

## President's Report



Hello Everyone,

I hope your spring is going well. My family is eagerly awaiting summer and the end of the school year. We could use a break from the hustle and bustle. I am enjoying being your LVMA president, it's difficult to believe my term is halfway over! Our Board of Directors continue to work hard on all our behalves to strengthen and support our profession. I am very proud to serve with them.

Congratulations to the LSU School of Veterinary Medicine class of 2017! We are excited to welcome you to our profession and wish you much success. We hope many of you will stay and practice in Louisiana, join the LVMA and become engaged in our wonderful profession and community.

Our Power of Ten Program is also well underway. The participants are giving us very positive feedback and find the topics relevant to their professional development. This program also offers mentorship, support and camaraderie. We all know everyone could use a little support now and then. Also, be on the lookout for an improved LVMA logo! We are excited for everyone to see the logo and new colors.

Registration is now open for the SVWS in San Antonio this fall—September 21-24, 2017. Details are available at: [www.swvs.org](http://www.swvs.org). As part of a partner in this symposium, the LVMA receives a share of meeting revenue. San Antonio is a fun destination and as always SVWS offers diverse and high quality continuing education.

Thank you for being an active member of the LVMA. Your membership is valued and appreciated. Enjoy the rest of your spring and be safe.

Sincerely,

Marion Sewell, DVM  
LVMA President

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September 21 - 24, 2017



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San Antonio, Texas



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## WALTER J. ERNST, JR. VETERINARY MEMORIAL FOUNDATION

*Thanks to the following people, clinics, and all past contributors, the Dr. Walter J. Ernst, Jr. Veterinary Memorial Foundation continues to grow. Your continued support will help the Foundation to reach new heights. Please consider a contribution today and encourage your clients to participate in our memorial program.*

*Thank  
You*

### Donations in memory of persons:

*Live Oak Animal Hospital  
In loving memory of Dr. Kathryn Wilkinson*

*Dr. & Mrs. Bernard A. Trappey  
In loving memory of Dr. Robert Henderson*

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### Donations in memory of pets:

*Jefferson Animal Hospital  
In memory of "Timmie", "Trooper" & "Bee Gee"*

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*Sulphur Animal Clinic  
In memory of "Bosco", "Jack Vanhook", "Big Ed", "Adam  
Fox", "Toby", "Bodie" & "Millie"*

*Dr. & Mrs. Doug Kent  
In memory of "Holly", "Elvis" & "Raven"*

*Ms. Elizabeth Smith  
In memory of "Slugger"*

*All donations received will be recognized. Family members will receive a card notifying them of the donation and the individual or clinic that made the donation.*



*The Louisiana  
Veterinarian*

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8550 United Plaza Blvd., Suite 1001  
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www.lvma.org

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#### **Submit articles and advertisements to the LVMA office as follows:**

January/February Newsletter	December 15th
March/April Newsletter	February 15th
May/June Newsletter	April 15th
July/August Newsletter	June 15th
September/October Newsletter	August 15th
November/December Newsletter	October 15th

# License Renewals

The Louisiana Board of Veterinary Medicine would like to remind you of the

**2017-2018 Renewal Period**

DVM License, RVT, CAET and RED

Certificate Renewals are to be mailed out by the end of June.

All licenses/certificates expire September 30, 2017.

Prepare now and avoid late fees, stress and hassle!



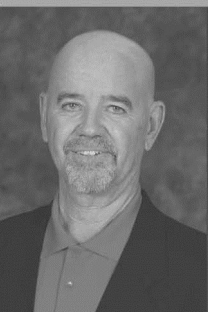
For more information contact  
The Louisiana Board of Veterinary Medicine  
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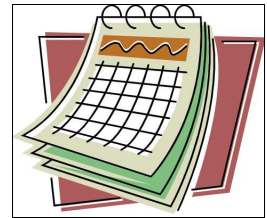
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\*For qualified borrowers only. Contact Bill Marin for further terms and conditions.



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**Dermatology:** Mollie Mesman, DVM, DACVD

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# WELCOME



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**Lee Morris, DVM**  
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**Mollie M. Aldridge**  
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University of Edinburgh

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Louisiana State University

**Jennifer Smith, DVM**  
Louisiana State University

**Mark H. Crawford, DVM**  
Baton Rouge, LA

**Mia Palisano, DVM**  
Louisiana State University

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Louisiana State University

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**Christina M. Exnicios, DVM**  
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**Michele Stafford, DVM**  
Louisiana State University

**Alecia M. Foster, DVM**  
Louisiana State University

**Katherine Maher, DVM**  
Mississippi State

The **LVMA** would like to welcome our newest members to the Association! We are excited to have you as part of our team; we can't wait to show you everything we have to offer and look forward to your contributions to the veterinary profession.

***WELCOME TO THE LVMA!***



**On behalf of the LVMA Board Members and staff,  
congratulations to all the new DVM  
graduates Class of 2017!  
We wish you all the best!**



Our business and financial expertise distinguishes us from our competitors. There has never been a better time to sell or buy a Veterinary Practice.

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**We would like to welcome our new District 3 Representative, Dr. Jesse Brandon!**

Dr. Jesse Brandon is a general practitioner and owner of Brandon Veterinary Clinic. He was inspired to become a veterinarian by his father, Dr. Doug Brandon, who has been practicing in Leesville since 1971. Dr. Jesse Brandon enjoys orthopedic and soft tissue surgery of both large and small animals. Dr. Brandon has assisted his father at his clinic at an early age, and then worked at the LSU School of Veterinary Medicine as an equine technician prior to acceptance to veterinary school. Dr. Brandon completed multiple externships at Elgin Veterinary Hospital and Mid-Texas Veterinary Associates. Upon graduation, Dr. Brandon received the Merit Animal Health Awards of Excellence for both Large and Small Animal Surgery prior to joining his father and wife in mixed animal practice. Dr. Jesse met his wife Dr. Amanda Brandon during vet school, and married months after graduation in January 2014. Together they have a beautiful daughter Leanna Brandon born in March 2016.

# 2017 LVMA Membership

**Attention new graduate members:** Thank you for joining the LVMA, we are so excited to have you. Please help us spread the word to other new graduates about our one year FREE membership to LVMA for all new graduates! This is an awesome opportunity to kick off your career with the support of Louisiana's Veterinary community.

**Lapsed Members:** It's not too late to renew for 2017! Throughout the year we send valuable information and updates to our members including CE opportunities, legislative changes and alerts, and other information that may be significant to your practice or career. Please make sure that **all** of your contact information is up to date! You may also renew online at [www.lvma.org](http://www.lvma.org). If you have any questions, please contact the LVMA office.

Thank you and we look forward to another great year!



## Referral Dentistry and Oral Surgery

We are committed to provide your patients with the highest quality of oral surgery and advanced dental care available.

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- Orthodontics
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Curt Ritchie, DVM

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# POWER<sup>of 10</sup>

Developing Leaders • Advancing Careers • Growing Potential

## Your Power Update!

Another great class for our Power of 10 participants is in the books! A big thank you to Dr. Nina Mouledous with AVMA, PLIT. The title of her presentation was:

### Protecting You and Your Practice: What you need to know to prevent malpractice and veterinary practice liability claims in your practice

This discussion gave practitioners tips on how to avoid both practice and malpractice claims in their practices. Additional information included appropriate types of coverage needed for individual practices to assure broad protection against liability claims (general and professional), board complaints, and losses unique to veterinary medicine and practice owners (biologicals, damage caused by patients, mobile practice, workers compensation and more). Actual closed claims were reviewed to illustrate the importance of implementing strong risk management tools into practices to lower the incidence of claims and complaints.

*Sponsored by*

LVMA's Power of 10 program will take a short break in the summer and will pick back up in the fall. A Power of 10 graduation will be held at our 2018 Winter Meeting. Questions, comments or suggestions about the Power of 10 program can be sent to the LVMA office at [office@lvma.org](mailto:office@lvma.org).



## REGISTER FOR SWVS 2017 TODAY

## & TAKE ADVANTAGE OF EARLY BIRD PRICING

Join Us September 21 - 24, 2017 • Henry B. González Convention Center • San Antonio, Texas

**Experience What Makes SWVS An Event Like None Other:**

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DVM – One-day \$240/Full Registration \$470

Technicians, Office Staff, Practice Managers – One-day \$150/ Full Registration \$200

Students – \$30

Partner Power Package – 1 DVM + 3 Staff \$870

Twilight DVM – \$150 (Thurs-Sat 7pm-9:50pm classes only)

Intern/Resident/First-Year DVM – \$235

REGISTER TODAY!  
Registration Fees Go Up  
After July 18th

For more information, please visit [www.swvs.org](http://www.swvs.org)

Follow SWVS

## Feline Health Topics: Treatment for FIP

Feline infectious peritonitis (FIP) is a devastating viral disease of cats that we all hate to diagnose. For those cats with “wet” FIP (ascites or pleural effusion), the prognosis is, of course, grave. However, for cats with “dry” FIP, though it may be more difficult to ascertain a diagnosis versus the wet version, there is hope for treatment.

Polyprenyl immunostimulant (PI) has been suggested to suppress clinical signs of FIP and extend the cat’s life. I have used this in several of my patients and have been thrilled with the results. It stimulates cell-mediated immunity, which helps fight viruses. Let me demonstrate its efficacy with this case report:

Tippy was a MN DMH who presented to me at 10 mo for a new adoption wellness exam. He’d been at a local rescue group for many months. His temperature was 103.7 but other than some gingivitis, exam was otherwise WNL, so we figured he was a little stressed. He returned a month later to recheck his teeth, and his temperature was 106.4! This cat was BAR and gaining weight: you’d never guess he was ill.

A full CBC/Chem/infectious disease panel verified negative FeLV/FIV/toxo but a positive coronavirus titer. He had mild anemia (25%), lymphopenia (900/uL), hyperglobulinemia (8.6 g/dL), and low albumin:globulin (0.3). FIP was definitely on our radar, but we treated him with pradofloxacin to rule out other bacterial diseases, including Mycoplasma. Fecal floatations were negative, and he was receiving monthly flea and parasite preventative.

After several weeks of antibiotic, his fever persisted. We started PI at a dose of 3 mg/kg three times per week, as suggested by the work done by Dr. Legendre at UT’s vet school, for treatment for FIP. After just a few doses, his temperature was normal. We checked his blood work after five months of treatment, and his globulin level and hematocrit were WNL. He continues to do well two years after his first visit. He will stay on this medication for life. Another patient I had who did great on PI for presumptive FIP died shortly after the owner stopped medicating him after a year.

It is a pricey medication (my client pays about \$300 every 6 weeks for her 10-pound cat). It is also FDA-approved for feline herpesvirus at a different dosage, though I haven’t used it for that purpose yet. You can purchase it at [vetimmune.com](http://vetimmune.com).

You can read the original paper about PI in the Journal of Feline Medicine and Surgery (2009) 11, 624-626: Effect of Polyprenyl Immunostimulant on the survival times of three cats with the dry form of feline infectious peritonitis. (It’s freely available at this link if you’re not a subscriber: [www.vet.utk.edu/research/fip/FIPpolyprenyl.pdf](http://www.vet.utk.edu/research/fip/FIPpolyprenyl.pdf)).

There are also exciting developments with another antiviral treatment and diagnostic testing. Maybe we’ll come closer to a cure one day.

*Amanda Perkins, DVM  
Owner, Cat Hospital of Metairie  
(504) 837-6137  
LVMA District 8 Representative*

## Advancing Patient Care Through Team Commitment to Forward Booking

The Roaring Fork Valley provides some of the best fly fishing in Colorado, and the town of Carbondale – with its 6,500 residents located in the mountains 170 miles west of Denver – lies at its center. Resting in the magnificent shadow of 12,953-foot Mt. Sopris, Carbondale offers plenty of activity and enjoyment for tourists and residents alike.

Carbondale also provides the home to Alpine Animal Hospital, a thriving, AAHA-accredited mixed animal practice with five veterinarians and 12 staff members. Mary Fox, MBA, who characterizes Carbondale as “a fabulous town” and serves as Alpine’s hospital administrator, recently shared her observations about successfully implementing forward booking into the protocols and culture of the hospital.

**Q:** How did your practice implement forward booking?

**A:** It was a process, and it took some time because part of it was spending time with the staff to figure out practice goals and values, and how we express them in a positive way. We quickly learned that if we talked about forward booking in isolation and didn’t attach it to preventive healthcare, the staff thought it seemed pushy. Once we got staff buy-in that they were acting in the best interest of the patients, they started to feel comfortable and confident talking about forward booking.

**Q:** What was the biggest barrier to implementation?

**A:** First, the staff did not want to be “pushy salespeople.” Second, communication in the practice needed improvement. The front desk often did not know what the next step was in the preventive healthcare process so we improved the communication between our receptionists and our exam room team. We now use the code “RTG” in our software system, which stands for “Ready To Go.” No patient can leave without that code, and next to the code the doctor indicates the next steps in the patient’s healthcare.

**Q:** How does forward booking tie into your patient reminder system?

**A:** We’re right in the middle of evaluating the process of how we want to remind our clients. We have a new communication platform, which starts with an email reminder, then goes to a text, then a call. Once the appointment is confirmed, the client doesn’t receive any other messages. Because we use all mediums (email, text, phone), a lot fewer cards go out, which saves us time and money. In the beginning, the staff was very tentative about asking for client email addresses. It’s taken about a year, but now they say to clients, “and your email address is...” without becoming apologetic.

What has also been important is for our staff to be unafraid of saying to the client what the patient needs. The best care for the pet should not be posed as a question, rather it’s “here’s what’s best for your pet.” You have to believe in providing the best care and then it’s natural to say, “let’s schedule that exam” instead of asking for permission.

**Q:** How good is the practice at forward booking?

**A:** 90% there! It took two years because our goal is to help our staff understand that we’re all in this together. It’s really a switch in practice culture, which will have a longer lasting effect than just dictating protocols to the staff.

*Continued on page 13*

### Check it out! Upcoming Events:

Event Hosts	Event	Date	Venue	City, State	Contact Info
AVMA	AVMA Convention	July 21-25, 2017	Indiana Convention Center	Indianapolis, Indiana	AVMA.org
San Diego County VMA	San Diego County VMA Veterinary Conference	September 9-10, 2017	Handlery Hotel San Diego	San Diego, CA	SDCVMA.org
Southwest Veterinary Symposium	SWVS	September 21-24, 2017	Henry B. Gonzalez Convention Center	San Antonio, TX	SWVS.org
LVMA	2018 Winter Meeting	January 26-28, 2018	Astor Crowne Plaza	New Orleans, LA	LVMA.org

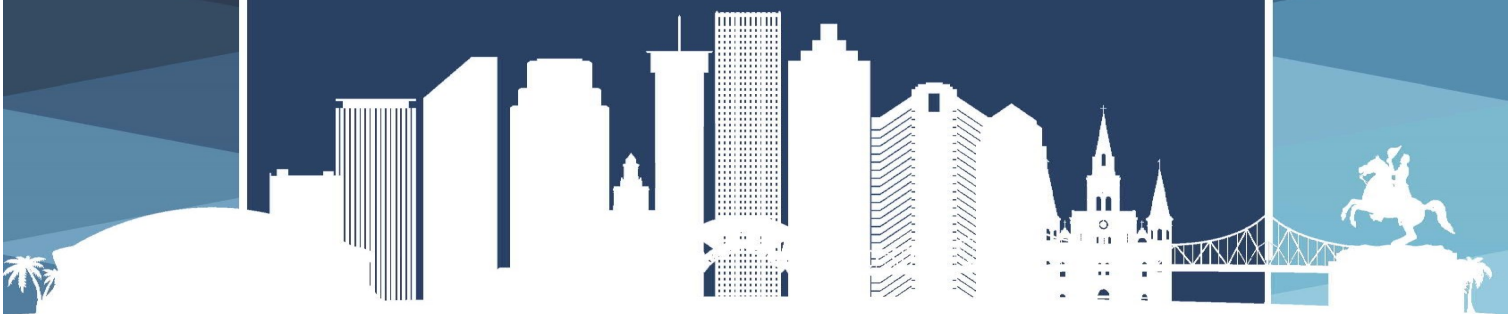
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..... 2017 .....

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[www.medvetforpets.com/CE](http://www.medvetforpets.com/CE)**



# **NEW ORLEANS**

## **FRENCH QUARTER 6.25.17**

## What's New in Veterinary Medicine? Fluoroscopy as a Diagnostic and Therapeutic Tool

*Jennifer Lang, DVM, DACVS  
MedVet Medical & Cancer Centers for Pets  
2315 N. Causeway Blvd New Orleans LA*

Fluoroscopy uses x-rays to display live images in real time on a computer screen and allows us to save X-ray “movies” of procedures. Because this form of imaging is dynamic, we are able to continuously image an area of interest at any angle. The C-arm part of the fluoroscopy unit can be rotated completely around an animal, allowing us a 360 degree internal view of the patient. While standard “still” imaging techniques (such as radiographs, CT scan, and MRI) are useful tools for a multitude of disorders, there are limitations to evaluating more dynamic diseases. Standard imaging techniques allow us to capture a frozen moment in time, but do not allow us to observe what actually happens in the animal in certain disease processes.

Examples of diagnostics performed using fluoroscopy include:

- Airway evaluation for tracheal and bronchial collapse
- Esophagography for swallowing disorders
- Angiography to diagnose vascular or cardiac abnormalities
- Contrast studies for real time evaluation of contrast flow through the urinary system to diagnose obstructions

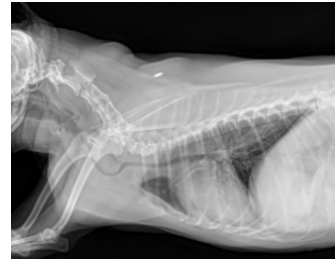
Fluoroscopy is also used for minimally invasive or interventional treatment options. The advantage of this treatment modality is it allows us to safely perform procedures that historically may have a higher risk of complications due to lack of visualization or have a higher morbidity associated with standard techniques. Because these procedures are minimally invasive and frequently have very small to no incisions at all, healing complication and infection rates are lower, hospital stays and time away from the family are

minimized, and recovery is less painful, less stressful and faster. In addition, fluoroscopic therapies can offer treatment options and provide comfortable palliative care for pets when standard therapies provide no options for them or their families. Examples of treatments performed using fluoroscopy include:

- Tracheal stenting for tracheal collapse or tracheal neoplasia
- Urethral stenting for strictures or urethral tumors
- Stenting for other malignant obstructions
- Chemoembolization for inoperable tumors
- Subcutaneous ureteral bypass placement for ureteral obstructions
- Pacemaker implantation
- Balloon valvuloplasty for pulmonic stenosis
- Repair of Patent Ductus Arteriosus (PDA)
- Heartworm extraction
- Minimally invasive fracture repair- especially useful in puppies and kittens, and in complicated fractures



*PDA occlusion*



Tracheal stent placement for obstructive tracheal tumor



## Advancing Patient Care Through Team Commitment to Forward Booking (Continued)

Q: Any other advice for practices?

A: Have definite, purposeful goals that will bring your team together – Why are we here? What do we want our culture to be? Then, build it out and ask, “How do we accomplish this?” Sure enough, you circle back to where you started and the initial things that were difficult to implement, you either find they fit in or they don’t and you reject them. We are always trying to do things better.

*For more information on Forward Booking for your clinic, please visit [www.lvma.org](http://www.lvma.org)*

## **Forward booking = healthy pets and healthy practices**



Regular preventive healthcare is the key to the health and well-being of all your patients.

**Be sure every pet owner leaves your practice with their next appointment on the books.**



Talk to your healthcare team about the importance of forward booking. Get started at [www.partnersforhealthypets.org](http://www.partnersforhealthypets.org).



## Classifieds

Small animal practice located in the heart of central Louisiana seeking associate veterinarian. Fitzgerald Animal Hospital has provided comprehensive animal care to the citizens of Alexandria, Louisiana for forty years. This full-time/part-time position is available to experienced veterinarians and new graduates alike. Position includes excellent benefits, no emergency, paid CE and competitive salary at an AAHA accredited practice. Interested candidates please contact Dr. Bruce Guillory at 318-445-6428 or bmgullory@aol.com. Fax resumes to 318-442-8309.

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337-365-9060  
Dr. Shannon Gonsoulin

Southshore Animal Hospital in Metairie, LA is looking for a part-time/full time associate for our growing practice. The ability to multi-task in a fast-paced environment is necessary. Our clinic is equipped with in-house diagnostics, digital x-ray, ultrasound, and monitoring equipment. Please email resumes to [drchris@southshoreanimal.com](mailto:drchris@southshoreanimal.com).

Our three-DVM small animal veterinary hospital is looking for a full time RVT starting immediately. We offer competitive pay, benefits, and NO weekend shifts or after-hours on call.  
Contact us @ 337-788-0614 or crowleyvethosp@hotmail.com.

Part-time Associate Veterinarian sought for growing small animal practice in Baton Rouge. Established practice recently relocated to beautiful facility in a prosperous and growing area. We are a general practice with strong bonds to the community and our clients. Potential for full-time and buy-in. No emergency duty. Experience preferred. Send resume to [etaylorvdm@cox.net](mailto:etaylorvdm@cox.net).

Idexx catalyst and lasercyte for sale pick up contract or \$20,000 obo. Hardly used, closed clinic due to economy, no need for anymore, excellent shape. Youngsville, La. 337-577-4087 (Dr. Landry)

***To place a classified advertisement, please email the LVMA office at [office@lvma.org](mailto:office@lvma.org). If you have questions about our advertising rates, please contact the LVMA office at (225) 928-5862, [office@lvma.org](mailto:office@lvma.org), or visit our website at [www.lvma.org](http://www.lvma.org).***

**CLASSIFIED AD CHANGES**

All classified ads will be published at the following rate:

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Newly remodeled, well-established, high quality emergency and critical care clinic in Shreveport, LA looking for motivated, energetic, compassionate veterinarian to join our family oriented team. Part time or full time considered. Our clinic is fully equipped with the latest in-house diagnostics, digital x-ray, ultrasound, and monitoring equipment. Competitive salary that rewards experience, skill, great attitude, and hard work. Please contact the Animal Emergency Clinic, 2421 Line Ave, Shreveport, LA 71104, 318-227-2345 or email [dcs@dsmiths.us](mailto:dcs@dsmiths.us).

Associate veterinarian needed for our growing small animal practice in Northeast Louisiana. We offer in-house lab work with Idexx Lasercyte and Catalyst One, digital radiography, and pulse oximetry/ECG monitoring of surgery patients and other diagnostics. The applicant must be able to work independently, and also have excellent leadership skills. In May, we are moving into a 6,200+ square foot building with four exam rooms, a surgery suite, a dental suite, a treatment area, and an office for each veterinarian. There will only be hospitalization, no boarding, at this new location. We have a laid back work environment, and there is a break room and a large social/common area for the staff. We are excited about the opportunity of continuing to grow our practice and look forward to adding an excellent veterinarian to our team. Experience desired, but not absolutely necessary. Please send resumes to Joel Young at [blackrivervet@aol.com](mailto:blackrivervet@aol.com)

Fast growing, progressive, AAHA Accredited hospital in Ponchatoula looking for a courteous, motivated, hard working full time veterinarian. Our hospital is a 6 doctor, paperless practice with computer's in each exam room, digital x-ray, tonopen, doppler blood pressure, in-house hematology/chemistry/blood clotting time machines, EKG, video otoscope, dedicated ICU with 4 Heska IV pumps / syringe pumps / oxygen cage, isolation ward, advanced surgical monitoring (blood oxygen levels, EKG, body temperature, heart rate, capnography, resp. rate and blood pressure), Ligasure unit, GE Ultrasound unit, Storz endoscopy tower and digital dental x-ray. Experience is preferred. Compensation includes base salary plus performance bonuses, 2% IRA contribution, 50% health insurance, CE stipend, dues to AAHA/AAFP/LVMA and DVM license fees. Please email resumes to Dr Jason Farrell at [drjpfarrell@yahoo.com](mailto:drjpfarrell@yahoo.com). Employee must be a team oriented, hard working, dependable individual with a dedication to practicing top notch veterinary medicine.

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