

SPRING 2020



SFVMA

SAN FRANCISCO
VETERINARY MEDICAL
ASSOCIATION

QUARTERLY NEWSLETTER

THE SPRING 2020 MEETING HAS BEEN CANCELLED!

Dear SFVMA Members,

We regret to inform you that the SFVMA meeting scheduled for Thursday March 19th has been cancelled.

Unfortunately, our meeting sponsor and speaker cancelled at the end of last week secondary to a company policy preventing travel during the month of March due to COVID-19. Many members have also been asked not to attend large meetings during the month of March.

Since the meeting has been cancelled, **we are decreasing the price of membership for 2020 from \$250 for the year to \$190.** Individual meetings will be \$80 per meeting. The due date for membership will still be April 15 (tax day). For those of you that have already paid for membership, we will process partial refunds. For those that have paid for the upcoming meeting already, we will process full refunds.

We appreciate your patience in this process, as we are all volunteers working to keep the association up and running for all members. Feel free to reach out with any questions or concerns. Otherwise, we hope to see you all Thursday June 19 for our next meeting at the Cliff House!

Sincerely,
Your SFVMA board members

2020 MEETING SCHEDULE

Summer — Thursday, June 18

Fall — Thursday, September 17

Winter — Thursday, November 19

SFVMA PRESIDENT'S LETTER

Part of the preparation for these quarterly SFVMA meetings is reaching out to the sponsors to confirm their support and attendance. One of those sponsors who has been incredibly gracious with her time and financial support is Sharon Burns from Nationwide. Thank you to Sharon and please say hello to her at the meeting. That got me to thinking how little I knew about the pet insurance industry and how rapidly it has grown. More importantly, the likelihood is that it will grow significantly over the next few years.

Over the last five years, increasing consumer awareness and the diversity of products has benefited the Pet Insurance sector. The latest available statistics tell us that 30% of pets in Sweden and 23% of pets in the United Kingdom have health insurance. In the United States it is between 1% and 2% and yet this figures continues to increase and the prediction is for continued industry growth. Why is there this massive difference in the percentage of insured animals when comparing US to Sweden and UK?

HISTORY OF PET INSURANCE

Pet health insurance has been around for about 130 years old. The first policy was written in 1890 by Claes Virgin, founder of Länsförsäkrings Alliance, a Swedish Insurance company which is still around today. The original policies covered horses and livestock. In 1924, that company insured the first dog in Sweden. By 1947, the first pet insurance policy was sold in Britain.

Founded in 2007, the **North American Pet Health Insurance Association (NAPHIA)** is a group that represents more than 20 different pet insurance brands currently in the US and Canada. Approximately 1.6 million pets are insured by the various pet insurance companies. The estimate is that there are about 180 million pets in the North America. That

rounds out to about 9% of all North Americans cats and dogs being covered by pet insurance. It was not until 1982 that the first dog was insured in USA and it was notable signing... Lassie of television.

SPECIAL MILESTONES INCLUDE THE FOLLOWING, COURTESY OF NAPHIA

- **1890** — The first pet insurance policy is written by Claes Virgin, founder of Länsförsäkrings Alliance.
- **1924** — The first dog receives insurance coverage in Sweden.
- **1947** — Britain starts issuing pet insurance policies.
- **1980** — Veterinary Pet Insurance (VPI) was the first company to offer pet health insurance in North America. Nationwide was VPI's underwriter since it was founded and then acquired the company outright in 2009.
- **1982** — Lassie receives the first pet insurance policy in the United States, issued by Veterinary Pet Insurance (VPI).
- **1989** — Pet health insurance is introduced to Canada by the companies Petplan, MediPet and Petsure.
- **2007** — The North American Pet Health Insurance Association (NAPHIA) is founded to establish and maintain standards for the pet health insurance industry.
- **2010** — Healthy Paws Pet Insurance enrolled its first pet in February 2010.

I have to add some personal bias here with the addition of some Australian statistics. Australia has more pets per capita than any other country in the world. There are 29 million pets with a population of 25 million

people. Although pet insurance in Australia has been around for only 15 years, over 26% of households with dogs have pet insurance and 19% of cats are insured. With a population of just over 25 million people they spend about \$2,2 billion per year on health and \$490 million on insurance (2018)

How does this compare to the United States? According to the 2019-20 American Pet Products Association (**APPA**) **National Pet Owners Survey**, 84.9 million, or 67%, of families in the U.S. reported owning a pet, and spent an estimated \$18.98 billion on vet care alone in 2019, up from \$18.11 billion in actual costs in 2018. This is not a new trend; consumer spending on pet medical care has been consistently rising every year since 2001, the year APPA officially started collecting data. The rise in veterinary care spending comes at a time when sales of pet insurance policies are rising, as well. Highlights from the North American Pet Health Insurance Association (NAPHIA) **2019 State of the Industry Report** show the total number of pets insured in 2018 reached 2.43 million, up by almost 17.1% from 2017.

There is an interesting fact that I found when researching data for pet ownership in this country and pet insurance and that is the numbers do vary significantly depending on who conducted the survey. The bottom line is that pet industries care less about the number of animals but they do care what the consumer buys and for how much. Google the U.S. pet population, and you're quickly confronted with two oft-cited, and contradictory, sources. The American Pet Products Association (APPA) found that **68 percent** of U.S. households owned some sort of pet in 2016 — "equal to the highest level ever reported," it gushed in the executive summary. Among those pets were about 90 million dogs and 94 million cats, the group said.

The American Veterinary Medical Association, by contrast, recently reported that **57 percent of households** had a pet at the end of 2016, a figure the group characterized as having

only "inched up" from its previous survey in 2011. The overall pet population, AVMA said, included 77 million dogs and 58 million cats — significantly lower than what the pet trade group cited. It turns out there are other, stronger data from surveys that don't appear at the top of search engines, and they show far lower pet ownership rates than the pet industry group's record high figures. The Simmons National Consumer Study, which surveys households annually, found last year that 53 percent owned pets, figures that suggested at least 77 million dogs and 54 million cats, or about the same as the veterinary association.

So what is the level of pet insurance. According to the latest data from Department of Clinical Veterinary Science and the Pet Food Institute about 30% of animals are insured in Sweden, a similar number in Australia, 23% in UK and somewhere between 1% and 2% are insured in USA. Why this difference? Clearly in Sweden and UK there is the historical perspective where insurance has been around for a long time but why the market penetration in Australia.

Mounting veterinary costs and consumer awareness of industry products are anticipated to benefit the Pet Insurance industry over the next five years. It is anticipated that growth will likely increase with projected increase in animal population. There is potential in stagnation of animal population with declining home ownership. However there is a lot of catch up to drive the growth when we compare other countries percentage of pet insurance. Whatever happens, again it is an interesting time for the veterinary profession.

— Philip Watt, BVSc, MANZVSc, FANZCVS



PRESIDENT
Philip Watt, BVSc, MACVSc, FACVS
sfvmapresident@gmail.com

VICE PRESIDENT
Anna DeVincenzi, DVM
sfvmavp@gmail.com

TREASURER
Keely Commings, DVM
sfvmatreasurer@gmail.com

SECRETARY
Amy Lightstone, BVSc
sfvmasecretary@gmail.com



SFVMA
SAN FRANCISCO
VETERINARY MEDICAL
ASSOCIATION

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**



RABIES CLINICS



**THE SUNDAY,
MARCH 15, 2020
RABIES CLINIC
HAS BEEN CANCELLED!**

*The next Rabies Clinic will be on
Sunday, June 14, 2020.*

THANKS TO OUR VOLUNTEERS!

Thank you to all the volunteers that continually make these clinics a success! Volunteers are still needed for the upcoming 2020 Rabies Clinics. Sign up today!

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

2020 RABIES CLINIC SCHEDULE

(Always on Sundays)

JUNE 14, 2020

SEPTEMBER 13, 2020

DECEMBER 13, 2020

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



SFVMA SCHOLARSHIPS

Veterinary Students

We will offer a scholarship to one UC Davis veterinary student and one Western Veterinary student in 2021. Applications are typically accepted between **October and December annually** as determined by the college.

REQUIREMENTS

- Must be currently enrolled in the veterinary program at UC Davis or Western University
- Current or former employment with an SFVMA member
- Must be able to prove employment with member

CONTACT FOR WESTERN VET. STUDENTS

Tim McPheron

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

CONTACT FOR UC DAVIS VET. STUDENTS

Hnouzong Her

External Relations Manager
hher@ucdavis.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.



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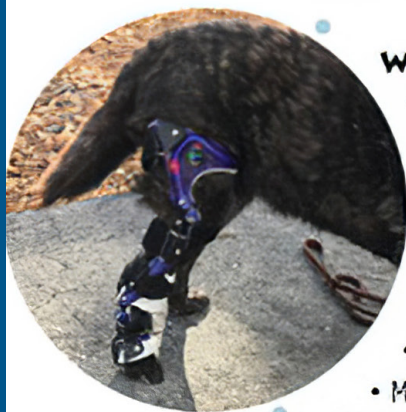
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OUR TEAM OF PROVIDERS:

Rehabilitation Veterinarians: Dr. Ilana Strubel and Dr. Laurie Pearstein, both Certified in Canine Physical Rehabilitation and Acupuncture along with Licensed Acupuncturist: Dr. Ella Woods



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- Can interpret dental film and do dental extractions
- Have leadership skills



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- Uniform allowance



READY TO APPLY?

We'd love to see a cover letter highlighting why you think you'd be a good fit for our practice as well as a full updated resume or CV. Please send to dvmresumes@irvingpethospital.com.



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WE ARE HIRING!

Do you want to work at a practice with great support staff, mentorship, and collegiality? Are you excited about the opportunity to join an amazing team with ambitious goals?



Positions Available:

- ▶ Mission Hospital Veterinarian
- ▶ Overnight Emergency Veterinarian

As the veterinary industry changes, not-for-profit veterinary organizations remain a solid and dependable employer, more likely to offer compensation packages meeting and surpassing industry standards for all employees. Our organization works hard to ensure benefits and work/life balance that may be harder to find at for-profit practices. Furthermore, the efforts you make on behalf of the SF SPCA will provide community care to clients and patients who have depended on us for over 150 years.



**Interested?
Visit
sfspca.org/careers
to apply today!**

The starting salary for these positions depends on the length and breadth of experience. You will be eligible for full benefits package including PTO and holiday pay, medical, dental & vision insurance, life insurance, long-term disability, tax-deferred retirement plan, pre-tax commute expense deductions, discounted veterinary care, employee discounts on retail, pet supplies, and dog training classes, financial support and time off for continuing education.





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Feed your dogs most of their daily diet from durable, hollow chewtoys, e.g., Kongs.
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frozen overnight — Kongsicles! — Each piece of food will reward your dog for:
Chewing chewtoys and lying down Calmly and Quietly
and provide a Hobby for when left at home alone.

Please tell your clients about our FREE online Dog Behavior & Training Courses at
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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) 355-2237



Email: vetsos@sfccc.org

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1 We believe in wellness.

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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.

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

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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.

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Sharon Burns, R.V.T.

Claims or Policy Questions:

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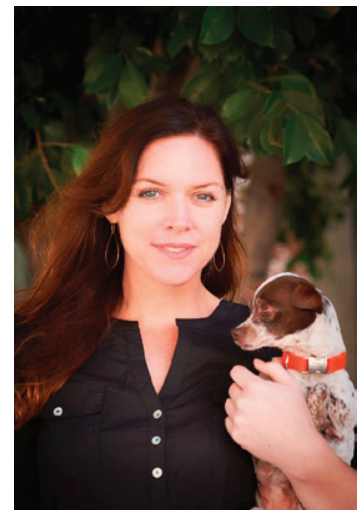
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Help keep dogs and cats in their homes, and in your practice, by recognizing behavior problems and referring clients to me for additional help. My goal is to alleviate the emotional suffering of pets and the

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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CLASSIFIED ADS

BluePearl Veterinary Partners Seeking Full-Time ER Doctors

BluePearl Veterinary Partners in Daly City, CA is seeking two Full time ER doctors (12 shifts/month) to work in our 24/7 Specialty and Emergency hospital. You would be working alongside three other full time experienced ER doctors and one part time ER doctor. We have a fully equipped hospital for high-level care. Immediate openings available, we would love to hear from you!

BluePearl Veterinary Partners hospital in Daly City, CA is a state-of-the art 7,500 square foot facility. It is big enough to have top of the line equipment, but still small enough for clients to receive personalized, comprehensive care and service. Built in 2013, the hospital is located in the rapidly growing area of Daly City and is easily accessible.

Our clinicians offer 24/7 emergency care as well as specialty services in internal medicine, surgery, oncology, cardiology and Rehabilitative Medicine. Onsite diagnostic and treatment capabilities include a CT scanner, ultrasound, endoscopy, arthroscopy, laparoscopy and digital radiography.

Contact for more information: **Dr. Sonja Olson** — sonja.olson@bluepearlvet.com

Visit www.bluepearljobs.com to apply!

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

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/

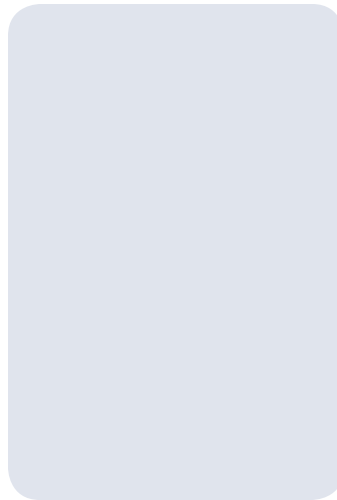
UPCOMING MEETING

THURSDAY, MARCH 19, 2020

"Title"

Speaker

[Speaker's Bio...]



APPETIZERS

Dungeness Crab Melt on Grilled Sourdough +
Apples, Blue Cheese, Walnut on Endive

FIRST COURSE

Clam Chowder

ENTREE

Filet Mignon with Shallot Crust

-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 \$80
Annual membership \$250

**RSVPs required individually via the SFVMA website by
Friday, March 13, 2020: 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 16, 2020.*

MEETING SPONSOR

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