STRATEGIC WHAT?
MVMA reveals member-focused and value-driven goals and initiatives for the future.
When 2020 began, we had no idea what would be in store. If someone turned the year into a movie script, no one would greenlight it. It would be too far-fetched, too improbable. Perhaps, even impossible. Yet, here we are—nearly halfway through 2021 with hope finally on the horizon.

When MVMA’s Board of Directors and staff convened in early March 2020, we spent two days together charting a course for our future. It was a future that looked much different than what 2020 would bring, but looking back, our Board demonstrated excellent foresight and helped the staff prepare for what was next.

The strategic plan focuses on revamping the organization’s structure and positions us to be more proactive to better the profession and improve the lives and careers of our members. This issue of The Michigan Veterinarian dives deeply into that plan. You will read about our priorities as well as how they adhere and adapt to trends in veterinary medicine. You will learn about how we are putting that plan into action. And we will demonstrate how this plan will put us on the path to a future we all believe is possible.

How will we create a stronger voice for the profession? How will we create an organization where every member feels welcomed and valued? How will we focus on advocacy to protect your ability to practice, promote veterinary medicine, and produce results for you? How will we create an emotional bond between you and MVMA? It’s all part of our plan and we’re excited for you to learn more about it.

We’ve already gotten to work on structural changes in our organization. We’re developing new membership options for members so you can select a model that fits your needs. We’re improving our volunteer program to ensure there are equitable long- and short-term opportunities for all. We’re enhancing our sponsorship and advertising opportunities so industry partners can better connect with members. We’re diversifying our content and speaker lineup to bring you the highest quality continuing education. We’re raising PAC dollars to expand our influence at the Capitol. And we’re just getting started.

The future we’re building is forward-thinking and inclusive. We can’t afford to leave anyone behind. This past year has taught us not to take anything for granted, to work collectively to achieve our goals, and to ensure we move forward together even stronger than before. The opportunities are right in front of us. It’s now our job to seize them.

By John Tramontana, MS, CAE
Veterinary medicine has seen a lot of changes over the past 18 months. Some of those changes have included the shortage of veterinarians and veterinary staff. Even though this was predicted, it was only accelerated by the pandemic. We saw and continue to see a surge in pet adoptions that was unexpected. I know many of us are still trying to catch up and are feeling sometimes overwhelmed with the level of demand. However, we are each doing our best to address the needs of our communities. And that’s what matters.

The recent rule updates from the CDC and vaccination announcements from the Governor’s office have made it seem as if a light is shining at the end of the tunnel, and that the pandemic is finally subsiding. That being said, it looks like we are on our way to returning to ‘normal.’ We all must continue to do our part, even if the wait makes it seem like the ‘new normal’ will never come. As a supportive community, we should care for each other in this time and remind others that we have come a long way. We are stronger, smarter, and better equipped for whatever the future brings our way.

The next several years will be a time of transition for veterinary medicine. The current increase in business that many clinics are experiencing shows that our clients still value and trust the care that we provide. We are fortunate to be in such a position. The challenge for us now is changing our mindset. We must move from the idea of how do we keep up, to making plans and taking actions that will shape our future and the profession. It is time to take ownership of your current situation and make a plan that will lead you to where you want to be. Veterinary Medicine is changing, and we have the opportunity to shape that future.

The Michigan Veterinary Medical Association (MVMA) was fortunate that the strategic planning meeting we scheduled was in early March of 2020, just days before things shut down in Michigan. Having a plan in hand during the pandemic has allowed the MVMA to maintain a steady course during this period. Even with all the changes and challenges we’ve faced, our Association has been able to provide, in addition to other offerings, COVID guidance, legislative assistance, and high-quality continuing education. We are thrilled to finally announce our first in-person large event, the Great Lakes Veterinary Conference (GLVC) that will take place on Aug. 22-24 at Boyne Highlands Resort. In addition, we are working on multiple initiatives, including one on diversity, equity and inclusion, and another focused on our community of volunteers.

Having a strong strategic plan has helped MVMA during this chaotic time. I’m grateful for all the effort from the Board, staff, and external partners that has made this possible. I know the future is bright and I encourage all of you to consider how your business can evolve to be strategically positioned moving forward. The profession is changing, and many opportunities are becoming available. Will you be ready?

Wishing all of you a healthy and memorable summer. See you at GLVC!
I worked through the pandemic, the whole pandemic. Veterinary hospitals were deemed essential, so we were left to enact new policies and procedures to keep our teams healthy and safe. In the early days, there was so much confusion and painful discussion. I experienced team members crying daily, breaking down with panic attacks and anxiety. There was an intense fear of this unknown virus for themselves and their families.

Are we all going to die? Some were so traumatized that they could not manage to come to work for months. Others were unhappy with hospital decisions and expressed their opinions. I was overwhelmed with emotion, but as a leader, it was my responsibility to keep my team together and safe, to do our work for our clients and patients. It was one of the most challenging experiences of my life.

Looking back now, as many of us are vaccinated and able to enjoy our freedom again, there are lessons from the pandemic that we need not forget. This considerable life challenge brought us many great life lessons. Here are my top three.

1. VETERINARY PROFESSIONALS ARE TOUGH AS NAILS

As a working veterinarian and veterinary life coach, I have contact with many people working in our profession. I have heard their stories and continue to work on their struggles. Like me, they have all been through some serious stuff, but I see them as creative, resilient, and tough individuals. We created a whole new way to deliver our services. We worked through rain, sleet, and snow - while wearing all levels of PPE - to bring our clients and patients our best selves. We didn’t get to do it while sitting on Zoom calls; we had to make these decisions on the fly. Mental, physical, and emotional toughness will serve us as we are emerging from this prolonged crisis. We need to remember what we have done and that we have proven ourselves to be one tough profession.

2. VETERINARY TEAMS ARE COLLABORATIVE AND GENEROUS

There are groups of us that continue to work together, creating solutions to support each other physically and emotionally. Like many businesses in the United States, the veterinary industry is working at reduced capacity with a drastic rise in demand for services. A recent US poll showed that 42% of small businesses report that they are struggling to fill job openings and are working with a diminished team. In this precarious environment, veterinarians need to work together to develop new ideas to get the job done without sacrificing our teams. We need to continue supporting each other and creating new ways of providing service while protecting our people. We are one collaborative profession, not competing individuals.

3. FAMILY AND FRIENDS ARE LIFE’S BIGGEST BLESSINGS

Early in the pandemic, one of my closest friends spent over eight weeks in ICU, two rounds on a ventilator. We almost lost her, but by some miracle, she survived, and I am forever grateful to God and her caregivers for saving her. Many of you have your own stories of family and friends affected by the virus. The pandemic’s biggest and most important lesson is that we must protect time with family and friends. We need to remember that life is short and the reason we work is to help our communities and create better lives for ourselves and our families. Take time to enjoy your family and friends. Allow your team to do the same. There will always be more work, but there may never be more time to spend with your family. You can be a great veterinarian without sacrificing everything for your career. Be tough, be supportive, be proud. Remember to love your profession, your family, and yourself. Finally, have a beautiful, healthy summer.

Julie Cappel, DVM, is the director of Warren Woods Veterinary Hospital and a certified life coach. Dr. Cappel can be reached at jucappel@bvm.com or 586.751.3339. Also, join Dr. Cappel weekly on her podcast, The Veterinary Life Coach Podcast, available on iTunes and Spotify.

THREE LIFE LESSONS I LEARNED FROM THE PANDEMIC

By Julie Cappel, DVM

MVMA | THE MICHIGAN VETERINARIAN

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SUMMER 2021

SUMMER 2021
The coronavirus pandemic has been front and center for over a year, taking significant time and energy from you each day no matter what field of veterinary medicine you are in. Veterinarians still, though, need to be aware of other important issues. A new topic specific to how you engage in your everyday work is updated rules for the practice of veterinary medicine in Michigan. This article will review highlights of the updated veterinary medicine general rules.

If you are a veterinarian licensed to practice in Michigan, the newly updated Board of Veterinary Medicine – General Rules are a must read. These specific “rules of the road” that augment Michigan Public Health Code laws governing our profession became effective on April 15, 2021. When reading the new rules, you will find that veterinarians now have “animal patients” rather than “patients”; that there are four types of limited licenses; and that USDA Veterinary Accreditation training modules now count as approved CE. You will also find a new rule on telehealth services clarification on supervision and delegation; new language related to medical records; and updates on live and in person CE requirements. There is more, too, but these are especially important parts you will use every day. Here are more specifics:

Telehealth services (Rule 1a):

R 338.4901 Telehealth services.

Rule 1a. (1) A veterinarian providing a telehealth service shall do all of the following:

(a) Ensure that the client knows the identity and contact information of the veterinarian providing the telehealth service. Upon request, the veterinarian shall provide his or her licensure information including the name of the state where he or she is licensed and his or her license number.

(b) Ensure that the technology method and equipment used to provide telehealth services complies with all current privacy-protection laws.

(c) Employ sound professional judgment to determine whether using telehealth is an appropriate method for delivering medical advice or treatment to the animal patient.

(d) Have sufficient knowledge of the animal patient to render telehealth services demonstrated by satisfying 1 of the following:

(i) Have recently examined the animal patient in person or have obtained current knowledge of the animal patient through the use of instrumentation and diagnostic equipment through which images and medical records may be transmitted electronically.

(ii) Have conducted medically appropriate and timely visits to the premises where the group of animal patients is kept.

(e) Act within the scope of his or her practice.

(f) Exercise the same standard of care applicable to a traditional, in-person veterinary care service.

(g) Make himself or herself readily available to the animal patient for follow up veterinary services or ensure there is another suitable provider available for follow up care.

(2) Consent for medical advice and treatment shall be obtained before providing a telehealth service pursuant to section 16284 of the code, MCL 333.16284.

(3) Evidence of consent for medical advice and treatment must be maintained in the animal patient’s medical record.

(4) A veterinarian providing a telehealth service may prescribe a drug if the veterinarian is a prescriber acting within the scope of his or her practice and in compliance with section 16285 of the code, MCL 333.16285.

This rule, being so new, is generating questions. The most common question from MVMA members so far relates to assuring technology and equipment comply with all current privacy-protection laws. Just how are veterinarians supposed to determine this? We are seeking legal guidance on this issue. For now, appreciate that this relates to both cybersecurity and confidentiality of personal and medical record information. AVMA has basic information in their document, AVMA guidelines for the use of telehealth in veterinary practice - Implementing connected care, to help you get started when considering what platform you will use for telehealth services.

Supervision and delegation (Rules 10 and 11):

The updated rules have a specific section on supervision and delegation. Rule 10 in the section covers supervision of veterinary students and limited licensees and “requires that degree of close physical proximity necessary for the supervising veterinarian to directly observe and monitor the performance of the veterinary student or limited licensee to ensure that the student’s or limited licensee’s performance is within the scope of the order, assignment, or prescription of the veterinarian and being performed with the skill expected by the supervising veterinarian.”

While not addressed in the rule, do not forget that veterinary technicians must be supervised, too. This supervision is defined in the Public Health Code MCL 333.18802 (4) as “Supervision” includes that degree of close physical proximity necessary for the supervising veterinarian to observe and monitor the performance of a veterinary technician.” As a reminder, the Public Health Code also states in Sec. 18805 (3), “Practice as a veterinary technician” means the practice of veterinary medicine based on less comprehensive knowledge and skill than that required of a veterinarian and performed under supervision of a veterinarian.”

Rule 11 covers delegation. Veterinarians may delegate some acts, tasks, or functions that fall within the practice of veterinary medicine to qualified individuals as long as two conditions are met. These are:

(2) Before delegating an act, task, or function that falls within the practice of veterinary medicine, the veterinarian shall first examine the animal patient on which the delegated act, task, or function is to be performed and determine the appropriate treatment for the animal patient.

(3) The delegating veterinarian shall observe, monitor, and supervise the delegate’s performance to the extent necessary to ensure that the delegate’s performance is within the scope of the delegation given and being performed with the skill expected by the delegating veterinarian.

Medical records (Rule 21): Telehealth is now specifically mentioned in the rules so be sure to keep the same records you do for telehealth services that you do for in-person services. Also, there are two new subparts to Rule 21. These are:

R 338.4922 (5) Medical records are confidential and must not be released without the consent of the client or as required to protect public health or by law.

(6) Copies of medical records must be provided upon written request from the client.

Continuing education (Rule 33): Instead of requiring 10 hours of live and in person CE, the new rule is:

Rule 33.4933 (a) A minimum of 12 hours of continuing education must be completed by satisfying one of the following:

(i) Earning 12 hours of continuing education in an activity attended live and in person.

(ii) Earning not less than six hours of continuing education in an activity attended live and in person and earning the remainder of the 12 required hours of continuing education by completing an activity that requires or permits synchronous, live interaction with the presenter, other participants, or both during the activity.

MVMA is developing FAQs related to the new rules. These will be housed on the MVMA website. The Michigan Department of Licensing and Regulatory Affairs (LARA) invites you to direct questions to them at BPLHELP@michigan.gov.

A summary chart of the updated rules can be found at www.michvma.org/IVFR or by scanning the QR in this article.

Sources used for this article can also be found at www.michvma.org/PeoplePetsandPractice

Nancy Frank, DVM, MPH, DACVPM, is MVMA’s Staff Veterinarian, and can be reached at frank@michvma.org or 517.347.4710.

Dr. Nancy Frank is a current member of the Board of Veterinary Medicine. Her viewpoints do not necessarily represent the viewpoints of the Board.
Member Spotlight

Alexander Strauch, DVM

Herbruck’s Poultry Ranch

**EDUCATION:** Michigan State University College of Veterinary Medicine

**CAREER:** Associate Veterinarian | Poultry Medicine | Practicing 4+ Years

As an inspired young man, Dr. Alexander Strauch developed an adoration for animals as a result of experiences he had while watching famed zoologist “The Crocodile Hunter,” Steve Irwin. As Dr. Strauch’s mother saw this interest grow, she would encourage and support young Alexander by introducing opportunities during his academic years that were focused on animals in general. Dr. Strauch credits his mother as being his biggest fan and supporter during his journey to becoming a veterinarian and other various personal and professional accomplishments. “I knew I wanted to be a veterinarian at a very young age,” he said. “But it wasn’t until I found a niche in veterinary medicine during my collegiate education at Michigan State University that it became so much clearer.”

Dr. Strauch received his DVM from Michigan State University College of Veterinary Medicine in 2017. “Since I have graduated, I have been very fortunate to have the same job since graduation,” he said. “I’m a staff veterinarian and biosecurity manager for a laying hen company that is responsible for nine million hens across Michigan and Indiana. I feel honored to have these responsibilities. This is big medicine and what I wanted to do in my career.”

With a profession that faces long hours and heavy workloads, veterinary professionals can find themselves overwhelmed and physically, mentally, and emotionally. Dr. Strauch communicates with employees who speak Spanish and English. So, in order to best serve his patients, he has worked diligently over these past four years to improve his Spanish vocabulary, adding to his 15+ years of Spanish speaking. Dr. Strauch took this language obstacle as an opportunity to improve his communication skills. “Dealing directly with the caretakers required me to share important information I had, and I wanted to make sure I could communicate it effectively,” said Dr. Strauch. “They have information for me about the barns and I have information to share about the process. Being able to clearly communicate is vital to doing my job well and providing optimal care for the birds.”

Looking toward the next 5-10 years, Dr. Strauch was asked how he has defined and celebrated success so far and what is next professionally. “I measure my success as progress over time in the spirit of continuous improvement. For me it is a little less of a finish line and more of a continuum,” said Dr. Strauch. “As an advocate of lifelong learning, I have applied and been accepted to Central Michigan University’s Master of Business Administration program. This educational goal will benefit the company I work for and assist me on a personal development level.”

Dr. Strauch is currently a member of the American Association of Avian Pathologists (AAAP) and the Michigan Veterinary Medical Association. In addition, he is an alumnus of MVMA’s Power of Ten Leadership Academy. “My time with the Power of Ten was beneficial because it taught me many important lessons that I’ve applied personally and professionally,” said Dr. Strauch. “I also value the professional connections and alumni network that I’m now a part of. My recommendation for anyone considering the program is that you should do it because there are no drawbacks, only benefits that are intended to help you grow.”

“I find that when I exercise, it is a great stress reliever and that I am able to mentally perform better at work,” said Dr. Strauch. “I also stick to a healthy diet that does not include sugar or sweets. Looking toward the next 5-10 years, Dr. Strauch was asked how he has defined and celebrated success so far and what is next professionally. “I measure my success as progress over time in the spirit of continuous improvement. For me it is a little less of a finish line and more of a continuum,” said Dr. Strauch. “As an advocate of lifelong learning, I have applied and been accepted to Central Michigan University’s Master of Business Administration program. This educational goal will benefit the company I work for and assist me on a personal development level.”

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Are you looking for an enjoyable and relaxing way to get some CE done this summer? If so, then join us at Boyne Highlands Resort on Aug. 22-24, 2021 for expert speakers, delicious food, entertainment, and some much-needed relaxation. The 2021 Great Lakes Veterinary Conference (GLVC) has something for everyone. Bring your friends, colleagues, and family, all are welcome and will enjoy the many amenities that Boyne Highlands Resort has to offer.

BOYNE HIGHLANDS RESORT · HARBOR SPRINGS, MI · AUGUST 22-24, 2021

FOR MORE INFORMATION AND TO REGISTER FOR THE 2021 GLVC, PLEASE VISIT US AT WWW.MICHVMA.ORG/GLVC

Our expert speakers have prepared engaging, informative, and insightful content that they look forward to sharing with you. This year you will have the opportunity to gain 12 hours of CE from sessions covering Practice Management, Marketing, Parasitology, Surgery and so much more. To see the full list, please visit: www.michvma.org/GLVC.
A FEW REMINDERS FROM THE STATE VETERINARIAN’S OFFICE

By Nora Wineland, DVM, MS, DACVPM

As the summer months begin, the State Veterinarian’s Office would like to offer a few reminders.

DOUBLE CHECK EIA TESTS

For Equine Infectious Anemia (EIA) tests, please note that only US Department of Agriculture Category II accredited veterinarians should complete these tests; and whether using a paper form (which should have “VS 10-11, FEB2018” in the lower left-hand corner) or an online form accessed through Global Vet Link or Veterinary Services Process Streamlining (VSPS), only these current, approved forms should be used.

It is also important for these forms to be completely filled out. If a field is not applicable, write “None” in that space. Some of the most common fields that are left blank include tube number, tattoo, and microchip/breed registration. Forms should also include a National Accreditation Number, a complete description of the animal, and the animal’s location, which is its home premises.

Also, every year, the Animal Industry Division receives multiple samples at our downtown Lansing office, samples that were meant to be shipped to the Michigan Department of Agriculture and Rural Development’s Geagley Lab in East Lansing. This can lead to a delay in testing and potentially the need to redraw. Please be sure to double check the address before shipping:

In addition, samples can also be sent to the Michigan State University Veterinary Diagnostic Laboratory (MSU VDL):

SUBMITTALS VIA US POSTAL SERVICE

SUBMITTALS VIA ALL OTHER CARRIERS

MDARD Animal Disease Testing Laboratory 1615 S. Harrison Rd. East Lansing, MI 48823

As MSU VDL continues to see delays in receiving packages from the US Postal Service, they recommend using overnight delivery to ensure that specimen quality is not compromised in transit.

CHANGE IN THE SUPPLY LINE NUMBER

On April 2, 2021, the old MDARD-AID supply line phone number was retired. Please be sure to call 517-284-5800 for supplies.

Supplies can also be ordered through email by completing the Supply Order Form and sending it to MDARD-AIDforms@Michigan.gov.

Additionally, whether ordering by phone or online, please be sure to allow one to three business days for the supply request to be processed and three to five business days for shipping.

REACH OUT TO PROGRAM CONTACTS

If there are ever any questions, please feel free to reach out those in the Animal Industry Division for assistance. This information can be accessed at www.michvma.org/MDARD/AnimalIndustryDivisionInfo or by scanning the QR code in this article.

Nora Wineland, DVM, MS, DACVPM is the State Veterinarian and the Michigan Department of Agriculture and Rural Development’s Animal Industry Division Director and can be reached at WinelandN@Michigan.gov or 517-284-5689.

AWARENESS OF ANIMAL IDENTIFICATION REQUIREMENTS

A new interactive map is now available on the MDARD website (www.mi.gov/animalimport) to help your livestock clientele find local retailers and auction markets that sell 840 radio frequency identification (RFID) tags. These 840 RFID tags may be applied to bison, cattle, privately-owned cervids, and swine.

Please also note that, for Category II accredited veterinarians, it is necessary for livestock to be officially identified when performing accredited work such as official tests, vaccinations, and inspections for interstate movement. In cases when an animal has more than one official identification number, be sure to document all the numbers for that animal on official forms.

Also, bison, cattle, privately-owned cervids, sheep, and goats require official identification to leave a Michigan premises; and therefore, official identification must be documented on interstate certificates of veterinary inspection (CVIs) even when the receiving state does not require it.

For more information on Michigan’s animal identification and movement requirements, please visit www.mi.gov/animalimport.

PRACTICE BIOSECURITY TO PREVENT RABBIT HEMORRHAGIC DISEASE VIRUS 2

With more cases of rabbit hemorrhagic disease virus type 2 (RHDV2) being discovered in the western United States, Michigan veterinarians are encouraged not only to be aware of this disease, but also to enhance biosecurity measures in their clinics and to stress these precautions to their clients who own rabbits.

Even though RHDV2 has not been found in Michigan, the high mortality rates seen with this disease could have serious impacts on the state’s wild and domestic rabbits and hares if the disease enters the state. While RHDV2 does not affect people or other animal species, most rabbits that contract the disease will die.

Disease onset is rapid. Often, the only sign of RHDV2 is the sudden death of a rabbit. However, other signs can include fever, reduced appetite, lack of coordination, respiratory problems, diarrhea or constipation, and a bloody, foamy discharge from the nose.

Currently, there is no vaccine licensed for use in the United States. Foreign vaccines are currently only allowed to be imported for use in states with confirmed cases. Those who treat, handle, and/or care for rabbits are encouraged to follow good biosecurity measures to help prevent the virus from being introduced to Michigan’s rabbit population.

Also, RHDV2 is considered a foreign animal disease and is reportable to state and federal authorities. To report a suspicion of RHDV2 in domestic rabbits, please contact MDARD at 800-392-9839.
DEMAND FOR VETERINARY CARE EQUALS DEMAND FOR DIAGNOSTICS

2020 HIGHLIGHTS AT THE MSU VETERINARY DIAGNOSTIC LABORATORY

By Dr. James Averill, DVM, PhD

While submissions at the Michigan State University Veterinary Diagnostic Laboratory dropped approximately 45 percent in April 2020 due to restrictions on veterinary services in Michigan and around the country, submissions returned to normal in May. June’s caseload of 19,000 submissions set a record for the most submissions ever recorded at the Laboratory in one month. Submissions for the second half of 2020 continued to outpace 2019, and from July through December, cases were up 11%.

2020 TOTAL CASES: 205,757 | TOTAL TESTS: 941,659

MAINTAINING CRITICAL REGULATORY TESTING

While veterinary services were restricted in Michigan, regulatory testing continued. Surveillance and/or annual testing is needed before animals or products are shipped and ensures individual animals or herds are free from diseases of importance. Those tests performed at the MSU VDL help to protect poultry, cattle, swine, farmed deer, sheep, and bees critical for pollinating plant crops. In addition, dogs and horses are tested prior to interstate and international transport or sale.

Many animal diseases must be reported to the United States Department of Agriculture and/or state departments of agriculture for tracking and epidemiological purposes. This testing is also regulated but is primarily performed on animals with clinical disease and/or as part of disease outbreak investigations. Examples of reportable disease testing in 2020 include brucellosis, eastern equine encephalitis, leptospirosis, West Nile virus, and avian, canine, equine, and swine influenza.

In Michigan, one disease of high consequence has received significant attention over the last several years—chronic wasting disease (CWD). The MSU VDL is one of only 10 laboratories nationwide authorized by the USDA to use both approved test methods for CWD. The Laboratory provides surveillance testing for both farmed and hunter-harvested cervids. In response to changes in testing and surveillance announced by the Michigan Department of Natural Resources for the 2020 hunting season, the VDL developed a system to allow hunters to submit samples directly to the Laboratory. The MSU VDL continues to support Michigan hunters and MDNR in efforts to identify CWD positive animals and contain the spread of this fatal, contagious disease across the state.

A COMMITMENT TO CANCER DIAGNOSTICS

According to the American Veterinary Medical Association, about one in four dogs will develop neoplasia and almost half of dogs over the age of 10 will develop cancer. To diagnose tumors, veterinarians across the United States and beyond routinely turn to the MSU VDL’s biopsy service due to its reputation for excellence among general practitioners and veterinary oncologists. The expertise of the Laboratory’s pathologists and advanced diagnostics assist in the diagnosis and prognosis of cancer in pets which enables referring veterinarians to help pet owners ensure quality of life for their animals. In 2020, new tests for mammary tumors, assessment of lymph node metastasis, and to predict success of specific therapeutics were added, further demonstrating the MSU VDL’s commitment to continued advancement in cancer diagnostics.

Biopsies and Molecular Tests for Cancer Diagnosis and Prognosis Performed in 2020: 22,621

A CLOSER LOOK AT CASELOAD

Canines are the most submitted species overall (more than 140,000) while bovines are the most submitted species for Michigan cases (more than 50,000).

Canines: 52.7%

Bovines: 36.4%

Farmed Animals: 34.3%

Companion Animals: 56.0%

Supporting Michigan’s animal agriculture industry remains a vital part of VDL’s mission. More than half of Michigan samples tested were from farmed animals.

CURRENT STATE AND FORECASTING THE FUTURE

The Lab did not see the decline in submissions over the winter months in early 2021 which is typical for that season. Then came March. Remember the record-setting submissions in June 2020? That 19,000-submission record only lasted until March 2021 when the Lab received nearly 25,000 submissions.

The MSU VDL remains dedicated to accurate and timely diagnostic results for every case submitted. Staffing and processes are in place to ensure we deliver the quality service our clients have come to expect, and that they deserve. We are ready for whatever the rest of 2021 has in store.

Dr. James Averill, DVM, PhD, is MSU VDL’s Interim Director, and can be reached at averillj@msu.edu or calling 517.353.1683.
May 2009 – I MADE IT. This childhood dream of mine is finally coming true! I've survived (and somehow thrived) during these past nine years of life that it took to navigate an under-graduate degree and grad school to become a veterinarian. I've been elated, devastated, over-joyed, and sorrowful. I've been energized and exhausted. I've had times where I've been physically drained and injured but mentally euphoric. I've met friends that have the same sarcastic sense of humor that I do and who are passionate to change the world like I want to do. We made it.

May 2021 – This is a different place than my world was in 2009. We are immersed in continued societal change (good and bad), strife, unrest, unease, and endure through the first worldwide pandemic that I've been alive to witness. We may struggle more now to do our jobs with that fiery passion and change the world mentality. How can you do that today when everything feels constant and you are expected to do more now than in the past?

In the final moments before COVID-19 impacted the United States, the MVMA Board of Directors held a Strategic Planning Summit. Strategic Planning, what now? For explanation, Merriam-Webster defines a Strategic Plan as “a careful plan or method for achieving a particular goal usually over a long period of time; the skill of making or carrying out plans to achieve a goal.” The purpose of that Summit was to foster discussion on where we are as a profession, have been – and more importantly, where we want to go and how do we get there. By the end of the Summit, the MVMA Board identified four critical goals to work on over the next three years (at a minimum) and beyond.

Enhancing public relations to achieve greater public credibility, emergency preparedness, and social responsibility will be attained by increasing diversity within the MVMA and our profession. A better understanding of our profession’s demographics is paramount. Through the creation of a Diversity, Equity, and Inclusion committee, work has already begun to assist the MVMA in creating better balances and bridging gaps between those veterinary professionals not equally represented and underserved in Michigan. Identifying those gaps and building bridges to connect us is not a goal that can be achieved easily, or without controversy. However, the mission of the MVMA is to promote the advocacy, education, and networking for the health and well-being of Michigan and its veterinary community – thus, we will work tirelessly to ensure this goal is exceeded and maintained.

Over the last several years, the MVMA has made great strides in broadening its connections and visibility within the Michigan legislature. Identifying the importance of connection to government allows the MVMA to continue its pursuit of legislative advocacy as it relates to veterinary medicine. Donations to the MVMA PAC fund, no matter how small, help to keep the MVMA front and center in the political arena. Grassroots infrastructure development is also an avenue the MVMA will follow to further enhance legislative support. The MVMA Board also did a deep dive examination of itself. By streamlining the way the Board operates, we can become more intentional and strategic and can therefore work more efficiently and effectively for our membership. Strengthening communication and development with local VMA chapters, other organizations, and the membership in its entirety will allow us to extend our reach with important continuing education opportunities, real-time updates in disease surveillance, and much more.

The last critical goal identified during Strategic Planning involves creating and maintaining an emotional connection with our membership. The MVMA exists to serve its membership, and I daresay one cannot survive without the other. Our veterinary community in Michigan is rich in experiences, knowledge, opinions, and ideas. Developing relationships with our membership enables us to advocate and support them in the best way possible. The MVMA will continue the expansion of leadership roles, strengthen self-awareness and mental health support, and develop student involvement at a minimum to preserve and nurture this emotional link.

Over the years, I’ve discovered just how important connection within our profession can be. We help one another remain steady during uncertainty and provide support when one of us falls. I’m lucky to finally understand how hard all those moving pieces within the MVMA work to help ensure the success of our veterinary community. We can do amazing things when we support one another and work together effectively. A quote from the 2020 Disney movie Mulan summarizes us perfectly: “When employed correctly, four ounces can move a thousand pounds.”

Be well. – Dr. Howard

Erin Howard, DVM, is the MVMA’s 2021 Vice President, and can be reached at erin.khowarddvm@gmail.com.
When the MVMA Board of Directors met for a strategic planning retreat in March of 2020, they had no idea the turmoil the next year would bring. A global pandemic, a growing political divide in the country, increasing racial unrest and so much more. What a critical time in our history to have effective leadership. The MVMA Board of Directors understands that to move forward and thrive as a profession, we must embrace, enhance, and celebrate diversity, equity, and inclusion. As the co-chairs of the newly formed DEI Committee at MVMA, we are excited about these opportunities and challenges and hope you will join us on this journey.

James Lloyd, DVM - I have been very fortunate to be involved with MVMA for decades. As a Past President and member of the Board of Directors, I can tell you that DEI work has long been a goal of this organization. We first started working on a DEI initiative in 2008, when the MVMA Board had a half-day diversity training session which led to the formation of a Joint Executive Task Force on diversity between MVMA and MSU. From that effort emerged several joint activities, including a statement on the importance of diversity. This work is important to me because the future viability and success of our profession hinges on DEI. Without question, our society needs to become more inclusive and diverse – in an equitable manner – our very relevance will be at risk. Our future strength will be rooted in DEI. I'm ready to get to work to strengthen both MVMA and the veterinary medical profession.

In the fall of 2009, the Board engaged in strategic planning and identified diversity as one of nine important issues. Diversity continued to show up in later strategic plans for the organization, but it wasn’t until 2020 that we really began to actively engage in this important work and make it a top priority. One of MVMA’s priority goals is to “create a stronger voice” in the profession. And one of those ways is to increase inclusion and diversity to help create a better balance of demographics in the profession. So how do we start to work on that goal and make progress? It starts with knowing who we are, where we are, and where we want to go. We began with two key actions; a DEI member survey and the formation of the DEI Committee. The DEI Committee exists to do the work of the Board with regard to DEI. Within that context, we will have our own strategic plan, complete with a mission, vision, objectives and a roadmap. Our Committee is currently working with two excellent consultants and has two initial goals in mind, leader education (DEI Committee, MVMA Staff and MVMA’s Executive Committee), and communications with both the MVMA Board and the membership at large. This work is important to me because the future viability and success of our profession hinges on DEI. Without question, our society is becoming increasingly diverse – at local, state, regional, national, and global levels. This diversity has many critical dimensions, from race and ethnicity, to gender identity and sexual orientation, to age, ability, and religion...and more. Achieving diversity, equity, and inclusion will be vital for the veterinary medical profession if we expect to effectively understand and address the increasingly diverse needs of this increasingly diverse society. We are currently the least diverse of any US healthcare profession. If we don’t become more inclusive and diverse – in an equitable manner – our very relevance is at risk. Our future strength will be rooted in DEI. I’m ready to get to work to strengthen both MVMA and the veterinary medical profession.

Dr. Lauren Walker, DVM - Like Dr. Lloyd, I’m excited for the work ahead and what positive results will mean to our profession. MVMA’s DEI Committee is committed to enacting change in veterinary medicine and celebrating the rich diversity that already exists in our membership.

The MVMA DEI Committee and its work is important to me on several levels. In the broad sense, the work will help us to better understand our colleagues and clients. People are complex. We often come together based on our commonalities, but it is extremely important to recognize our differences and individuality. Veterinary medicine brings us together, but we differ in the type of medicine we practice, where we practice, and in some cases, even how we practice. There are generational, geographical, and family status differences. This all influences our day-to-day experience. Each sub-group faces different challenges, and they must be recognized. For all of us to be successful, there must be support and strategic planning to move us forward. One of the committee goals is to make sure that space is provided for all members to have community, support, resources, and advocacy within the MVMA.

To help achieve those goals, education will be key. The MVMA DEI Committee, Executive Committee and staff will utilize the Intercultural Development Inventory (IDI) as a foundational educational tool. The Intercultural Development Inventory offers customized assessment services for the purpose of building intercultural competence. It is utilized by organizations worldwide. The purpose is to strengthen relationships and enhance the human condition by improving intercultural competence and efforts at bridging cultural differences. The IDI is theory-based and validated across cultures. It provides practical and actionable results. The IDI also allows participants to track growth and development both as a group and individually. This assessment will help us all develop a further understanding of DEI in and outside of veterinary medicine.

Each participant will take the IDI self-assessment. Group and individual discussions of the results will be facilitated by our DEI consultants. Based on the assessment results, educational plans and goals will be developed.

On a personal level, I am racial minority. My identity as a Black woman is essential to who I am and how I move through life. Thankfully, I can only recall a few experiences of racism and discrimination throughout my education and career. These experiences, I believe, help me to be more aware and empathetic toward others. They also show that there is still work to be done to make veterinary medicine more inclusive.

Becoming a veterinarian was a dream from the age of five. I was fortunate to have only positive and encouraging influences throughout my education. Studies and conversations within my community show this is not the case for many minorities. Exposure, support, and opportunity are so important in making any field more diverse. While attending Michigan State University, I participated in and later worked for the Vetward Bound Program. The goal of the Vetward Bound program was to foster and support minorities and under-represented students’ interest in STEM, particularly veterinary medicine. This program and the support of my pre-veterinary advisor helped me to be a competitive candidate for veterinary school. Providing similar opportunities through working with the MVMA DEI Committee is a personal goal. Every member of MVMA should feel welcomed, included, and valued. The DEI Committee will continue to work to ensure that’s the case.

James Lloyd, DVM, and Lauren Walker, DVM, are Co-chairs for MVMA’s Diversity, Equity and Inclusion Committee, and can be reached at james.lloyd56@gmail.com and l_e_walker@att.net.
The MVMA’s Legislative Advisory Committee (LAC) is made up of a diverse group of members who help to guide the needs and desires of the association’s members. They currently meet five times a year and include veterinarians in private practice, shelter medicine, research, and academia. The committee is assisted by the MVMA staff and its lobbying firm Karoub Associates. The LAC plays a vital role for MVMA as they review and advocate for and against bills in the Michigan Legislature, write and provide assistance to pass new laws, and promote the MVMA’s VET-PAC.

Two of the MVMA’s recent advocacy successes have been the passage of the Mandatory Continuing Medical Education Bill and the Veterinary CBD Discussion Bill. Michigan was the last state to require continuing medical education. It took almost two decades of hard work and dedication by a small number of veterinarians to achieve this outcome. Currently, veterinarians are required to have 45 hours of CME every three years and veterinary technicians must complete 15 hours. The CBD Discussion Bill passed last fall and allows veterinarians to talk to their clients about CBD. It does not allow them to prescribe or dispense any type of CBD product.

The MVMA’s VET-PAC or political action committee helps support its advocacy. The MVMA’s VET-PAC raises funds to support candidates who have or will support issues important to veterinary professionals. The MVMA has a monthly payment plan or will accept donations at any time from its membership. Information on how to donate to the VET-PAC can be found on the MVMA’s website or by calling the office. If everyone could donate even a small amount monthly or annually, it would go a long way in positively affecting the profession in Michigan.

The MVMA also holds an event known as Legislative Advocacy Day during each term of the Michigan Legislative session. This allows members to meet with their senators, representatives, and staff. Face-to-face contact with these individuals is the best method to introduce them to the diversity of veterinary medicine and its current issues. The next Legislative Advocacy Day is planned for Tuesday, Sept 14, 2021, in Lansing. More details will be forthcoming in the Michigan Veterinarian and via email. Please mark your calendar and attend this event to help advocate for the profession.

The MVMA has also started two new aspects of advocacy with the formation of the Diversity, Equity and Inclusion Committee (DEI) and a new membership model. With these two initiatives, the MVMA will be able to learn more about its membership makeup and will be better able to serve all members. It is extremely important, that all members feel valued, are served equitably, and receive the full benefits of membership. The MVMA will be regularly updating everyone on these exciting new initiatives.

If you are interested in becoming an advocate for veterinary medicine, there are many ways to help. Join the MVMA’s Legislative Advisory Committee, attend the Legislative Advocacy Day, call or write the MVMA office or contribute to the VET-PAC. Remember, silence and sitting on the sidelines does not bring about change. Advocacy starts with the individual and can achieve significant success when we work together. The MVMA needs to hear your voice and welcomes your help as we continue to make veterinary medicine a prominent force in Michigan’s future.

Larry Letsche, DVM, is the MVMA’s 2021 First Vice President & Treasurer, and can be reached at remrock02@aol.com

Webster’s dictionary defines advocacy as the act or process of supporting a cause or proposal. It comes from the Latin word “advocatia” which translates into “patronage.” The Michigan Veterinary Medical Association is the leading advocate and patron for veterinarians in Michigan. As part of its advocacy goals, the MVMA formed the Legislative Advisory Committee (LAC). The MVMA’s LAC is made up of a diverse group of members who help to guide the needs and desires of the associations’ members. They currently meet five times a year and include veterinarians in private practice, shelter medicine, research, and academia. The committee is assisted by the MVMA staff and its lobbying firm Karoub Associates. The LAC plays a vital role for
CAPITALIZING ON PANDEMIC GROWTH OPPORTUNITIES

The financial lessons and economic impact of the COVID-19 pandemic will continue to develop for years to come. But one thing that became quickly clear was that many Americans were underprepared for the financial emergency we now understand can come unexpectedly. In our conversations with clients, families, and business owners, having a thoughtful financial plan becomes central to avoiding the emotional rollercoaster of uncertain times and the pitfalls of being financially unprepared. We also know that while some industries will continue to rebuild, others, such as veterinary medicine, have a unique opportunity for continued growth. With people spending more time at home, busy veterinarians have experienced an increased volume of emergencies, record new pet adoptions, first-time appointments and clients who are more dialed into their pet’s health needs. All of this comes while practices are overwhelmed by volume as they have had to adapt to curbside appointments, additional clients who are more dialed into their pet's health needs. An increased volume of emergencies, record new pet adoptions, first-time appointments and clients who are more dialed into their pet’s health needs. Enhancing their business can help employers and individuals capitalize on the high demand the pandemic created for their services. Financial education is key.

One simple strategy for creating a competitive advantage is establishing or improving your practice’s employee retirement plan. Small business owners with whom we meet are often hesitant to consider offering a retirement plan, such as a 401(k) or Simple IRA, due to concerns it may be cost prohibitive, too great an annual cash flow commitment or an administrative headache. But they’re often surprised to learn through education that a plan can actually have many practical and financial benefits for employers as well as employees. Strategic planning is important, particularly in periods of economic growth, like we’re seeing currently in the veterinary industry.

In planning conversations with our veterinary clients and prospective clients, one of the challenges mentioned most frequently is maintaining high quality and reliable staffing. An employer-sponsored plan can be a huge competitive advantage in the struggle to find and maintain skilled and dedicated staff. Offering an employer contribution or company match can be viewed by employees as an additional source of compensation and stability. It can also create a sense of investment that can add to long-term retention. Not to mention those contributions can be tax deductible for the employer, up to certain federal income tax limits.

Another common sentiment in small business owner conversations is the inertia about the costs of the start-up process. But in reality, a federal tax credit may be available for start-up expenses and up to the first three years of the plan. Changes in the retirement planning industry have also introduced the multiple employer plan, which allows veterinary practices to piggyback on an already established plan as an additional subscriber. This can cut down on start-up costs, ongoing administrative costs and administrative efforts. In both single and multiple employer plans, administrative headaches can be outsourced and employers are often surprised to learn about professional services that walk them through step by step, as well as offer ongoing education.

The benefits of offering a retirement savings plan may be more obvious for employees, including the business owners and partners: tax advantaged savings, reduction in taxable income, systematic method of saving through payroll, basic financial and retirement planning, introduction to topics of financial literacy, and the list goes on. A solid retirement savings plan can truly enhance the employee experience and be leveraged to add the right people to your practice. Our conversations surrounding the retirement plan are often an employee’s first introduction to financial planning and funding specific goals. We direct employer conversations to delve deeper into whether they’re saving enough for retirement, budgeting for goals savings, investing for long term growth, etc. These conversations are particularly helpful for employees approaching retirement or owners and senior partners of practices considering selling their business interests.

The financial lessons of the pandemic will no doubt be vast. So far, the broad themes are similar for both employers and their employees: save for goals, know your cash flow and be aware of spending, have an emergency fund, minimize debt, leverage inflows, manage emotions and protect your loved ones. These are the conversations we have every day with clients, and they are pillars of a brighter financial future and thriving business. Our greatest pleasure is working with clients and businesses to find the path forward toward their financial goals.

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COVID-19 VACCINES: Can I Require My Employees to be Vaccinated and Should I Volunteer to Administer Them?

By Erin Hopper Donahue, Esq.

There are a lot of questions swirling around about the COVID-19 vaccines, especially for employers and those individuals who have been federally authorized to administer them. Two questions that have come up often are: “Can I require that my employees be vaccinated?” and “Should I volunteer to administer the vaccines?” The short answers are Yes, you can usually require your employees to be vaccinated, and No, you should not volunteer to administer the vaccines.

MANDATING EMPLOYEE VACCINATIONS

As a general rule, an employer may make vaccination for COVID-19 a condition of employment, meaning that the employees must get the vaccine to be allowed to return to or continue to work. However, there are exceptions to this. If an employee objects to being vaccinated and the basis of the objection is a medical condition, disability, pregnancy, or is for religious reasons, it may be the case that the employer cannot require vaccination. If an employee raises any of these objections to receiving the vaccine, it is recommended that the employer seek legal advice on how to handle the situation.

Another situation that may arise is if the employees are unionized. If this is the case, the employer may be required to bargain over mandatory vaccination before it can actually require it.

Although this is a new area of law and things are changing quickly, it appears that an employer is well within its rights to mandate vaccination, especially when it is focused on the health and safety of the workplace. And unless an employee has a legally recognized exception, vaccination can be a condition of his or her continued employment.

VOLUNTEERING TO ADMINISTER VACCINES

Veterinarians who meet certain criteria have been authorized to administer COVID-19 vaccines. The federal Act that allows for this also offers limited immunity to individuals authorized to administer the vaccines. However, this will not necessarily protect you from being sued, and it is highly unlikely that your malpractice insurance will cover you for this work. In the event that you are sued over the administration of the vaccines, you would likely still have to pay legal fees to defend yourself, at a minimum, even if the federal immunity covers you. With unknown legal and financial risk, it is not recommended that veterinarians participate in this.

Employers should also take note that if one of your employees chooses to administer the vaccines, your business could be liable in a lawsuit as well. For this reason, it is also recommended that employers direct their employees not to volunteer to administer vaccines.

It is admirable to want to volunteer, but the potential risks are very high. A much safer route would be to volunteer in another capacity. If you or your employees do decide to volunteer to administer vaccines, make sure to speak with your legal counsel and malpractice carrier to ensure you know the potential risks.
HOW TO BUILD MORE LOYALTY AMONG BOTH MILLENNIALS & BABY BOOMERS

When the doors of your veterinary practice swing open in the morning, you want pet owners of all types to come inside to welcome arms. Regardless of their age, background, location, vocation or any other type of classification, pet owners want personalized and attentive care that won’t break the bank, no matter who they are.

We now see that two generations consist of a large volume of pet owners and foot traffic at your veterinary practice. As of 2016, Millennials (those whose age range between 18 – 34) have surpassed the Baby Boomer generation (whose age range between 51 – 69) for the very first time. With approximately 75.4 million Millennials and 74.9 million Baby Boomers, these two demographics make up a huge swath of America’s current population.

However, these two demographics can differ greatly with the way that they operate on a daily basis and what they consider to be effective methods of both conducting business and going about daily communication.

This makes it all that much more important to understand and respect both demographics, while learning to run your veterinary practice in a way that will benefit them both!

This approach is truly the only way to ensure you won’t alienate one demographic over the other, and that your business won’t suffer as a result. I’ve combed through Forbes, Business Insider, and The Wall Street Journal to learn more about daily communication. I’ve also spoken to dozens of veterinary practices and of course, for those in-between.

First, let’s take a look at some of our overarching themes. Baby Boomers typically have a more traditional approach and tend to be later adopters of technology. The Internet revolution simply came along later in their lives, so this wasn’t an integral part of doing business or communicating for the majority of their careers. As a result, Baby Boomers tend to enjoy in-person communication, reviewing paperwork with hard copies and other nuances that align more with their habits, traditions and backgrounds.

Millennials, on the other hand, have been raised with the advent of the Internet and typically use technology as an absolutely integral part of their lives. They do research online, they Skype with friends, and they may be much more comfortable with online bookins and online remote consultations instead of in-office ones. However, this certainly doesn’t make any particular preference more valid than any other. This only shows us that different demographics may view the same procedure or offering in a very different way. For example, if you offer appointment bookings through an app, this may absolutely delight a young millennial who uses their iPhone for everything. After all, they book hotels with their Expedia app and they sign paperwork with DocuSign, all without printing a single piece of paper! This same app however, might not thrill a Baby Boomers who uses an iPhone, but mainly for calls, and otherwise prefers hard copies of appointment reminders and telephone calls.

Technology is an incredible tool. But it still doesn't provide the peace of mind that a solid handshake can, especially to a more traditional demographic. If your next pet owner is a Baby Boomer, you may want to consider designating a bit of extra time to in-person communication and offering to answer any questions while they’re with you during a visit.

Don’t assume that pet owners already know how to use the technology at hand, but instead, make sure that everything that’s integrated is clear and easy to use for everyone.

Don’t assume that Millennials don’t want to chat with you in-person about their pet. They may have booked their appointment through the app, and they may be flipping through Instagram in the waiting room, but the feedback you can get from them during their visit is still invaluable, and they crave information about the care of their pet. In fact, in a dvm360 study called “Pet Owner 2.0”, it was reported that “93% of millennials say staying current on pet health topics is important, compared with 54% of boomers.” It’s easy to argue more than half of both generations want information on how to best care for their pets.

This makes it all that much more important to understand and respect both demographics, while learning to run your veterinary practice in a way that will benefit them both!

You can take notes in a client’s file about their preferred methods of communication and provide tips to make their next appointment even smoother than the one before!

Demographics will always shift and it will always be up to veterinarians, staff and practice owners to adapt to the change at hand. Still, adapting is much easier with an open mind, open heart and open ears!

Stay tuned to the trends and do your best to offer new technology and convenient solutions to pet owners. But be sure to also offer more traditional methods of client engagement which are tried and true, and are likely to remain important fixtures of the industry long into the future. This includes in-office visits, hard copies of paperwork and other established methods of doing business.

So, let’s take a look at different techniques your veterinary practice can take to ensure that you delight both populations, without making anybody feel left out!

Communicate with each client in a way that honors the individual and their specific preference!”

Remember, every pet owner and every person is different! By training your team staff to listen well, accommodate feedback and respond directly to client reviews, you’ll be taking steps to get ahead of the curve and honor every client relationship in a meaningful way.

When you customize your approach to benefit each client individually, you make sure that everyone feels welcome at your veterinary practice and avoid the pitfalls that can come when you make an assumption about preferences.

No one particular demographic is more important than the other. Valuing them both in the ways that you choose to communicate and conduct business is the only surefire way to make sure that every pet owner who comes to your veterinary practice leaves delighted...and comes back again.

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Eric Garcia is an IT expert. Digital marketer. Industry thought leader. When it comes to helping veterinary practices streamline their technology and attract and retain clients, Eric Garcia has a proven track record of educating the industry and producing results. Eric is an IT and Digital Marketing consultant working exclusively with veterinary practices. In addition to a long list of satisfied clients, Garcia’s work has been recognized throughout the industry. He speaks regularly at conferences all throughout the world. Eric Garcia can be reached at eric@simplydonetechsolutions.com or at (866) 803-2952.

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Summer 2021

ECONOMIC TOOLS
No practice, pet, or person has been untouched by the COVID-19 pandemic. Our profession has responded with a virtual transformation in the way we operate. In many ways, the changes we’ve made put us in a much better place than we were before. Fortunately, lessons we’ve learned in the pandemic can continue to guide us as we look toward the future. Many of the strategies and tools we’ve been using will serve us well as we continue to build resilient, successful, and thriving veterinary practices in a post-pandemic world.

MARKET SHARE ESTIMATOR
Are you getting all the business you can in your market? How would you even know? The AVMA’s Market Share Estimator tool provides companion animal practices – those that treat dogs, cats, birds, and horses kept as pets – a step-by-step process to calculate the potential size of your local market, identify your current market share, and set realistic goals for growth. Explore our many other practice management tools to help guide business decisions that enhance your opportunities for success.

Resource available at www.avma.org/resources-tools/veterinary-economics/veterinary-industry-tracker

INDEX TRACKER
Data trends from veterinary practices - Keep a pulse on veterinary practice trends and economic health with this interactive dashboard. With data updated daily from thousands of veterinary practices, the Veterinary Industry Tracker shows revenue and visits per practice, year-over-year comparisons, product sales, and much more. Use it to monitor business activity across the profession and get benchmarks for comparison with your veterinary practice. The Veterinary Industry Tracker is powered by a partnership between the AVMA and VetSuccess.

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WELL BEING
The wellbeing of veterinary professionals is one of the most important issues facing our profession, and a critical focus of the AVMA. Improving wellbeing is a shared responsibility that requires a committed effort by all members of our community. Practice teams, business owners, veterinary colleges, organizations, and individuals all have important roles to play.

WELL BEING SELF ASSESSMENT
What is professional quality of life? Professional quality of life is how you feel in relation to your work as a helper. A veterinarian is someone who helps patients and their owners. Both the positive and negative aspects of helping others influence your professional quality of life. This assessment measures compassion satisfaction (the positive) as well as compassion fatigue (the negative) to provide a starting point for introspection about yourself and your environment. In turn, this can help you identify areas to focus your self-care.


DIVERSITY, EQUITY, AND INCLUSION COURSES
Creating more diverse and inclusive workplaces is a moral imperative for the whole veterinary team. These webinars will help you gain the knowledge and skills to promote a welcoming and supportive environment for clients and co-workers, and become a better ally in supporting equitable treatment for all. Topics include marginalization, intersectionality, unconscious bias, and stepping out of your comfort zone to advance change in your environment.

BRAVE SPACE CERTIFICATE PROGRAM
AVMA’s Brave Space Certificate Program is a self-paced learning curriculum that teaches participants how to gain deeper understandings of the people around us and create healthier, safer, more inclusive veterinary teams, practices, and organizations. The program is comprised of seven modules that can be taken individually or completed as a unit. To begin, participants must complete the first module – “Combating unconscious bias and marginalization.” The remaining modules can be completed in any order. Earn 1 CE credit for each module completed. When all seven modules are completed, participants will receive an AVMA Brave Space certificate of completion.

Resource available at https://www.avma.org/resources-tools/diversity-and-inclusion-veterinary-medicine

FINAL THOUGHTS
While we can’t help you escape the demands of clients, social distancing, those annoying nail trims, we hope you will find value in these AVMA Resources. You are our voice at the AVMA and are here to help. For assistance with volunteer applications or with other questions and concerns please contact us, Stephen Steep and Jill Lynn, your AVMA Delegates at AVMA_Delegate_MVMA@avma.org.

The AVMA is a not-for-profit association representing more than 97,000 veterinarians working in private and corporate practice, government, industry, academia, and uniformed services. The AVMA acts as a collective voice for its membership and for the profession.

For sources used in this article and for more information on the AVMA, please visit https://www.michvma.org/AVMA.

Stephen Steep, DVM, is the MVMA’s Delegate to the AVMA, and can be reached at steeps@umich.edu or 248-628-3082. Jill Lynn, DVM, is the MVMA’s Alternate Delegate to the AVMA and can be reached at jill.lynnvmd@yahoo.com or 517-331-2009.

OH NO! NOT ANOTHER NAIL TRIM!

The COVID-19 Pandemic has affected veterinary medicine in a dramatic fashion. Months of restrictions limiting us to essential services, uncertainty over our family’s health and financial security, followed by unparalleled demand for our services. Curb-side service, telemedicine, a plethora of nail trim requests; a year of “new normals.” Through it all, your MVMA and AVMA have been there with resources and advocacy. As we enter year two of the pandemic, there appears light at the end of the tunnel. However, many of our challenges remain. Here are a few of the many powerful AVMA tools that can help us with business management, wellness and increase our social awareness.


WELL BEING
The wellbeing of veterinary professionals is one of the most important issues facing our profession, and a critical focus of the AVMA. Improving wellbeing is a shared responsibility that requires a committed effort by all members of our community. Practice teams, business owners, veterinary colleges, organizations, and individuals all have important roles to play.

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What is professional quality of life? Professional quality of life is how you feel in relation to your work as a helper. A veterinarian is someone who helps patients and their owners. Both the positive and negative aspects of helping others influence your professional quality of life. This assessment measures compassion satisfaction (the positive) as well as compassion fatigue (the negative) to provide a starting point for introspection about yourself and your environment. In turn, this can help you identify areas to focus your self-care.


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Resource available at https://www.avma.org/resources-tools/diversity-and-inclusion-veterinary-medicine

FINAL THOUGHTS
While we can’t help you escape the demands of clients, social distancing, those annoying nail trims, we hope you will find value in these AVMA Resources. You are our voice at the AVMA and are here to help. For assistance with volunteer applications or with other questions and concerns please contact us, Stephen Steep and Jill Lynn, your AVMA Delegates at AVMA_Delegate_MVMA@avma.org.

The AVMA is a not-for-profit association representing more than 97,000 veterinarians working in private and corporate practice, government, industry, academia, and uniformed services. The AVMA acts as a collective voice for its membership and for the profession.

For sources used in this article and for more information on the AVMA, please visit https://www.michvma.org/AVMA.

Stephen Steep, DVM, is the MVMA’s Delegate to the AVMA, and can be reached at steeps@umich.edu or 248-628-3082. Jill Lynn, DVM, is the MVMA’s Alternate Delegate to the AVMA and can be reached at jill.lynnvmd@yahoo.com or 517-331-2009.
SUMMER 2021

Moore Veterinary Hospital (St. Clair Shores) is an AAHA-accredited, small animal practice in SE Michigan. Currently with 3.5 FTE veterinarians, we are rapidly growing to need another associate. Our experienced staff includes six experienced LVT’s (yes, six!), four assistants, and four CSRs. Our team is also enthusiastic, friendly, and Fear Free-trained. We practice high-quality veterinary medicine for appreciative clients and patients. With a variety of equipment to solve the trickiest diagnostic cases and so much more, we boast ultrasound, digital radiography, laser therapy, cold laser, and an in-house IDEXX lab. Our veterinarians also enjoy a generous salary package, flexible work schedules, and full insurance benefits. To learn more, please contact Brenda at moorehc@mvpm.net.

Parkway Veterinary Clinic (Plymouth Township) is an established small animal practice seeking a full or part-time associate veterinarian to join our four DVM team. Quality veterinary care has been our mission for over 50 years. We take pride in providing this to our dedicated and appreciative clients. The ideal candidate would be an enthusiastic, compassionate, and dedicated individual. Access to ultrasound, digital radiography, dental radiology, and laser therapy also helps us provide the best care.

You will appreciate the family-friendly schedule: no weekends, no on-call/emergency hours. By joining the Parkway team, you will have the ability to enjoy your personal life!
Plateau Lake Veterinary Clinic, in Honor, Michi-
gan is seeking a licensed Veterinarian to spec-
ialize in small animal veterinary medicine. The
clinic is located 30 minutes west from the shops
and nightlife of Traverse City, MI. The clinic
is housed in the Shelter. Services will include:
- General medicine
- Internal medicine
- Surgery
- Dentistry/oral surgery
- Acupuncture
- Ultrasound
- Laboratory tests
- Vaccination clinics
- Pet boarding
- Grooming
- Manufactured pet waste

We are looking for a proactive, success-driven
individual to join our team. Our ideal candidate
is: 
- Board certified or near completion of certifica-
tion
- Experienced in at least one of the above areas
- Excellent communication and interpersonal
skills
- Ability to work as part of a team
- Ability to manage stress and maintain a posi-
tive attitude

We offer a competitive salary, highly com-
petitive benefits package, advancement opportu-
nities, and a supportive work environment.

Contact: Dr. Bobbie Robbiette at 810-684-2910 or
damal

alimate@icloud.com

Are you looking for your “Unicorn” Clinic? The
clinic that everyone wishes they worked at to
frustrate them with their coworkers?! That clinic
where you get out on time, with no on-call or
weekends?! Yes, you read that right NO WEEKENDS! A clinic that has all the

gadgets, and allows you to practice proper med-

ications.

The clinic that has an amazing owner, amazing
management and a positive work environment
that is not to be found elsewhere?! Yes, you read
that right NO WEEKENDS!!!

We work hard to maintain a positive, collaborative,
and supportive environment.

We are equipped with a full-house lab and imag-
ing abilities (digital radiography, digital dental
radiography, ultrasound, etc.) to ensure routine
work-up and treat many challenging internal
medicine, surgery, and dental cases.

We offer physical rehabilitation, and a large
staff of licensed and licensed technicians.

We strive to provide caring, competent, and cut-
ting-edge care. You enjoy frequent referrals from
east Michigan and Sturgeon Bay.

We have 5 small animal veterinarians on staff
and are looking for an additional veterinarian to
join our team. For more information on our clinic
please visit our website at www.stemerclinic.com.

One of the unique aspects of our clinic is the

amazing veterinary team. Our clinic offers a

wealth of opportunity for new and experienced
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Join us in beautiful Traverse City, MI! A $250 sign on bonus agreement! Bay Area Pet Hospital is a privately owned emergency hospital in Traverse City, MI. With the support of the Western Michigan University veterinary students and interns, and critical care staff from across Northern Michigan. Our daytime emergency veterinarian positions are scheduled 2-4 days per week, with half-day shifts, plus 1-2 extended shifts of 8 hours a week. New graduates welcome to apply, mentoring is available. We are seeking an associate who loves internal medicine but is also able to develop and staff the hospital 24/7. Benefits include Health Insurance, 401k with match, membership to AVMA and AAHA, paid vacations, and offsite lunch and wash days. We are a progressive two doctor AAHA accredited practice. We are a well-known veterinary clinic in Traverse City, MI, that has been established for over 70 years. We are a progressive two doctor, very competitive salary, full health and liability insurance, and sponsoring of licensing and continuing education expenses. ER Experience. Passionate new graduates will be considered. Send resume to Dr. Karen at sharonmrvb@msn.com.

North Straits Animal Clinic, in Cheboygan, Michigan, is looking for part-time or full-time, emergency and critical care veterinarian. You will be working with an in-house internist and an experienced team of veterinarians, one of whom has board certification in emergency and critical care. You will have call coverage, but part time, or some standard time for surgery, but part time, or some standard

SUNSHINE SIDE VETERINARY HOSPITAL: A Amazing opportunity for a Board-Certified Emergency and Critical Care veterinarian to join our team! The clinic has a “home-town” feel yet offers exceptional medical and surgical care. Our Emergency Service consists of 75% small animal and 25% large animal. We are interested in more about the business side of veterinary medicine are strongly encouraged. Exceptional compensation packages include high base guarantee, professional liability and health insurance, retirement plan, vacation, and paid time off. We are also seeking an associate who loves internal medicine but is also able to manage and staff the hospital 24/7. Benefits include Health Insurance, 401k with match, membership to AVMA and AAHA, paid vacations, and offsite lunch and wash days. We are a progressive two doctor AAHA accredited practice. We are a well-known veterinary clinic in Traverse City, MI, that has been established for over 70 years. We are a progressive two doctor, very competitive salary, full health and liability insurance, and sponsoring of licensing and continuing education expenses. ER Experience. Passionate new graduates will be considered. Send resume to Dr. Karen at sharonmrvb@msn.com.

East Tawas, Michigan. We are a companion animal hospital with 60 years with a solid client base. We offer a broad range of services, including but not limited to: emergency and critical care cases, specializing in well-acute, chronic, and hospice care. We have a “no declawing” policy, and we do not offer routine surgeries one day a week. Benefits include Health Insurance, 401k with match, membership to AVMA and AAHA, paid vacations, and offsite lunch and wash days. We are a progressive two doctor AAHA accredited practice. We are a well-known veterinary clinic in Traverse City, MI, that has been established for over 70 years. We are a progressive two doctor, very competitive salary, full health and liability insurance, and sponsoring of licensing and continuing education expenses. ER Experience. Passionate new graduates will be considered. Send resume to Dr. Karen at sharonmrvb@msn.com.

What a unique opportunity - to work in a beau-
tiful Great Lakes state! That’s what Northwoods Veterinary hospital has to offer! We are a 2-doctor practice utilizing multiple, state-trained licensed veterinary assistants to service busy prac-
tices as in three locations. Our growing, small animal practice is fortunate to support services at our main hospital in Marquette and at our satellite hospitals in Marquette, Menominee and Iron River.

Sunset Veterinary Hospital is seeking an open-minded individual with exceptional interpersonal skills. We have a “no declawing” policy, and we do not offer routine surgeries one day a week. Benefits include Health Insurance, 401k with match, membership to AVMA and AAHA, paid vacations, and offsite lunch and wash days. We are a progressive two doctor AAHA accredited practice. We are a well-known veterinary clinic in Traverse City, MI, that has been established for over 70 years. We are a progressive two doctor, very competitive salary, full health and liability insurance, and sponsoring of licensing and continuing education expenses. ER Experience. Passionate new graduates will be considered. Send resume to Dr. Karen at sharonmrvb@msn.com.

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West Michigan Association of Veterinary Surgeons SUMMER 2021

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Looking for something non corporate? Busy, well-established small animal practice in Kalamazoo is looking for a full time veterinarian! Good working relationship with a dedicated and caring veterinarian who has a passion for building long-lasting relationships with our patients. New associates are welcome! Our practice is in the heart of beautiful northern Michigan. We are a busy, two clinic practice that treats primarily pets. The entire team is looking to bring high-quality care to the community. Our team works together to ensure that the team and their patients enjoy their day to day. Sense of humor is the most valued asset we desire. Please forward interest to our practice manager, Cord Johnson at cordjonathan@gmail.com or 810/816/4471.

Oakland Animal Hospital seeks a full or part-time veterinarian to join our team. All levels of experience are welcome to apply. We are a well-established, high medical group and have been a part of the Oakland County, Michigan fabric for over 30 years. We are a small animal general practice in Kalamazoo, Michigan. We offer a flexible work schedule tailored to fit your needs. We have three DVMs, three LVTs, and four professional staff in a beautiful, low-key place to live and practice in. Our management is an AAVP Diplomate. Both of our associate veterinarians have a high standard of care. They are a vital part of our team and enjoy your day to day. Sense of humor is the most valued asset we desire. Please forward interest to our practice manager, Cord Johnson at cordjonathan@gmail.com or 810/816/4471.

Join our thriving small animal veterinary practice as we continue to grow and flourish along the beautiful Upper Peninsula. Local and on-call, 12-hour shifts. We are looking for someone to work an average of 37 hours per week. Our practice is in the heart of beautiful northern Michigan. We are a busy, two clinic practice that treats primarily pets. The entire team is looking to bring high-quality care to the community. Our team works together to ensure that the team and their patients enjoy their day to day. Sense of humor is the most valued asset we desire. Please forward interest to our practice manager, Cord Johnson at cordjonathan@gmail.com or 810/816/4471.
Are you passionate about a team approach to veterinary care? Do you want to work in a supportive family-like work environment? We are seeking a caring and committed associate veterinarian to join our busy, well-established small animal practice in Traverse City, MI! We are currently looking for an energetic and enthusiastic veterinarian who enjoys a team culture and no drama! If you are an established veterinarian but looking for a change, then reach out to us! Come live and work near the beach! Caseville Small Animal Clinic in Caseville, MI is currently seeking an additional Associate Veterinarian join our team! We are a 3 doctor practice, located in the scenic community of Caseville, Michigan looking for a veterinarian to join our established practice. We provide quality care for clients and patients. For more information or to schedule a tour, please contact us at 906-384-3339 or by email at jkay@mdahospital.net. We look forward to meeting you! Come live and work near the beach! Caseville Small Animal Clinic in Caseville, MI is currently seeking an additional Associate Veterinarian to join our team! We are a 3 doctor practice, located in the scenic community of Caseville, Michigan looking for a veterinarian to join our established practice. We provide quality care for clients and patients. For more information or to schedule a tour, please contact us at 906-384-3339 or by email at jkay@mdahospital.net. We look forward to meeting you! Come live and work near the beach! Caseville Small Animal Clinic in Caseville, MI is currently seeking an additional Associate Veterinarian to join our team! We are a 3 doctor practice, located in the scenic community of Caseville, Michigan looking for a veterinarian to join our established practice. We provide quality care for clients and patients. For more information or to schedule a tour, please contact us at 906-384-3339 or by email at jkay@mdahospital.net. We look forward to meeting you!
Looking to live and work on the shores of Lake Superior in a brand-new small animal hospital? In less than four months after opening, we are looking to add a second veterinarian. Stupa North Veterinary Care was built with sunrises shining into the front window at the foothills of Marquette’s neighborhoods. Clients not only love the ability to walk their pets to their appoint- ments but more importantly the top-notch care that the entire staff, IDEXX lab machines, digital x-ray and of- fers. Open to Part-Time; Full-Time preferred. Please learn more about our practice by visiting our website at http://www.animalcarepartnership.com, phone 586/791-6260.

Veterinarian Positions Offered - Veterinarians California/San Diego: SeaCoast Veterinary Group (located in San Diego) is a modern and busy one Doctor AAHA accredited hospital in Southern San Diego, CA. We focus on high-quality medi- cine, provide an emphasis on client education and prevention. We are a full-service hospital offering surgery, dentistry, with the highest stan- dards in our area! New GRADS WELCOME! We are looking for the right person to fit into our contact. Visit our website at seacoastvets@gmail.com.

Veterinarian Staff. Our practice is small animal and we have an excellent and experienced re - three DVM group. We emphasize the highest sound, and personalized, dedicated care. Open care, in-house IDEXX laboratory, surgical suite, emergency, but more importantly the top-notch care we love the ability to walk their pets to their appoint- ments but more importantly the top-notch care that the entire staff, IDEXX lab machines, digital x-ray and of - fers. Open to Part-Time; Full-Time preferred. Please learn more about our practice by visiting our website at http://www.animalcarepartnership.com, phone 586/791-6260.

Animal Care Partnerships is building a brand-new small animal hospital in Southern California. Our hospital is rapidly growing and we are looking for a second veterinarian to join our team. Animal Care Partnerships is building a brand-new small animal hospital in Southern California. Our hospital is rapidly growing and we are looking for a second veterinarian to join our team. Team members, we cannot wait for the opportu- nity to expand into large animal. Electronic records, digital radiography, laser surgery, full in-house lab. No after-hours emergency calls. Dedicated, long-term, capable staff. Small close-knit community with excellent backup. Both studios are located in beautiful Lake Michigan Shore. Contact us at ctesonwesdvt@hotmail.com or 616/6887870.

Our growing practice is looking to add a third veterinarian to our team. You will be working with a variety of small animal surgeries and dental case. We are looking for a second veterinarian to join our team. Animal Care Partnerships is building a brand-new small animal hospital in Southern California. Our hospital is rapidly growing and we are looking for a second veterinarian to join our team. Team members, we cannot wait for the opportu- nity to expand into large animal. Electronic records, digital radiography, laser surgery, full in-house lab. No after-hours emergency calls. Dedicated, long-term, capable staff. Small close-knit community with excellent backup. Both studios are located in beautiful Lake Michigan Shore. Contact us at ctesonwesdvt@hotmail.com or 616/6887870.

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Growing progressive 2-doctor small animal exotics/inintegrative practice southeast of Aen Ar- bor. We are seeking a full-time veterinarian with full range of skills to be a part of our busy, progressive, enthusiastic and compassionate team. We are a full-service hospital offering surgery, dentistry, with the highest quality services. We are looking for the right person to fit into our contact. Visit our website at seacoastvets@gmail.com.

How exciting and rewarding is it to be an experienced doctor looking for your next adventure, a new graduate seeking to find your staking job as you begin your career, or you’re anywhere else along your veterinary journey, the opportunity to grow with animal experience has never been better. Offering structured mentoring, outstanding benefits, powerful scheduling flex- ibility, and a dedicated focus on the health and wellbeing of our team, Banfield is committed to your career growth every step of the way! Reach out to Gregory.Sputn@banfield.com or c/o 360/228-3625 today to learn more about how you can shape and influence your job. Our mission is to create a world in which pets thrive. We are an inclusive, patient-focused, leading veterinary care company that embraces the infinite possibilities of tomorrow. For more information, visit banfield.com. Learn more about our practice by visit- ing our website at http://www.animalcarepartnership.com, phone 586/791-6260.

Superior in a brand-new small animal hospital? Growing progressive 2-doctor small animal exotics/integrative practice southeast of Aen Ar- bor. We are seeking a full-time veterinarian with full range of skills to be a part of our busy, progressive, enthusiastic and compassionate team. We are a full-service hospital offering surgery, dentistry, with the highest quality services. We are looking for the right person to fit into our contact. Visit our website at seacoastvets@gmail.com.

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are no emergency hours and all major holidays off. Impress every client, every time. That’s our motto and if you play your cards right, you could be yours! If you are interested please contact us. Please call or email bmvs3005@gmail.com or caribodore@yahoo.com in confidence.

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NOON - 1:00 PM | THURSDAY, AUGUST 12, 2021
Incorporating Holistic Medicine in Everyday Practice with Dr. Michael Petty

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COVID Relief with Eric Garcia

NOON - 1:00 PM | OCTOBER 21, 2021
Nutrition with Dr. Martha Cline

NOON - 1:00 PM | TUESDAY, NOVEMBER 15, 2021
Toxicology with Dr. Justine Lee

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