

NEWS

Laurelhurst Veterinary Hospital

Dear Friends,

Summer is here, and with it comes our fantastic Northwest weather! As the temperatures climb into the 80's and beyond, more of you will venture out into the parks, trails and campgrounds. While illness and injury of our four-legged companions are the LAST things on our minds, do remember that great weather and outdoor activities pose specific hazards for our pets that you may not be aware of. In this issue, you will find a Summer Care Checklist about how to be safe out there as you enjoy the season.



As a current Director on the Board of the American Animal Hospital Association, I am keenly aware of the many "hot topics" that are in the news making an impact on the veterinary profession. In this issue, we provide the latest on controversial topics that may affect how we will be able to provide care for your family of pets. Controversies in micro-chipping and veterinary pharmacy issues are just two of the topics we showcase here to get you the facts.



Convenient, Extended hours:
Monday to Friday 7:00am - 8:00pm
Saturday 8:00am - 4:00pm
Sunday 9:00am - 4:00pm
503.233.5222

Located just off I-84 at 2945 NE Sandy Blvd.

Summer is more than just a season in Portland; it is a state of mind. We love to see so many of you come in fresh from the parks or trails with your dogs, or having spent a day in the garden watching the birds with your cats. As always, we are passionately dedicated to the bond that you share with your animals and are here to provide "extraordinary care for your extraordinary pets". We are delighted to have earned the trust and confidence of so many of you, and would love the opportunity to do so with others we have not met!

We hope you are enjoying your summer. Please call our office if we can be of any assistance!

Best Regards,

Linda Ross DVM

STAFF UPDATE

Laurelhurst Veterinary Hospital welcomes new team members **Melita Lawrence**, **Maggie Steelman** and **Melissa Felsenstein**, all of whom are new faces and voices in reception! Melita comes to us from a busy pediatrics office and has already lent many skills to the team as a new receptionist. Maggie and Melissa are brand new and are just beginning their tenure with the hospital. All are warm, friendly and caring and are here to help you with all of your needs.

With heavy hearts, we say goodbye and good luck to **Tiffany Fox**, a beloved team member for almost four years at LVH. Tiffany left our team in April to go on to the staff at **Guide Dogs for the Blind**. We miss her terribly, but wish her the very best in her new venture! We also say goodbye to three other young women who served the hospital so expertly in reception. **Kristina Cordell** has moved back to Georgia to be closer to her family. **Greta Kneival** has left to do some traveling and to firm up her educational goals and **Renee McCarthy** has moved to Spokane to enter school for a graphic arts degree. We thank them all for their dedication to the families we serve and wish them well in the pursuit of their goals!

Summer Care Checklist for your Pets

■ **Protect against the heat:** animals are very susceptible to heat since they have fur and cannot sweat. Make sure that when your pets are outside that they have access to shade, have plenty of water and do not over-exert them. It is better to take your dogs for longer walks in the morning and in the evening when it is cooler outside.

■ **If you hike with your dogs here a few suggestions:** Bring water or hike where there is access to water, hike in wooded areas where it is cooler, and do not over-estimate your dogs' athletic abilities.

■ All of us like to be outside more in the warmer weather, and so do the bugs. Make sure you have your outdoor cats on a **flea preventative and dewormer** (we recommend Revolution), and have your dogs on a flea preventative, dewormer, heartworm preventative, and possible mosquito repellent and tick preventative (a combination of products including Heartgard Plus, Advantage or Advantix).

■ **NEVER leave your dog in a car on a hot day!** Even in the shade, the temperatures in your car can easily exceed 120 degrees and can be FATAL to your dog.

■ **Be courteous of other park users.** Utilize the off-leash areas if you want to let your dog off-leash, keep your dog out of playgrounds, pick up after your dog (feces), and do not assume that because your dog is friendly that the dog it approaches is friendly as well.

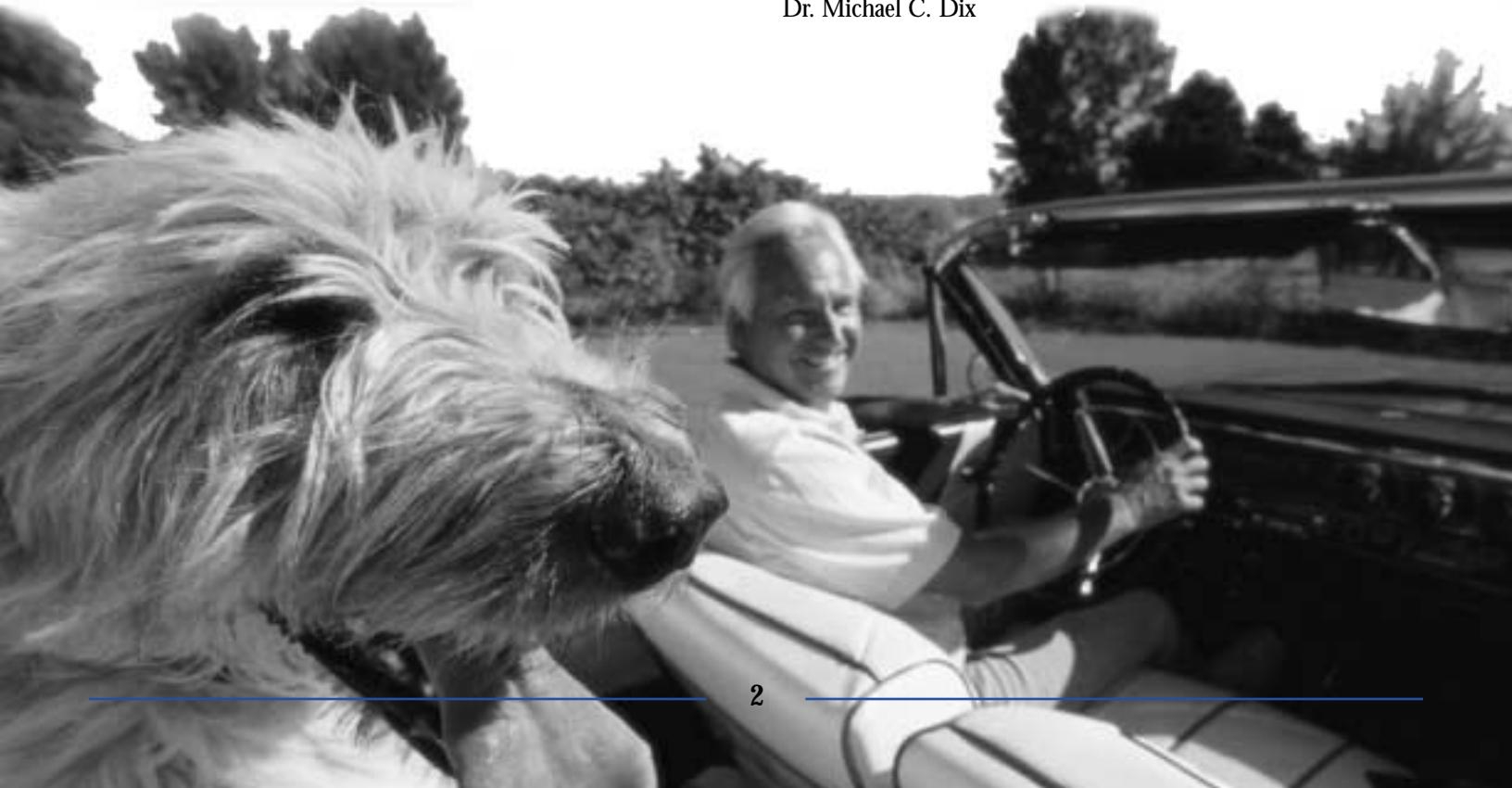
■ As there will be more pet-to-pet contact in the summer, **make sure your pets are up to date on their vaccines.** Contagious illnesses like parvovirus can be deadly.

■ **Do not let your dogs roam freely in unfenced areas** as they are more prone to run into the street and be injured by cars or bikes.

■ When you visit local rivers and the ocean, **keep your dogs away from fish** as dogs can pick up parasites from salmon.

■ **Keep your pets away from common substances that can be harmful** such as rat/mouse poison, slug bait, antifreeze, onions, grapes, many household medications (Tylenol, ibuprofen, and aspirin for cats), and plants (please call us if you have concerns about the toxicity of any plant).

Dr. Michael C. Dix



MICROCHIPPING CONTROVERSY: GET THE FACTS

A Microchip is a tiny device placed underneath the skin of an animal that provides a way to permanently identify a family pet. Its biggest benefit is that it can re-unite families with their lost pets. All microchips are about the size of a rice grain. These chips have a “reader” that can “scan” the chip under the skin by picking up its radio signal operating at a specific frequency. The scanner then identifies a specific bar code that can be traced back to a database with that animal’s information, including its name, address and phone number. There has been some recent controversy regarding microchips in the news. This article is to provide information about the microchips available and the pending changes in the industry.

There are now two basic chips available in the United States. The AVID and Home Again companies market one that operates at 125 mHz. The 24Pet Watch and Banfield Pet Hospital companies sell one that operates at 135 mHz, also called the ISO chip. This ISO chip is considered the universal standard in Europe. Since January 1st of this year, Oregon Humane Society is using this microchip exclusively. At Laurelhurst Veterinary Hospital, we use the AVID microchip. There is current controversy in the fact that animals chipped with the ISO chip cannot be scanned by an AVID or Home Again reader. The majority of the small animal clinics in the Portland area do **not** have an ISO reader. All the shelter and emergency hospitals **do**, however, have readers to read ALL the microchips.

To summarize some of the conflicts:

- All three microchip companies are competitors—AVID, Home Again, and the two companies marketing the ISO chip (24Pet Watch and Banfield).
- All three use a different database for the animal’s information.
- Although AVID makes a universal scanner that reads all

microchips, it is not currently available for purchase in the United States.

- The ISO technology may be superior, but its 135 kHz scanner cannot pick up signals from chips that operate at 125 mHz.
- Oregon Humane Society is placing ISO chips in all their adopted pets (at a rate of 9,000 pets per year). Those chips cannot be read in community clinics unless the clinic has purchased a new ISO reader.
- Currently, the only states introducing ISO chips are Oregon and Wisconsin; Banfield Pet Hospitals have been using them nationwide.



There is no easy answer. The technology is changing and our community is not yet prepared for this change. ISO chips appear to have better technology and a more reliable database, but if no clinic can read the chip, the technology does not mean a darn thing. The companies are not cooperating and AVID will not market the universal scanner it has available so that all the chips can be compatible. That has not happened and may never happen.

What can Laurelhurst Veterinary Hospital do to provide assurance to families whose pets have microchips? We are now purchasing an ISO scanner so that we can read animals with ISO chips. We currently have an AVID reader that reads AVID and Home Again. We are still placing AVID chips since this is the chip that can be read most reliably around the city. And, **we are encouraging everyone who has a pet with an AVID microchip to maintain current information with the company (i.e. address and phone number) to help ensure the safe return of their pet should he/she become lost.** As this controversy gets sorted out, we may change our technology and we will keep all our clients updated.

Take care and have a happy and safe summer!

Dr. Adrienne Becker

What's New in Veterinary Pharmacy

The rising expense for health care in human medicine is a subject that is often explored in the news. Included in the discussion is the high price for many prescription medications, which are often available at a lesser cost when purchased outside of the United States. Similarly, quality veterinary care can also be a significant expense. Your pet's prescriptions are not always inexpensive, and the cost is usually "out-of-pocket."

An in-hospital veterinary pharmacy exists, above all, as a convenience and a courtesy to serve the clients of the practice. The cost of prescription and non-prescription medications which we stock and dispense goes toward several benefits to our clients:

- We stock medications and products that may be specialized to veterinary medicine, in terms of dosage strength or usage, to save the delay of ordering a medicine that's needed in a timely manner.
- We save you the time involved in making another stop at a commercial pharmacy for many human medications we may use.
- Refills of existing prescriptions are readily available, when it is medically necessary, for pets we have examined on a regular basis.
- Our hospital guarantees every product it sells: if your cat doesn't like the taste of its new prescription diet, bring it back for a refund or a credit; if your dog doesn't think Synovi G3

tastes great, bring it back for a refund or a credit.

- Medications are shipped, handled and stored appropriately to preserve their effectiveness.
- In the case of an unexpected or adverse drug reaction, or if a product doesn't perform as expected, we have the absolute support of the product manufacturers to address the issue.

These benefits do come at a cost, as there is a significant amount of time and expense on our part involved in ordering, receiving and stocking these items. The income generated by our pharmacy primarily goes to subsidize the labor costs of our skilled and caring staff, and the overhead costs of our hospital's extended evening and weekend hours.

While it is our policy to take every possible step to ensure that our patients receive the very best pharmaceutical products available, we understand and empathize with the desire to find products at a lesser cost. We know that several catalog and online pharmacies presently sell these products cheaper than we are able. If you wish, we will gladly write prescriptions for you pet for these products in lieu of selling them here. We do, however, wish for you to make an informed decision regarding a discount pharmacy purchase:

- All major manufacturers maintain a strict policy of sales exclusively through licensed veterinarians; catalog and online pharmacies may be through non-approved channels and quality control cannot be assured.
- Discount pharmacies such as Pet Med Express have been under scrutiny and cited by the FDA and State Boards of Pharmacy for violating prescribing procedures.
- Most guarantees that manufacturers make regarding their products are null and void if their products are purchased through non-approved channels.
- Pharmaceuticals manufactured and labeled for use in other countries have been illegally diverted and sold through these discount pharmacies in the U.S.
- Shipping charges, delays, mis-shipments, damaged products and billing disputes. are several reasons many clients feel the savings may not be worthwhile.

If you prefer to purchase your products at a discount pharmacy, we will gladly give a prescription according to these guidelines:

- All state and federal prescribing laws apply the same as if you



THANK YOU FOR YOUR CONTINUED PATIENCE!

On October 3rd of last year, we embarked upon our grand Laurelhurst Veterinary Hospital Remodel! The dust and pounding continues still, and those of you who have visited us in these past weeks have seen the construction commence in the lobby of our working environment. Despite the inconvenience, we have been committed to providing you and your animals a safe and quiet experience while focusing on delivering the highest care and service that we have always prided ourselves in doing. We thank you all **emphatically** for your patience in the face of this construction upheaval over these many months! Our transformation will be grand and we are so excited to share it with you in August when the construction is complete. We know that with its completion, we will better serve our mission which is to:

“Provide our patients and their families an unsurpassed experience in veterinary care through the skilled and compassionate hands of our dedicated team members.”



purchase it in our pharmacy.

- We will give a written script for the medication, or will fax one directly for the pharmacy if necessary. We strongly recommend you save or copy the original script to check the prescription you receive for accuracy.
- We will no longer accept faxed refill requests from online pharmacies due to the frequency of errors on these requests. Instead, we will issue to you a written script for a refill at your request.

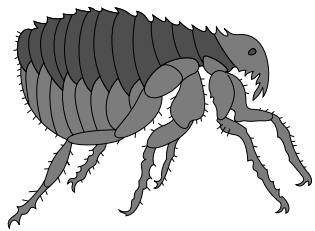
We hope that our pharmacy is utilized to its fullest to serve you and the health of your pets. If there is ever any question or concern, please bring it to our attention. It is our intention to deliver the highest quality health care to your pets, and our pharmacy plays a significant part.

Dr. Pamela Tate

IN ORDER TO SERVE YOU BETTER FOR ALL OF YOUR IN-HOUSE PHARMACY NEEDS, PLEASE NOTE THE FOLLOWING:

- Please phone in your refill requests. This gives our staff time to get the refill authorized by a veterinarian, fill the prescription, and prepare the invoice to decrease your waiting time at pick-up.
- **Refill requests received before 3pm will be available after 5pm; requests received after 3pm will be available the following day.**
- Refill requests may also be made online at www.lvhvet.com.





LVH'S TOP FLEA CONTROL PRODUCTS FOR SUMMER FLEA PROTECTION

Newer generation flea control products introduced in the last five to ten years have drastically reduced flea infestations in dogs and cats in the Portland area. This is great news for those of you accustomed to battling the vicious and endless cycle of fleas in your home and yards! However, infestations can begin anew if you are not vigilant. Our temperate climate can stimulate sudden hatches of these frustrating pests particularly in the early fall months when the weather turns cool and moist. Protect your family and your pets with the appropriate product. All of the following flea products are very safe and effective and will provide your pet with flea-free happiness!

Product	Recommended for	Kills	Applied
Advantage	Dogs & Cats	Adult Fleas	Topically every 30 days
Advantix	Dogs	Adult Fleas & Ticks	Topically every 30 days
FrontLine	Dogs	Adult Fleas & Ticks	Topically every 30 days
Revolution	Cats	Adult Fleas & eggs, ear mites, heartworms, roundworms and hookworms	Topically every 30 days
Program	Dogs & Cats	Flea eggs	Given orally or as injection every 30 days



2945 NE Sandy Blvd.
Portland, OR 97232

503.233.5222

staff@lvhvet.com
www.lvhvet.com

By appointment

Linda S. Ross, D.V.M.
Laura S. Strom, D.V.M.
Michael C. Dix, D.V.M.
Pamela F. Tate, D.V.M.
Adrienne C. Becker, D.V.M.

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