

SPRING 2019



SFVMA

**SAN FRANCISCO
VETERINARY MEDICAL
ASSOCIATION**

QUARTERLY NEWSLETTER

PRESIDENT'S STATEMENT

What is Happening to Veterinary Medicine?

I admit that the question is a little ambiguous. It can be answered in many ways. We could discuss the dramatic changes that have occurred to our profession over the last 30 or 40 years. We could discuss whether those changes have uniformly benefitted our patient and us as professionals. We could also discuss where veterinary medicine may be headed in the future.

Many of us we could debate pros and cons of the changes. There have been advances in technology and medical care. The business of veterinary science has dramatically changed with supply companies, insurance, ownership and expected revenue. The cost of veterinary medicine has increased dramatically to enable to supply the services our clients demand. Are we still considered a caring profession? What is the effect of these changes on the individual as a professional?

Where is veterinary medicine going now? Are we aware of the changes? Are we prepared and is there a place for all of us? So many questions! I understand that millennials may not care where we came

from, but the old adage remains as true today as it was when it was first coined and that is "If you want to know where you are going then look where you have been."

During my professional life, there have certainly been marked changes. I have seen the male/female ratio of veterinary students go from 80/20 to 20/80. Forty years ago, when we were training veterinary students, the emphasis was on large animal practice. In fact, I worked as a large animal practitioner in rural South Australia, doing cattle and pig herd health (neither of which I was particularly adept) and a very small smattering of small animal medicine which occurred when I was on the farm seeing the income producing animals. It seems a long stretch from that to doing intra-articular stem cell injections in San Francisco.

PET POPULATION

What has changed is the human-animal bond and the amount of money our clientele will pay to maintain that relationship. Dogs and cats live indoors now. They are part

of the family. Sixty-eight percent of U.S. households, or about 85 million families, own a pet, according to the 2017–2018 National Pet Owner Survey by the American Pet Products Association (APPA). This is up from 56 percent of U.S. households in 1988, the first year the survey was conducted.

PET EXPENDITURE

APPA also released figures concerning the average yearly expenditure which included food, supplies, boarding and grooming, veterinary care and live animal purchases. There has been a steady yearly increase in expenditure. In 2007, the figure was \$41.2 billion and in 2017, the amount was \$69.4 billion. It makes sense now why major financial players have targeted the veterinary industry.

PET INSURANCE

The pet insurance industry got its start almost a century ago in Sweden where about half that country's pets are now insured. In North America, Veterinary Pet Insurance Co. (VPI), a subsidiary of Nationwide, sold its first pet insurance policy in 1982 to cover the dog playing Lassie on television. Now, there is an interesting fact of which I was previously unaware!

The North American Pet Health Association (NAPHIA) reported that pet health insurance sector posted a record growth in 2017, with premiums hitting \$1.2 billion. That represented a 23 percent increase in gross written premiums over 2016. The total number of pets insured in the U.S. and Canada reached 2.1 million at year-end 2017 up by 17 percent from 2016. According There are 12 major pet insurance companies in North America.

VETERINARIANS

The following statistics are from Data Base USA demographic website for 2016.

- There are just over 76000 veterinarians in the work force. The most common industries employing us are veterinary hospitals at 90% and then colleges universities and professional schools (1.88%) and human hospitals (1.3%)
- 65% of the work force are female.
- There is an expected job growth of 18% over the next 10 years which is more than double the projected national average rate of 7.4%.
- The average age of veterinarians is 44.1. The average age of male veterinarians is 50.6 and of female veterinarians is 40.7.
- The average salary is \$99,443 which is \$49000 more than average national salary. The average male salary is \$125,356 and the average female salary is \$85,484. In our salary range, astronomers and physicists make slightly more while computer hardware engineers make slightly less.
- The highest paying industries for veterinarians, by average wage, are Scientific research and development services and human hospitals followed and then pharmaceutical and medicine manufacturing services and then veterinary hospitals. On average, colleges, universities and professional schools pay less than that in practice.

Now here is a interesting fact. We may be one of the least ethnically diverse profession; 93.2% of veterinarians are white. Representing 2.45% of veterinarians, Asian is the second most common race or ethnicity. What accounts for this lack of diversity?

If I had to take a guess, then it would be a combination of the cost of pursuing veterinary education, the difficulty in getting into a veterinary school, the perceived social status of the profession and the relatively modest financial remuneration.

VETERINARY EDUCATION

The most common majors for students entering veterinary school are biology 42%, agriculture 24% and then health at 12.7%. Based on the data from the Bureau of Labor Statistics, the critical and distinctive skills necessary for a veterinarian include reading comprehension, science and critical thinking. In the profession, we need above average knowledge of science, operation analysis and financial resources. For those entering

veterinary school in the US in the fall of 2018, the estimated total cost of attendance (tuition+fees+ average living expenses), for four years ranges from **\$148,807** to **\$407,983**. Your cost will depend on your state of residency or choice to pursue a private veterinary school education.

So is it worth becoming a veterinarian. The costs of education have increased dramatically, although there has not been a comparable increase in the salaries. The hours are long, the physical effort can be grueling and the emotional impact of caring can be exhausting. However, for many of us, there is no place that we would rather be, right at the interaction of the human animal bond.

— Philip Watt, BVSc, MANZCVS, FANZCVS



SFVMA

SAN FRANCISCO
VETERINARY MEDICAL
ASSOCIATION



PRESIDENT

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sfvmapresident@gmail.com

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sfvmavp@gmail.com

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Keely Commins, DVM
sfvmatreasurer@gmail.com

SECRETARY

Amy Lightstone, BVSc
sfvmasecretary@gmail.com

UPCOMING MEETING

THURSDAY, MARCH 21, 2019

"A Step by Step Approach to Canine and Feline Weight Loss"

Dr. Craig Datz, DVM, MS, DABVP, DACVN



Dr. Datz is a 1987 graduate of the Virginia-Maryland Regional College of Veterinary Medicine. He spent 14 years in private companion animal practice and 11 years on the faculty at the University of Missouri College Of Veterinary Medicine working in the areas of Community Practice and Clinical Nutrition. In 2012 he joined Royal Canin USA where he is the Director of Scientific Affairs. Dr. Datz is board-certified in clinical nutrition and is dual board-certified in canine/feline and feline practice by the American Board of Veterinary Practitioners.

HORS D'OEUVRE

Poki-style Ahi Tuna on Wontons +
Hummus on Lavash

SOUP

French Onion Soup

DINNER

Oven-Roasted Breast of Chicken

-OR-

Vegetarian Option

-OR-

Vegan Option

DESSERT

Tres Leches Bread Pudding

AGENDA

6:30 pm **Hors d'oeuvre and No Host Bar**
7:15 pm **Dinner and Meeting**
8:00 pm **Program**

ALL MEETINGS AT THE CLIFF HOUSE

1090 Point Lobos
San Francisco, CA 94121
(415) 386-3330
www.cliffhouse.com

THIS MEETING IS OPEN TO ALL DVMS

Non-members pay \$75
Annual membership \$230

**RSVPs required individually via the SFVMA website
by Friday, March 15, 2019: www.sfvma.net/rsvp**

Remember: The Association pays for uneaten meals. If you have RSVP'd and will not be able to make it, we need you to send in your cancellation no later than Monday, March 18, 2019.

MEETING SPONSOR



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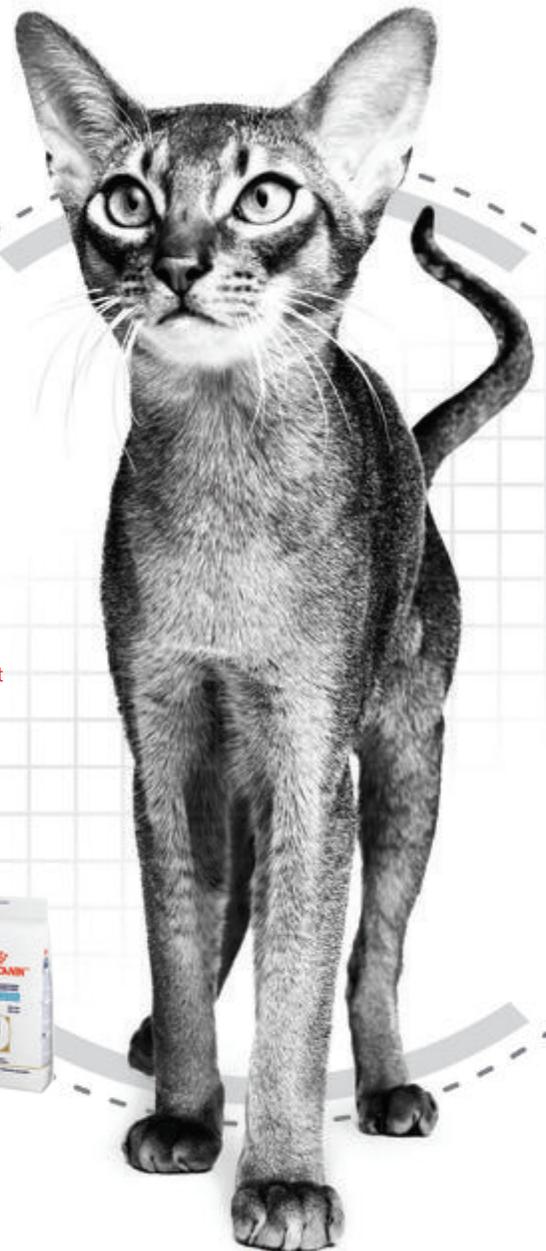
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RABIES CLINICS



SUNDAY, MARCH 17, 2019

10am – 1pm

\$6 per Vaccine!

(Dogs Only / Cash Only)

The SFVMA sponsors Rabies Clinics on four Sundays each year. Rabies clinics are held at **Animal Care and Control (ACC), 1200 15th Street** (at Harrison), in the “Get Acquainted” Room.

THANKS TO OUR VOLUNTEERS!

Thank you to all the volunteers that continually make these clinics a success! *Volunteers are still needed for the March Rabies Clinic, and we are currently accepting sign ups for the upcoming 2019 clinics.*

Please email sfvmavp@gmail.com with your information to sign up for a clinic. Rabies clinics will be held at Animal Care and Control (ACC), 1200 15th Street (at Harrison) from 10am–1pm.

Please contact **Anna DeVincenzi** if you have any questions or would like to volunteer: sfvmavp@gmail.com



SPONSOR A FUTURE MEETING

In order to continue to contract with the Cliff House as our meeting venue, support our charitable and scholarship funds, and generally maintain the organization (with keeping dues payments reasonable), the Board will continue to seek sponsorships that help to cover the costs of our programs.

If you are interested in sponsoring a future meeting, please contact **Philip Watt**: sfvmapresident@gmail.com



LATEST NEWS FROM SFAfA

We are pleased to announce that since July 2018 our **Grant-in-Aid program** has distributed **over \$27,000** which, together with the matching grants from our participating hospitals, has provided **over \$63,000** in veterinary care and helped save fifty five animals.

Our second program, **The Ingrid Tauber Fund for Animals**, which is designed for higher cost cases, has distributed **\$50,000 in 2018** and has helped save thirteen animals. The Tauber Fund also provided funds that helped provide veterinary care for many animals affected by the recent Camp fire in Butte County.



SFAfA
SAN FRANCISCO AID *for* ANIMALS

More information on all programs is available on the “For Providers” page at: sfafa.org or by emailing: requests@sfafa.org.

CHARITABLE DONATIONS

The SFVMA Board will consider charitable grants to organizations that support the care and welfare of animals in our community and promote the veterinary profession.

Please contact **Keely Commins** for details on requests for donations: sfvmatreasurer@gmail.com



Help keep dogs and cats in their homes, and in your practice, by recognizing behavior problems and referring clients to me for additional help. My goal is to alleviate the emotional suffering of pets and the

people who love them. I provide house call appointments in the greater Bay Area to establish behavior diagnoses and design **Behavior Treatment Plans** which include management, behavior modification, medication if appropriate, and a year of email support. I look forward to helping your patients and clients!



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www.sfpetbehavior.com | keelydvm@sfpetbehavior.com

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SFVMA SCHOLARSHIPS

Veterinary Students

If you know a good candidate for 2020, please encourage them to apply! Applications are accepted from **October to December annually** as determined by the college.

We will offer a scholarship at **Western University** next year.

REQUIREMENTS

- Current enrollment in the vet med program
- Current or former employment by an SFVMA member
- Letter of recommendation from the same

CONTACT

Tim McPheron

Director of Development
College of Veterinary Medicine
tmcpheron@westernu.edu

RVT Students

To support and encourage RVTs in San Francisco, the SFVMA has established a scholarship program for students enrolled in an accredited RVT program. We will award \$1,000 to two candidates who are currently or have previously worked in the practice of an SFVMA member, and have a stated desire to return to SF after graduation.

Submissions should include a personal statement from the student, a letter of recommendation from the veterinarian, and proof of enrollment at an accredited RVT program. The deadline for applications is **May 1 annually**.

Questions should be sent to **Phil Watt** at sfvmapresident@gmail.com.



We can help with:

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- Weight Loss Programs
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- Soft Tissue Injuries
- Building Muscle Strength
- Poor Posture / Balancing / Limping
- Anxiety / Emotional Health
- Sports Conditioning
- Canine Athlete's "Pre-hab"
- Maximizing Quality of Life

Success Story:

Kira is a 14 year old senior dog who had been progressively losing the use of her rear legs. Eventually she could not walk or stand on her own without maximal assistance.

Due to degeneration of spinal nerve function and ongoing arthritis- Kira was not able to sense how best to place her paws as she moved, so she was walking on the tops of her feet, causing painful sores and limiting her ability to get around. After her initial rehab evaluation we fitted her with 'Toe-Ups', a device that helped Kira tell which way her feet should be placed before she put weight on them. Very quickly, she gained in confidence and was able to start taking steps with her feet in the correct position on her own as well as going up and down the back porch steps using her rear legs with much less assistance!

Once we fitted her with her 'Toe-Ups' and we eliminated the pain from her walks, she started fully bearing weight on both of her back legs and was quickly ready to advance in exercises that focused on improving her overall coordination and balance. Her treatment plan included targeted assisted swimming, underwater treadmill walking, and targeted home exercise to help her relearn how to deliberately place her legs when moving in different directions and to help her keep her balance. And as her coordination improved, Kira experienced a regaining of muscle mass and strength: she began to walk more normally, and no longer needed to be carried or pulled in a doggie wagon, her atrophied rear leg muscles became stronger and she began to run and trot to the park again!



A Well Adjusted Pet

Ilana Strubel, MA, DVM, CVSMT, CCRT

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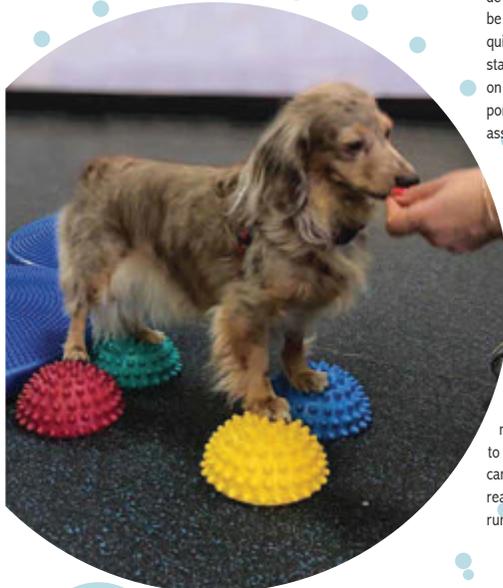


Contact Us:

415-967-3861
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A Well Adjusted Pet at The Rex Center:

Dr. Strubel and A Well Adjusted Pet are located in the same building as The Rex Center. For Dr. Strubel's services, please make your appointment through our offices at **415-967-3861**

A Well Adjusted Pet Integrative Veterinary Practice offers:

- Animal Physical Rehabilitation Services
 - Custom Orthotics and Prosthetics
 - Holistic Wellness Care
- Acupuncture and Herbal Consultation
 - Chiropractic Care
 - Behavioral Consultation
- Nutrition Consultation and Weight Loss



Custom Braces and Mobility Devices:

Custom Orthotics (Braces) are a truly viable and highly functional alternative to surgery. Orthotics and Prosthetics are especially useful for helping with chronic, ongoing conditions such as arthritis, traumatic injury, post-operative support, cruciate ligament injuries and other tendon or ligament injuries. From custom-made boots that protect paws to braces or splints that provide support or even prosthetic limbs or wheelchairs, the variety of options is ever increasing.



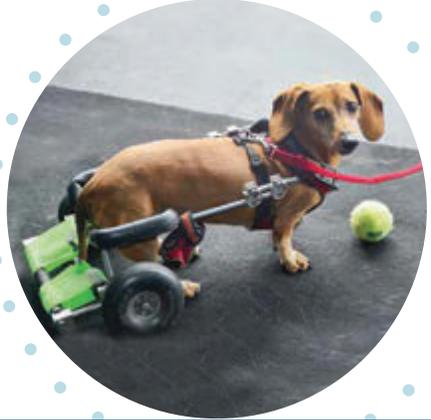
Why Choose Rehabilitation?

- Maximize Mobility and Quality of Life
- Accelerate healing time
- Reduce pain
- Build muscle mass
- Facilitate weight loss
- Customized exercise programs

Benefits of Hydrotherapy:

Hydrotherapy in conjunction with veterinary treatment is an extremely effective method of rehabilitation for dogs. Studies have shown that with hydrotherapy, dogs recovering from surgery or injury heal up to 60% faster than with other therapeutic methods.

- It helps decrease inflammation and improves circulation.
- Muscle conditioning in water is not only an effective way of building up cardiovascular strength and endurance, but it can also be fun!
- Hydrotherapy treatment is conducted using a warm water resistance pool or Aqua PAWS Underwater Treadmill, located at The Rex Center in Pacifica.





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A Quick Tip for Your Clients from
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And in the void, they search for entertainment:

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There are 101 ways to use pieces of kibble as lures and rewards: To teach dogs to love people, especially children, men, strangers, clinic staff; to love other dogs; to eliminate on cue; to Shush on cue; to Come, Sit, Down, Stand, Stay, Heel, Fetch, Find; and to stuff in chewtoys to autoshape dogs to settle down calmly and quietly, with a chewtoy hobby to help prevent/resolve separation anxiety.

Please tell your clients about our FREE online Dog Behavior & Training Courses at www.DunbarAcademy.com



Veterinary Street Outreach Services (VET SOS) is recruiting volunteers—DVMs and veterinary assistant/technicians — for its monthly mobile clinics serving the companion animals of homeless San Franciscans. Visit www.vetsos.org for more information, including upcoming clinic dates. Support the human-animal bond in this vulnerable population and work with outstanding volunteers from all over the Bay Area!

Voicemail: (415) 355-2248



Email: vetsos@sfccc.org



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Stephen Atwater, DVM, MS, DACVIM
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Josh Van Geem, DVM
Emily Wong, DVM

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Ultrasound - Digital Radiography

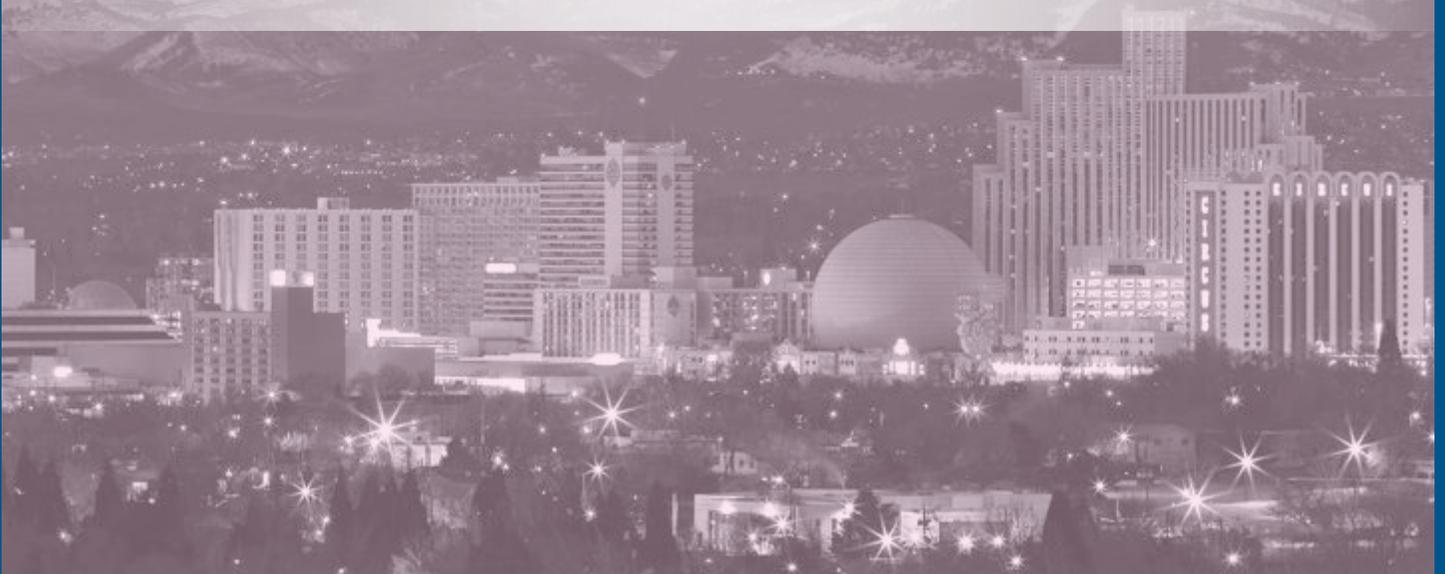


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Meet our newest ophthalmologist!
Dr. Katie Freeman, Feb 7, 2018
Flare: Diagnosis and management of uveitis

Dr. Albert Mughannam, May 14, 2018
Cataracts: Diagnosis and Treatment

Dr. Cynthia Cook, Aug 28, 2018
Pigmented Ocular Masses,

Dr. Gwendolyn Lynch, Nov 7, 2018
The Red Eye



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**Want to do something that saves lives,
feels good and helps your community?
Then volunteer to help animals when
disasters strike in California!**



Thousands of animals need care during and after disasters. Some 63% of California households have pets, including an estimated 10 million pet cats, nine million dogs, and one million horses. Other pets, farm animals, and wildlife also need assistance during and after disasters like earthquakes, floods, and wildfires.

Veterinary professionals are vital to animals during disasters. The mission of the California Veterinary Medical Reserve Corps (CAVMRC) is to provide veterinary professionals with the training and credentialing necessary to support animal health and public health.

Deployment is always voluntary. Volunteers get involved at whatever level works for them – assistants are needed as well as leaders, part-time responders are as welcome as those who can help out for a week or two, plus there are ongoing roles in areas such as planning and disaster response. Volunteer participation can be a matter of life or death for rescued animals and means the world to the owners of those animals.

BENEFITS OF JOINING THE CAVMRC

The CAVMRC provides veterinary professionals:

- Credentialing necessary to support animal health and public health emergency response.
- Continuing education and training opportunities that allow you to strengthen your skills to better serve your practice, your community and our state.
- Networking and information sharing opportunities with veterinary team members across the state.

WHO CAN JOIN THE CAVMRC?

You don't need any prior disaster response experience or training to join the CAVMRC. The entire veterinary practice team is welcome, including:

- Veterinarians
- Registered veterinary technicians
- Veterinary assistants, office managers and all support staff members
- Students in veterinary medical programs
- Retired veterinary professionals with a current license

PROGRAM AFFILIATION

The CVMA registered the CAVMRC as a unit of the Medical Reserve Corps under the California Emergency Medical Services Agency and works in cooperation with local, statewide, and national agencies. The CVMA has played an important role in preparing for and responding to disasters in California since 1994 and builds on this experience with this new affiliation.

For more information visit the CAVMRC website:

cvma.net/resources/disaster-response-program-2/california-veterinary-medical-reserve-corps-cavmrc/

CLASSIFIED ADS

Volunteer Vet Techs Needed at PAWS (Pets Are Wonderful Support)

PAWS mission is to preserve, support and nurture the human-animal bond for those most vulnerable in our community, low-income San Francisco residents who are seniors (over 60 years old) and/or persons living with a disability, with pet food and vet care, among its services.

Volunteer Vet Techs assist one of our licensed Volunteer Veterinarians with exams and nail trims at our Ask The Vet consultations. Our vet exam room is located in the PAWS building in the Mission neighborhood of San Francisco.

Volunteer Vet Techs do not need to be licensed vet techs, but must have a minimum of one year experience working in a veterinary environment, and feel comfortable performing animal restraint and animal handling tasks within a limited clinic environment.

Please contact Program Coordinator, Volunteer Services,
Walter Campbell for more information and to apply to volunteer:

wcampbell@shanti.org

415-830-7026

Emergency Veterinarian Wanted

PETS Referral Center (www.petsreferralcenter.com) in Berkeley, CA is a 24-hr specialty and emergency hospital. We are one of the last remaining, non-corporate owned specialty hospitals in the Bay Area. Our hospital sees over 10,000 cases per year and we are looking to add an additional full or part-time, internship or residency trained, emergency veterinarian to join our team. We have a history of long-term retention of our emergency doctors and believe in providing a schedule conducive to a work-life balance. We have a busy case-load and an enthusiastic team of veterinarians and paraprofessionals. We also provide learning opportunities for veterinary students and Cal Berkeley pre-vets and periodically host veterinary student externs. We have day, swing, and overnight shifts 7 days a week with every shift overlapping with a colleague. Applicants must have a good work ethic, strong medical skills, dedication to excellent client service and support for our referring veterinarians.

Please send resume including references to our hospital director, **Dr. Mike Barlia** at ervet@petsreferralcenter.com or fax (510) 944-0155.

5 reasons **Nationwide[®]** is the **#1 pet insurer**

1 We believe in wellness.

We've offered preventive care coverage for more than 20 years. Because, like you, we know that regularly scheduled veterinary care is the best way to help healthy pets stay healthy.

2 Experience counts.

Thanks to more than 35 years of experience protecting dogs, cats, birds and exotic pets, there's nothing we haven't seen.

3 We started the pet insurance industry in the U.S.

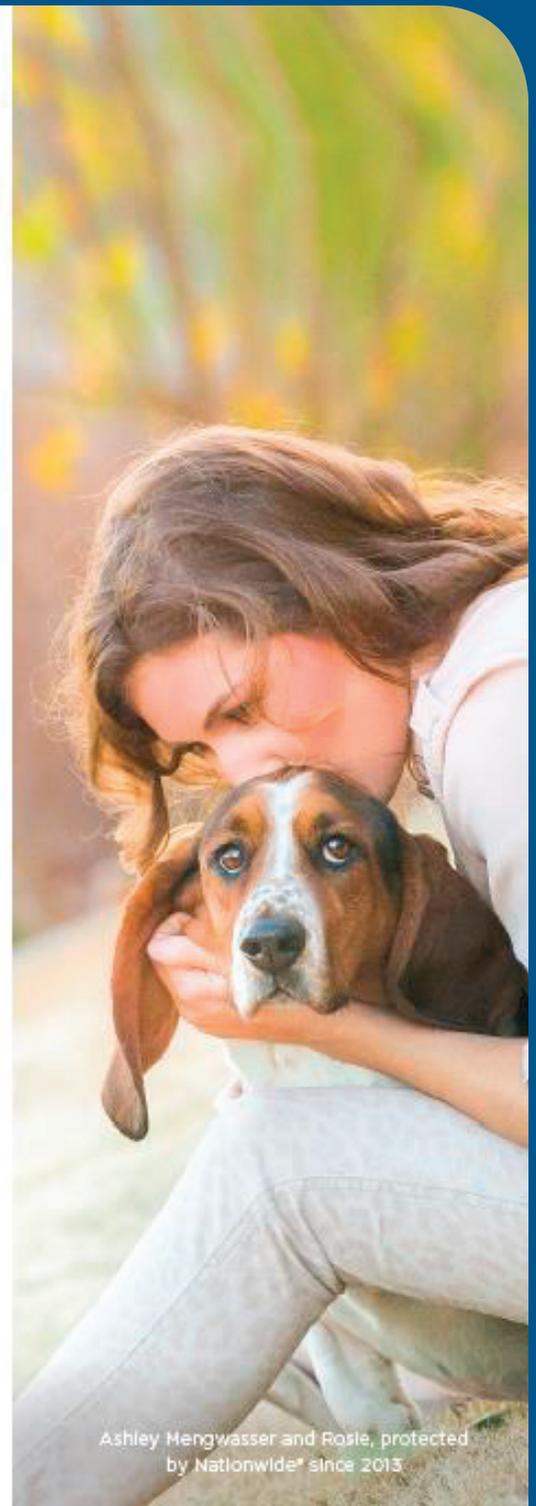
As the first and only underwriter for Veterinary Pet Insurance[®], we were proud to be part of the pioneering vision that brought pet health insurance to the U.S. in 1982.

4 We pay more claims.

We pay more than 1.2 million claims every year—that's an average of more than 3,300 claims every single day.

5 We insure more pets.

Nearly 650,000 pet parents trust us to protect their pets' health. In fact, many of our members have insured multiple pets with us over the decades.



Ashley Mengwasser and Rosie, protected by Nationwide[®] since 2013.

Contact Your Local Representative for Information:

Sharon Burns, R.V.T.

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