

141st Annual Convention

Virtual CE Courses

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2023 Virtual Convention Speakers

- Elizabeth Armstrong, CVT, CVBL, CFE, CCFP, CFT, CTP, FT
- Ed Carlson, CVT, VTS (Nutrition)
- Kathy Engler, DVM, DABVP
- Mark Ernst, DVM
- Sue Ettinger, DVM, DACVIM (Oncology)
- Lauri Fonken, PhD, LPC
- Michael Jaffe, DVM, MS, CCRP, DACVS
- Ashley Kalinauskas, CEO
- Megan Kaplan, DVM, DACVECC
- Charlotte Lacroix, DVM, JD
- Jill Lopez, DVM, MBA, CEO
- Tessa Marshall, BVSc, MS, DABVP
- Rosanne Peters, DVM, DACVIM (Neurology)
- Brad Ryan, MSc, DVM, MPH
- Jusmeen Sarkar, DVM, MS, DACVAA, CVA
- Harold Schott, DVM, PhD, DACVIM
- Staci Slager, DVM
- Jay Tischendorf, DVM
- Keith VanHoy, CPA, PFS

Conference Speakers.....

Elizabeth Armstrong, CVT, CVBL, CFE, CCFP, CFT, CTP, FT

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Tessa Marshall, BVSc, MS, DABVP

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Keith VanHoy, CPA, PFS

Stopp & VanHoy CPAs & Business Advisors
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keithv@stoppvanhoy.com

Confirmed Exhibitors.....

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- Veterinary Medical Political Action Committee
- Veterinary Practice Partners
- Wedgewood Pharmacy
- Zoetis
- Zoetis Petcare

Special Recognition.....

50-Year Graduates

1972

Khalid Chaudhry, DVM
Judith Anne Cole, DVM
Marilyn Lesch, DVM
Timothy Lesch, DVM
Gordon Rhine, DVM

1973

Richard Morris, DVM
Rebecca Schmidt, DVM
William VanAlstine, DVM
Benjamin Welbourne, DVM
Craig Welbourne, DVM

Retiring Board Members

Priya Bhatt, DVM, Region 7
Representative

Jessica Diepholz, , University of Illinois
College of Veterinary Medicine Student
Representative, Class of 2024

Devon Hague, DVM, DACVIM
(Neurology), Immediate Past President

35-Year Graduates

1988

Scott Gallatin, DVM
Patricia Holm, DVM
Stephen Juriga, DVM,
DAVDC
James Keener, DVM
Stanley Niemann, DVM
Gail Novak, DVM
James Parker, DVM
Raymond Ramirez, DVM
Susan Salee, DVM
Susan Stanley, DVM

R. Scott Keller, DVM, Region 5
Representative

Jeanice Wiard, CVT, CVT
Representative

In Memoriam.....

Steven Andres, DVM
Jay Brown, DVM
Russell Kinzinger, DVM
Gary Mallo, DVM
Vernon Seltrecht, DVM
Ioan Sere, DVM
Joseph Terry, DVM
Ivan Veljic, DVM
Kenneth Wright, DVM

Award Winners.....

Veterinary Service Award

Michelle Gundlach, DVM

Dr. Erwin Small Frist Decade Award

Laura Reynolds, DVM

Dr. Cecil Ingmire CVT Award

Elizabeth Armstrong, CVT, CVBL, CFE, CCFP, CFT, CTP, FT

President's Award

Edmar Schreiber, DVM

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University of Illinois College of Veterinary Medicine Student Representative, Class of 2024

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- Zoetis Petcare

Virtual Schedule

Small Animal A	Small Animal B	Large Animal	Technician	Special Interest	Practice Management
Rule-outs for Common Signs and Symptoms – A K.I.S.S. Approach to Disease Diagnosis and Management Jay Tischendorf, DVM	Verdinexor: A Novel Oral Therapy for Canine Lymphoma Kathy Engler, DVM, DABVP Sponsor: Dechra Veterinary Products	Rabies, Chronic Wasting Disease (CWD), Highly Pathogenic Avian Influenza (HPAI), Oh My: Regulatory Issues and How They Affect Me – Part 1 Mark Ernst, DVM Staci Slager, DVM Sponsor: Illinois Department of Agriculture	Animal Behavior and Low Stress Handling Elizabeth Armstrong, CVT, CVBL, CFE, CCFP, CFT, CTP, FT Sponsor: Trusted Journey	Life Lessons Learned from the Most Successful People in Our Industry Jill Lopez, DVM, MBA, CEO Sponsor: Vet Candy	Protecting Your Practice from Litigation and State Board Complaints – Part 1 Charlotte Lacroix, DVM, JD Sponsors: CareCredit, Zoetis Petcare
Lepto! The Frightening Resurgence of Mud Fever Jay Tischendorf, DVM	Update on Managing Canine Hyperadrenocorticism Kathy Engler, DVM, DABVP Sponsor: Dechra Veterinary Products	Rabies, Chronic Wasting Disease (CWD), Highly Pathogenic Avian Influenza (HPAI), Oh My: Regulatory Issues and How They Affect Me – Part 2 Mark Ernst, DVM Staci Slager, DVM Sponsor: Illinois Department of Agriculture	Reassessment Campaign on Veterinary Resuscitation Overview Elizabeth Armstrong, CVT, CVBL, CFE, CCFP, CFT, CTP, FT Sponsor: Trusted Journey	Five Biggest Trends in Veterinary Medicine Jill Lopez, DVM, MBA, CEO Sponsor: Vet Candy	Protecting Your Practice from Litigation and State Board Complaints – Part 2 Charlotte Lacroix, DVM, JD Sponsors: CareCredit, Zoetis Petcare
Lepto! The Frightening Resurgence of Mud Fever, cont. Jay Tischendorf, DVM	So, There's No Confusion ... It's About Perfusion! Kathy Engler, DVM, DABVP Sponsor: Dechra Veterinary Products	Cattle Vaccine Program: Development and Immunology Tessa Marshall, BVSc, MS, DABVP	Essential Skills for the Patient Nutritional Advocate – Part 1 Ed Carlson, CVT, VTS (Nutrition) Sponsor: Hill's Pet Nutrition, Inc.	Five Veterinary Careers You Don't Know About Jill Lopez, DVM, MBA, CEO Sponsor: Vet Candy	Protecting Your Practice from Litigation and State Board Complaints – Part 3 Charlotte Lacroix, DVM, JD Sponsors: CareCredit, Zoetis Petcare
The Clock is Ticking: Update on the Dangerous World of Vector-Borne Diseases Jay Tischendorf, DVM	The Impact of Feline Weight Loss Kathy Engler, DVM, DABVP Sponsor: Dechra Veterinary Products	Failure of Passive Transfer and Potential Sequelae Tessa Marshall, BVSc, MS, DABVP	Essential Skills for the Patient Nutritional Advocate – Part 2 Ed Carlson, CVT, VTS (Nutrition) Sponsor: Hill's Pet Nutrition, Inc.	Branding Secrets for You and Your Clinic Jill Lopez, DVM, MBA, CEO Sponsor: Vet Candy	Protecting Your Practice from Litigation and State Board Complaints – Part 4 Charlotte Lacroix, DVM, JD Sponsors: CareCredit, Zoetis Petcare
A New Paradigm for a Perennial Problem - Pancreatitis Jay Tischendorf, DVM	The Value of Safe and Effective Procedural Sedation: Why and How Jusmeen Sarkar, DVM, MS, DACVAA, CVA Sponsor: Dechra Veterinary Products	Practical Field Sedation and Anesthesia Tessa Marshall, BVSc, MS, DABVP	Nutrition for the Hospitalized Veterinary Patient Ed Carlson, CVT, VTS (Nutrition) Sponsor: Hill's Pet Nutrition, Inc.	Why Millennials Make the Best Clients Jill Lopez, DVM, MBA, CEO Sponsor: Vet Candy	Practice Succession and Ownership Charlotte Lacroix, DVM, JD Sponsors: CareCredit, Zoetis Petcare
A New Paradigm for a Perennial Problem - Pancreatitis, cont. Jay Tischendorf, DVM	Sedatives, Tranquilizers and Anxiolytic Drugs in Cats and Dogs Jusmeen Sarkar, DVM, MS, DACVAA, CVA Sponsor: Dechra Veterinary Products	Parasite Control for Cattle and Small Ruminants Tessa Marshall, BVSc, MS, DABVP	Pet Food Trends. What's All the Buzz About? Ed Carlson, CVT, VTS (Nutrition) Sponsor: Hill's Pet Nutrition, Inc.	What Will Vet Med Look Like in 2030? Jill Lopez, DVM, MBA, CEO Sponsor: Vet Candy	Associate and Staff Recruiting Charlotte Lacroix, DVM, JD Sponsors: CareCredit, Zoetis Petcare
The 4th Pillar of Veterinary Cancer Treatment: Immunotherapy Ashley Kalinauskas, CEO Sponsor: Torigen Pharmaceuticals Exhibit West					

Virtual Schedule

Small Animal A	Technician	Special Interest
Breaking Barriers: Using DEI as the Universal Language of Communication Latonia Craig, EdD, MA, MEd Exhibit West	Breaking Barriers: Using DEI as the Universal Language of Communication Latonia Craig, EdD, MA, MEd Exhibit West	Breaking Barriers: Using DEI as the Universal Language of Communication Latonia Craig, EdD, MA, MEd Exhibit West
Multimodal Management of Canine Osteoarthritis Michael Jaffe, DVM, MS, CCRP, DACVS Sponsor: Nutramax Laboratories Veterinary Sciences, Inc.	Peripheral and Central Line (Jugular) Placement for the Veterinary Technician Megan Kaplan, DVM, DACVECC Sponsor: Ethos Veterinary Health	Preventative Medicine: Promoting the Health of our Veterinary Patients Proactively Brad Ryan, MSc, DVM, MPH Sponsor: Antech Diagnostics
Small Animal Regenerative Therapy Michael Jaffe, DVM, MS, CCRP, DACVS Sponsor: Nutramax Laboratories Veterinary Sciences, Inc.	Transfusion Medicine in Dogs and Cats Megan Kaplan, DVM, DACVECC Sponsor: Ethos Veterinary Health	GI Parasitology: Utilizing the KeyScreenTM GI Parasite PCR Panel for Enhanced Diagnostic Screening and Improved Standards of Care Brad Ryan, MSc, DVM, MPH Sponsor: Antech Diagnostics
How to Do a Purrfect Feline Orthopedic Exam Michael Jaffe, DVM, MS, CCRP, DACVS Sponsor: Nutramax Laboratories Veterinary Sciences, Inc.	Oxygen Supplementation Megan Kaplan, DVM, DACVECC Sponsor: Ethos Veterinary Health	Tam's Test Result - Lyme Borrelia in Dogs and Cats Brad Ryan, MSc, DVM, MPH Sponsor: Antech Diagnostics
Diagnosis and Treatment of Muscle Injuries in Dogs Michael Jaffe, DVM, MS, CCRP, DACVS Sponsor: Nutramax Laboratories Veterinary Sciences, Inc.	Nasogastric Tube Placement and Maintenance for the Veterinary Technician Megan Kaplan, DVM, DACVECC Sponsor: Ethos Veterinary Health	Clinical (and Practical) Antimicrobial Stewardship in Dogs and Cats Brad Ryan, MSc, DVM, MPH Sponsor: Antech Diagnostics

Virtual Schedule

Small Animal B	Large Animal	Technician	Special Interest	Practice Management
Cancer ABCs: Early Diagnosis and Treatment of Skin and Subcutaneous Masses through Aspirates, Biopsies, and Cytology Sue Ettinger, DVM, DACVIM (Oncology) Sponsor: Blue Buffalo	Is There More to PPID Than Old Shaggy Horses? Harold Schott, DVM, PhD, DACVIM Sponsor: Boehringer-Ingelheim	A View from the Edge: Challenges to Veterinary Well-being Laurie Fonken, PhD, LPC	Tips and Tricks to the Neurological Exam Rosanne Peters, DVM, DACVIM (Neurology)	Changing Your Finances from Struggle to Strength Keith VanHoy, CPA, PFS Sponsor: Stopp & VanHoy CPAs and Business Advisors
Diagnosis and Treatment of Canine Mast Cell Tumors: Latest Advances Sue Ettinger, DVM, DACVIM (Oncology) Sponsor: Blue Buffalo	Do All Horses with PPID Need Medical Treatment? Harold Schott, DVM, PhD, DACVIM Sponsor: Boehringer-Ingelheim	Care for the Heart of the Caregiver: Cultivating Compassion Laurie Fonken, PhD, LPC	A Visual Tour of Lesion Localization Rosanne Peters, DVM, DACVIM (Neurology)	Tax Planning for Your Veterinary Practice Keith VanHoy, CPA, PFS Sponsor: Stopp & VanHoy CPAs and Business Advisors
STELFONTA for MCT in 2023: How to Get Started and What We Have Learned So Far Sue Ettinger, DVM, DACVIM (Oncology) Sponsor: Blue Buffalo	Endocrinopathic Laminitis - Cancer in the Hoof? Harold Schott, DVM, PhD, DACVIM Sponsor: Boehringer-Ingelheim	Living Between the Lines: Life, Work and Well-being Laurie Fonken, PhD, LPC	Inflammatory CNS Disease Rosanne Peters, DVM, DACVIM (Neurology)	Tax Saving Through Fringe Benefits Keith VanHoy, CPA, PFS Sponsor: Stopp & VanHoy CPAs and Business Advisors
Year in Review: Cancer Diagnosis and Therapy in 2023 Sue Ettinger, DVM, DACVIM (Oncology) Sponsor: Blue Buffalo	Fat, Foundered Horses - What is EMS and ID? Harold Schott, DVM, PhD, DACVIM Sponsor: Boehringer-Ingelheim	Creating a Healthy Practice Culture Laurie Fonken, PhD, LPC	Principles of Seizure Management Rosanne Peters, DVM, DACVIM (Neurology)	
	What's New for Management of EMS and ID? Harold Schott, DVM, PhD, DACVIM Sponsor: Boehringer-Ingelheim	Hope as a Verb: Focus on the Future Laurie Fonken, PhD, LPC	When You Can't Refer the Neurologic Patient Rosanne Peters, DVM, DACVIM (Neurology)	

Virtual Schedule **Mandated Courses**

2023 Sexual Harassment Training - Webinar

Qualifies for IDHR & IDFPR mandated requirements.

Oh My Log! Championing Logbook Success

This session is designed to address various controlled substance logging challenges veterinary professionals experience by taking a practical approach to tackling the logging process in a way that champions success.

Opioids and Veterinary Medicine - The 2023 Wave

This session is designed to provide attendees with an understanding of how opioids and other substances of concern are impacting veterinary medicine, what to be aware of and how to protect yourself and your practice.

The P's of Controlled Substance Problem Prevention

Preventing controlled substance issues BEFORE they arise is how to achieve compliance success. This session will provide attendees with the basics of controlled substance problem prevention by focusing on four key areas.

Virtual Schedule **CVT Utilization**

CVTs and Your Practice: What's Best for Everyone? - CVT Utilization

This course was specifically developed to help Illinois licensed DVMs think through the best staff utilization methods to allow them the most flexibility to see a full schedule of clients while providing the best medical care possible.

Finding and Utilizing CVTs - CVT Utilization

This course was specifically developed to help Illinois licensed DVMs think through the best staff utilization methods to allow them the most flexibility to see a full schedule of clients while providing the best medical care possible.

Implementing effective CVT Usage - CVT Utilization

The course was specifically developed to help Illinois licensed DVMs think through the best staff utilization methods to allow them the most flexibility to see a full schedule of clients while providing the best medical care possible.

Convention Program

Small Animal A

Jay Tischendorf, DVM

Rule-outs for Common Signs and Symptoms – A K.I.S.S. Approach to Disease Diagnosis and Management

Novice and experienced practitioners alike, as well as veterinary technicians or nurses, may benefit from this discussion. The presentation will highlight an approach to our cases that simplifies the thought process on the many possible causes of the common problems and presenting signs with which the patient is dealing. For example, while there are potentially hundreds or even thousands of causes of vomiting or diarrhea, ultimately there are really only two. If we can from the very beginning determine which is at play, we can then much more effectively pursue the specific cause. If you're curious to hear more about this or wish to share your own algorithm for sleuthing out cases involving common presenting signs such as fever, anemia, anorexia, lumps, bumps, and other problems, please join us.

Lepto! The Frightening Resurgence of Mud Fever

Leptospirosis is a bacterial disease. And, a terrible one. It's also widespread and zoonotic. In fact, Lepto is the planet's most widespread zoonosis. This fascinating and frequently fatal condition is diagnosed pretty much everywhere on earth where there are people and animals. If you and your hospital are seeing Lepto, or you worry it is seeing you, please join in this conversation. There are some new aspects to understanding, diagnosing, and managing this dangerous disease that all animal health professionals will benefit from hearing about.

Lepto! The Frightening Resurgence of Mud Fever - cont. The Clock is Ticking: Update on the Dangerous World of Vector-Borne Diseases

Tick populations and the diseases they transmit are arguably at an all-time high here in North America, and novel infectious agents and diseases continue to be discovered. Come learn what's new – and scary – in the world of ectoparasites and vector-borne disease. Just when you thought things couldn't get worse, they have. However, take heart, for the tools to prevent parasites today are both powerful and cost-effective.

A New Paradigm for a Perennial Problem - Pancreatitis

Acute pancreatitis is a mainstay medical condition in dogs. That's the bad news. The good news is that, fortunately, there is exciting new science to help animal caregivers better understand and manage this perennial problem and the troublesome signs that accompany it. Don't be bashful. Take advantage of this opportunity to learn more about this malady that is all too common, yet all too infrequently discussed in our animal health forums.



Small Animal B

Kathy Engler, DVM, DABVP



Dechra

Verdinexor: A Novel Oral Therapy for Canine Lymphoma

This presentation will focus on the novel class of drugs called SINE inhibitors and review SINE mechanism of action. We will also look at where this oral option fits into specialty and primary care practices therapies as considerations for future use. The attendee will learn how to properly dose and safely dispense Verdinexor as well as how to monitor their lymphoma patient on Verdinexor, including how to address any potential adverse events.

Update on Managing Canine Hyperadrenocorticism

This presentation provides a comprehensive review of the pathophysiology, diagnosis, and management of canine hyperadrenocorticism. Case examples are provided to illustrate key concepts. The lecture concludes with some strategies for improving owner compliance with treatment recommendations.

So, There's No Confusion ... It's About Perfusion!

This presentation addresses the essential components of a fluid therapy plan including why fluid therapy should be considered, the types of fluids routinely used in small animal practice, and appropriate rates of administration. Important information on monitoring patients for fluid overload is provided. The discussion concludes with cutting edge information on the endothelial glycocalyx and why the structure is changing the approach to fluid therapy.

The Impact of Feline Weight Loss

During this presentation, the significance of unintentional weight loss in cats, the metabolic factors that put cats at higher risk for it, and strategies for treating it are discussed. Pharmacologic options for addressing this challenging problem in cats are explored in detail.

Convention Program

Jusmeen Sarkar, DVM, MS,
DACVAA, CVA

The Value of Safe and Effective Procedural Sedation: Why and How

This lecture will emphasize the value of procedural sedation; differences between sedation, pre-anesthetics and general anesthesia will be discussed. Highlights will include basic canine and feline behavior especially related to fear, anxiety and aggression; safety of the pet and veterinary staff; and efficiency of incorporating sedation preemptively or early on in the process.

Sedatives, Tranquilizers and Anxiolytic Drugs in Cats and Dogs

This lecture will review specific drug classes/products used for sedation in dogs and cats: opioids, benzodiazepenes, acepromazine, alpha-2 agonists and combinations of these drugs will be discussed. Preemptive oral anxiolytic/sedative/analgesic drugs will be covered as well. Specific case examples will be presented.

Large Animal



Mark Ernst, DVM; Staci Slager, DVM

Rabies, Chronic Wasting Disease (CWD), Highly Pathogenic Avian Influenza (HPAI), Oh My: Regulatory Issues and How They Affect Me – Part 1

Illinois Department of Agriculture staff will provide information and speak on current and new disease programs, including rabies and avian influenza. Regulatory changes, emergency preparedness, and providing updates, as well as how it all affects practicing veterinarians, will be discussed.

Rabies, Chronic Wasting Disease (CWD), Highly Pathogenic Avian Influenza (HPAI), Oh My: Regulatory Issues and How They Affect Me – Part 2



Tessa Marshall, BVSc, MS, DABVP

Cattle Vaccine Program: Development and Immunology

A review of immune system physiology and vaccine efficacy. Using evidenced based medicine to develop vaccine programs.

Failure of Passive Transfer and Potential Sequelae

A review of achieving passive transfer in cattle and current industry standards. Practical treatment of infected joints.

Practical Field Sedation and Anesthesia

A discussion of options for sedation and anesthesia for common field procedures and surgeries in cattle and current industry standards. Practical treatment of infected joints.

Parasite Control for Cattle and Small Ruminants

A discussion of the common internal and external parasites and methods of controlling disease, year-to-year.



Technician

Elizabeth Armstrong, CVT, CVBL, CFE, CCFP, CFT,
CTP, FT

Animal Behavior and Low Stress Handling

This lecture will provide the knowledge and understanding of animal behavior, animal senses, and how fear can lead to aggression. Individuals will be able to develop skills necessary to transform how animals in their care are handled, understand why animal behavior is important to every patient visit and, in turn, create a low-stress work environment.

Reassessment Campaign on Veterinary Resuscitation Overview

Despite major advancements within veterinary medicine, over 90% of dogs and cats do not survive CPA. We will discuss the evidence-based guidelines for dogs and cats experiencing CPA, identify knowledge gaps or areas of CPA management that need further training, and discuss the five domains of CPR for dogs and cats: preparedness and prevention, basic life support, advanced life support, monitoring, and post-cardiac arrest care.

Ed Carlson, CVT, VTS (Nutrition)

Essential Skills for the Patient Nutritional Advocate - Part 1



Attendees will learn various essential skills necessary to educate clients, answer client questions about pet food, and make nutritional recommendations. The session begins by explaining the agencies and organizations that regulate pet food, pet food label requirements, and terminology. Next, we will discuss how to read and understand pet food labels, how to determine the daily caloric requirement of a variety of patient life stages. How to calculate the dry matter basis of pet foods to compare canned food to dry kibble is covered. How to take a nutritional history, make a nutritional recommendation, nutrition myths, and educate clients on nutrition will also be covered.

Convention Program

Ed Carlson, CVT, VTS (Nutrition)

Essential Skills for the Patient Nutritional Advocate - Part 2

This presentation covers identified issues regarding training in the field, ideas on how we can help solve these issues, discussing how adults learn and how to implement this into a training plan, how to create a training plan, proper execution of a training plan, as well as time for questions and discussion.

Creating an Effective Training System for New Hires - Part 2

Nutrition for the Hospitalized Veterinary Patient

Nutrition is vitally important to the hospitalized patient. Unfortunately, the nutritional needs of hospitalized patients are sometimes overlooked. Nutrition concepts, with a focus on the in-hospital patient, are discussed in this lecture. Topics covered include the nutritional needs of ill patients, determining how much to feed, techniques to encourage patients to eat, assisted feeding, food aversions, and tips to be a great patient nutritional advocate.

Pet Food Trends. What's All the Buzz About?

Clients often look to veterinary health care team for nutritional recommendations for their pets. But how do you select the proper diet for your patient with so many options available? This session will discuss several new formulations and ingredients, including plant-based diets, insect proteins, lab-grown meat, human-grade, fresh, freeze-dried, and high-pressure processing. The benefits, myths, misinformation, and unknowns of several pet food formulations and ingredients will be discussed.

Special Interest

Jill Lopez, DVM, MBA, CEO

Life Lessons Learned from the Most Successful People in our Industry

Let's start this session by talking about what success means to us. Is it all about money or is there something else that makes us successful? Then let me tell you about five of the most successful people I know in our business. Who made this list and why? You have to attend to find out!



Five Biggest Trends in Veterinary Medicine

To stay relevant in today's world, you need to keep up to date with the latest trends. But what are the trends shaping vet med? Listen up and I will spill the tea on vet trends, including veterinary practice, pet foods and treats, and personalized care. Know what trends are hot and how you can cash in on them!

Five Veterinary Careers You Don't Know About

Veterinary professionals are starting to look outside practice for careers that are a better fit. One reason is that practicing has become very stressful, from dealing with unhappy clients to dealing with the overwhelming need for veterinary care across the nation.

Some vets also feel like they want to try something new because they have hit the proverbial ceiling at their practice. There is nowhere to go but lateral!

And third, many of us want to focus on work life balance, we want more time to spend with our family and friends and less time in the clinic. Fortunately, just because you have always worked in a veterinary practice does not mean that it is your only career option. Being in the veterinary field, you have many amazing alternative career choices to consider. Let's talk about a few of my favorite alternative careers in vet med.

Branding Secrets for You and Your Clinic

Branding expresses who you are, your values, and your identity. It shows your personality and your authentic self. Learn how to create a strong personal brand for yourself and your clinic on social media and beyond.

Why Millennials Make the Best Clients

Turns out, millennials just really love their fur babies. Statistically speaking, more so than any other generation before them. They are the generation of "Dog Moms and Dads." In fact, a survey conducted from 2020 – 2021, millennials became the largest demographic of pet owners in the United States and make up a whopping 32% of pet parents today. Learn more about them and how to attract them to your practice as clients and as employees.

What Will Vet Med Look Like in 2030?

The future looks bright for vet med, but what will the future hold? Quick stats from the Department of Labor show that the demand for veterinary professionals is growing at an all-time high rate of 18%. Same for pet services, with a 143% rise in spending by 2030 to \$118 billion. What will the veterinary profession look like in 2030? Check out my lecture to find out!

Convention Program

Practice Management

Charlotte LaCroix, DVM, JD



Protecting Your Practice from Litigation and State Board Complaints – Part 1

An overview of the circumstances that lead to malpractice claims and how to avoid them, including addressing client complaints promptly, having informed consents and practicing within the standard of care. The presenter will look at standards of care related to medicine, but also hot topics such as CBD, drug compounding and telemedicine. Dr. LaCroix will also address how malpractice claims brought in a courthouse differ from a complaint-initiated by the state veterinary licensing board.

Protecting Your Practice from Litigation and State Board Complaints – Part 2

Protecting Your Practice from Litigation and State Board Complaints – Part 3

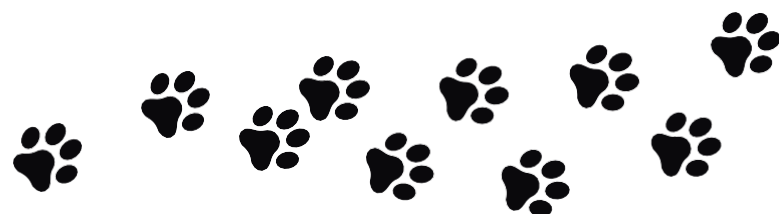
Protecting Your Practice from Litigation and State Board Complaints – Part 4

Practice Succession and Ownership

The lecture covers options and issues to consider when looking to retire or purchase in a market where corporate consolidation has moved out of the fast lane.

Associate and Staff Recruiting

Finding veterinarians and staff to meet the veterinary service demands by increased pet ownership is one of the biggest challenges the profession has faced in years. Anyone searching for qualified employees feel like they are hunting for a close to extinct species. While there is no magic wand that can fix this problem, the session will provide some suggestions on how to incentivize prospective employees.



Small Animal A

Michael Jaffe, DVM, MS, CCRP, CACVS



Multimodal Management of Canine Osteoarthritis

This session discusses the diagnosis and non-surgical management of canine osteoarthritis. Multimodal management and other treatment options will be discussed. Surgical management is only briefly discussed. This session is for all small animal practitioners who see arthritic canine patients in their practice.

Regenerative Therapy in Small Animal Practice

This lecture reviews the basics of regenerative therapy in small animal patients. This discusses the use of platelet rich plasma (PRP) and stem cell therapy for treating canine osteoarthritis and innovations in the field of regenerative medicine.

Feline Orthopedic Exam

This lecture covers tips for performing a good orthopedic exam in cats. It includes a discussion of the most common orthopedic injuries seen in cats. The lecture includes medical management of osteoarthritis and a discussion of sedation for performing the exam when needed.

Diagnosis and Treatment of Muscle Injuries in Dogs

This lecture discusses common injuries of muscles and tendons in dogs. Diagnosis, treatment, and aftercare includes calcaneal tendon rupture, biceps tenosynovitis, supraspinatus tendon injuries, infraspinatus contracture, iliopsoas muscle injuries, and more.



Convention Program

Technician



Megan Kaplan, DVM, DACVECC

Peripheral and Central Line (Jugular) Placement for the Veterinary Technician

Overall review of both placement and techniques and maintenance of both peripheral and central line IVC care for technicians and assistants.

Transfusion Medicine in Dogs and Cats

Review of types of transfusions, proper administration of them, monitoring, and most common complications/reactions.

Oxygen Supplementation

Review different ways to administer oxygen therapy to small animals along with how to handle and monitor respiratory distress patients appropriately.

Nasogastric Tube Placement and Maintenance for the Veterinary Technician

Review reasons for nutritional support with NG tube along with technique on how to place them and then maintain/use them once in place.

Special Interest

Brad Ryan, MSc, DVM, MPH



Preventative Medicine: Promoting the Health of our Veterinary Patients Proactively

The purpose of this presentation is to discuss the benefits of routine wellness assessment in our veterinary patients. We will discuss what the evidence suggests about routine wellness assessment by reviewing two recent studies in dogs and cats. We will discuss how to successfully institute proactive medicine in the veterinary hospital. We will discuss the involvement of all team members from reception to the doctor's role in explaining the WHY to clients.

Proactive medicine diagnostics will be discussed including the minimum database (CBC, chemistry, urinalysis and VBD testing), fecal analysis, retroviral testing, and thyroid testing. We will review two tests involving the urogenital system as part of early disease detection (CADET BRAF and SDMA) and one predictive diagnostic test (RenalTECH in felines). The use of imaging as a screening tool will also be reviewed. The benefits of partnering with a diagnostic laboratory will be outlined including the availability of specific diagnostic tests, technical support, client services and specialist consultations. We will use a case example highlighting the use of various diagnostics in the evaluation of a cat with hyperthyroidism. At the end of the talk we will entertain specific questions with regards to wellness testing.

GI Parasitology: Utilizing the KeyScreen™ GI Parasite PCR Panel for Enhanced Diagnostic Screening and Improved Standards of Care

This course reviews current challenges in veterinary medicine to decrease the prevalence of gastrointestinal parasites in small animal medicine. Current diagnostic methodologies utilized in veterinary parasitology, including benefits and limitations of each methodology for the diagnosis of common gastrointestinal parasites in small animals will be covered.

Participants will learn about scientific advances in GI PCR and current applications for comprehensive GI parasite screening, diagnosis of benzimidazole-resistant hookworms, and diagnosis of potentially zoonotic assemblages of (*Giardia duodenalis*). The clinical relevance, infectivity, treatment, and retesting recommendations is provided for the most common nematode and protozoal gastrointestinal parasites diagnosed in small animal patients.

Tam's Test Result-Lyme Borreliosis in Dogs and Cats

This case-based session will summarize key aspects of Lyme borreliosis in dogs and cats and provide resources for practical clinical management. Recent peer-reviewed literature, and evidence- and expert-based guidelines, will be discussed.

By the end of the session participants should feel comfortable and confident facing off against this common infectious disease, and well-equipped with expert- and evidence-based resources to assist with case management, prevention, and pet-owner communication, along with addressing One Health concerns.

Clinical (and Practical) Antimicrobial Stewardship in Dogs and Cats

This case-based session will summarize key aspects of antimicrobial stewardship (AMS) and provide resources for practical AMS incorporation into clinical management as related to dogs and cats. Recent peer-reviewed literature on common clinical AMS topics will be discussed. By the end of the session participants should feel comfortable and confident facing off against common (and emerging) infectious diseases, and well-equipped with expert- and evidence-based resources to assist with case management (and pet-owner communication) on clinical AMS and One Health concerns.

Convention Program

Sue Ettinger, DVM, DACVIM
(Oncology)

Cancer ABCs: Aspirates, Biopsies and Cytology

In this presentation, the primary focus will be on the early diagnosis and treatment of skin and subcutaneous masses. Attendees will be encouraged to overcome any frustration resulting from doing aspirates, non-diagnostic samples, or seemingly untreatable tumors. New guidelines for the timely diagnosis of lumps and bumps in patients will be discussed. The importance of early diagnosis will be emphasized, as the majority of skin and subcutaneous tumors can be successfully cured with surgery alone, so it's important not to wait. Techniques for enhancing cytology proficiency will be explored, and the presentation will include an interactive session where real-life cytology case examples will be examined, enabling attendees to determine the tissue of origin and distinguish between benign and malignant masses. As advocates of the "Why Wait? Aspirate®" cancer awareness program, the aim is to empower attendees to adopt a proactive approach with the motto "See Something, Do Something."

Diagnosis and Treatment of Canine Mast Cell Tumors: Latest Advances

Canine mast cell tumors (MCT) are the most common skin malignancy in dogs and can present a range of challenges for veterinarians. With a wide range of biologic behavior and outcomes, as well as a variety of diagnostic tests, prognostic factors, and treatment options, it can be overwhelming to manage MCT in practice. Join Dr. Ettinger for an in-depth look at the diagnosis and treatment of canine mast cell tumors. This lecture will provide a concise overview of the latest updates in MCT diagnosis and treatment, including cytologic grading, staging recommendations, surgical margins updates, and the use of intratumoral STELFONTA®. We'll cover essential diagnostics, treatment options, supportive care options, and prognosis. Don't miss this opportunity to get up to date on the management of canine mast cell tumors.



STELFONTA For MCT in 2023:

How to Get Started and What We Have Learned So Far

Join us for an informative and practical presentation on STELFONTA®, an FDA-approved, anesthesia-free treatment option for canine mast cell tumors. You'll learn about the unique mechanism of action of STELFONTA®, how to administer the treatment, and the latest advancements in cytological grading. With over two years of experience using STELFONTA®, you will gain valuable insight and practical tips based on case presentations and Dr. Ettinger's in-the-trenches experience with STELFONTA®, including tips on identifying suitable candidates and managing tumor destruction and wound healing. This is a must-attend event for veterinarians looking to enhance their treatment toolbox and confidence in managing canine mast cell tumors with STELFONTA®.

Year in Review: Cancer Diagnosis and Therapy in 2023

Get the latest updates in veterinary oncology from Dr. Ettinger in this comprehensive review. From new diagnostic techniques to emerging treatments and clinical trials, this talk will cover everything you need to know about the latest advances in cancer care for animals. With a focus on clinical diagnosis, treatment, and monitoring in general practice, this presentation will give you the tools to provide the best care for your patients. Attendees will learn how to use and implement the NuQ® Vet Cancer Screening Test for dogs. We'll also delve into specific new therapies, like Laverdia, a conditionally approved oral lymphoma treatment, and Canalevia, a new conditionally approved oral medication for chemotherapy-induced diarrhea.

Additionally, we will review the non-invasive free-catch BRAF urine test, that detects the BRAF mutation found in bladder and prostate cancer, or urothelial carcinoma. We will discuss how best to use this test in everyday practice to screen, diagnose, and monitor these patients. This talk will be constantly updated to ensure you're getting the most current information available. Stay up to date and learn how these new developments can benefit your patients in your general practice.

Convention Program.....

Large Animal



Harold Schott, DVM, PhD, DACVIM

Is There More to PPID Than Old Shaggy Horses?

Pituitary pars intermedia dysfunction (PPID), or equine Cushing's Disease, is being recognized with increasing frequency. It develops as a consequence of loss of hypothalamic dopaminergic neurons, with parallels to Parkinson's Disease. Diagnosis of PPID in advanced cases is straightforward but diagnosis in earlier stages of the disease remains challenging.

Do All Horses with PPID Need Medical Treatment?

Management of equids with PPID includes husbandry and adequate nutrition. The dopaminergic drug pergolide (PrascendTM) remains the medication of choice for PPID. The decision to use pergolide should be made on a case-by-case basis.

Endocrinopathic Laminitis - Cancer in the Hoof?

Endocrinopathies are now recognized as the most common risk factor for developing laminitis. Hyperinsulinemia was discovered, by serendipity, to be an important trigger for disruption of lamellar structure and leads to increased lamellar cell proliferation, with signals that have parallels to neoplasia.

Fat, Foundered Horses - What is EMS and ID?

Equine metabolic syndrome (EMS) is a syndrome of obesity accompanied by insidious-onset laminitis that is associated with insulin dysregulation (ID). Why these fat horses founder remains incompletely understood.

What's New for Management of EMS and ID?

Laminitis commonly develops while at-risk horses are grazing spring and fall pasture. Lush pasture is high in non-structural carbohydrates (simple sugars) that can lead to hyperinsulinemia and laminitis. Recently, drugs that block the sodium-glucose transporter in the kidney have shown promise as a novel medical treatment for ID and laminitis.

Technician

Laurie Fonken, PhD, LPC

A View from the Edge: Challenges to Veterinary Well-being

We are all familiar with the numerous studies, articles and conversations taking place regarding the challenges to mental health and well-being in the veterinary profession. The statistics are concerning, and the trends are not improving. Workload and demand continue to rise at the same time client expectations and social media cast a shadow over those who care so much for animals and their people. In this interactive session, through a combination of didactic presentations and experiential opportunities participants will discover more about the trends and challenges to veterinary well-being. Concepts and terms will be defined in order to help participants recognize their particular challenges and begin to identify solutions focused on creating a healthy and sustainable model for thriving in the practice of veterinary medicine.

Care for the Heart of the Caregiver: Cultivating Compassion

Veterinary technicians are highly committed and dedicated individuals who work hard to care for their patients, clients, colleagues, and communities. For those who devote their lives to the service of others, the physical and emotional demands can lead to exhaustion. Day-to-day work expectations and pressures can at times feel overwhelming and isolating and have detrimental effects on personal and professional well-being. Veterinary technicians as caring individuals have the capacity to focus that care on themselves. With honest reflection, assessment and development of healthy self-care practices you can continue to effectively provide comprehensive and compassionate care to others, while taking care of yourself. We will explore the concepts of compassion fatigue, healthy compassion, and self-compassion along with tools to support development of healthy self-care practices.

Living Between the Lines: Life, Work, and Well-being

Mental health and wellbeing are being discussed frequently in veterinary literature which describes concerning rates of burnout, anxiety, depression, suicidality and substance use among veterinary professionals. Researchers have done a comprehensive job of quantifying statistics, identifying the issues and contributing factors and suggestions for addressing these challenges. The number one challenge mentioned in most of the research is an every growing and unsustainable workload, a major contributor to burnout. In this interactive session we will take a look at the causes and impacts of burnout and job related stress, along with the importance of setting appropriate, consistent and clear personal and professional boundaries. Participants will be given tools and techniques to help them begin to identify areas of challenge and implement practices to support growth and well-being.

Convention Program.....

Creating a Healthy Practice Culture

Studies show that workplaces with fully engaged employees are more productive, more profitable, can change and adapt more quickly, and have lower attrition rates. A healthy culture is good for business and enhances employee satisfaction and morale. Veterinary technicians play an essential role in developing, implementing and maintaining a culture that determines the success of the practice while supporting team wellbeing. In this interactive presentation we will look at how cultures are created, the consequences of letting a practice culture develop on its own, the connection between well-being and practice culture, and foundation-level principles and values, that support a healthy workplace culture.

Hope is a Verb: Focus on the Future

Veterinary medical professionals face many challenges. We are all too familiar with the impact on mental health and well-being. It may be hard to envision a better future, especially when most of us are just trying to keep up hour-by-hour, day-by-day with no end in sight. Many have lost touch with the meaning of the work they do as most are just focused on getting the work done. As hard as it may seem to stop this cycle, practicing active hope is a place to begin.

Traditional definitions of hope refer to it as a noun defined as a feeling, a desire, an expectation, wish or dream for a positive outcome. This presentation will present hope as an active verb with three elements: a future oriented goal, a pathway, and the agency or ability to move toward the goal. Based on the work of Shane Lopez and the practice of job crafting, participants will be encouraged to imagine and create a future goal, discover specific strategies and a pathway to reach the goal, and identify personal motivation and abilities which will enable them to achieve the goal.

Special Interest

Roseanne Peters, DVM, DACVIM (Neurology)

Tips and Tricks to the Neurological Exam

A video review of the neurologic exam with some tips to improve successful evaluation.

A Visual Tour of Lesion Localization

A video and photography-based review of neurologic abnormalities and tips for successful lesion localization.

Inflammatory CNS Disease

An overview of the approach to inflammatory central nervous system diseases.

Principles of Seizure Management

An outline of the essential principles of seizure management.

When You Can't Refer the Neurologic Patient

A rational approach to managing neurologic diseases with case examples.



Practice Management



Keith VanHoy, CPA, PFS

Changing Your Finances from Struggle to Strength

In this session we discuss the problems around the traditional views of accounting for your practice and how you can gain more advice and freedom by implementing a modern, streamlined financial system. Discussions will include modernizing your accounting systems, people processes and time management to make real change happen.

Tax Planning for Your Veterinary Practice

With the new year approaching, November is an excellent time to plan! We will review types of tax planning, how it works in practice, and a couple of tax planning ideas you can implement for your practice.

Tax Savings Through Fringe Benefits

Fringe benefits are a great tool for employee retention while providing tax savings for your practice. We will review common fringe benefits such as retirement plans, employee programs and other benefits you can review and choose to implement to help retain your employees and save you money.

Exhibitors

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The ISVMA is an organization of hardworking, dedicated veterinarians and certified veterinary technicians who believe in providing quality, science-based animal health care. We represent more than 1,800 veterinarians, certified veterinary technicians, veterinary students, and technician students in a variety of fields and specialists. Together, we share the best practices, support one another, and impact the future of veterinary medicine through political advocacy.

Exhibitors

Illinois Veterinary Medical Foundation

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The IVMF, a 501(c)(3) charity, supports charitable programs for animals, students' scholarships at the University of Illinois College of Veterinary Medicine and other programs that support the ISVMA's mission.

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