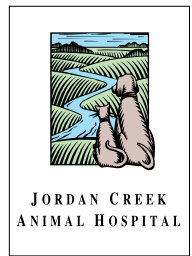




SUMMER 2011 Gazette

the newsletter for people and their pets



JORDAN CREEK
ANIMAL HOSPITAL
3401 E.P. True Parkway
West Des Moines, Iowa 50265

in this issue:

**Veterinary Technicians
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The Role of Veterinary Technicians and Your Pet

Veterinary technicians often work behind the scenes in veterinary practices but are a very important part of your pet's health care. Providing the best veterinary care requires a team of well educated and trained individuals. Veterinarians are the leaders of that team, but veterinary technicians play a vital role as well. Our veterinary technicians are largely responsible for the coordination of your pet's appointments, along with important aspects of health care such as monitoring anesthetized pets, surgical assistance, dispensing medications, nursing care, laboratory techniques, taking radiographs, dental cleanings, and client education.

At Jordan Creek Animal Hospital our technicians are very important to our practice. All of our technicians have been through specialized schooling and advanced training, have earned an associates degree, and have passed state and national board exams making them registered veterinary technicians. Our technicians further their education and skill level by attending continuing education conferences on a regular basis. They also have a close relationship with pharmaceutical and product companies and are trained to answer questions regarding the products we carry.



Pictured above (left to right): Jodi Kincaid, Mistee Martin, Amy King, Claudia Larson and Carissa Colvin. Below: Lynn, Jessica and Sara.

The registered veterinary technicians at Jordan Creek are Amy King, Mistee Martin, Claudia Larson, Carissa Colvin, Jodi Kincaid, and Shannon Kurth. They are vital sources of information regarding your pet's health and wellness. Do not hesitate to ask them if you have any questions regarding your pet's health and behavior.

At this time we are also taking the opportunity to train several staff members interested in pursuing careers in veterinary medicine as veterinary technician assistants. These individuals will be helping our registered veterinary technicians with tasks such as pet restraint and preparing supplies for pet appointments. Make sure to say hello to Lynn, Jessica, and Sara next time they assist in an appointment with your pet.



Contact us by calling 515-224-9500 or visit our website at www.jordancreekanimalhospital.com and on Facebook at www.facebook.com/jordancreekanimalhospital





Have we seen your cat lately?

There are 82 million pet cats in the U.S. compared with 72 million dogs, making cats the most popular pet. Yet studies show the numbers of cat veterinary visits is declining steadily each year. For example, a recent survey revealed that compared with dogs, almost three times as many cats hadn't received veterinary care in the past year. The disparity may be related to common myths about cat health, such as:

Cats are naturally healthier and more problem-free than dogs.

Cats and dogs are equally prone to health problems. Given their shorter life spans, dogs and cats age much more rapidly than a human does. In addition, cats and dogs do not always show signs of early disease, nor can they easily communicate discomfort to us. A thorough exam can best detect and prevent problems such as heart disease, kidney and liver disease, dental disease, cancer, and parasites by examining the pet regularly. In addition, questions about behavior, nutrition, and preventative care can be addressed.

Cat health problems come from the outside and do not affect indoor cats.

Your cat is at risk for health problems, even if he or she lives indoors. Although outdoor cats are at higher risk of some infectious diseases and traumas, indoor and outdoor cats share other diseases equally. Prevention is preferable to treatment and catching a problem early can spare you and your cat some suffering.



Cats will display visible signs of illness like dogs do.

Actually, the opposite of this is true. Unlike dogs, cats are masters at hiding illness, and you may not notice signs of a health problem until it has reached an advanced stage. Changes in your cat's health status can occur quickly, especially as they get older. That is why your cat needs a wellness exam once a year as an adult and twice a year when they reach their senior years.

Veterinary visits are more stressful for cats than dogs.

Most cats do just as well as dogs during their veterinary exam. There are some things that you can do in preparation for the visit that can help make their visit more enjoyable such as getting your

cat accustomed to the carrier before the visit, withholding food prior to the car ride to prevent nausea, and covering the carrier with a blanket or towel to prevent motion sickness. If your cat becomes stressed when coming to the vet, ask our staff for further tips on creating a comfortable environment for your cat on the trip here. We want your cat to be as comfortable as possible in our hospital and will do our best to reduce anxiety during the exam period.

The truth is, cats need regular veterinary care, including annual exams and vaccinations, just like dogs do. And because they are naturally adept at hiding signs of illness, annual exams are especially important for early diagnosis of health problems.

Who would have known...

Twenty years ago, on July 15, 1991, Jordan Creek Animal Hospital opened its doors. With one doctor and one employee we were not sure what the future held for us.

I lived above the hospital with my family, which allowed me to work all hours and still see my wife and kids. The years passed and the children grew up along with Jordan Creek, thanks to all of the wonderful clients and their pets that we have had the pleasure to work with.

After twenty years things are better than ever at Jordan Creek. Five veterinarians and more than twenty-five support staff call Jordan Creek their home away from home. We all enjoy working within the West Des Moines community and look forward to many more years of serving the entire Des Moines metropolitan area.

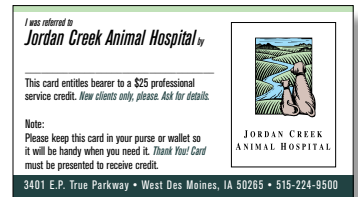
Thank you for allowing us the opportunity to provide your pet's veterinary care.



David D. Whitney, DVM



Over the years, we have thoroughly enjoyed creating relationships with all our clients and their furry family members. Our new *Share the Care* program allows us to reward our existing clients who recommend us to their friends and family. Ask our staff for referral cards to keep in your purse or wallet so that you can tell your friends and family about your good experiences at Jordan Creek Animal Hospital. When they become clients, both you and your friend will receive \$25 of Jordan Creek Animal Hospital credit. We would like to thank you for placing your trust in us.



PROTECTING YOUR PET FROM HEARTWORM CAN PROTECT YOURSELF

Did you know that people can catch heartworm too? Recent studies show that areas with a high prevalence of heartworm in dogs have the highest rates of heartworm infections in people as well. The best way to protect yourself and your family is to use heartworm prevention monthly in your pet to prevent high rates of heartworm in our community. If your dog is not on heartworm prevention, talk to our staff about getting started.

NEW PRODUCTS AVAILABLE FOR HEARTWORM AND FLEA/TICK CONTROL

Trifexis – We are now carrying a new product which gives us another option for monthly preventative care for your pet. This chewable tablet is given once a month and prevents against heartworm, adult fleas, and intestinal parasites.

Scalibor collar – Many flea and tick collars that have been on the market in the past have had poor efficacy at controlling these pests. The Scalibor collar is a new product that is shown to have great control over fleas and ticks. This collar is worn for up to 6 months and controls both fleas and ticks during that time period.

Remember that during the spring and summer months many parasites are the most active and can infect your pet. It is not too late to start a parasite preventative. We understand that there are a lot of choices for preventative care available. If you have any questions about preventatives, please ask our staff. Together we can decide what is best for your pet.

What are the benefits of spaying or neutering pets?



Although most people associate spaying and neutering with preventing unwanted litters of cats and dogs, there are many health benefits to spaying and neutering as well. With the help of modern medicine, we can perform these surgeries with minimal pain and fast recovery times. Pets are given pain relievers during the procedure and are sent home with medications to keep them comfortable in the following days. We recommend spaying or neutering your cat or dog around 5-6 months of age for the following reasons.

Neutering male dogs and cats offers both behavioral and medical benefits. Neutered male dogs often become less dominant and aggressive with other dogs and

roam less after neutering. Neutered male cats are less likely to exhibit urine marking at home, and generally do less territorial fighting. The health benefits of neutering include the reduction in the incidence of testicular disease, prostate cancer, and perianal tumors, especially in dogs.

There are many benefits for spaying female dogs and cats as well. Early spaying prevents mammary cancer and uterine disease called pyometra. Both of these conditions can be fatal to your pet. Spaying best prevents these diseases when performed before their first heat cycle.

If you have questions about spaying or neutering your pet, talk to your veterinarian or veterinary technician.



 **CHECK US OUT on Facebook**

Jordan Creek Animal Hospital now has a Facebook page to keep you up to date on all the latest in veterinary care and more. You can find us at www.facebook.com/jordancreekanimalhospital

Congratulations...

to Dr. Erdman and her husband on the arrival of baby girl Taylor, born Saturday, June 25.

Monthly Meetings

The doctors and staff at Jordan Creek Animal Hospital feel that monthly employee meetings are essential to promoting communication and educational opportunities. Because of this, we will be closed from **1:30-2:30 PM** on the following **Wednesdays: July 13, August 10, September 7.**

MEET THE STAFF/our editors for this issue of Pet Gazette



Dr. Pam Erdman, originally from West Bend, Iowa, received her Bachelor of Science degree in Biology from Iowa State University. She then went on to receive her Doctor of Veterinary Medicine degree from ISU in May 2005. Before joining the staff at Jordan Creek Animal Hospital in January 2006, she practiced at a pet hospital in Darien, Illinois, a suburb of Chicago. Dr. Erdman, her husband Matt and new baby Taylor, share their home with their black lab Clover and cat Ace. In her spare time, she enjoys spending time with friends and family, playing guitar and piano, boating, and reading.



Claudia Larson, RVT, is originally from Lehigh, Iowa. She received her Associates degree in Veterinary Technology from Des Moines Area Community College in May 2008 and immediately joined the staff of Jordan Creek Animal Hospital. She currently has 2 cats, Penelopie and Comet. In her free time, she enjoys painting, reading, cooking, listening to music, and being with family and friends.