



Why Wellness Test? -- Medical Necessity

- 28% of all wellness tested patients demonstrate at least one abnormal blood value that requires either a recheck visit, further diagnostics or immediate treatment.
- At least 10% of all wellness tested patients are diagnosed with subclinical disease.

Screen pets every year

Veterinary Economics 42[4]:36-40 Apr '01

If you only order blood work when you suspect a pet is ill, you're missing out. An annual screening program can uncover disease in apparently healthy pets, boosting your level of medical care—and your revenue.

By Jim Irwin, ovm

an you diagnose a gastrointestinal disorder just by looking at Scruffy? Not likely. Now think about how many of your patients suffer from such medical problems as hypothyroidism that a routine exam won't uncover. In my practice, more than 10 percent of patients who look healthy return abnormal test results. That's why an annual health screen is such an invaluable tool. If you don't regularly screen pets because you think clients won't pay for this care-or because you don't think pets need it-you're wrong. And you're probably missing

disorders that negatively affect your patients' health.

I've known for some time that an-

The bottom line

When Dr. Jim Irwin embarked on an 18-month study of wellness testing at his practice, he found that testing identified some form of disease in more than 10 percent of patients—and contributed almost \$10,000 a month to the practice's gross income. To make screening work for you, decide what values to test, then train team, members to promote annual testing.

Figure 1

Gross income generated

The annual health screening program generated the following gross income for the practice during an 18-month period:

	Total	Monthly
Income generated by screening tests	\$66,258	\$3,681
Charges for additional diagnostic testing	\$35,694	
Charges for treatment procedures	\$77,058	\$4,281
Total income	\$179,010 .	\$9,945



Goal of Wellness Testing?

- Indentify subclinical disease prior to the onset of clinical signs
- Early diagnosis results in:
 - Improved treatment outcome
 - Lower cost of treatment
 - Improved prognosis
 - Improved length of life
 - Improved quality of life
 - Enhancement of the human-animal bond







Benefits of Wellness Testing

- Patient
 - Confirmation of Health
 - Blood testing adds quantitative data to the qualitative information provided by the history and physical examination
 - Increased life expectancy and quality of life
 - Increased safety for medication use
 - Increased anesthetic safety
- Client
 - Piece of mind regarding pet health
 - Reduced cost of treatment when illness diagnosed
 - Improved human-animal bond
- Practice
 - · Quality of medicine
 - Shift from dependence on vaccine/OTC revenue to diagnostics/treatments
 - Improved job satisfaction
 - Increased referrals
 - Increased Profitability





New Challenges – Hospital Revenue is Going Other Places:

- 1. Decreased Veterinary Utilization
- 2. Fipronil
 Now Off Patent Generic
- 3. Target and Wal-Mart Pharmacies
 Aggressively Seeking Veterinary Revenue





news I take notice

House bill requiring mandatory veterinary prescriptions garners AVMA opposition



Journal of the AVMA, June 1, 2011

Target and Wal-Mart

Leading The Charge

House bill requiring mandatory veterinary prescriptions garners AVMA opposition

The AVMA has come out against a federal proposal mandating that veterinarians provide clients with written prescriptions regardless of whether they dispense those medications.

Utah Rep. Jim Matheson introduced the Fairness to Pet Owners Act of 2011 (H.R. 1406) this April to purportedly save consumers money by increasing their options over where they purchase drugs for their companion animals.

"This bill simply gives pet owners the same right to shop around for the best prices on the medications they buy for their pets as they have for products they buy for themselves," Matheson explained.

- Bill in US Congress requiring prescriptions be handed to any pet owner where a medication has been prescribed by the veterinarian
- Designed to allow (and even encourage) the pet owner to price shop the medication at a larger pharmacy
- Also requires a written disclosure for the client explaining that they may fill their prescriptions at the clinic or at an offsite pharmacy

What will this potentially do to the profitability and revenue stream at the clinic level?





Fipronil Off Patent



Lower generic fipronil prices move consumers to generic brands even if the practice carries other products





Challenges to The Veterinary Practice

Decreasing Veterinary Utilization



Revenue growth can't hide 'alarming' decline in client visits





The Bayer Veterinary Care Usage Study







 Bayer Healthcare LLC in cooperation with Brakke Consulting, NCVEI, Ipsos-Forward Research as well as university consultants form Southern Methodist University, Texas Christian University and Kansas State University

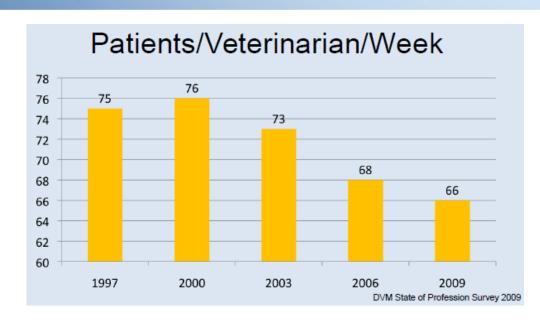
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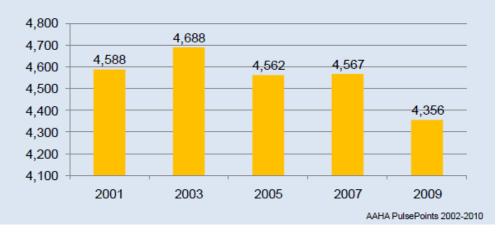


Weekly Transactions Are Down

Trend Started Pre-recession



Median Transactions/FTE Veterinarian







THE GOOD NEWS

Pet Owners Would Take Their Pets to the Vet More Often ...

Percentage of pet owners who agreed completely or somewhat:

	DOG	CAT
If I knew I could prevent problems and expensive treatment later	59%	56%
If I was convinced it would help my pet live longer	59	53
Each visit was less expensive	47	54
I really believed my pet needed exams more often	44	49
If it wasn't so stressful for me and my pet	22	28
My pet didn't dislike it so much	19	26
The clinic was more conveniently located	17	17
The visits did not take so long	15	17
The clinic was a more pleasant place	13	15
The receptionist at the veterinary clinic was friendlier	12	10
The veterinarian was nicer	11	11

SOURCE: BRIER HEALTHCARE LLC ANNAL HEALTH DIVISION, BRIER VETERINARY CARE USAGE SURVE

Strategies to Make an Immediate Difference

- 1. Remove the Vaccine Roadblock
- 2. Address Price Sensitivity
- 3. Remove the Need for Unnecessary Repeat Visits to Address Feline (and overall client) Resistance to Visiting the Office



Remove the Vaccine Roadblock Veterinary Visit = Vaccine

The Client is asking for more - almost 60% would come more often if it would prevent illness.

- We must <u>change</u> the expectation from the veterinary visit away from the vaccine and <u>move</u> it toward:
 - Overall Preventive Medicine
 - Education
 - Diagnostics
 - Quality of Life
 - Length of Life





YOUR KEY MESSAGE TO THE PET OWNER

Almost 60% would come more often if it would prevent illness.

Wellness Testing

- Normal results provide value and a healthy report card
- Detects sub-clinical disease often not found on a physical examination
- Often finds disease at an earlier stage where treatment will be less expensive
- By finding disease earlier:
 - Life is extended
 - Quality of life is improved



Current Blood Testing

Current Blood Testing					
Wellness Patients (per month)					50
Anesthetic Patients (per month)					4
, ,		Current Pricing	Current Compliance	Curren	nt # Tests
Wellness Testing Compliance	\$	77.00	10%		10
Pre-anesthetic Testing Compliance	\$	-	0%		0
T4 Wellness Testing Compliance	\$	-	0%		0
Coagulation Testing Compliance	\$	16.95	0%		0
Monthly Revenue Generated - Wellne	ess			\$	385.00
Monthly Revenue Generated - Pre-ar	Monthly Revenue Generated - Pre-anesthetic			\$	-
Monthly Revenue Generated - T4				\$	-
Monthly Revenue Generated - Coagu	ulatio	n			\$0.00
Current Total Monthly Practice Rev	/enu	е		\$	385.00



Forecasted Wellness Testing Opportunity

Forecasted Blood Testing Opportunity

Our experience indicates that your practice should experience at least a 25% increase in testing of wellness and pre-anesthetic patients. We also typically see at least a 40% compliance in coagulation testing with proper pricing. With those assumptions, we anticipate the following:

	Suggested Pricing	Forecasted Compliance	Forecast	ted # Tests
Wellness Tests (per month)	\$ 65.00	46%		25
Pre-anesthetics Tests (per month)	\$ 65.00	20%		1
T4 Wellness Tests (per month)	\$ 30.00	50%		5
Coagulation Tests (per month)	\$ 30.00	40%		2
Monthly Revenue Generated - Wellne	ess/Pre-op		\$	1,625.00
Monthly Revenue Generated - Pre-an	esthetic		\$	52.00
Monthly Revenue Generated - T4			\$	162.00
Monthly Revenue Generated - Coagu	lation		\$	48.00
Forecasted Total Monthly Practice	Revenue		\$	1,887.00
Monthly Profit			\$	1,264.44
Forecasted Total Annual Profit			\$	15,173.28
Increased Monthly Profit Over Curren	t Blood Testing		\$	693.94
Total Annual Profit Over Current Bi	ood Testing		\$	8,327.28
Time Value Savings With Point-of-Care Wellr	ess Programs			
Calculated DVM value per minute			¢	3.33
Doctor's unbillable time per client call	hack (based on 10 minute	ae)	\$ \$	33.33
Number of send out chemistry from P		<i></i>	Ψ	55.55
Doctors unbillable time based on #		s (annual)	\$	2,000.00

Point of Care Analysis – Why Do This In-House?

By obtaining immediate chemistry and hematology results, you will:

- 1. Provide a higher level of patient care
- 2. Improve Customer Service Vital in today's economy

3. Strengthen client communication and education

4. Boost client compliance

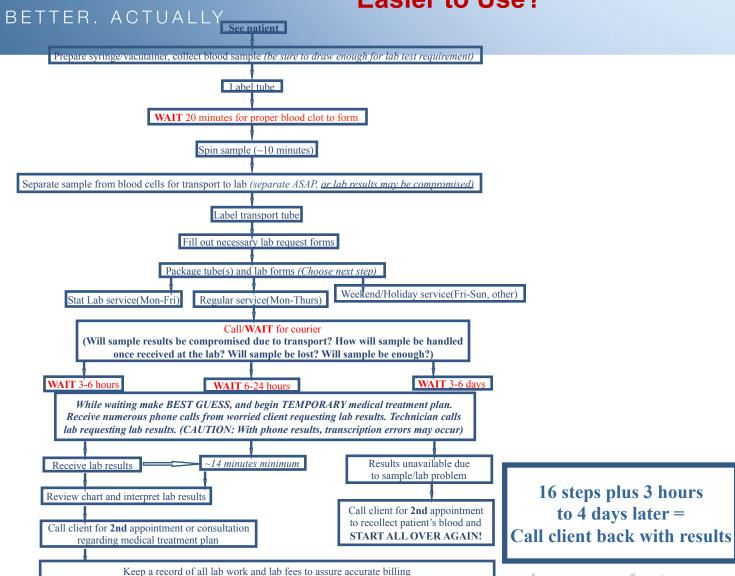
5. Expand specialty testing capabilities

- 6. Increase tests/visit
- 7. Grow practice revenue





Is the Commercial Lab Really Easier to Use?



from lab. Does the lab bill for testing of inadequate lab samples?



How frustrating is phone tag? What does it cost you to play phone tag after sending out blood tests?

Physical Examination/Office call fee		\$30.00
Length of routine appointment (minutes)		20.00
Appointments per hour		3.00
Calculated doctor hourly medical fee	ted doctor hourly medical fee 3.5XMedical	\$90.00
Calculated doctor hourly surgical fee		\$315.00
Hours per day medical		7.00
Hours per day in surgery		2.00
Average doctor hourly fee		\$140.00
Doctor time per minute		\$2.33



Abaxis Practice Growth Partnership Program

- Team Training Outline
- Tiered Pricing Examples
- Personalized documents for clinic use
 - 1. Wellness Checklist
 - 2. Wellness Questionnaire
 - 3. Physical Exam Form
 - 4. Bill of Health



PRACTICE GROWTH PARTNERSHIP PROGRAM



Understand The Tiered Pricing

Panels	s By Rotor	
Prep		
	Wellness	\$ 31.50
	Wellness + CBC	\$ 52.50
	Pre-anesthetic + CBC	\$ 52.50
	Mini Diagnostic + CBC	\$ 76.00
	Recheck Mini	\$ 30.00
	Recheck Mini + CBC	\$ 43.00
CDP		
	Wellness + CBC	\$ 87.50
	Pre-anesthetic + CBC	\$ 87.50
	Diagnostic + CBC	\$ 110.00
	Diagnostic Plus + CBC	\$ 130.00
	Recheck	\$ 63.00
	Recheck + CBC	\$ 73.00
Critica	l Care	
	Add on to CDP for CI-	
	Critical Care Monitoring	\$ 34.00
	Monitoring or recheck + CBC	\$ 47.00
MLP		
	Add on test	\$ 36.00
	Monitoring with CBC	\$ 59.00
	Paired Bile Acid	\$ 63.00

11. Age is irrelevant to some veterinarians in regards to pre-anesthetic testing.

Example: Let's say you choose the following protocol for your practice:

Age (from chart)	Wellness Panel	Pre-anesthetic Panel
0-34	Prep II + CBC	CDP + CBC
35-48	CDP + CBC	CDP + CBC
> 48	CDP + CBC+ T ₄	CDP + CBC

A suggested pricing schedule would incorporate a significant discount for wellness and pre-anesthetic testing to encourage compliance, especially early in the program. Additional diagnostics, treatments, medications and rechecks will more than make-up for the discount. From this point, you might consider yearly, reasonable price increases once compliance reaches your target goal.

Therefore, depending on your economic area and your current pricing structure, a pricing schedule might look something like

	Wellness	Pre-anesthetic	Recheck	Ill patient
Prep II	\$30.00	N/A	\$25.00	N/A
Prep II + CBC	\$42.00	N/A	\$32.00	\$48.00 or more*
CDP	\$45.00	\$65.00	\$35.00	\$53.00 or more*
CDP + CBC	\$65.00	\$45.00	\$45.00	\$85.00 or more*
CDP + CBC + Ta	\$65.00	N/A	N/A	\$105.00 or more*

- 2. Rechecks are discounted from an ill patient exam for increased compliance and less interpretive time in most cases
- Ill patient pricing includes additional time for interpretation, client consultation and possible manual blood smears.
 Pre-anesthetic pricing matches wellness, and allows REQUIRED BLOOD WORK in most cases.
- 5. T₄ pricing is based on \$20.00 for wellness screening. If utilized as part of an ill patient diagnostic screening, a higher fee should

*Please consult with your Abaxis Regional Account Manager regarding common pricing in your area.

More Pricing Examples:

Panel:	s By Rotor	
Prep		
	Wellness	\$ 31.50
	Wellness + CBC	\$ 52.50
_	Pre-anesthetic + CBC	\$ 52.50
	lini Diagnostic + CBC	\$ 76.00
	Recheck Mini	\$ 30.00
	Recheck Mini + CBC	\$ 43.00
CDP		
	Wellness + CBC	\$ 87.50
	Pre-anesthetic + CBC	\$ 87.50
	Diagnostic + CBC	\$ 110.00
	Diagnostic Plus + CBC	\$ 130.00
	Recheck	\$ 63.00
	Recheck + CBC	\$ 73.00
Critica	l Care	
	Add on to CDP for CI-	
	Critical Care Monitoring	\$ 34.00
	Monitoring or recheck + CBC	\$ 47.00
MLP		
	Add on test	\$ 36.00
	Monitoring with CBC	\$ 59.00
	Paired Bile Acid	\$ 63.00

Panel Name	Rotor	CBC	Price
Wellness	Prep	NO	\$ 31.50
Wellness	Prep	YES	\$ 52.50
Wellness	CDP	YES	\$ 87.50
Pre-anesthetic	Prep	YES	\$ 52.50
Pre-anesthetic	CC	YES	\$ 57.50
Pre-anesthetic	CDP	YES	\$ 87.50
Mini Diagnostic	Prep	YES	\$ 76.00
Diagnostic	CDP	YES	\$ 110.00
Diagnostic Plus	CDP + CC	YES	\$ 130.00
Recheck Mini	Prep	NO	\$ 32.00
Recheck Mini + CBC	Prep	YES	\$ 43.00
Recheck Diagnostic	CDP	NO	\$ 63.00
Recheck Diagnostic + CBC	CDP	YES	\$ 73.00
Critical Care	CC	NO	\$ 34.00
Critical Care + CBC	CC	YES	\$ 47.00
MLP	MLP	NO	\$ 36.00
MLP + CBC	MLP	YES	\$ 59.00
Paired Bile Acids	MLP	NO	\$ 63.00
T4 Wellness/Recheck	T4	NO	\$ 27.00
T4 Diagnostic	T4	NO	\$ 42.00
CBC Diagnostic		YES	\$ 42.00
CBC Recheck		YES	\$ 20.00

Tiered Pricing Example

	III Patient	Wellness/Pre- anesthetic	Recheck
Comprehensive Diagnostic Rotor	\$60	\$50	\$40
Include a CBC	\$70	\$60	\$50

Benefits:

- Increase compliance
- Improve perception of value
- Boost revenue on full panel results
 - Additional testing
 - Additional treatments and medication



Prepare For The Customer Appointment





Staff Training

Regular staff meetings to discuss wellness testing are important to a thriving program. Possible topics for regular meetings would be (see training manual):

- Case discussions of sub-clinical cases
- New ideas to increase compliance
- Learning blood smear creation and interpretation
- Expanding the program to include other testing radiology, ultrasound and urinalysis

Once the staff is trained, we can now utilize the client education literature we have created to recommend the wellness testing. We must also train the staff as to the meaning of this literature and how to present it in a flow that complements the practice, not inhibit it.



REMINDER CARD

Expectation of Testing Prior to the Visit

Vet. Care Center of Chesterfield Valley 16830 Chesterfield Airport Chesterfield, MO 63005 By sending a reminder card that includes wellness testing, your client will know what to expect when they come in As well as ensuring they have the appointment in their busy schedule.

Dear Irish,

Next month you are due for the treatments or products listed below. Please have your owner call our office at 636-537-9960 to schedule an appointment. Remember that a yearly physical examination is just as important as vaccinations.

Visit our web site at www.veterinarycarecenter.net.

	,	
06-06-06	DHLP-PVC Annual	
04-11-04	Heartgard Plus Blue 6 Pack	
06-06-06	Wellness Examination	
07-01-05	Heartworm Test - Antigen	
06-06-06	Bordetella-Kennel Cough	
06-06-06	Wellness Blood Testing	





PREPARATION FOR THE VISIT & PHONE COMMUNICATION

When the client sets the appointment, the receptionist should:

1. Remind the owner to withhold food the morning of the appointment in case blood testing should be needed.

PRACTICE TIP:

Place post-it notes on the workstation screens wherever appointments are made. The notes should remind the staff to tell the client to withhold food for the meal prior to the appointment in case blood work needs to be performed. This is routinely asked of patients by human MDs and clients will understand and usually follow the request.

- **2. Prepare a document similar to the** Pet Owners Checklist.
- 3. The receptionist should perform a brief description of the reason for the visit, including wellness testing.

Patient files and computer records are accessed to prepare the Complete Wellness Checklist prior to the patients arrival





DISCUSS AND STRONGLY EMPHASIZE TOPICS ON THE PET OWNERS CHECKLIST

The pet owners checklist provides the client with a summary of what their visit to the Veterinarian will consist of and the date those visits are scheduled. Great for ensuing follow up with your clients and expanding customer service by sending reminder cards.

Important Note:

How you say something is often more important than what you say. Which of the following statements is more likely to make a person either say yes or at least stimulate discussion?

"Your pet is due to receive wellness testing."

Always use positive, directed statements.



sert your logo, veterinarian's	group and contact information

Pet Name:	
Owner Name:	
Patient ID:	
Date:	

Canine Pet Owner's Checklist - Complete Wellness Care

!!_	Physical Examination	Every 6 months. Pets age at a faster rate (\$10 years for every human year) so an oxam every 6 months would equal 3:12 – 5 year for your days. The physical exam can detect, many disease states in early stages making treatment more likely to be effective an less expensive.
	Rabies Vaccine	Required every 1-3 years, Rabies vaccination is required by law. Vaccination is the best prevention for this untreatable disease which is also a task to your family.
	DHPP Vaccine	Every 1-3 years. Distemper causes fatal pneumonia and brain disease. Hepatitis virus causes fatal liver disease. Para influenza is a fil. like virus. Parvovirus causes a potentially fatal gastrointestinal disease.
	Bordetella Vaccine	Yearly. A bacterial infection of the upper respiratory system that can lead to chronic bronchitis or pneumonia. All dogs using kennel, groomer or that may require hospitalization are required to have this vaccine.
	Lyme Disease	Yearly, Lyme Disease, transmitted through ticks) is a potentially fital infection that also causes a lifelong arthritis and/or hear disease. Pets with this disease can be a risk to humans when a sik moves from pet to human. This vaccine can also protect you family by killing bely jume Disease better bin a sik that hat dates to your pet.
	Heartworm Test	Yearly. A large percentage of dogs not on preventative medication are infected with heartworms— a fatal disease of the hea and lungs. This disease is also carried by wild dogs, fox, coyotes and wolves. Preventive medications are very effective when use as instructed. Early detection is key to successful treatment.
	Fecal Parasite Exam	Every 6 months. Fecal analysis checks for the presence of intestinal worms and other parasites. Some of these worms can be a rist to your family if not treated and can also cause gastrointestinal disease in your pet.
	Wellness Blood Testing	Every 6-12 months. Yearly blood testing will help identify underlying problems with your pet's internal organ function that is no readily apparent on a physical examination. The screen evaluates liver function, iddney function, checks blood sugar and prote levels. Additionally, a complete blood count is also performed to evaluate for anemia, first-ction and other disease states. The level of testing will depend on your pet's agen of physical condition.
	Heartworm Prevention	Monthly, Heartworm infection leads to fatal beart and lung disease, infection occurs by a mosquito bite and prevention is vit, wherever mosquitoes live. Infected dogs often appear to have asthma and rarely sudden death is the only symptom.
	Flea Prevention	Monthly. Fleas can be active when the temperature reaches 45 degrees. Fleas cause allergic demantitis leading to slan infection. They also carry several blood parasites that can seriously affect your pet. Prevention is far easter and more cost effective that treatment.
	Microchip ID	A safe and permanent identification for your pet. ID#
	Dentistry	Every 6-12 months. Pets with yellowish brown tartar accumulation on the teeth should have their teeth deaned (just as humar do) to prevent gum disease, tooth loss and bad breath. As dental disease progresses, bacteria enters the blood through inflame gams leading to be ent and leiden yellow. Hard food and retest do not prevent start accumulation.
	Advanced Testing	As needed. Your veterinarian may suggest more advanced testing if you have a senior pet. These tests are also suggested for certain breeds of higher risk categories. These tests may include radiographs (x-rays), urtnalysis or electrocardiogram. Thyroil testing is strongly encouraged in all does more than 1 years old.

 $\widetilde{\mathit{VetScan}}^*$ point-of-care blood laboratory systems, anytime, anywhere.



@Aboute



BETTER. ACTUALLY

Everyone is interested in the "human age" of their pet. This charts provides in detail, their pet's age and suggestions for their pet's annual check -up testing. Testing suggestions may vary depending on breed and size of animal.

Always discuss physiologic age!

				•
Insert your	logo, veterir	narian's group	and contact	information

Pet Name:	
Owner Name:	
Patient ID:	
Date:	

Pet Age Chart and Testing Recommendations

Age	0-20 lbs	21-50 lbs	51-90 lbs	>90 lbs	ı n	Testing recommendations are nade based on your pet's breed,
8 months	13-16	13-16	13-16	13-16	a	ge and/or history. These may include
2	24	24	24	24		Level 1*
3	28	28	29	32	NG TO SE	
4	32	33	34	38		Chemistry Panel
5	36	37	39	42		Complete Blood Count
6	40	42	45	49		1 104
7	44	47	50	56		Level 2*
8	48	51	55	64		Chemistry Panel
9	52	56	61	71		Complete Blood Count
10	56	60	66	78		Urinalysis
11	60	65	72	86		Officialists
12	64	69	77	93		Level 3*
13	68	74	82	101		
14	72	78	88	108		Chemistry Panel
15	76	83	93	115		Complete Blood Count
16	80	87	99	123		Urinalysis
17	84	92	104			Thyroid Testing
18	88	96	109			Blood Pressure
19	92	101	115			
20	96	105	120			Electrocardiogram

Wellness Testing Recommendation (non-surgical)

Other recommended testing:



 $V\!etScan^{^{\mathrm{a}}}$ point-of-care blood laboratory systems, anytime, anywhere





WELLNESS QUESTIONNAIRE

nse	ert your logo, veterinarian's group a	nd contact information	Owner Name: Patient ID:		
	Wel	lness Examination (Questionnaire		
1.	Your pet's current weight is	lbs. This is a change of	_lbs. from last year.		
2.	What diet are you feeding?				
	 a. How much are you feeding 	3			
	b. How many times daily do y	ou feed your pet?			
3.	How often does your pet:				
	a. Visit the groomer?				
	b. Use a boarding kennel?				
	c. Go to day care?				
	What percentage of the time does				
5.	When was the last time you gave yo				
	 a. Heartworm prevention? 				
	b. Flea prevention?				
	Is there any odor to the breath?		Y	N	
7.					
8.					
9.	Has there been an increase in wate		Y	N N	
			Y	N	
	Has there been a change in appetit		Y	N	
12.	a. If yes,		Increased	Decreased	
12	Have you noticed any:		mereasea	Decreased	
20	a. itching/scratching	licking of the feet	skin growths		
	b. scratching at the ears	smell from the ears	discharge from the eyes or nose		
	c. sneezing	coughing	nose	,	
14.	Does he/she have any trouble:	getting up	climbing stairs	jumping/running	
15.	Has there been any recent:	vomiting	diarrhea	scooting	
	a. If yes, how long ago and h	ow often			
16.	Is there anything else that the doct	or should know about?			
Ve	$etScan^*$ point-of-care b	lood laboratory systems, anything	ne anywhere		

Give form to all clients at check-in to get a snapshot of their animals health and to cover any information the owner may not think of when in the examination room.







TECHNICIAN EXAMINATION/Discussion/Education

Upon review of all needed services in the exam room, the Technician informs the client as to which wellness panel the patient is due to receive.

If wellness testing is declined, the technician will educate the client as to why the blood tests are a necessary component of the patients health care, and an educational handout is provided.



"It is important that we perform blood testing on your pet every year. We watch for changes in organ systems such as the kidney and liver. We also monitor important blood cell levels, among many other things. Should we find abnormalities, we can often treat the illness with better results and often at a lower cost. If everything is normal, you will have piece of mind that all is well, and we will have normal baseline values to monitor your pets' health in the future."





PROVIDE EDUCATIONAL MATERIALS Especially if Tests are declined

• **	0000_vellanes_hou.al 4/35/09 2:00:03 DM		•
•			4
3.	The benefits of wellness testing Exalità heatity hastilis value Exalità heatity hastilis value Exalità heatity hastilis value Exalità heatity hastilis value I hastilis value I hastilis value I hastilis heatity I hastilis value I is repossibly important to obtain these values when the patient is young prior to any illness or ager related changes. I heatity assees find before clinical signs are evident, Disease identified before clinical signs are evident, Exercise a pro-active carry of the lessens the core of reasment. Explosion signs of range illness. Exercise as a pro-active the hastilis serven for any surplass of chiral procedure Patients scarling or cerving medication A blood profile may bely avoid using medication A blood profile may bely avoid using medication.	My next appointment Pet Bate Beter Beter	olete ty and cal pet nefit ts age n e. f the hypo- d . As
	* Regular blood tests ensure that we can identify summarised side officies that can occur with many modifications. **The state of the state of the state occur with many modifications. **The state of the state occur with many modifications. **The state of the state occur with many modifications. **The state occur with many mo	ON-SITE BIAGONISTICS PERFORMED HERE. RESULTS IN MINUTES. Wellness Testing recommendations True ling recommendations Livel 1' Complete Boardo. Livel 1' Complete Boardo. Livel 2' Livel 2' Livel 2' Complete Boardo. Livel 1' Complete Boardo. Livel 1' Livel 2' Complete Boardo. Livel 2' Livel 2' Complete Boardo. Livel 2' Livel 2' Complete Boardo. Livel 3' Complete B	urt
- - - -	3 H 33 38	Union City, CA 94987 ABANTS Www.abaris.com A pet owner's guide to preventative medicine Were about 100 preventative medicine Were about 100 preventative medicine Were about 100 preventative medicine	4

Insert your logo, veterinarian's group and contact information

Owner Name:
Patient ID:
Date:

Wellness Blood Testing - An Important Part of Your Pet's Health Care

During your visit today, we will ask you many questions to obtain the best possible history of your pet's activity. This is important because your pet cannot tell us how it is feeling. We will also perform a complete and thorough physical examination to try to identify any physical abnormalities. However, there are many disease states that can only be identified through other means, such as blood tests. Dogs and cats age much faster than humans, and the organs systems can deteriorate at a much faster rate. Therefore, we will recommend appropriate testing for your pet at certain ages.

As animals age, they are prone to many of the same diseases aging humans experience - diabetes, kidney and liver disease, heart disease, cancer, hypothyroidism (high thyroid hormone level). To diagnose these illnesses cancer, we recommend blood testing at least every year, and more frequently as your pet ages.

There are many benefits to wellness blood testing such as:

- 1. Establish healthy baseline values.
 - Many patients show subtle changes in their blood values over time. The changes cannot be identified without the normal level for that individual patient
- 2. Identify unseen disease processes at an early stage.
- If we are able to identify an ongoing disease process before symptoms are evident, the likelihood of a successful outcome is greater
- Identifying disease early often lessens the cost of treatment
- Early identification of a problem prevents us from waiting for obvious signs of tragic illness
- 3. Serves as a pre-anesthetic health screen for any surgical or dental procedure.
- 4. A blood profile may help us avoid using medications that may be unsafe for a pet's medical condition or health status.

If abnormalities are found, we may recommend additional tests. If your pet has a new or previously diagnosed condition, the veterinarian will discuss the need for specific tests such as radiographs (x-ray), urinalysis or electrocardiograms. In addition, we recommend pets "over 50" receive a yearly thrytoid blood test.

Is my pet a candidate for blood or other testing?

All animals can benefit from some level of blood testing, even if your pet appears otherwise healthy. We often find blood abnormalities in young to middle age animals. Based on your pet's age and perceived health status we recommend:

| Mini Chemistry Panel (COST): Basic values for liver, kidney, blood sugar and protein levels.
 | Mini Chemistry Panel plus Complete Blood Count (COST): Evaluation of red blood cells, white blood cells and platelets as well as the above.
 | Complete Chemistry Panel plus Complete Blood Count (COST): A complete chemistry panel to fully evaluate all internal organs, some types of endocrine disease and some types of cancers.
 | Thyroid Hormone Level (COST):

I decline the recommended blood testing for my pet ______. I understand that by declining these tests, the veterinarian has no way to access my pet's internal organ function other than via a physical examination.

I also understand that if there is a problem with my pet's internal organ function that declining these tests may result in an undiagnosed illness which may lead to increased cost of treatment and an increased risk of complications for my pet and I assume full responsibility for that choice.

Owner or Agent







Client Brochures



VETERINARY EXAMINATION

Should the client still decline blood testing, the veterinarian SHOULD repeat the recommendation when he or she enters the room and has performed a physical examination.

Example terminology:

"Mrs. Smith, while all of Fluffy's physical examination findings appear to be normal, I would still recommend we perform at least some level of blood testing to ensure that all of her internal organ functions that I cannot evaluate through the examination are normal."







PHYSICAL EXAMINATION SHEET

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	⊔ Parasites ⊔ TurnoriGrowth ⊔ Other	Age:
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Mone and Throat		1 1
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	bladder is normal size. The external genitalia are normal size, no inflammation or tumors are seen.	5 = Severe
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SEND HOME INFORMATION

The Bill of Health gives the Client their pet's blood work results and a summary of health.

It also provides a the definitions of what was tested and why.



Insert your logo, veterinarian's group and contact information

Pet Name:	
Owner Name:	
Patient ID:	
Date:	

Bill of Health

Today's Chemistry and CBC Health Screen Includes These Tests:

Electrolytes (Na+, K+): Electrolyte balance is critical to your pet's health. Potassium levels are important in the diagnosis and treatment of several life threatening diseases. Normal sodium balance is important for total body function.

Alanine Aminotransferase (ALT): A good indicator of liver disease.

Alkaline Phosphatase (ALP): Elevations can indicate liver swelling or decreased bile flow caused by liver disease or endocrine disorders such as thyroid disease, diabetes Cushing's Disease or Addison's Disease.

Albumin (ALB): The most important protein in the body. Low levels can indicate such things as liver, kidney and intestinal disease. Deficiencies must be corrected.

Amylase (AMY): Amylase is an enzyme produced to help digest food. Elevated levels can indicate disease of the pancreas or kidney.

Calcium (Ca): Calcium levels can help indicate certain cancers, among other things.

Creatinine (CRE): An important value to monitor kidney function.

Globulin (GLOB): A body protein that indicates problems such as inflammation or infection.

Glucose (GLU): Elevated levels can indicate problems such as diabetes/. Low levels can be associated with liver disease or other issues.

Phosphorus (PHOS): Important to monitor for kidney disease.

Total Bilirubin (TBIL): An important value to evaluate the liver and when there is a low red blood cell count.

Total Protein (TP): We utilize this value to determine many conditions such as anemia and disease of the liver, kidney and gastrointestinal tract.

Blood Urea Nitrogen (BUN): BUN is made in the liver and removed from the body by the kidneys. It helps us evaluate both of these organs.

CBC Components: Red Blood Cells (RBCs) carry oxygen to the tissues of the body and remove carbon dioxide to be exhaled from the lungs. Anemia results when RBCs are not present in sufficient numbers. Determination of the cause of anemia is vital. White Blood Cells (WBCs) play a major role in your pet's immune system function. Normal baseline levels are very important to determine the importance of changes seen with infection of infilammation. Elevations noted without signs or

 $\overline{VetScan}^{\circ}$ point-of-care blood laboratory systems, anytime, anywhere.

Affix result card here

Clinic Int



@Abax

Achieve 100% Compliance with Pre-anesthetic Testing

PRESENTED BY:

Paul H. Jaffe, DVM







Reasons Anesthesia Is Declined

- 1) Cost
- 2) Fear

Pre-anesthetic blood work reduces the fear of anesthesia by ensuring a healthy patient, changing the drug protocol or delaying the procedure. Cost is justified with excellent care. This handout explains the importance testing blood work before surgery and will require agreement to risks of anesthetics without blood work if prep testing is declined.

Insert your logo, veterinarian's group and contact information here

Our greatest concern is the well-being of your pet, especially during anesthesia. Because of this, we use state-of-the-art monitoring equipment, the safest anesthetic available and our anesthetic assistants are the best trained anywhere. All of these precautions help to make our anesthesia very safe for the healthy pet.

Prior to anesthesia, our staff will obtain a complete history of your pet, and the veterinarian will perform a complete physical examination. These provide us with important information about your pet's health. But it is impossible to understand the complete physiologic picture without performing blood tests. The blood tests we recommend are similar to and equally as important as those your own physician would run if you were to undergo anesthesia.

It is important to understand that performing these tests does not guarantee complications will not occur. They are important in minimizing the risk of anesthesia, and they provide you and us with peace of mind. They may also identify a medical condition that is not apparent by physical examination.

In some cases, abnormal blood tests will cause us to delay a surgical procedure and attempt to diagnose the medical problem causing the abnormal tests. In many instances, these values will help us determine which pre-medication agents to use for your pet's safety and the need for additional medications after surgery. We can after standard protocols based on your pet's particular values. If all of the tests are normal, we can proceed with a greater degree of confidence and we will have established an excellent set of baseline values to use compare against should your pet become ill in the future.

□ I decline the recommended pre-anesthetic blood test at this time and request that you proceed with anesthesia. I understand that a medical condition may exist which would be impossible to identify during a physical examination alone. I understand that my pet's health could be at risk if such a condition goes undetected when my pet is placed under anesthesia.

Owner's Signature







Questions and Answers About Anesthesia

Insert your logo, veterinarian's group and contact information	Pet Name: Owner Name: Patient ID: Date:
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Questions About Anesthesia

Pets require anesthesia for many medical and surgical procedures. The only satisfactory outcome to an anesthetic procedure is that your pet fully recovers from the procedure without any lasting side effects. Our hospital is proud that we use the most recently updated equipment and protocols during anesthesia providing lower risk to the patient. You should know the difference between our hospital and other veterinary hospitals in respect to how anesthesia is performed. This will allow you to make an educated decision on the risk versus cost of the technique performed on your pet.

Question	Answer	Our Philosophy
What are the most important considerations regarding anesthesia for my pet?	Survival through the procedure is the most important consideration in choosing an anesthetic protocol. Prevention of post-operative complications such as organ failure, infection and pain. Careful handling to ensure your pet is returned to you with as little trauma as possible. Cost considerations are always important, but excellent care with advanced equipment, while more costly, provides better care for your pet.	State-of-the-art hospital and equipment Sterile surgical technique Caring, knowledgeable staff
Which type of anesthetic agents are the best?	Gas anesthesia is usually superior to injectable. Injectable agents are used by many veterinary hospitals because they are less expensive, and because equipment costs are lower. There is little control for the patient once an injectable is used, and residual sedation can last for days.	Utilization of only gas anesthetics
Of the gas anesthetics, which is the best?	Sevoflurane is the newest and best anesthetic gas for pets, it has much less effect on the heart, liver and kidneys than older anesthetics. Pets wake up much faster with little residual effects. Other older gases can cause liver or kidney failure or rapid changes in heart rate.	Our office uses only Sevoflurane gas anesthesia
is there any pre- anesthetic preparation for my pet?	 A pre-operative blood screen is needed to evaluate liver and kidney function, evaluate for disbetes or other head thy problems and to determine if the patient has adequate red and white blood cells, as well as platelets, to prevent anesthetic complications. intravences fluids therapy helps maintain normal blood pressure during anesthesia and allows for rapid administration of medications in case of an emergency situation. Pre-medication of the patient is important to decrease the amount of anesthesia required, prevent vomitting and pain. 	Pre-anesthetic health screen IV catheter and fluid therapy Proper pre-medication
What steps can you take to avoid complication?	Pre-operative blood testing to determine that the anesthetic is safe for the pet. Milliad therapy and pre-medications as above. Constant patient monitoring by qualified staff and state-of-the-art equipment.	Pre-anesthetic health screen IV catheter and fluids Sterile procedures Patient monitoring
What post- anesthetic care do you provide?	Your pet will be monitored by a trained veterinary assistant until it is able to stand on its own. This intensive monitoring and care is performed throughout the procedure.	Constant intensive care Monitoring
Will anesthesia cost more at your hospital?	Anesthesia at our hospital may cost slightly more than other veterinary facilities because of the cost of the medications and gas we use, the equipment and the training of our staff. We take great pride in our quality of anesthesia.	Quality Care







1. Create a value for your anesthetic protocol:

It is important that your clients see value in your anesthetic protocol. Therefore, you must educate them about the need for pre-anesthetic testing. More importantly, make your clients see all of the precautions you take in regards to anesthesia.

2. Your clients fear anesthesia for their pets:

How many of your clients tell you they do not want a dental on their pet because someone they know lost a pet to that procedure? You need to take the fear out of the procedure by educating your clients about your anesthesia and what you do to make it as safe as possible.

- 3. Anesthetic improvements to consider for your practice:
 - REQUIRE IV catheter placement and fluid therapy during anesthesia to support cardiac function. (Would you have anesthesia without these items?)
 - Require proper monitoring (CO₂, Pulse Oximetry, ECG, Respiration, Temperature).
 - Utilize up to date anesthesia sevoflurane or isoflurane.





Implementation of Routine Coagulation Testing in the Veterinary Practice

- 1. Offer coagulation testing to all surgical patients
- 2. Line item on the surgical estimate.

Procedure or Dispensed Item	Otv	Charge
Ovariohysterectomy Over 60 Lbs	~	41.54
Preanesthetic Examination		11.57
Hospitalization		5.27
IV Catheter/Fluids Routine		20.29
Carbon Dioxide Monitor		9.22
Anesthesia Inhalent/Induction		41.54
Anesth - Inhalent/Min Addit	30	38.69
Nursing Care		0.00
Sterile Surgical Pack		11.38
Pain Management-In House		40.00
Pain Management-Post-OP Home		50.00
Pre-op Coagulation		39.00
WBT/Preanesthetic Profile - Mini		52.50
AVID Microchip ID		39.00
Tax		2.86
Total estimate charges		\$402.86



Implementation of Routine Coagulation Testing in the Veterinary Practice

Offer client education if the tests is questioned or asked to be declined.

Require the test in seniors, liver patients or ill patients.

Clotting Factor Deficiencies

In addition to platelets, there is a cascade of events that stops bleeding in the body. Most of these coagulation factors are made in the liver and can be evaluated using tests called PT (Prothrombin Time) and aPTT (Activated Partial Thromboplastin Time). Deficiencies of these factors can be caused by:

- Genetic deficiencies testing is especially important in young pets
- Certain Medications
- Liver Disease testing should always be performed in senior patients or ill patients undergoing surgical procedures



Pre-operative Coagulation Testing

Any pet undergoing a surgical procedure in which bleeding may occur should be evaluated pre-operatively for any defect in the blood's ability to clot. Excessive bleeding can cause major complications. There are many disease states that can cause bleeding problems in your pet. These include but are not limited to:

Low Platelet Count

There are many causes for a decreased platelet count. A complete Blood Count is included in your pet's pre-operative evaluation and a platelet count will be performed as well as a manual evaluation of the platelets if needed.

Poor Platelet Function

This is usually caused by an inherited defect called von-Willebrands Disease. If you pet is a breed commonly at risk, we will recommend this test prior to surgery.

Clotting Factor Deficiencies

In addition to platelets, there is a cascade of events that stops bleeding in the body. Most of these coagulation factors are made in the liver and can be evaluated using tests called PT (Prothrombin Time) and aPTT (Activated Partial Thromboplastin Time). Deficiencies of these factors can be caused by:

- Genetic deficiencies testing is especially important in young pets
- Certain Medication
- Liver Disease testing should always be performed in senior patients or ill patients undergoing surgical procedures
- Because of the severe consequences of excessive bleeding during surgery, we recommend the PT and aPTT tests be performed on your pet at a cost of \$30.00.

I decline the recommended coagulation blood testing for my pet I understand that by declining these tests, the veterinarian has no way to access the ability of my pets' blood to clot and prevent excessive bleeding. I also understand that if there is a problem with my pets' clotting ability that declining these tests may result in a serious bleeding problem which may lead to increased cost of treatment and an increased risk of complications for my pet and I assume full responsibility for that choice. I also understand that the tests available are not completely comprehensive and that other bleeding abnormalities can occur for which these tests are not designed to uncover and results are not guaranteed.

Owner or Agent

T4 Testing

PRESENTED BY:

Paul H. Jaffe, DVM





T4/Cholesterol Profile

Feline

- Diagnosis of Hyperthyroid Disease
- Medication Titration
- Monitoring

Canine

- Screening Tool For Hypothyroid Disease
- Medication Titration
- Long Term Monitoring







T4 as Part Of The Wellness Program

Pricing consistent with screening test.

- Feline
 - All "senior" cats
 - Many practices start at 5 years old
- Canine
 - All familial breeds at minimum
 - Recommend all "senior" dogs
 - Obese
 - Allergy



Questions?

