included a 100 person PigMen BBQ cater, a Fleming's Steakhouse private dinner for 12, a Duck/Turkey Hunt at Epps & Dillingham Ranch, Polo Grill dinner for ten, Cigar dinner from SMOKE. On Cherry Street, University of Oklahoma, Oklahoma State and OKC Thunder memorabilia and many more." Many of Rib Crib vendors supported the tournament as corporate sponsors,

including Andreini & Company Insurance, Auto Chlor, Barcas, LLC, Curtis Restaurant Supply, Dr Pepper, Farmer Brothers Coffee, The Barkley Law Firm, The Holmes Organization, Tyson Foods and Saint Francis Hospital. This is the fourteenth year that Rib Crib has hosted this tournament. "We were astounded by the response we received for the event this year and we appreciate everyone for coming out to support such a worthy cause," said Bret Chandler, Chairman and Founder of Rib Crib. "I especially want to thank the event sponsors, contributors, golfers and volunteers who made it possible to help support our local charities.

Pictured: Marc Chastain, Rib Crib President; Danielle Palm, Rib Crib Golf Tournament Director; Bob Poteet, OACF Trustee; Rib Crib Corporate Employee



Veterinary Feed Directive

Under the Animal Drug Availability Act (ADAA) of 1996, congress created a new category for drugs called veterinary feed directive (VFD) drugs. Prior to this new rule, all drugs were classified by the Food and Drug Administration (FDA) as over-the-counter (OTC) or prescription (Rx) drugs. The VFD drugs are antimicrobials placed in or on feed or that require veterinary oversight for their use. Up till now, only a select few drugs have been designated VFD drugs.

Over the past several years, the FDA has been reviewing antimicrobial resistance. From this process, the FDA proposed new guidelines for the judicious use of medically important antimicrobial drugs used in food animals with the release of Guidance for the Industry #209 (GFI #209). Medically important antimicrobial drugs are drugs that are important for therapeutic use in humans. Two main concepts that came from the release of the GFI #209 are limiting the use of medically important antimicrobial drugs in food animals for health reasons only and placing the use of these drugs under the oversight of a veterinarian.

In keeping with the FDA's theme of judicious use of medically important antimicrobials, pharmaceutical companies have voluntarily agreed to remove any growth performance claims from the labels. This means using any of these drugs for weight gain or improved feed efficiency is prohibited. Restrictions are placed on using these drugs for prevention, control, and treatment of diseases under the oversight of a veterinarian.

The labels of OTC antimicrobials drugs that are medically important in human use and used in food animals are scheduled to be changed in December 2016. At that time, these drugs will change status. Antimicrobials used in or on feed will become VFD drugs. Antimicrobials administered in water will become prescription drugs. A few drugs that are not considered important in human medicine such as ionophores, coccidiostats, bacitracin, bambarmycin, carbadox, and pleumutlin will continue to be available OTC. However, on January 1,

2017 producers will be required to have VFDs or prescriptions in order to purchase and use those drugs that have changed status. In order for the veterinarian to write a VFD order or prescription, a proper veterinary-client-patient-relationship (VCPR) will need to be established. The definition of a VCPR is:

1. A veterinarian has assumed the responsibility for making the medical judgments regarding the health of (an) animal(s) and the need for medical treatment, and the client (the owner of the animal or animals or other caretaker) has agreed to follow the instructions of the veterinarian.
2. There is sufficient knowledge of the animal(s) by the veterinarian to initiate at least a general or preliminary diagnosis of the medical condition of the animal(s).
3. The practicing veterinarian is available for follow-up in case of adverse reactions or failure of the regimen of therapy. Such a relationship can only exist when the veterinarian has recently seen or is personally acquainted with the keeping and care of the animal(s) by virtue of examination of the animal(s), and/or by medically appropriate and timely visits to the premises where the animal(s) are kept.

*Article By: Barry Whitworth, DVM
Area Food/Animal Quality and
Health Specialist for Eastern Oklahoma*

Election Recap

Most of the attention was on the race for the White House on Tuesday evening, but there were major developments at the state level as voters turned out in record numbers. Republicans in the Oklahoma House of Representatives and Senate increased their already record majorities in the Legislature. House Republicans gained a net of four additional seats and extended their supermajority lead to 75-26. In the Senate, Republicans picked up a net gain of two seats and added to their historic supermajority with a lead of 42-6.

New members from both chambers will officially take the oath of office on November 16. At that point, the clock starts running and there are several deadlines for lawmakers to meet before the First Session of the 56th Legislature begins on February 6. Republican caucuses from both the House and Senate will meet in November to elect leadership for the upcoming legislative session. Charles McCall, a Republican from Atoka, was elected as Speaker-designate for the House in May and will most likely be elected as Speaker-elect by the caucus later this month. In the Senate, Mike Schulz, an Altus Republican, was previously elected as President Pro Tempore-designate by the Senate in April and will also most likely be selected as President Pro-Tempore-elect by his caucus in the next few weeks.

Those caucus elections are informal. The official leadership elections, where the full body of both chambers gets to vote, will take place on January 3 when the Legislature will meet in joint session to hold “Organization Day.” Organization Day is a constitutionally required day where the Oklahoma Legislature meets to certify the elections and formally seat the recently elected members of the House and Senate for the upcoming

session. The House will also formally nominate and vote on a new House Speaker and House Speaker Pro Tempore, while the Senate will formally nominate and vote on a new President Pro Tempore. Upon completion of the House and Senate leadership elections, both chambers will recess and then will meet in joint session with the publication of the statewide election results of the November 2016 elections.

In December, lawmakers will begin requesting legislative staff to draft legislation they intend to file. The deadline for requesting drafting of bills and resolutions is December 9. The deadline for officially filing bills for both chambers is January 19 at 4:00 p.m.

On February 6 at noon, the legislative session will kick off when both chambers meet in joint session and Gov. Mary Fallin delivers her annual “State-of-the-State” speech, where she outlines her agenda for the new session.

Many of the challenges faced by the Governor and Legislature in 2016 remain for the upcoming session. State revenues, while trending upward, continue to lag behind collections from 2014. Lawmakers are expecting another budget shortfall in 2017, and the primary focus will be on crafting a budget that protects core services.

Also: voters rejected State Question 779 on Tuesday, which would have increased the state sales tax rate from 4.5 percent to 5.5 percent and generated enough revenue to give each teacher a minimum pay raise of \$5,000. House Republicans have already signaled that teacher pay raises will be a goal in 2017.



Forward Booking Appointments: Is Your Practice Benefitting?

During the AAHA Yearly Conference in March 2015, the annual AAHA/IDEXX Laboratories State of the Industry¹ report was presented. In addition to an in-depth evaluation of data and veterinary hospital survey results, this year's report included an analysis of 1,001 clients to further determine factors that owners rank as critical in strengthening their bonds with their veterinary hospitals. One major factor identified to help drive client attraction and retention was forward booking appointments.

“Forward Booking” appointments refers to the practice of scheduling the patient's next appointment before the client leaves the hospital. Forward booking appointments is a relatively common practice for medical re-evaluations with approximately 76% of hospitals reporting this practice, yet recent data suggests that only 11% of veterinary hospitals are utilizing this approach for semi-annual and annual preventive care examinations.² What are the barriers to forward booking appointments?

1. Perception

In my previous role as a technical services veterinarian I visited an average of 20 hospitals per week. This provided a tremendous opportunity to discuss veterinary business operations and management with a wide variety of practitioners and managers. When the subject of forward booking appointments came up the reaction was often negative, with the owner or team member stating “their clients don't want to do this”. According to the results of the pet owner survey as presented in the State of the Industry report, “6 of 10 pet owners said they would forward book their next appointment before leaving the practice. In fact, nearly half of all pet owners said they prefer to as long as a reminder is given.

¹ https://www.aaha.org/graphics/original/professional/resources/library/aaha_state_of_the_industry_2015_fact_sheet.pdf

² Forward Booking Appointments, Partners for Healthy Pets. http://www.partnersforhealthypets.org/Tool_Track.aspx?id=370

2. Process

The implementation of forward booking appointments can be overwhelming. Follow the steps below to successfully incorporate this practice into your hospital's daily operations:

- A. Obtain animal health care team buy-in
 - Explain to the team that clients want tools to simplify preventive care. Forward booking is one such tool.
 - Discuss the findings of the State of the Industry report. Despite our perceptions, the majority of clients are used to this method in their everyday lives (example: human dental appointments) and like it.
 - Discuss the benefits to the team in forward booking appointments. Possible benefits include better, more timely care for pets, less overdue reminder phone calls to make (consistently a least favorite staff activity!) and that the appointment schedule runs more smoothly as preventive care appointments are scheduled in advance.
- B. Ask your team what concerns they have with forward booking appointments? In order to have success with this system, the staff must be allowed to have their worries heard and solutions brainstormed by the team.
- C. The hospital must have an appointment schedule that is consistently available one year in advance.
 - 1) Designate a team member to be responsible for inputting the normal hospital operations schedule for the next 13 months.
 - If your hospital does not use a computer based appointment scheduler, purchase the paper scheduling system for the following year.
 - 2) Select a day of the month that that team member will be responsible for updating the schedule, so that it is always complete for a year in advance.
 - The schedule is updated one month at a time within a designated time frame.
 - 3) Objections that might be encountered:
 - We don't know what the doctors' schedules will be. The hospital schedule in regard to appointments is relatively stable. The doctors are scheduled normally and adjustments are made to the timetable as needed.
 - It takes a lot of time to input the hospital schedule. There is an initial time commitment. Once the schedule is in place for 13 months, it requires minimal time to update it one month at a time.

D. Communicating the new policy with client

1) Decide who will explain the new procedure to the clients.

- Will this be the responsibility of the technician, customer service representative or doctor? Clear communication is critical to this program's success.
- My hospital successfully implemented this process in 2012. What worked well was when the doctors initiated a brief conversation with the clients explaining that we were beginning to schedule preventive care placeholder appointments in advance. The doctors went on to explain that my CSR would schedule that appointment before they left. It was extremely uncommon that any client objected.

2) Decide what will be said when forward booking the appointment:

- When clients understand the “why” behind the recommendation, there is better adherence:
“Mrs. Smith, we are committed to keeping Fluffy healthy and happy. Because animals age faster than humans, regularly scheduled examinations are important to detect diseases early. Dr. Hauser would like to see Fluffy in 6 months, which is the first week in February. How does Tuesday, February 2 work?”

3) Explain to the client that they will receive a reminder two weeks in advance of their appointment. If the appointment is not at a convenient time, it could be rescheduled during the reminder call.

- It is important to ask clients how they prefer to receive their reminders: phone, text, email or postcard, and honor their preferences.
- Design a process for reminding owners. Who is responsible for confirming the appointments? This is one of the most important parts of forward booking, because if clients are not reminded they may not show up for the appointment. It is also an important part of client relationships to make these phone calls. Clients don't enjoy missing appointments; the embarrassment they might feel could cause be detrimental to the client bonding.

4) Differentiate forward booked appointments

- Use color coding to designate forward booked appointments. It is necessary that forward booked appointments are easily recognizable so that the advance reminder notification occurs two weeks before the scheduled appointment.
- By color coding forward booked appointments, the hospital management can track the number of “no shows”. This is an important metric; above 10% missed appointments would indicate that the reminder process needs to be modified.

- Establish team goals for forward booked appointments, both made and the percentage kept. Celebrate successes as a team!

When animal health care teams embrace the concept of forward booking, everyone wins. Our patients receive more consistent and timely healthcare, clients are appreciative of the ease of scheduling and teams benefit from smoother day to day operations with more client visits.

About the Author:

Wendy Hauser, DVM, established Peak Veterinary Consulting in January 2015 after working as an industry Technical Services Veterinarian. With a DVM from OK State in 1988, she practiced for 28 years as an associate and owner. She is highly engaged in AAHA leadership having served as a member of the Board of Directors, as the Board Vice-President and currently serves as the AAHA Delegate to the AVMA House of Delegates. She helped design and facilitate Colorado VMA's Power of Ten. Dr. Hauser is a communications coach at CSU's CVM. The co-author of “The Veterinarian's Guide to Healthy Pet Plans”, she enjoys consulting and presenting workshops on hospital culture, leadership, client relations and operations. She may be reached at drhauser@peakveterinaryconsulting.com

EXAMPLE: Procedures Guidelines Forward Booking Appointments

Team member responsible: Sally

1) Initial Action Step: On August 25, 2015 Sally will input the hospital's appointment schedule for the next 13 months, so that appointments could be booked from September 1, 2015 through October 31, 2016.

2) Repeating Action Step: On or around the 25th of each month, beginning on September 25, 2015, Sally will add input an additional month's schedule, so that on September 25 she will be updating the schedule to include November 2016.

- Why?

- By entering the schedule initially to include 13 months of appointments, clients can appropriately be forward booked for appointments occurring in 12 months.

- By designating a specific time of the month for Sally to update the schedule, the process of maintaining adequate appointments for forward booking is ensured.

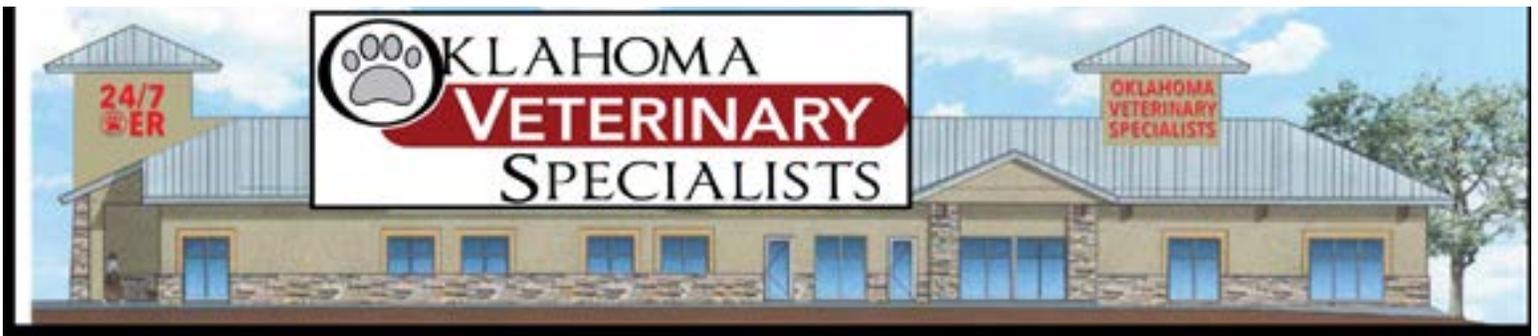
3) Sally will program color codes for all forward booked appointments in the computer.

4) Doctors explain to clients when they would like to see the pet next and that the appointment will be scheduled by the CSR (customer service representative) before they leave.

5) CSR schedules forward booked appointment.

6) Two weeks before the forward booked appointment, the CSR reminds clients of their appointment, including what services are due. If the client does not confirm the appointment, two additional attempts to contact the client are made.

7) The hospital manager tracks the number of forward booked appointments that are kept compared to “no shows”. If there is >10% no-shows, modification of the reminder process is needed.



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Wellness Risk Factor Study Finds Positive Correlation to VMA Membership

In a recent article published in JAVMA, Nett et al. (2015) found that membership in a veterinary medical association is positively correlated with less mental illness and suicidal ideation.

The authors also found that 9.3% veterinarians were experiencing severe psychological distress at the time of the survey and that 16.8% had contemplated suicide since graduation. These distressing numbers are higher than that of the general US adult population.

The number of veterinarians currently in psychological distress nearly doubles when controlling for membership in organized veterinary medicine (9.3% for members of a VMA vs. 17.5% for those that are not). A similar but less pronounced pattern is seen when examining the relationship between currently married, separated/divorced and never married veterinarians (8.1%, 13.8% and 14.3% respectively).

The authors hypothesized that these patterns may be related to the interpersonal relationships in a veterinarian's life. They go on to site research that names social support as a positive influence on mental health.

Alternate factors associated with psychological distress were working in shelter medicine and being in practice for less than 20 years. It was unclear from the data if it was age, a change in class selection criteria, or another factor that led to increased risk in younger vets.

Other research questions revealed a disconnect between veterinarians and the general population when it comes to perception of those with mental illnesses

and the help available. Psychologically stressed veterinarians were significantly less likely than those similarly afflicted in the general population to state that "People are caring towards those persons with mental illness," and less likely than non-distressed veterinarians to agree that "Mental health treatment is accessible." This perception of a lack of support may be one

factor contributing to higher distress levels.

The findings of this study open a pathway to better caring for veterinarians in psychological distress. Veterinary medical associations play an important part in this battle as they provide social support and a vehicle for dissemination of information. Because so many veterinarians in distress perceive that no aid is available, VMAs have the opportunity to step in as helpers. Support systems such as the AVMA's Early Career Online Community and VIN's From the Trenches message board provide practitioners with a group with whom they have similar trials, worries, and sometimes even victories.

If you are experiencing psychological distress, please seek help. If you have suicidal thoughts, please call the National Suicide Hotline at 1-800-273-TALK.

Citation:

Nett, R. J., Witte, T. K., Holzbauer, S. M., Elchos, B. L., Campagnolo, E. R., Musgrave, K. J., ... Funk, R. H. (2015). Risk factors for suicide, attitudes toward mental illness, and practice-related stressors among US veterinarians. *Journal of the American Veterinary Medical Association*, 247(8), 945–955. <http://doi.org/10.2460/javma.247.8.945>

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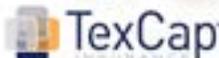
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Oklahoma Veterinary Technician Association

Being a Veterinary Technician is one of the greatest professions in the world. Veterinary Technicians have been celebrated since 1993 when the National Association of Veterinary Technicians in America passed a resolution declaring the third week of October would be the National Veterinary Technician Week. Every day, state and national technician organizations are seeking ways to help technicians grow and become more valuable in veterinary medicine. Veterinary technicians dedicate so much time and patience to this field and we should be known as the rock stars for what we can do. There are many reasons why technicians are so important and several ways veterinarians can let us know how much we are appreciated.

Staying late, patient nursing care, client communications, and multi-tasking are a few things we do to make clinics run smoothly. Technicians don't just care about keeping clients happy and patients comfortable, we also want to keep our veterinarians satisfied and contribute to the overall profitability of the clinic. One of my favorite things about being a technician is trying to figure out what my veterinarian is thinking and what I need to have ready. He is very appreciative of my work ethic and always knows exactly when I need to hear it. Striving to make clinics run smoothly is a quality every technician should have.

How can veterinarians express appreciations to their technicians? OVTA asked a few members and this is what we came up with:

- Let us know you are thankful we are here to help you! Whether it's a note or fun treats, it always makes a better day when someone lets you know you're doing great!
- Reinforce the value of our profession to people who don't know what we can do. Most of the time, clients don't get a chance to see all the surgical monitoring, hours we spend

trying to get the sick animals to eat, or even the thousands of baths we give when their pets make a mess in their kennel.

- Pay for our state and national dues. Technicians obviously don't love their jobs for the money. Sometimes it can be hard spending money when you're on a budget. Offer to help out if you can. We appreciate it!
- Nominate your technician for the Veterinary Technician of the Year Award! Nothing says you're more amazing than an award!

We devote ourselves not only to our patients, but also to the veterinarians that we wouldn't be here without. Technicians are the heart of the veterinary field and we wouldn't want it any other way.

Article By: Taylor Daniel, RVT



WHAT IS HAVE A HEART DAY?

Have a Heart Day is a fundraising project of the Oklahoma Animal Care Foundation that benefits the Oklahoma Pet Population Fund which subsidizes qualified candidates for spay/neuter assistance.

HOW CAN YOU PARTICIPATE?

We are asking for your clinic's assistance by asking at least one client to donate the cost of their in-clinic procedure to OACF in lieu of payment to your clinic.

IS THERE A DEADLINE?

While there is no actual deadline, the campaign ends Feb. 14, 2017.

IS THERE A MINIMUM DONATION?

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Since 1983, the Oklahoma Health Professionals Program (OHPP) has provided services to over 1,000 physicians and health care providers with alcohol and chemical dependence. OHPP is an outreach program designed to support and monitor medical and allied health professionals throughout Oklahoma who are experiencing difficulty with substance abuse.

The OHPP continues to be a leader nationally in identifying problems, assisting in treatment, and returning to practice health care professionals who have suffered from substance abuse or dependency.

OHPP services are confidential and include expert consultation and intervention designed to encourage health care professionals to seek help for substance abuse and behavioral concerns.

When an individual contacts the OHPP about a health care professional or about himself or herself, the director or designated associate director assesses the situation and assists in guiding the health care professional.

Participation with OHPP is voluntary and confidential. OHPP will strongly urge a professional who is ill to get help, and although OHPP does not provide direct treatment, we will suggest specific treatment options. We respond to the concerns of families, colleagues, and hospitals by providing coordinated interventions and referrals to treatment.

In addition, OHPP hosts a number of support group meetings open to all health care professionals, students, residents in recovery as well as those seeking peer support.

OHPP recognizes the difficulty of reporting a colleague who may be impaired. Because of the potential risk to patient care, OHPP encourages medical professionals to make referrals if a problem exists, no matter how long there has been a problem.

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Robert Westcott, MD Director

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Meredyth Jones, DVM, MS, ACVIM-LA
Texas A&M University, College Station, TX

Robert Streeter, DVM, MS, DACVIM
Oklahoma State University, Stillwater, OK

Leslie Wagner, DVM
Oklahoma State University, Stillwater, OK

Dwight Wolfe, DVM, MS
Auburn University, Auburn, AL

Companion Animal

Dennis Crow, DVM, DACVD
Animal Dermatology Referral Clinic, Dallas, TX

Gary Norsworthy, DVM
Alamo Feline Health Center, San Antonio, TX

Equine

Earl Gaughan, DVM, DACVS
Merck Animal Health Team, Sedalia, CO

Lauren Lamb, DVM, DACVS
Oakridge Equine Hospital, Edmond, OK

Steven Brinsko, DVM, MS, PhD, DACT
Texas A&M University, College Station, TX

Jim Ward, DVM
Cargill Inc., Tyler, TX

Kirk Carter, MBA
Cargill Inc., Tyler, TX

General Session

Josh Payne, PhD
Oklahoma State University, Stillwater, OK

Dustan Clark, DVM, PhD, MS
University of Arkansas, Ft Smith, Arkansas

Angel Soriano, MS
K-9 University, Oklahoma City, OK

Sgt. Jon Copeland, MBA
Washington County Sheriff's Office, Washington County, OK

Practice Management

Rob Gribble, DVM, CVPM
Hallsville Veterinary Hospital, Hallsville, TX

Steven Jenkins, BA
CEOHR, Cedar Park, TX

Technician

Samuel Gindville, DVM
Bayer Animal Health, Kansas

James Marshall, DVM
Idexx Laboratories, Richardson, TX

Garnetta Santiago, MA, LVT
Hill's Pet Nutrition, Hudson Valley, NY

Regulatory Meeting / USDA

Oklahoma Room G, H, I

OPENING REMARKS / 8:30-8:45 AM

8:45-9:45 AM

USDA Accreditation Module 9 Interstate and International Health Certificates for Category 1 Animals

by Drs. Rosslyn Biggs & Bryon Schick

BREAK / 9:45-10:00 AM

10:00-11:00 AM

Johne's Disease Strategies to Help Your Clients

by Dr. Gary Stone

11:00-11:45 AM

OADDL Update

by Drs. Keith Bailey & Grant Rezabek

LUNCH / 11:45 AM-1:00 PM

1:00-1:30 PM

Equine Programs Update

by Dr. Michael Herrin

1:30-2:30 PM

USDA Accreditation Module 5 Vesicular Diseases

by Dr. Becky Brewer

BREAK / 2:30-2:45 PM

2:45-3:45 PM

eCVIs and Associated Technology

by Dr. Alicia Gorczyca-Southerland

3:45-4:15 PM

Update on Trichomoniasis in Oklahoma

by Dr. Rick Woodbridge

4:15-4:45 PM

Swine and Feral Swine Programs

by Dr. Justin Roach

CLOSING REMARKS / 4:45-5:00 PM

THUNDER NIGHT / 7:00 PM / CHESAPEAKE ARENA

Executive Board

Boomer

2:00-6:00 PM

Executive Board Meeting

General Session

Oklahoma Room G, H, I

7:00-10:00 PM

Healing the Healer: Mental Health, Addiction, and Recovery

2017 OVMA Convention Friday Program

Food Animal

Boomer

Equine

Sooner

Companion Animal

Oklahoma Room G, H

Practice Mgt.

Oklahoma Room I, J

General

University Room A

CHRISTIAN VETERINARY MISSION FELLOWSHIP BREAKFAST / 7:00-8:00 AM

PAST PRESIDENT'S BREAKFAST / 6:30-8:00 AM / (INVITATION ONLY)

8:00-9:30 AM

Small Ruminant Parasite Management

Dr. Meredyth Jones

8:00-9:30 AM

Local Anesthesia of the Distal Limb

Dr. Earl Gaughan

8:00-9:30 AM

Methicillin Resistant Staphylococcus

Dr. Dennis Crow

8:00-9:30 AM

Lose Your Pharmacy and Keep the Revenue - One Injection at a Time

Dr. Rob Gribble

8:00-9:30 AM

Managing Canine Aggression in Your Practice

K-9 University

EXHIBIT HALL GRAND OPENING / 9:30-10:30 AM

10:30 AM-12:00 PM

Fluid and Transfusion Therapy in Small Ruminants

Dr. Meredyth Jones

10:30 AM-12:00 PM

Is There a Best Intra-Articular Therapy?

Dr. Earl Gaughan

10:30 AM-12:00 PM

Approach to Itchy Dogs

Dr. Dennis Crow

10:30 AM-12:00 PM

5 Languages of Appreciation in the Workplace

Dr. Rob Gribble

10:30 AM-12:00 PM

Active Shooter - What to Expect, What to Do

Sgt. Jon Copeland

LEGACY LUNCH / 11:30 AM-1:00 PM / EXHIBIT HALL

LUNCH / 12:00-1:00 PM / EXHIBIT HALL

1:00-2:00 PM

Case-based Small Ruminant Medicine

Dr. Meredyth Jones

1:00-2:00 PM

Hock Cases - Straight Forward or Frustrating?

Dr. Earl Gaughan

1:00-2:00 PM

Approach to Itchy Dogs Cont.

Dr. Dennis Crow

1:00-2:00 PM

Simplify Your Practice

Dr. Rob Gribble

1:00-2:00 PM

Common Diseases of Backyard Poultry & Biosecurity

Dr. Dustan Clark

BREAK / 2:00-2:30 PM / Visit the Exhibit Hall

2:30-3:30 PM

TBD

Dr. Robert Streeter

2:30-3:30 PM

Senior Horse Care Management

Dr. Jim Ward

2:30-3:30 PM

What Does This Skin Biopsy Mean? Tips for Success

Dr. Dennis Crow

2:30-3:30 PM

Putting Your Smart Device to Work

Dr. Rob Gribble

2:30-3:30 PM

Basic Backyard Poultry Husbandry and Management

Dr. Josh Payne

BREAK / 3:30-4:00 PM / Visit the Exhibit Hall

4:00-5:00 PM

TBD

Dr. Robert Streeter

4:00-5:00 PM

Brood Mare and Foal Care

Drs. Jim Ward & Kirk Carter

4:00-5:00 PM

New Options for Treating Demodicosis

Dr. Dennis Crow

4:00-5:00 PM

Million Dollar Veterinarian

Dr. Rob Gribble

4:00-5:00 PM

USDA Exotic Avian Diseases - SPRS

TBA

7:00-10:00 PM

Chronic Vomiting in Cats: We Really Can Diagnose and Treat It

Dr. Gary Norsworthy

2017 OVMA Convention Saturday Program

Food Animal

Boomer

Equine

Sooner

Comp. Animal

Oklahoma Room G, H

Practice Mgt.

Oklahoma Room I, J

General

University Room A

Technicians

University B, C

CONTINENTAL BREAKFAST / 7:00-8:30 AM / EXHIBIT HALL

8:00-9:30 AM

**Minimally Invasive
Tube Cystostomy**

Dr. Leslie Wagner

8:00-9:30 AM

**Over-The-Ground
Upper Airway
Endoscopy**

Dr. Lauren Lamb

8:00-9:30 AM

**Inappropriate
Elimination: Save
Them From a Bad Fate**

Dr. Gary Norsworthy

8:00-9:30 AM

**Business Process
Outsourcing
- Maximizing
Productivity and
Revenue**

Mr. Steve Jenkins

8:00-9:30 AM

**Role of Agencies,
Health Certificates -
NIES**

USDA

8:00-9:30 AM

**Earresistable Approach
to Otitis Externa**

Dr. Sam Gindville

BREAK / 9:30-10:30 AM / Visit the Exhibit Hall

10:30 AM-12:00 PM

**Diagnosis and
Management of Male
Fertility in the Beef
Herd**

Dr. Dwight Wolfe

10:30 AM-12:00 PM

**Equine Upper Airway
Obstruction: Which
Diagnostics and
Therapies Should I Use**

Dr. Lauren Lamb

10:30 AM-12:00 PM

**The Diabetic Cat: Don't
Let it Drive You Crazy**

Dr. Gary Norsworthy

10:30 AM-12:00 PM

**Human Resource
Administration,
Compliance and
Training - What's
Required, What's
Worthwhile**

Mr. Steve Jenkins

10:30 AM-12:00 PM

**Animal Disease
Traceability - SPRS**

USDA

10:30 AM-12:00 PM

Small Animal Nutrition

Garnetta Santiago, LVT

AWARDS LUNCH / 12:00-2:00 PM / EXHIBIT HALL

2:00-3:30 PM

**Management
of Challenging
Reproductive Problems
in the Cow**

Dr. Dwight Wolfe

2:00-3:30 PM

**Timely Topics in
Equine Reproduction**

Dr. Steve Brinsko

2:00-3:30 PM

**Chronic Renal Disease:
It's Time for Calcitriol
and High Protein Diets**

Dr. Gary Norsworthy

2:00-3:30 PM

**The Future of the
Affordable Care Act
and its impact on Small
Business**

Mr. Steve Jenkins

2:00-3:30 PM

**PPE Equipment for
Veterinarians - SPRS**

USDA

2:00-3:30 PM

**Advances in Kidney
Diagnostics and
Guidelines for
Diagnosis, Staging
and Management
of Chronic Kidney
Disease**

Dr. James Marshall

BREAK / 3:30-4:00 PM / Visit the Exhibit Hall

4:00-5:30 PM

**Marketing Veterinary
Services for the Food
Animal Practitioner**

Dr. Dwight Wolfe

4:00-5:30 PM

**Reproduction Cases-
Common, But Not
Obvious Conditions**

Dr. Steve Brinsko

4:00-5:30 PM

**Chronic Renal Disease
Concluded**

Dr. Gary Norsworthy

4:00-5:30 PM

**Risk Mitigation -
Employee Issues and
the Path of Destruction
that Can Follow**

Mr. Steve Jenkins

4:00-5:30 PM

**Slaughter Horse
Transport - SPRS**

USDA

4:00-5:30 PM

OVTA Meeting

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Our veterinarians have a combined 42 years of experience in handling complex medical and surgical cases. We have a great working relationship with 2 local ER and referral hospitals (internist and surgeons), as well with Oklahoma State University Veterinary Teaching Hospital. We have a very loyal clientele and our staff is well-established and very experienced. Because our caseload is a variety of basic and complex medical and surgical patients, as well as routine wellness care visits, our doctors must have the ability to interact with clients and to focus on the individual needs of the pet and family. We strive to emphasize good client communication and education. Our clinic has been in the same location for 38 years, and has become a fixture in the neighborhood and community! For more information, please submit your resume to SLCater@nvanet.com

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