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EPITOME



THE ILLINOIS STATE VETERINARY MEDICAL ASSOCIATION

February/March 2006

Vol. XLV, Number 4

THE LEGISLATURE IS BACK IN SESSION – DO YOUR PART

The Illinois General Assembly is once again meeting in Springfield. They will be considering a number of issues that will be important to the veterinary profession:

- There are numerous bills being introduced to ban specific dog breeds.
- The ISVMA will be working with animal control officials to rewrite the Animal Control Act.
- Legislators will be dealing with proposed changes to the recently passed Animal Population Control Act which has proven very difficult to implement.
- ISVMA has introduced legislation to make changes in the tax laws consistent with the agreement reached with the Illinois Department of Revenue (which as of this writing has STILL not been formally approved by the bureaucrats at the agency).

Every year, it seems that the Illinois General Assembly has a growing impact on the veterinary profession. We have a responsibility to our own businesses and to the profession to maximize our capacity to impact the decisions they will make. That means we, as individual veterinarians, have to get involved at the grassroots level in supporting the work of ISVMA in Springfield.

Our executive director and lobbyists work hard to represent the interests of our members before the Illinois General Assembly and the state regulatory agencies. In order to maximize their effectiveness, however, we need your help! One of the things we need to know is whether you have a relationship with a state or federal elected official (or key staffer). In this issue of the newsletter – **located on page 21** – is a printed copy of the form that is also available online at www.isvma.org/LegislativeRelSurvey.htm for your use.



J.B. Bruederle, D.V.M.

Please take a few minutes to complete and return this important communication tool to our office via email, fax or snail mail. Let us know if you have a business, professional or personal relationship that can assist us in our lobby efforts!

Keep track of what is going on in the legislature through the ISVMA E-SOURCE Newsletter and by checking for updates online in the Member's Center at www.isvma.org.

We appreciate your help!

We're setting the goal for new members!



- • **Goal: 2000 members by July 1, 2007**
- • January 2006 - 1819 members
- • November, 2005 - 1811 members
- • August, 2005 - 1796 members
- • June, 2005 - 1729 members
- • April, 2005 - 1644 members
- • January, 2005 - 1609 members
- • December, 2004 - 1570 members
- • July, 2004 - 1563 members
- • May, 2004 - 1480 members
- • January, 2004 - 1340 members

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The Epitome is published every two months by the Illinois State Veterinary Medical Association (ISVMA) 133 South Fourth, Suite 202, Springfield, Illinois 62701; 217/523-8387; 217/523-7981 (fax); www.ISVMA.org. Its purpose is to communicate the business of the association, legislative as well as regulatory issues at state and national levels, and other issues of interest to the membership of the ISVMA.

DEADLINES FOR SUBMISSION

All articles, contributions, classifieds, and display ads must be received in the ISVMA office by the 1st of the following months: January, March, May, July, September, and November.

MATERIALS FOR SUBMISSION

When mailing material, submit a printed copy of material in Word format accompanied either by computer disk (3.5") or CD. Pictures should be approximate in size for inclusion, formatted as a .pdf or .jpg file, and preferable in black and white glossy print. Any e-mail submissions may be sent as an attachment to brenda@isvma.org. The editor reserves the right to accept, reject or modify material as deemed necessary to accommodate the publication format. Authors will be notified if the submission is deemed inappropriate. Material submitted will be filed unless other arrangements are requested. Opinions expressed by the authors will be their own and not necessarily those of the ISVMA.

REPRINT PERMISSION:

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SUBSCRIPTIONS:

Members – no charge, included in annual membership dues
Non-members - \$75.00 annual subscription

DISTRIBUTION:

Bi-monthly to ISVMA Members, University of Illinois – College of Veterinary Medicine
Student Members of ISVMA, University of IL – College of Veterinary Medicine library,
Parkland Junior College Library and Joliet Junior College Library and convention exhibitors.

ONLINE ACCESS:

Past issues of the "Epitome", beginning with the June/July 2004 issue, are available to ISVMA members online at www.isvma.org.

CHANGE OF ADDRESS:

Submit changes in writing to the ISVMA office at 133 South Fourth, Suite 202, Springfield IL 62701. Changes will also be accepted by e-mail at tina@isvma.org.

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Sheldon Reuben DVM(Alternate), Chicago, IL

Region VI AVMA Representative: John Scamahorn DVM, Greencastle, IN

JUST LOOK AT US NOW!


Peter S. Weber, CAE - Executive Director, ISVMA

In a continuing effort to expand members' benefits and service, ISVMA recently launched a dramatic new website at www.isvma.org. More than just a facelift, the new website has frequently updated news sections, improved navigation, more features for ISVMA members in the Member Center, more information for the public (including non-member veterinarians and pet owners), more user-friendly forms and better integration with the ISVMA database management system.

Another new feature of the new ISVMA website is the inclusion of special grassroots advocacy software. Capwiz-XC™ is an award-winning suite of online citizen action tools which increases grassroots participation by connecting citizens to their elected officials. It allows them to communicate their views to their lawmakers via targeted email, letter, fax, telephone and more. You will also be able to easily determine which elected officials represent your home and/or your business by just typing in the address!

As Dr. Bruederle mentions in his President's Column, it is increasingly important that you participate in advocating on behalf of professional veterinary medicine. There are many interest groups and organizations that wish to diminish your profession and they are very well organized at the grassroots level. None of them, however, have either the animal expertise and experience or the credibility that you have as a veterinarian. Your elected officials will value your opinion as they determine how they should vote on issues related to standards of animal medical care, animal welfare and public health.

You'll notice immediately when you log in to the ISVMA Member Center that there is value to your membership. Your investment in your state association pays dividends for you as an individual and for the profession you've chosen to serve.

Thank you for your continued support and participation. I'm sure you'll be very pleased with the new look of ISVMA. It is important that your association maintain a professional public image. After all, we represent YOU! 



ENCOURAGE A COLLEAGUE TO JOIN THE ISVMA

"2006 in 2006"

Why should you recruit?

You are the greatest testimony to the benefit of an ISVMA membership, and by sharing the value with your colleagues you will...

- Enhance the power of the veterinary medical profession in Illinois – the more members we represent, the stronger our voice at the Illinois State Capitol and the state regulatory agencies;
- Strengthen ISVMA – as our membership grows, the value of membership will also grow;
- Expand your network of veterinary professionals.

Feel free to pass along an overview of member benefits available at www.isvma.org/benefits.htm. Need help recruiting or have questions? Please contact your friendly Member Relations team at (217) 523-8387 or info@isvma.org!

If you can't recall your username or password, look in any issue of the ISVMA's newsletter. The guidelines appear on page 17 of each Epitome.

REDUCING YOUR LIABILITY POTENTIAL

With the beginning of a new year often comes the annual resolution to begin a new habit, try a new business practice or to revisit a resolution that didn't quite maintain the impetus you intended to give it last year. The following suggestions are those prepared by Mr. Harold W. Hannah (deceased) that are just as valuable now as they were when originally printed in *JAVMA* in May of 1998.

The following list of suggestions were created using precepts and suggestions originating from litigation or threats of litigation that involved veterinarians. (*Reprinted with permission. "Reducing your Liability Potential", JAVMA, Vol. 212, No. 9, May 1, 1998, pages 1390-1391.*)

- Practice good veterinary medicine. This means meeting the standard of skill and care generally existing in the profession. The "locality rule" is no longer the proper measuring stick. Also, if you are a diplomate of a specialty board, be prepared to show that you meet the standard of skill and care of those practicing your specialty.
- Don't lose a case through ignorance of something you should have known. Continuing veterinary medical education, both formal and informal, is implied.
- Maintain the equipment necessary for your kind of practice, and keep it in good working condition. If equipment is not available to make a diagnosis or to treat a particular animal, tell the client and either refer the animal with the client's consent or inform the client to find a clinic with experience in handling such cases.
- Maintain premises and equipment in a sanitary condition. Some veterinary medical practice acts make failure to maintain sanitary standards cause for disciplinary action.
- Select your staff and partners with care. If their negligence or lack of understanding leads to damage to clients' animals, the veterinarian/employer can be held liable.
- The clinic should have a safety program, and all who work in the clinic should be familiar with it and abide by safety standards established under it.
- Do not permit animal technicians or other lay employees to perform functions that would clearly be the practice of veterinary medicine, regardless of supervision (e.g., diagnosis and surgery). There may be a temptation to permit an able veterinary technician to cross this barrier, especially when you may be absent from the clinic and not readily available for several days.
- Make certain that animals in your custody are properly cared for. This means frequent personal checks, regardless of the training and reliability of animal caretakers.
- Present a friendly and communicative attitude toward clients. Failure to explain and keep clients informed can spawn a malpractice claim that otherwise would not have arisen. Analyses of malpractice claims for other professions (e.g. law and medicine) point to lack of communication as one of the top causes of malpractice actions.
- Failure to get informed consent from a client is another major source of malpractice actions. Although with any client there is a question of how much to disclose, an explanation of the problem with alternative treatments that may be available and the risk factors involved should be explained. Clients may be asked to sign a general consent and a waiver of liability form, but this is no substitute for addressing clients on the elements that would lead to an informed consent.
- Permit clients to assist in treatment only there is no alternative (e.g., vaccinating cattle on farm premises) or when you know the client is able and knowledgeable, and the animal is not likely to be excited by the treatment administered. Even so, if you have trained lay assistants, they should be used. Although you may not have been at fault in permitting an owner to assist, if the latter is injured by the animal, there is no assurance that a lawsuit may not be filed – and if it is, you must defend.


(continued on page 19)

February is Pet Dental Month

Foul breath and yellow-brown teeth aren't a physical trait any owner wants their dog or cat to have, yet many pet owners do not have a dental care regimen for their dogs or cats to keep these traits at bay. When proper dental care is not part of a pets' daily care, 80 percent of dogs and 70 percent of cats show signs of oral disease by age three, making oral disease the number one diagnosed health problem in dogs and cats.

What pet owners often don't realize is the relationship between healthy teeth and gums and a healthy pet. With the Pets Need Dental Care, Too™ campaign sponsored by the American Veterinary Medical Association, The American Veterinary Dental Society and Hill's Pet Nutrition, Inc, dog and cat owners are encouraged to take the steps necessary to implement a dental care program for their pet(s).

Now in its 13th year, National Pet Dental Health Month was established in February 1993 by the AVMDA, the American Veterinary Dental College and the Academy of Veterinary Dentistry. The goal of the campaign wasn't to create compliance for just one month, but to promote home dental care and regular follow-up dental exams throughout the year.

To help veterinarians, technicians and others in the veterinary field accomplish this goal, there are a number of promotional aids readily available online for use in clinics and hospitals. They are provided free of charge by the sponsors of the program. Downloads are available in various media forms: posters, brochures, presentations, window clings. The site even has a kid-friendly cartoon that will play, educating children the proper way to care for their pets' teeth. 

It is easy to participate. Visit the Pets Need Dental Care, Too™ campaign at www.petdental.com.



AAHA Dental Care Guidelines for Dogs and Cats

The American Animal Hospital Association (AAHA) has developed the AAHA Dental Care Guidelines for Dogs and Cats to provide veterinarians and their teams with a framework for companion animal dentistry practice. The guidelines were approved by the AAHA Board of Directors at its March meetings and were published in the September/October 2005 issues of *Trends* magazine and *Journal of the*

(continued on page 7)

WELCOME NEW MEMBERS!

ISVMA would like to welcome the following 13 new members (who joined between November 22, 2005 and January 9, 2006). ISVMA is still growing toward the Board-established goal of 2000 members by July 1, 2007. Please help us spread the news about the many benefits of membership in ISVMA – where dues are an investment that pays tremendous dividends!

Dr. LeeAnn W. Ablin
Dr. Nancy E. Arden
Dr. Christina Barcus
Dr. Dina A. Bascharon
Dr. Angelica Bialek
Dr. Brian P. DiFuccia
Dr. Patrick W. Emmelot
Dr. Michael H. Firsching
Dr. Kelly F. Greiner
Dr. Tessa S. Marshall
Dr. Marvin E. Rydberg
Dr. Sheryl J. L. Vandiver

AVMA UPDATE

ISVMA House of Delegates representative Dr. George Richards

2006 AVMA Veterinary Leadership Conference

As you read this, the January Leadership Conference held in Chicago will be history. It is a very interesting and informative conference especially for individuals who are in the leadership of their regional organizations.

Each of the ISVMA regions was strongly encouraged to send one recent graduate attendee to this event, utilizing scholarship money appropriated by the ISVMA Board of Directors. At press time, the following individuals had committed to participate in this excellent opportunity:

Region I, Southern Illinois VMA - Dr. Jennifer Ostrom (State Representative) & Dr. Nathan Jurgena (2 Reps); **Region II, Central Illinois** - Dr. Jennifer Miller-Garcia; **Region III, Eastern Illinois VMA** - Dr. Erin Lecky; **Region IV, Mississippi Valley VMA** - Dr. Janelle McFarland; **Region V, Kankakee Valley VMA** - No Representative; **Region VI, Northern Illinois VMA** - Dr. Grant Sanderson; **Region VII, Chicago VMA** - Dr. Elizabeth Robertson

This event annually occurs in Chicago. Since this location is within driving distance for all ISVMA members, it is relatively easy to get to and I strongly recommend interested individuals to consider attending next year.

AVMA Annual Meeting

Among the major issues before the AVMA leadership is approval of a new Constitution and Bylaws and some major proposed changes in operation manuals. The changes are to be voted on at the AVMA Annual Convention in Honolulu which is July 15-19, 2006.

The Honolulu meeting may be the biggest one in AVMA history and it should be very exciting. If you are planning on attending, hopefully you are registering and making travel plans now. If you have missed the mailings, one can go to www.AVMA.org and register online.

Potpourri

There are still some positions open on various Councils and Committees. There is a list available from the ISVMA office. If you are interested please call and let us know.

The AVMA website has been updated and is easier to use. The Members Only section can be accessed by using your member number (located on each individual "JAVMA" label if your member card has been misplaced) and then using your last name with first character capitalized as password. Take a look. It is a great way to find current information about issues and positions of AVMA.

For questions about these items, contact either AVMA representative: Dr. George Richards, Delegate, at (217) 443-0333, grichards15@insightbb.com or Dr. Shelly Rubin (Alternate Delegate) at (773) 327-4446, srubin3134@aol.com.



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EPITOME News & Notes

NEW MEMBER AND MEMBERSHIP RENEWAL PACKETS and the ISVMA Membership Directory and Resource Manual

Have you received your membership card and certificate of membership from our office? A large mailing was recently distributed to ISVMA's newest members that included not only a membership card, a certificate of membership but also an at-a-glance resource listing the members of the ISVMA Board of Directors

A resource that has not been a part of the packets from years past is the Membership Directory and Resource Manual. With the updating of office technology, and the integrated database currently in use to track membership, the "directory" has been the "Find a Veterinarian" link on the website.

Although accessible only in electronic form, the ISVMA will begin posting a downloadable .pdf file of all members beginning with the launch of the revised website. Located through the Member Center link, veterinarians will have available to them a comprehensive membership directory that will provide more thorough information than is currently available through the "Find a Veterinarian" link.

The resource manual portion of the directory will not be posted at the same time; however, look for it to appear as a separate "directory" by mid-April. The past resources will be included and expanded upon. Additionally, important links and downloads to legislation will appear.

If you are unable to download the files, please contact the ISVMA office at (217) 523-8387 and ask for Brenda.

The ISVMA office is presently obtaining quotes for providing copies of the materials available online. If you wish to have a printed version, and do not want to download the file yourself, copies may be provided on an as-needed basis. The finished reference will be able to be loaded into a 3-ring binder for easy access. There will be a fee associated with supplying a printed copy of this directory/resource manual. Updated information will be supplied in the next issue of the *Epitome*.

To access your online Membership Directory, visit the Member Center of the ISVMA website after February 15 and look for the link.

(continued on page 19)

AAHA Dental Care (from page 5)

American Animal Hospital Association. The guidelines will also be available on the AAHA website at www.aahanet.org.

"Pets can live longer, healthier lives if oral health care is managed and maintained throughout their lives," says Daniel S. Aja, DVM, AAHA president. "These guidelines are a concise, useful resource to help veterinary practice teams provide excellent dental care for dogs and cats."

The guidelines provide a working framework for dental examinations and cleaning and surgical procedures, including anesthesia, facility and equipment recommendations. Since dental health changes as pets age, the guidelines outline common dental conditions and treatment options by life stage. The importance of client communication and education regarding treatment options for optimum dental health, as well as the importance of home care, is emphasized throughout the guidelines.

The American Animal Hospital Association is an international organization of more than 34,000 veterinary care providers who treat companion animals. Established in 1933, the association is well known among veterinarians for its high standards for hospitals and pet health care.

For more information about AAHA, visit the association online at www.aahanet.org.

WE'RE ALL CONNECTED: ILLINOIS TAKES A GLOBAL APPROACH TO SUSTAINABILITY

By Herbert Whiteley



Nearly 100 years ago, the conservationist John Muir, founder of the Sierra Club, wrote: “When we try to pick out anything by itself, we find it hitched to everything else in the Universe.”

This interconnectedness is one of the reasons that our College places a high value on including a global dimension in all its activities, and why our faculty members are conducting research in African wilds, aiding wildlife conservation in zoological institutions, and educating leaders around the world about environmental sustainability.

Interconnectedness is especially evident when it comes to human, animal, and environmental health in the twenty-first century. We must find ways to prevent the next bird flu, SARS, or other infectious disease from jumping from one species to another—with devastating consequences.

Dr. Thomas Gillespie, a new faculty member with a joint appointment in our Department of Pathobiology and in anthropology, is addressing this problem. He directs the University of Illinois Earth and Society Initiative on Emerging Disease & Ecosystem Health, which unites programs and researchers across the Urbana campus who investigate urgent questions about the relationship between the environment, sustainable development and agriculture, and human and ecosystem well-being.

His research, conducted with Dr. Tony Goldberg, is based in a Ugandan national park. Using surveys of area residents, observations of primate behaviors, evolutionary microbiology, and data about landscape features, they look for the causes of disease transmission between species. Ultimately, they hope to identify effective public health and conservation intervention strategies that will help protect human health worldwide from emerging infectious disease.

Two faculty members based in Chicago—Drs. Michael Kinsel and Karen Terio, with the Zoologic Pathology Program of the College’s Veterinary Diagnostic Laboratory—are actively engaged in the management of endangered species at North American zoos. They also are involved in conservation medicine projects in Namibia and elsewhere and conduct research into diseases affecting wild and captive animal populations.

Dr. Terio is working to figure out why captive cheetahs are affected by *Helicobacter*-associated gastritis, while their wild counterparts are not. The findings about the immune system may have implications for human populations suffering from ulcers.

Fifteen years ago, Dr. Val Beasley of our Department of Veterinary Biosciences started the Envirovet Summer Institute. This unique program focuses on the interface between wild areas and areas dominated by human activity, and advocates a multidisciplinary approach to finding sustainable solutions to environmental problems. More than 250 veterinarians, veterinary students, and wildlife biologists from around the world have studied with him and an international Envirovet faculty to learn to work with society for the protection of animal and human health.

Closer to home, the volunteer-run Wildlife Medical Clinic promotes the health and well-being of Illinois wildlife and provides an invaluable dimension to veterinary education. Under the direction of Dr. Julia Whittington, the clinic treats nearly 2,000 injured or ill animals every year—from robins and eagles to foxes and turtles. It gives student volunteers a structured, supportive environment for gaining hands-on medical experience from their first weeks in veterinary school. At the

(continued on page 9)



We're All Connected (from page 8)

same time, it assists the Illinois Department of Natural Resources on disease surveillance issues that affect public and environmental health.

Whether conducting life-saving research into emerging infectious disease or preparing professionals to address the health concerns of our planet, our College is taking a global approach to issues that have an impact right here in Illinois. Only by simultaneously addressing the health of human populations, animal populations, and the environment can we learn strategies to promote and sustain a healthier planet.

Feel free to connect with me any time. You can reach me at dean@cvm.uiuc.edu.

SHOCK WAVE THERAPY

In the October 31, 2005 Pet Column, Dr. Christopher Byron at the University of Illinois Veterinary Teaching Hospital addressed the increased use of shock wave therapy, that new applications are being discovered for this type of treatment. This treatment is utilized to enhance bone growth and healing for fractures as well as benefits realized by pain reducing properties.

Contrary to what its name implies, shock wave therapy does not use electrical pulses, but rather high-energy acoustic pulses, much like sound waves, that have the ability to travel readily through soft tissues to affect hard material and tissues such as mineralized deposits or bone.

Originally used in veterinary medicine to break up kidney stones, shock wave therapy is most commonly used at the University of Illinois teaching hospital to treat ligament problems in horses. Athletic horses can suffer inflammation of the suspensory ligament in the front leg, and shock wave therapy has been effective in reducing pain and promoting healing of this ligament. Dr. Byron has also studied how shock wave therapy can be used to treat navicular disease, a common heel condition in horses. He found that when used with corrective shoeing, shock wave therapy can alleviate some lameness in the short term.

In addition to providing healing and anti-inflammatory properties, shock wave therapy works two ways to reduce pain. Its anti-inflammatory action reduces the amount of inflammatory biochemicals that cause pain. "In addition, this therapy seems to temporarily disrupt nerve impulse transmission," thus reducing the perception of pain, Dr. Byron explains. These pain reducing properties can be very useful for treating dogs and horses with arthritis.

Dr. Byron points out that shock wave therapy is not a universal remedy for any orthopedic condition. "Orthopedic treatment is still a relatively new application of this technology. We're still discovering potential uses for this therapy."

To read this article in full, visit www.cvm.uiuc.edu/petcolumns/. It is posted in the General Pet Columns section, entitled "Shock Wave Therapy Can Help Promote Bone Healing and Reduce Pain."

HEALTHY HABITS FOR HEALTHY PETS

The U of I Veterinary Extension Service is always a tremendous resource of material for many subjects. Recently posted is a downloadable resource for clients which addresses how to help owners keep their pets active and appropriately fed; sedentary pets are not typically healthy pets. Find this helpful resource by visiting online at www.cvm.uiuc.edu/pet-columns/ and click open the link for general pet topics. To download this resource, select the title "Healthy Habits for Healthy Pets."

ALUMNI GOING TO ORLANDO OR LAS VEGAS MEETINGS?

If you plan to attend the North American Veterinary Conference in Orlando, Fla., or the Western Veterinary Conference in Las Vegas, Nev., be sure to stop in at the College's alumni receptions. The date for the Orlando reception is Sunday, January 8. In Las Vegas, the reception will be on Monday, February 20. There will be good food, plenty of friends, and a chance to catch up on the latest news from the College. Please e-mail advancement@cvm.uiuc.edu to RSVP.

RAISE YOUR REVENUE WITHOUT RAISING YOUR FEES

A veterinary clinic in the Midwest recently noticed that the practice's revenue had been steadily declining. Studying the practice's financial reports hadn't been helpful in determining why revenues were following a downward trend. The owner could have raised his fees to increase revenue, but what he really wanted to do was find out why revenues were decreasing. He remembered hearing about the free online benchmarking program offered by the National Commission on Veterinary Economic Issues (NCVEI) and decided to see if the NCVEI program could help him discover what was going on in his practice. Specifically if it could help him figure out what was behind his decline in revenue.

After inputting some of the practice's data on the website the clinic's owner made a remarkable discovery. The number of existing clients remained steady and the overall fees and revenue per transaction remained unchanged, but the number of new clients (as well as puppies and kittens) who were coming to the clinic had dropped dramatically. Not only did the NCVEI site help him figure out what was happening with his practice but he read how other practices had dealt with a similar problem. The veterinarian immediately began a program to recruit new patients. By using some of the techniques other practices had used successfully - working with shelters, breeders and pet stores - a successful program was created to draw new kitten and puppy owners to the practice. The NCVEI's benchmarking tools helped this veterinarian not only identify the problem in the practice, but it gave the practice owner a method to address the problem, leading to an increase in annual revenue without increasing fees.

The website of the NCVEI offers users a wide range of benchmarking tools to help them evaluate all areas of their practice. Mr. Howard Rubin, CEO of the NCVEI, acknowledges that while the NCVEI offers over 50 different benchmarking tools, the most popular tool has been "Will my fees keep me afloat?" a tool that helps veterinarians evaluate their fee structure. Mr. Rubin notes that the benchmarking model offers much more than an analytical fee analysis. It evaluates all aspects of the economics of a veterinary clinic and can actually help a practice owner identify areas where revenue can be increased or expenses trimmed.

While adjusting fees may be an easy method of increasing income it is clearly not the only way to generate additional revenue for a practice. For example, the NCVEI's tool titled, "How many fecal flotations will pay this month's rent?" shows how a clinic's revenue can be increased based on the frequency of procedures performed. The tool estimates gross revenue and net income changes resulting from frequency changes only. This is also a quick and easy method to determine if your practice is offering patients all of the necessary services to insure the highest quality medical care.

Is your clinic experiencing a high rate of staff turnover? If this is the case the NCVEI offers tools that help determine why this is happening. It can

identify if your staff is leaving because of insufficient salary or benefits, dissatisfaction with the level of work they are performing or a number of other reasons for staff turnover. If your staff is leaving because they feel they are being underutilized the NCVEI's tools can show you not only how to delegate responsibilities, but can show how practice revenue can actually increase if the veterinarian delegates some tasks to graduate technicians.

According to Mr. Rubin the NCVEI's benchmarking program can also assist with ways to decrease accounts receivable. For example, one veterinarian, upon learning his accounts receivable were higher than the national average, decided to offer a small discount to clients paying their bills on time. In the small picture this practice owner thought this would cause a loss of revenue, but in actuality the clients were pleased with the discount and began paying bills promptly. The practice actually ended up with happy clients, less revenue lost do to unpaid bills plus the clinic owner determined he would not have to raise fees due to extremely high accounts receivable. He also spent less money trying to collect overdue fees. The NCVEI tools are a vehicle for practices to share experiences and methodologies that have tried and proven successful.

(continued on page 11)

Raise Your Revenue (from page 10)

The NCVEI is currently looking for veterinarians who would be willing to tell how the benchmarking tools have helped them identify a problem in their

clinic. If you would like to share your experience please contact the NCVEI at info@ncvei.org or call them directly at 847-925-1230. Your testimonial may be helpful to a fellow veterinarian who could learn from your experience with the benchmarking tools. Your identity will be kept completely confidential.

For those who have still not used the NCVEI's benchmarking tools or for those who have not been on the website in a while, Mr. Rubin urges you to go to the website, www.ncvei.org and give several of the tools a try. He recommends at least an "annual checkup" on the website. A recent addition to the website allows users to select a topic of special interest to them, such as human resources, pricing, or products and services. The entire tool list is then sorted so the user has quick access to just the tools that are in the category he/she selects. While some tools may require some time to compile data, many of the tools can be completed in a matter of just a few minutes.

The benchmarking program is free to all members of the American Veterinary Medical Association or the American Animal Hospital Association.

A V M A



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AAHA Helping Pets Fund Launched

Benevolent Fund helps those in need access veterinary care for sick or injured pets

The American Animal Hospital Association Foundation launched the AAHA Helping Pets Fund in March 2005 to help those in need access quality veterinary care for their sick or injured pets. "An urgent need exists to make sure no pet goes without necessary care because of lack of money," says Anna Worth, VMD, chair of the AAHA Foundation Board of Trustees.

The AAHA Helping Pets Fund provides quality veterinary care for sick or injured pets even when they have been abandoned or their owners are experiencing financial hardship. Financial assistance is available in three types of cases:

- When pet owners are on government assistance for low-income individuals
- When pet owners are experiencing temporary financial hardship
- When veterinary clinics act as good Samaritans

The fund will pay for necessary medical care (non-elective procedures) for sick or injured companion animals in eligible cases. To be eligible for a grant, clients must be able to demonstrate true financial hardship, either by providing documented proof of current participating in a government program for low-income individuals or through compelling

(continued on page 13)

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 NOVARTIS

Pets Fund Launched (from page 12)

evidence of circumstances causing temporary financial hardship. Because the need exceeds available dollars, assistance to each veterinary clinic is limited to \$500 per year for financial hardship cases and \$200 per year for Good Samaritan cases. To efficiently manage demand, assistance will be available only through AAHA-accredited practices. The Fund will begin accepting grant applications on April 1.

The AAHA Helping Pets Fund has set a goal of raising more than \$500,000 by mid-2006 to provide care for more than 700 pets. Veterinary practices are encouraged to participate in the AAHA Helping Pets Fund Gift Program, which offers a great way to build client relationships while supporting the Fund. Through the Gift Program, a practice can honor a deceased patient through a memorial gift, welcome a new pet's arrival in to a client's home, recognize a valuable employee, or celebrate a key practice accomplishment or milestone.

The AAHA Foundation was established in 1978 to improve the lives of pets. Over the years, this goal has been pursued through programs in animal health studies, disaster relief education and scholarships. Now, the Foundation is embracing a benevolent mission through the AAHA Helping Pets Fund. For more information about the AAHA Helping Pets Fund, Visit www.aahahelpingpets.org or call 1-866-4HELPETS. 

ONGOING KATRINA EFFORTS

Although time heals all wounds, time hasn't healed the havoc that Hurricane Katrina created when it made landfall. Financial support is still a necessary component for those least able to help themselves, the animals who were injured and displaced by this devastating storm.


When Hurricane Katrina hit land, the AVMA immediately partnered with the American Veterinary Medical Foundation to provide support. The AVMA announced it would match monetary donations, up to a total amount of \$500,000, to support the Veterinary Medical Assistance Teams deployed to the area. The ISVMA encouraged its membership to forward donations to the AVMA, but also published a fairly extensive resource listing in the November/December 2005 issue of the EPITOME of places accepting financial contributions, contacts to volunteer your time and talent, contacts to provide food, supplies, medicine, etc.

The ISVMA requested that its members share their stories of support, and we would like to tell about two such responses received:

Spoon River Animal Clinic, Canton. This ISVMA member location submitted an announcement to their local newspaper: they were collecting money to help provide veterinary care for animal affected by Hurricane Katrina and would match donations of up to \$1,000. The response was tremendous, with many contributions coming not from their clinic clientele, but members of the community who wanted to help. Spoon River sent the AVMF their total contribution of \$ 1,883.00.

Riser Animal Hospital, Skokie. This ISVMA member location let their clients know that their clinic would kick off the donations by giving \$250. They had clients and employees who wanted to contribute make their checks out to the AVMF and forwarded a total contribution of \$1,400 toward the effort. They continue to encourage interested parties to directly forward any contributions to the AVMF.

Although not as consistently in the public's eye, there is still need. To remind your clients that their help would still be appreciated, download a contribution form from the AVMF website. This same site posts up-to-date information about VMA Team efforts as well.

The ISVMA is interested in sharing your interesting, creative and productive means of helping where the need was great. If you would be willing to share your story, please contact us at (217) 523-8387 or forward to brenda@isvma.org. 

CONSENT AND COMMUNICATION PITFALLS

How prepared are our clients for today's procedures?

Having a loved one put under anesthesia for a medical or surgical procedure is stressful, no matter how minor the procedure might be. Clients deserve to be prepared for what to expect, and to the best of our ability, veterinarians typically try to anticipate outcomes and properly manage client expectations. However, an unanticipated outcome combined with poor communication is a recipe for disaster.

Some veterinary health care teams create an environment of poor communication, primed for client dissatisfaction. Unfortunately, these communication deficiencies are revealed after there is an unanticipated outcome following a procedure, and a client files a consumer complaint against the veterinarian. Below are common pitfalls to avoid, based on cases I have seen over the years.

Many complaints in veterinary medicine originate in dental procedures where animals suffer from severe periodontal disease that results in large numbers of teeth extracted at once. Even one extraction, when an owner is not properly prepared, can lead to a complaint. Dental consent forms must include the hospital policy on what will occur should the oral examination under anesthesia reveal the need for unanticipated extractions. Usually, the owner consents to allowing the veterinarian to extract as many teeth as needed. Some owners wish to be called prior to extractions and if this is the request on the consent form, should the veterinarian not be able to reach the client, finish the prophylaxis and wake the animal up.

At times, veterinarians feel they are so trusted by clients that without written consent, the client authorizes them to perform additional procedures, while the

animal is under anesthesia. Growth removals, light dental scales, and even nail trims come to mind as common "good deeds" turned into disasters, in some instances.

Veterinarians are shocked to find that a complaint has been filed by a client that the practice has an excellent history with, especially when the additional procedure was performed in the best interest of the animal and at no additional charge. No matter how well we feel we know our clients, and how minor procedures seem, we must have prior authorization to perform procedures on pets.

Multi-doctor practices have unique challenges in client communication. The admitting veterinarian is not always the surgeon. Does the surgeon understand what expectations were set by the admitting veterinarian? Growth removals come to mind as common procedures that without proper communication, can lead to

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Dr. Georgianne (Georgie) Ludwig is a contributing author to the "Epitome". Her articles address topics regarding veterinary licensure issues regulated by the Illinois Department of Financial and Professional Regulation.

Dr. Ludwig is actively engaged in companion animal practice in west suburban Chicago where she is Hospital Director and Business Partner at Lombard Veterinary Hospital, a seven DVM companion and exotic animal hospital. She is a second generation veterinarian with a special interest in feline medicine and the human-animal bond.

Dr. Ludwig was appointed by Governor Edgar to the Illinois Veterinary Licensing and Disciplinary Board in 1998 where she is currently Chairman. She has served on the American Association of Veterinary State Board's (AAVSB) Executive Committee since 2001 and holds the position of President-Elect. She serves on the AAVSB Practice Act Model Taskforce and the Illinois State Veterinary Medical Association's Legislative Committee.

When she isn't actively engaged in her professional career, she cherishes "down time" spent on the beach with her husband Greg, children Gregory and Gracie and dog Scuba. She enjoys SCUBA Diving and she is a Girl Scout Leader.

UPDATE ON NATIONAL ANIMAL IDENTIFICATION SYSTEM (NAIS)

Reprinted with permission from the AABP Newsletter, December 2005

The concept of a national animal identification system (NAIS) has been evolving for a number of years, primarily as the result of the decline in numbers of identification tags placed on animals through program diseases (Brucellosis, Tuberculosis). In the last ten years, leadership in animal identification and traceability has been led by the National Institute of Animal Agriculture (NIAA) and the swine and dairy industries. Several states, most notably Michigan and Wisconsin, have developed sophisticated animal traceability programs. In 2001, industry leaders across multiple species began meeting with USDA officials to develop a national plan. This evolved into the United States Animal Identification Plan (USAIP). In conjunction with NIAA and the U.S. Animal Health Association (USAHA) efforts, the proposed USAIP was sent forward to USDA APHIS in 2004. The plan has subsequently become the basis for a drafted set of uniform methods and rules termed the NAIS.

Where are we today? The following is an overview of the outcome of a meeting held by USDA APHIS in Kansas City, MO on October 12, 2005.

The USDA goals are divided into long-term and short-term categories. Over the long-term, the USDA wants a 48-hour traceback that would allow traceability to every premises an animal has been on during its life, and the ability to trace cohorts (contact animals). There is a three-year development process for this goal. In the short-term, the USDA wants every state and tribal authority to initiate and maintain a premises registration system, and for the USDA to manage the premises identification number system (PIN allocation) and unique 15-character animal numbering system (animal identification number – AIN# allocation).

USDA recognizes state rights and obligations to monitor intrastate movements with the responsibilities of the federal government to monitor interstate movements and international trade. Trade is critical in USDA eyes' as the United States needs to be a trusted trading partner. The USDA defined major accessible needs for querying the database as: 1) US Sec. of Ag or State Sec. of Ag declares an emergency; 2) foreign animal disease (FAD) incident; 3) need for traceback of a program disease; and 4) surveillance of domestic animal diseases (DADs) or emerging animal diseases (EADs) with other needs to include ability for ownership validation, complaints (movement restriction) and 24/7 access for state officials.

(continued on page 16)

(Consent from page 14)

client dissatisfaction. Failure to remove the proper growths, removal of additional growths, poor education regarding follow-up care required (bandages left on too long), and lack of communication regarding biopsies are common trigger points for consumer complaints, especially when poor communication is combined with a poor outcome.

A veterinarian's obligation to a client is found in Standards of Professional Conduct for Veterinarians, in Rules for the Administration of the Veterinary Medicine and Surgery Practice Act of 2004, Section 1500.50. This section lists behaviors that a hearing officer or the veterinary board may consider as dishonorable, unethical or unprofessional conduct, and grounds for discipline. The following standard relates directly to a veterinarian's responsibility to a client within the context of an established VCPR.

"Committing of any other act or omission that violates veterinarian's responsibility to a client according to accepted veterinary standards of practice."

Do you find that emergencies enter your practice in pairs? At these stressful times, the health care team is tested. Knowing ahead of time what situations lead to consumer complaints and preparing staff on how to deal with these events can save a lot of grief.

To view the IL Practice Act, visit www.idfpr.com. For questions about this article, e-mail Dr. Georgianne Ludwig at georgieludwig@yahoo.com.

(NAIA from page 15)

The National Cattlemen's Beef Association has proposed the establishment of a private database in an effort to protect the confidentiality of data following through any type of traceability system. NCBA is working to build a consortium of livestock representative groups to develop the proposed system. In September 2005, USDA secretary Mike Johannes issued a statement of support for a private database concept. At the October Kansas City meeting, the USDA defined areas of responsibilities for the NAIS. Management of overall NAIS program will remain with USDA to include PIN and AIN allocation and distribution. Animal movement monitoring and data transfer will reside in private databases or with states. USDA will certify private systems to meet USDA standards, but the private sector will have to certify providers of databases as to accuracy of data, security and performance. USDA wants to have access through one interface or portal but private databases feeding into the system need to have fettered architecture and fettered searches.

Issues over a public vs. a private database -- Currently, fifteen states have laws on the books that would preclude transfer of data to a privately held database. Brand states already have confidentiality laws in place that protect the rights of livestock producers. The organization of state veterinarians, represented at the meeting by Nevada State Veterinarian Dr. David Thain, is not supportive of a private database as it is their responsibility to protect their state herd and do the day-to-day business of monitoring animal movements and enforcing regulations. This can best be done, in the groups' opinion, through an open access public database linking state and federal systems. At the federal level, U.S. Representative Steve King (R-IA) introduced HR 3170 in June 2005 to establish the NAIS, to address animal ID, to set up governing or oversight body and to provide FOIA (Freedom of Information Act) exemption. This would be in conflict with the interests of the state animals health authorities as drafted.

An area of concern raised at the meeting was the placement of identification tags in cattle. The NAIS cattle working group recommends that visible, tamper-evident RFID (radio frequency identification) technology be used for the program. Initially this is a voluntary program, with mandatory compliance after January 1, 2009. What if ID devices are lost or removed after placement and an animal is entered into the database? Under proposed guidelines, replacement of lost or missing tags is the responsibility of the current owner prior to movement from their possession into commerce or commingling with other animals. If devices are intentionally removed, under the current Animal Health Protection Act, USDA APHIS Veterinary Services will have the legal authority to first warn, and then prosecute with significant civil penalties, any person or entity that willfully removes official AIN tags. USDA Undersecretary Dr. John Clifford stated that they do not want producers

burdened with the cost of tagging only to have them removed by somebody else.

Where do veterinarians fit into the NAIS? At every level! Practitioners have the opportunity to facilitate the process by getting their clients to obtain PINs. The USDA wants electronic certificates of veterinary inspection for intra-state, interstate and international movement. Electronic certificates are intended to replace paper health certificates by 2009. Veterinarians can become AIN Managers, which are those individuals responsible for the distribution of ID devices to producers. This will be much like the responsibilities assigned to them currently for brucellosis tags. Veterinarians will be paced in a position to record and transfer AIN and PIN information into the national database, whether a public or a private system, to record animal movements. Veterinarians will have the opportunity to use AINs in age, source and process verification for their clients to provide value-added marketing opportunities for their livestock. All these venues will require a fundamental shifting of veterinary business procedures within the profession from hard copy to electronic, internet accessible computing systems.

For more information about NAIS, visit the Beef Stocker USA website at: or the USDA APHIS NAIS website at: h.

Submitted by Dr. Mark F. Spire, Liaison to USDA NAIS Cattle Working Group.

ISVMA MEMBER BENEFITS

SPONSORED PROGRAMS

The ISVMA has an expanded list of sponsored program intended to improve the bottom line for veterinary practices. Take advantage of the following to save money and/or staff time for more productive work for the practice.

Diversified Services Group

Jerry Kane (847) 400-8655.

Licensed collection agency that recovers delinquent receivables.
www.divservgrp.com

Federal Check Recovery

Dr. Billings Chapman (573) 256-6542.

Recovery of dishonored checks. Recover 100% of collected check's face value.
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TransFirst Health Services

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Provider of transaction processing services and payment technologies.

Services are uniquely tailored for the special business needs of veterinarians. www.transfirst.com

TransWorld Systems

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An alternative collections option

for those ISVMA members that would rather pay a flat fee than a commission for collections. www.transworldsystems.com

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For Veterinarians to register: (888) 874-2811

For veterinarians who are already registered: (866) 571-6790

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INFORMATION AT YOUR FINGERTIPS —

Visit The Online Member Center

The keys to this site are your member username and password. In the membership packet received each year, there should be a notice of these two keys to a world of ISVMA information. The ISVMA places an access reminder in each EPITOME to open this important link. (See below.)

The Member Center pages of the website allow you to (1) update your member profile; (2) access and review the ISVMA legislation watch list; (3) obtain updates on important state legislative and regulatory changes; (4) open and download copies of the Veterinary Medical Surgery and Practice Act, key laws and administrative rules; (5) access publications in the ISVMA Library: archived issues of the Epitome (dating from June/July 2004) and E-SOURCE newsletters (beginning with December 5, 2003 issue) and white papers; (6) participate in a member-2-member message board; (7) complete listed surveys and forms; (8) access the Continuing Education calendar, and (9) download the current ISVMA membership directory.

IN MEMORIAM

"He who has done his best for his own time has lived for all times."

— Johann Von Schiller

The ISVMA office is glad to report that it did not receive notice of the death of any member since the previous publication.

Notices and obituaries are gratefully received and, when space is available, will be reprinted.

How to Login to the Member Center

Username Field = Your Last Name (ex. Smith)

Password Field = Work Phone (ex. 8885551234*)

*note: the phone number contains no dashes

WHAT'S IN YOUR WALLET?

Credit cards, cash, cash register receipts, notes written on scraps of paper – how about the gift of life? According to statistics shared by Jim Low, Past President of the American Society of Association Executives at their 2005 annual meeting, the need isn't just pressing, the need is great. He cited the statistic that there are 89,000 people who wait for an organ transplant annually. Seventeen people die each day waiting for their gift of life. Do you know how you can be a part of making a miracle happen?

Registering to be an organ and tissue donor in Illinois is simple and carried out by the Secretary of State's office. The Organ/Tissue Donor Registry is a confidential computerized database that documents a person's wishes regarding donation. Information contained in the registry is only released to organ and tissue procurement personnel and medical examiners after all efforts to save a person's life have failed.

Effective January 1, 2006, a new law went into place in Illinois that created a new Organ/Tissue Donor Registry. Previously, additional witnesses were required for donation to occur. The new law makes a person's wishes to be a donor legally binding without the requirement of additional witnesses' signature or family consent.

To join the new First-Person Consent Organ/Tissue Donor Registry, visit online to download the registration form at <http://www.lifegoeson.com/>. You can also call 1-800-210-2106 or visit your nearest Secretary of State facility.

If you want to be sure that the box marked on your driver's license isn't missed, you can obtain a donor card to carry in your wallet by visiting www.workplacepartnership4life.org. Absolutely no personally identifiable information is stored by this site. Sponsored by the US Department of Health and Human Services, the only information requested on this site is your workplace name which is used for tracking purposes only, to help gauge the progress of the U.S. Department of Health and Human Services Workplace Partnership for Life initiative. Their ambitious goal is to enroll a million new card-carrying organ donors this year!

If being an organ donor is more than you're comfortable doing, there's always the life-saving gift of blood. Each town and city has a Red Cross or blood bank that would happily take a new blood donor. The experience begins with a private and confidential interview and mini-physical examination that includes checking your temperature, your blood pressure and pulse and a drop of your blood to be sure you have enough red

blood cells to donate safely. During the interview you will be asked about your past and present health and lifestyle. If/when you are accepted to donate, it will take only about 10 minutes to collect the pint of blood. Overall, the experience could be as short as 30-45 minutes. That could be as simple as a lunch hour appointment.

Want more information?

Visit www.lifegoeson.com/ for the program that Illinois has in place to be a donor, or visit the U.S. Department of Health and Human Services organ and tissue donation website at www.organdonor.gov.

Support the ISVMA Political Action Committee!

Help our Legislative Committee by mailing your contributions to:
ISVMA PAC, 133 South 4th St.,
Suite 202, Springfield, IL 62701

Mark your calendars now to attend the 2006 ISVMA 124th Annual Convention

November 3-5, 2006!
at the Wyndham Chicago
Northwest Hotel
Itasca, IL

(Reducing Liability Potential from page 4)

- Don't promise a cure or a specific result. It should be clear to the client in obtaining informed consent that the outcome of any procedure is not 100% predictable and that unforeseen problems may arise once a procedure is started. Clients who are led to have high expectations that are not realized are more likely to seek redress from a veterinarian.
- When an animal is accepted for treatment, satisfy yourself that the one presenting the animal has the authority to request treatment. Persons other than owners may bring animals for treatment or request the veterinarian's services on the farm or at a stable. In this regard, there are 2 concerns. One is that the person presenting the animal as an "agent" of the owner has authority to request treatment, thus committing the owner to payment of the fee. The other concern is that if the one presenting the animal did not have authority to request treatment and treatment is administered, the owner may seek damages regardless of the kind of treatment administered or its outcome. When dealing with minors, it is especially important to determine whether they have authority to have the animal treated. Although this authority may generally exist in horse traders and other custodians of animals, you should nevertheless make certain that in the particular case the authority exists.
- When controlled substances are involved, there is a duty to inform the animal owner of responses that may be expected if such substances are made available to the owner through prescription for their animals. There is a further duty to properly label and warn with respect to storage, handling, and use.

If you are sued, here are some of the things you should do:

- Inform your insurer.
- Cooperate with the insurer and the attorney selected for your defense.
- Discuss the case only with the attorney.
- Collect and arrange the records and information you have pertaining to the case in the most usable form.
- Discuss possible witnesses with the attorney, including experts if such are needed.

After a thorough evaluation and discussion with the attorney, follow the attorney's advice regarding appearance, answering questions, making explanation to the court, and responding to cross-examination. If settlement is suggested, give serious thought to the pros and cons in light of your attorney's estimate of the case and the effect that settlement might have on your practice.

****Note – None of the proceeding is offered as legal opinion. It is offered only as information. If you wish to obtain professional legal advice, please contact your practice attorney.***

(News and Notes from page 7)

INSTANT INFORMATION: DO YOU ESOURCE?

Make sure that you are receiving the benefit of news at it happens. An important piece of contact information received from each member is their e-mail address. While the printed newsletter received every other month is an important communication tool of the association, the ESOURCE, ISVMA's electronic newsletter, is essential when reporting hot topics requiring immediate attention. Last year the ESOURCE was instrumental in notifying membership of legislation being introduced in the Capital as well as news of rabies reports.

Don't be left out of the loop. If the ISVMA does not have your email address, contact us! Your address will not be sold or shared with anyone and stays strictly confidential. To receive the ESOURCE, send an email to info@isvma.org and write "New ESOURCE Subscriber" in the message line.

HAS YOUR MAILING ADDRESS CHANGED?

State Law requires that DVM's share their change of address with the Department of Professional Regulation. ISVMA needs to be updated when you move or change practices too!

ISVMA sends its newsletter to each member bimonthly. When a change of address occurs, we typically receive the newsletter back with a forwarding address attached. It is becoming increasingly expensive to forward these materials.

Please take a minute to call (217) 523-8387 or email us at with your change of mailing address.

ISVMA FORUM

Following are actual questions that have recently been asked of ISVMA staff members:

Q: How do I properly dispose of the fixer and developer that we use in our dip tanks to develop x-rays? Does IL have any specifics on disposing of this kind of waste?


A: Whoever wants to discharge a wastewater into their sewer system should always check with their local sanitary district first. Kodak provides some supporting information about your question about photographic developers on their website. Frequently asked questions about waste water can be accessed by visiting www.kodak.com/global/en/service/faqs/faq5023.shtml

Answer provided by David C. Jansen, Springfield Region Manager, Field Operations Section, Division of Land Pollution Control, Illinois Environmental Protection Agency.

Q: A new client brings an animal and its past medical records (from another practice) to a veterinary practice. Later, that client requests copies of the medical records. Is the practice required to give copies of the medical records from the first hospital as well as records from their practice? I understand in human medicine the hospitals/doctors are only required to give records that they have written. Is the same true for veterinary practices?

A: This question is not specifically addressed in the Practice Act or in regulations. The response that follows is the recommendation of the ISVMA's legal counsel. If you have further concerns, the ISVMA strongly suggests you consult your practice attorney.

"The first important part of this inquiry is the recognition that the question is not answered by the Act or the Regulations. That being the case, we must look for the answer elsewhere. In that connection, I note the second important fact in this inquiry, namely that the client brings the animal to a vet practice along with the records from the practice that had earlier treated the animal. That suggests to me that the client had already obtained those records from the practice that earlier had treated the animal and that they (the records) are the property of the client, not the second practice. That being the case, the current and the past records should be given to the client upon his or her request.

If the second clinic had obtained the records from the first clinic as part of its practice of maintaining a full record of the animal's health and treatments, I would think it wise to follow the same practice that pertains in human medicine, and that would be to release only the records that have been written by the second clinic. If the client wants the records from the first clinic, he or she should make that request to the clinic that wrote them. Doing so will insure that the earlier records sought by the animal owner are the full, complete, and accurate records without the possibility of loss or omissions while in the possession of the second clinic. 

ISVMA LEGISLATIVE RELATIONSHIP FORM

ISVMA would like to know if you have a relationship with an elected official in Illinois State Government or the Illinois Congressional Delegation. Your feedback allows us to organize effective contacts with legislators who have significant influence on laws, rules and regulations affecting the veterinary professional. This information will be used solely by the Illinois State Veterinary Medical Association. Your personal information will be held in the strictest confidence and not shared with anyone else. Thank you for your support.

Name: _____

Mailing Address: _____ City/State/Zip: _____

Work Phone: _____ E-mail address: _____

Please indicate all that apply:

Title of Official:	Name of Official	Professional Relationship <i>(please indicate nature of relationship: i.e.: client, fellow board member, etc.)</i>	Personal Relationship <i>(please indicate nature of relationship: i.e.: friend, family member, etc.)</i>
STATE GOVERNMENT			
Governor of Illinois			
Other Illinois Constitutional Officer			
Illinois State Senator			
Illinois State Representative			
Key Staffer			
FEDERAL GOVERNMENT			
U.S. Senator			
U.S. Congressman			
Key Staffer			

To forward by fax, please send to (217) 523-7981, ATTENTION: PETER S. WEBER, EXECUTIVE DIRECTOR
To mail this information, send to ISVMA, 133 South Fourth Street, Suite 202, Springfield IL 62701

Continuing Education Calendar

FEBRUARY 2006

FEBRUARY 19-23: 78TH WESTERN VETERINARY CONFERENCE. Visit online at www.westernveterinary.org or call (702) 739-6698.

FEBRUARY 27-MARCH 1: BASIC EQUINE DENTISTRY SEMINAR. Janesville, Wisconsin. Designed for Equine Practitioners who want to expand their practices to include more equine dentistry, this course will provide participants with the necessary knowledge to properly balance the typical equine mouth using hand and motorized instruments. The seminar will consist of one day of small classroom lectures, one day of working with cadavers, and skull models and one day working on live horses. RACE approval pending. Instructors: Dr. Leon Scrutchfield, Dr. Chris Pearce, Dr. Travis Henry and Dr. Scott Marx. For more information call or email 1-800-247-3901 or Hollie@Hartltons.com. To download registration information, visit www.veterinarydentalforum.com and select the calendar link.

MARCH 2006

MARCH 1-2: MISSISSIPPI VALLEY VMA 102nd ANNUAL CONFERENCE. Par-A-Dice Hotel, Peoria, Illinois. For information contact Dr. Michael Thomas at (309) 444-2311.

MARCH 1: LAMENESS OF THE HORSE. Indiana Association of Equine Practitioners. Hamilton County Fairgrounds, Noblesville, Indiana. 6 hours CE. For information and advanced registration, contact Dr. Dawn Frank at horizon@ytci.com or (765) 564-3400.

MARCH 4: SEMINAR FOR ALTERNATIVE THERAPIES IN VETERINARY MEDICINE.

University of Illinois College of Veterinary Medicine, Urbana, Illinois. Veterinarians, veterinary technicians and students will hear lectures and participate in wet labs relating to various topics concerning all areas of holistic medicine. Continuing education credits are available with attendance. For registration information contact Mandy Barth, Program Manager, Office of Public Engagement at mandby@uiuc.edu or (217) 244-1561.

MARCH 5-8: MID-YEAR SYMPOSIUM ON CANINE OSTEOSARCOMA. Enchantment Resort, Sedona, Arizona. Speaker: Dr. Stephen Withrow, professor of surgical oncology and director of the Animal Cancer Center at the Veterinary Teaching Hospital, Colorado State University. For

information contact Barbara McGehee at vcs@cox.net or (619) 474-8929.

MARCH 12: VETERINARY TECHNICIAN PRACTICES SEMINAR: PAIN MANAGEMENT AND REHABILITATION.

University of Illinois College of Veterinary Medicine, Urbana, Illinois. Open to all certified veterinary technicians with all levels of expertise, this seminar offers up to 8 continuing education credits. The day-long seminar includes lectures and labs. For a brochure and registration information contact Mandy Barth, Program Manager, Office of Public Engagement at mandby@uiuc.edu or (217) 244-1561.

MARCH 23-24: INTENSIVE TOXICOLOGY SHORT COURSE: COMMON SMALL ANIMAL TOXICOSES. University of Illinois College of Veterinary Medicine, Urbana, Illinois. This short course

(continued on page 23)

Continuing Education Seminar

"Smart Moves For Technicians"

Presented by Sheila Grosdidier, BS, RVT

A workshop created by a technician specifically for technicians and assistants interested in building skills that heighten their value and success in the clinic. You'll learn how to:

- better communicate with clients, co-workers and doctors
- better utilize technology
- improve efficiency and productivity

AAVSB's RACE approved for 6.5 hours of CE Credit!

**Chicago/Oak Brook, IL
April 23, 2006**



SPACE IS LIMITED • REGISTER TODAY!

Call 303-674-8169

Register On-line:
www.vmc-inc.com



Continuing Education Calendar

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is approved for 14.5 hours of continuing education credit and addresses the common toxins affecting the small animal population. For a brochure and registration information contact Mandy Barth, Program Manager, Office of Public Engagement at mandby@uiuc.edu or (217) 244-1561.

MARCH 24-25: NORTH AMERICAN VETERINARY CONFERENCE REGIONAL INSTITUTE: EMERGENCY AND CRITICAL CARE. Hilton Mystic, Mystic, Connecticut. Speakers: Elke Rudloff, DVM, Dip. ACVECC and Kate Hopper BVSc, MVS, DACVECC. Course is intended to provide veterinarians practicing emergency and critical care medicine and surgery with an updated review of commonly encountered life-threatening diseases using a combination of case-based and video examples. For more information and to register, visit online at www.tnavc.org and select the regional institute link.

MARCH 31- APRIL 1: NORTH AMERICAN VETERINARY CONFERENCE REGIONAL INSTITUTE: Marriott Phoenix Mesa, Mesa, Arizona. Dr. Joseph Taboada, DVM, Dipl. ACVIM and Dr. Sandy Merchant, DVM, DACVD. This two day seminar will concentrate on dermatology and internal medicine and the cross roads between the two. For information and to register, visit online at www.tnavc.org and select the regional institute link.

MARCH 31- APRIL 3: CVC EAST 2006. Baltimore Convention Center, Baltimore, Maryland. Clinical and practice management topics that you can apply immediately in daily practice. In-depth coverage of topics such as anesthesia, cardiology, clinical pathology, dermatology, endocrinology, nutrition, feline medicine, gastrointestinal medicine, internal medicine, toxicology, behavior, critical care, and immunology will be presented by some of the industry's leading experts. Up to 38.5 hours of CE credit. For more information or to register now, visit www.thecvc.com or call (800) 255-6864, ext. 6 or e-mail cvc@advanstar.com.

APRIL 2006

APRIL 1: UNIVERSITY OF ILLINOIS COLLEGE OF VETERINARY MEDICINE OPEN HOUSE. Urbana, Illinois. Over 40 exhibits and demonstrations revealing the breadth of knowledge needed for success in the veterinary field. Visit online at www.cvm.uiuc.edu/openhouse/, or call the College Public Service office at (217) 333-2907.

APRIL 8-9: SAN DIEGO SPRING VETERINARY CONFERENCE: SMALL ANIMAL OPHTHALMOLOGY AND OTOTOLOGY. The Holiday Inn on the Bay, San Diego CA. Featured speakers are Dr. Louis Gotthelf and Dr. Mark Nasisse, DACVO. For information contact SDCVMA Conference Committee at (619) 640-9583 or email sdcmadeb@aol.com.



Veterinary Education Online

In October of 2004, the University of Illinois - College of Veterinary Medicine began offering a Web-based continuing education program specifically developed for busy veterinarians looking to enhance their knowledge and increase their clinical skills. Veterinary Education Online (VEO) delivers professionally developed, university-level courseware in an interactive environment.

All that is required to complete the CE course is a computer and Internet access.

Getting started is quick and easy and the cost is just a fraction of typical CE courses. Visit the ISVMA home page and click on the VEO button. You will immediately be linked to the courses and other information on VEO homepage. Check out how VEO can be a smart alternative in obtaining your continuing education requirements.

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POLICY FOR CLASSIFIED ADVERTISING

RATES:

ISVMA Members pay a discounted rate of \$25.00 for first 35 words, \$ 0.25 each additional word plus a complimentary posting on the ISVMA website. Non-Members pay a rate of \$40.00 for first 35 words, \$ 0.25 each additional word plus an additional fee of \$10.00 for placement online. Exception for unemployed DVM, may place a "Seeking Employment" ad free of charge for up to 6 months.

DEADLINES AND PUBLICATION:

Any classified ad purchased will be posted upon receipt on the ISVMA website at www.isvma.org. and the next available edition of the "Epitome." Webpage ad will run through the end of the "Epitome" publication date in which it will appear.

All ads and cancellations must be submitted in writing or email by March 1, 2006 for inclusion in the April/May 2006 "Epitome." Mailing Date: First week of April. Please read your ad the first time it runs. If there are errors, notify us immediately. ISVMA liability is limited to the first issue of publication.

FORWARDING INSTRUCTIONS:

Submit online, www.isvma.org, by email, brenda@isvma.org, fax, (217) 523-7981, or mail, Illinois State Veterinary Medical Association, 133 South Fourth Street, Suite 202, Springfield, IL 62701. ATT: Brenda Weber. We will confirm by sending you a faxed contract for your signature.

IN-STATE OPPORTUNITIES SEEKING VETERINARIANS

FULL-TIME ASSOCIATE: Regional Animal Center is looking for an associate with opportunity to buy in. Located in Illinois (Crete), we are 1/3 mile off of I-394 (straight south on I-90/I-94). Great location – edge of city with 17 acres, a garden and a pond – just 45 minutes south of Chicago and definitely worth a look. 4 year AAHA hospital. Former Merit Award Hospital. Wellness is important but we are also diagnostically intense. Ultrasound, flexible and rigid endoscopes, vetoscope for otoendoscopy, dental x-ray, tonopen, paperless AviMark computer system, IV pumps, heated surgery table, ICU unit. Consistent Standards of Care followed and expected. Example: All pets get blood pressure monitored with a life cycle consultations and examination, ear, skin cytology. Lots of good stuff and a great staff;...even a bowling team called the Rolling Bones. Production based pay and benefits so your sky is the limit. Look at www.bigredbarn.com for a tour. Then contact me, Sam Morris DVM – Hospital Director. If interested, you can email a resume to drsam@bigredbarn.com; fax it to (708) 672-9906 or phone: (708) 672-9999.

FULL-TIME VETERINARIAN: Our AAHA certified practice is looking for a "used" veterinarian with at least 2 years of experience that is interested in practicing high quality medicine and delivering exceptional client service. The new team member will see predominantly companion animals but will also be responsible for some Equine and cow-calf cases. See our website at spoonriveranimal-clinic.com. Salary commensurate with experience. Buy in available. Interested parties

should contact David L Hahn DVM, Spoon River Animal Clinic, 3098 N Main, Canton IL 61520. Tel: (309)647-6800 Email: davet123@sbcglobal.net.

VETERINARIAN: Veterinarian needed to practice exotic/general medicine in Northern Illinois. Multi doctor clinic, well equipped, experienced exotic staff, competitive salary and benefits. Good potential to develop 100% exotic specific practice with dedicated exotic hospital space. Come grow with us. Contact David Tanaglia, DVM at (815)398-4410 or tanaglia@yahoo.com.

PART-TIME VETERINARIAN: O'Fallon, IL - 12 miles East of St. Louis. 10-15 hours/week, with potential for full-time position. Great clientele with wonderful staff in 8 year old, 4000 sq. ft. facility. Salary-negotiable. No emergencies. 618-632-4615.

PART-TIME OR FULL-TIME ASSOCIATE: Animas Village Veterinary Clinic is seeking a P/T or F/T associate dedicated to excellence in primary care for a rapidly growing, friendly, low stress, high quality full service practice (under new ownership) in the far north-west suburb of Grayslake. Fax cover letter and resume to Dr. Swearingen (847) 223-4748 or e-mail to drmeow@sbcglobal.net.

FULL-TIME OR PART-TIME FELINE VETERINARIAN: Arlington Cat Clinic is seeking a full- or part-time associate who has strengths in communication, surgery and medicine. Well-equipped hospital in NW suburbs. Great benefits, schedule, and support staff. Send resume to Dr. Esbensen, 841 North Wilke Road, Arlington Heights IL 60005

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FULL-TIME ASSOCIATE: Seeking enthusiastic, dedicated FT associate for 3 1/2 doctor practice in downtown Wheaton. Successful candidate will have strong surgical skills, great bedside manner and excellent communication skills with clients. Experience with exotics a plus though not necessary. Fax resume to Dawn at (630) 668-3706, or e-mail to wheaton@nvanet.com.

FULL-TIME VETERINARIAN: Arlington Heights Animal Hospital seeks full-time dedicated, enthusiastic and compassionate veterinarian to join our professional staff. Established 7-doctor practice located in an affluent NW suburb. The right candidate will have general surgical skills, ability to build strong relationships and a good bedside manner with clients and patients. Competitive salary and benefits. Please contact Dr. Stephen Camp at (847) 593-1898.

FULL-TIME OR PART-TIME ASSOCIATE: Mt. Sterling/Rushville Veterinary Clinic is a 4 doctor, 2 clinic mixed practice in West Central Illinois. Associate would need to be a motivated self starter to continue the growth of the practice. Companion animal medicine, strong surgical skills, good exam room manner, and excellent communication skills with clients a must. Some periodic responsibility with equine and cow-calf cases would keep you in the mixed practice arena. See our website at www.msrvet.com Salary competitive plus benefits. Buy-in available. Contact Dr. Kevin Kackley, DVM or Judy, Practice Manager, at (217)773-3366 or email at mrvetclinic@hotmail.com.

VETERINARIAN: Great opportunity to join our 3 doctor feline practice "City Cat Doctor" in Chicago. Terrific staff with laser, ultrasound, dental x-ray, endoscopy, sevo anesthesia, computerized, etc. No emergency calls. Great salary and benefits.

Dr. Tom Butera (386) 246-9810 / (yanksmm7@att.net) / Joann at (312) 944-2287.

MEDICAL DIRECTOR: Excellent multi-doctor practice seeks a motivated leader and team player to be the Medical Director at VCA Worth Animal Hospital. Great doctors, talented support staff, and a beautiful facility are a few of the amenities. Excellent potential for growth, great benefits, competitive compensation package. For further details visit www.VCApets.com/talent/h00394.asp or contact Melissa Wallace, DVM, DACVIM at 630-264-2816 or email melissa.wallace@vcamail.com.

MEDICAL DIRECTOR: Medical Director veterinary position at "City Cat Doctor" in Chicago. Devoted/competent staff with laser, ultrasound, dental x-ray, endoscopy, sevoflourane, computerized, etc. No emergency calls. Great salary and benefits with performance compensation. Dr. Tom Butera 386-246-9810 / (yanksmm7@att.net) / Joann 312-944-2287.

MEDICAL DIRECTOR: Excellent opportunity for a Medical Director in Chicago at Misener-Holley Animal Hospital. Our diverse and interesting caseload, dedicated clientele, full time Hospital Manager, and team of caring staff make this an

excellent opportunity for someone with leadership skills. We are looking for a talented progressive veterinarian who is also a 'people' person. Salary commensurate with experience, plus excellent benefits, performance bonus, and CE stipend. Please contact Dr. Melissa Wallace, DVM, DACVIM at 630-264-2816 or e-mail melissa.wallace@vcamail.com.

ASSOCIATE VETERINARIAN: Our well-established practice in LaGrange Park is seeking an associate to join our dedicated health care team. We are looking for an experienced doctor, or a self-starting new graduate, who is motivated, enjoys pets and people, and works well with others. A 32-hour work-week is possible, if desired. Competitive salary, production bonus, excellent benefits, CE stipend. For further practice details visit www.VCApets.com/talent/h00257.asp or contact Dr. Melissa Wallace at 630-264-2816 or e-mail melissa.wallace@vcamail.com.

ASSOCIATE VETERINARIAN: Associate veterinarian needed for a progressive 5-doctor practice in Illinois near St. Louis. We have many in house diagnostic capabilities, including ultrasound, endoscopy, radiology and ECG. Comprehensive laboratory including CBC, Chemistry, T4, E-lytes. If you enjoy surgery, we have a large soft tissue and orthopedic surgery practice, including bone plates, external fixator, spinal surgery and TPLO's. We are also licensed in nuclear medicine and perform I-131 treatment for hyperthyroid.

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Competitive salary and benefits. Phone Dr. David Wendell at 618-498-2413 or email jerseyvet@gtec.com

EMERGENCY VETERINARIAN:

Franklin Park Animal Hospital is seeking a full-time ER veterinarian for our well-equipped hospital. We have a STAT laboratory, ultrasound, BP, Tonopen, PulseOx, etc. and offer medical oncology and advanced surgery services in addition to high quality general medicine and surgery. Competitive salary commensurate with experience or internship training, excellent benefits, CE stipend. Franklin Park is close to Chicago and everything the 'windy city' has to offer. Please contact Melissa Wallace, DVM, DACVIM at 630-264-2816 or e-mail melissa.wallace@vcamail.com.

FULL-TIME ASSOCIATE:

MOKENA ANIMAL CLINIC

Full-Time Associate Veterinarian needed for a well-established, AAHA accredited 5-doctor small animal practice in the Southwest suburb. Modern, well equipped clinic, trained support staff. Seeking a compassionate, self-motivated, team-orientated associate with excellent people skills with both staff and clients. Competitive wages and benefits, medical, dental and life insurance; 401K/Profit sharing, continuing education. Please contact Dr. Wayne Ingmire, 9455 W. 191st Street, Mokena IL 60448. Phone (708) 479-2811, fax (708) 479-2933.

FULL-TIME ASSOCIATE:

Fox Valley Veterinary Hospital P.C., Ottawa IL has an opening for a full-time associate to join our AAHA certified hospital/companion pets. Enjoy a progressive practice in a relaxed atmosphere. One to two years experience preferred. Competitive salary and benefits. Please contact Dr. David Clayton at (815) 434-0363.

ASSOCIATE VETERINARIAN:

Associate Veterinarian needed for busy 2-doctor small animal practice in the near west suburbs of Chicago. Management and potential buy-in/buy-out possible in near future. We practice very high quality medicine, in a family-friendly environment. Flexible schedule, competitive salary and benefits. Interested in meeting you, and seeing how your vision, talent, and special interests will fit with ours. Fax resume to 630-595-4971 or call Cindy at 630-833-9717.

ASSOCIATE: Chicago Cat Clinic

welcomes an enthusiastic, motivated associate for three-doctor, AAHA member hospital with excellent client base. Communication skills, dedicated client interaction and interest in progressive feline medicine a must. Benefits include profit sharing, health insurance, vacation; salary commensurate with experience. Long-term relationship desired. Contact Dr. John Nordwall, Chicago Cat Clinic, 5301 W. Devon Ave., Chicago, IL 60646; telephone 773-631-5300 or e-mail jnddvm@yahoo.com

FULL-TIME SMALL ANIMAL:

Full-time small animal associate needed for our team. AAHA certified 2.5 doctor practice located 15 miles east of Peoria. Long term commitment preferred. Competitive salary with incentive bonus, generous benefits and great support staff. No emergencies. Visit our web page at www.tvcvet.com. Contact: Dr. Michael Thomas, Teegarden Veterinary Clinic, 2323 Eureka Rd., Washington, IL 61571. 309-444-2311, tvc2@dtntspeed.net

OUT-OF-STATE OPPORTUNITIES

SEEKING VETERINARIANS

FULL-TIME SMALL ANIMAL VETERINARIAN: FT SA veterinarian desired to join a progressive 4 doctor practice in SE WI. Our practice is known for having a long reputation for providing high quality, compassionate pet care. We are well equipped: AccuVet Laser, ultrasound/echo, in-house lab, etc. Generous salary and benefit package. Please contact Dr. Hartwig at Delavan Lakes Veterinary Clinic, S.C., 1107 Ann Street, Delavan, WI 53115. (262)728-8622.

ASSOCIATE: A uniquely renovated, 7,000 square foot historic downtown facility - located in scenic bluff country - is home to a growing, AAHA accredited, three-doctor small animal hospital with a practice of excellence philosophy. The most important asset here is the people: support staff, veterinarians and clients celebrating their love of pets. We are

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searching diligently for the exceptional, energetic, compassionate, team-oriented associate with excellent communication skills to come and grow with us! Contact Jeff Logas, Pet Medical Center, 57 East Third Street, Winona, MN 55987 (507) 454-2600, jlogas@hbc.com.

PRACTICE PERSONNEL

FULL-TIME CERTIFIED VETERINARY TECHNICIAN:

Full time certified veterinary technician needed for our team. AAHA certified 2.5 doctor practice located 15 miles east of Peoria. Competitive salary with incentive bonus and generous benefits. Visit our web page at www.tvcvet.com. Dr. Michael Thomas, Teegarden Veterinary Clinic, 2323 Eureka Rd., Washington, IL 61571. 309-444-2311, tv2@dtntspeed.net.

TECHNICIAN: VETERINARY SPECIALTY CENTER:

Our growing practices include surgery, internal medicine, oncology, cardiology, nephrology, radiology/imaging, emergency and critical care, dermatology, physical therapy, behavior and ophthalmology are seeking certified technicians and veterinary assistants. For more information contact Carla Berthold, Veterinary Specialty Center, 1515 Busch Parkway, Buffalo Grove, IL 60089: fax 847-459-1848: phone 847-459-7535 x 308: or e-mail @ cberthold@vetspecialty.com

EQUIPMENT FOR SALE

DouglasTiltmaster portable large animal surgical and hoof trimming table. Deluxe model with electric/hydraulic control, fully factory reconditioned and in mint condition. \$2,500.00. (847) 381-2668.

COURSES

2006 Introductory Veterinary Chinese Herbal Medicine Course. March 16-19/ April 20-23/ June 8-11/ July 20-23. Four consecutive models. Location: Wonder Lake, Illinois; Lakeside Learning Center. Speakers are Dr. Mona Boudreaux, Dr. Steve Marsden and Dr. Deborah Mitchell. Fax information requests to (847) 352-0647.

OUT-OF-STATE OPPORTUNITIES

SERVICES

VETERINARY HOSPITAL DESIGN AND CONSTRUCTION: New hospitals, additions, or renovation of existing hospitals in Chicago and surrounding communities. Preliminary - facility planning, construction costing, evaluation of potential sites. Design - design, engineering, evaluation of alternatives, permits, documentation for financing. Construction. JF McCarthy phone (708) 547-5096, email jfmccarthy@ntsource.com

VETERINARIANS, search for work dates, view job details, then bid. **HOSPITALS,** advertise your openings. **NO CHARGE** until you hire a relief veterinarian. **CONTACT** (949) 234-1960; info@vetrelief.com; www.vetrelief.com.

VETERINARIAN LEGAL

SERVICES: STEVEN H. JESSER, P.C. (800) 424-0060, (847) 212-5620 (mobile), shj@sjesser.com, www.sjesser.com. Full-service health professional and veterinarian representation; including practice sales and acquisitions, other contracting, litigation, disciplinary proceedings, animal law, real estate and estate planning.

VETERINARY BUSINESS

APPRAISAL - Professional standard and USPAP compliant for practice purchase or sale, Associate or Partner buy-in, estate planning, or divorce. Special rates for ISVMA members. Please contact Wendy Pesavento of APEX Solutions at 773-502-6000 or apexvet@sbcglobal.net.

AVMA GROUP LIFE AND HEALTH INSURANCE

Fred Rothschild, CLU, RHU and David Rothschild have advised over 400 veterinarians. For AVMA Group Life and Health information, underwritten by New York Life Insurance Company, New York, NY as well as your investment needs contact us at 1-800-673-5040 or fred.rothschild@axa-advisors.com for analysis.