

- Welcome
- In the Trenches: *Acute Pancreatitis*
- Coming Conferences
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- VetScan News & Special Offers
- In Your Opinion

Volume 6,  
February 2003

## WELCOME!

### Happy New Year!

Welcome to the first 2003 issue of VetCom, I sincerely hope you have enjoyed the newsletter throughout the first year, and continue to do so into the future.

In celebration of the Valentine tradition, we are offering a 30-day money-back guarantee for all new VetScan instruments acquired by Valentine's day (see special offers). Now there's no risk at all to prove to yourself or a colleague how much you (or they) are going to **LOVE** theVetScan!



### In the Trenches

*written from references and with the kind contribution of Dr. Colin Burrows*

#### Diagnosing Acute Canine Pancreatitis

The pancreas is a V-shaped organ located within the tissue at the meeting of the pylorus and duodenum. The major function of the pancreas is to secrete the inactive form of proteolytic and phospholipolytic enzymes via ducts into the small intestine. These enzymes then become activated in the lumen of the small intestine. Enterokinase converts pancreatic trypsinogen to trypsin and trypsin in turn, activates the remaining proteolytic enzymes. Pancreatitis occurs when trypsinogen is inappropriately converted to trypsin within the

#### Guerilla Marketing Golden Rule #16

Your marketing has an obligation to capture the attention and hold the interest of as many prospects as possible.

Regardless of content...it is all meaningless to people who have not paid attention to it.

**First Step is Gaining Attention**  
Use something very pertinent to your service

What are people interested in?

1. Themselves (and their pets)
2. How your offering benefits them
3. The importance of those benefits
4. Not being ripped off
5. Why they should buy right now

Tell them what they are interested in, in their terms, and how it helps them



pancreas and pancreatic ducts, which leads to complete activation of pancreatic enzymes and ultimately, digestion of the pancreas itself. The initial physiologic response is pancreatic inflammation. Inflammation with little tissue damage is common in single acute episodes. Patients experiencing recurrent episodes however, suffer from cumulative destruction to the pancreas. Progressively larger amounts of protease and phospholipase within the gland can lead to necrotic pancreatitis and potential leakage into the circulation. If the presence of plasma protease inhibitors are significantly depleted by the presence of circulating proteases, activation of kinin, coagulation, fibrinolytic and

e.g. full service:  
*one-stop shopping, save time and money*  
extended hours/walk-ins welcome:  
*dedication to your pet, when you need us*  
specialties, preventative healthcare:  
*expertise and focus on the health, welfare and longevity of your precious pet*

Give them a powerful reason to buy right now and not "think it over".

Techniques to Capture Attention & Maintain Interest:

- Concentrate on the **Perfect Headline**
- Keep the tone personal
- Use an *Announcement Quality*
- Talk about affordability
- Include testimonials
- Be specific
- Use short sentences and paragraphs
- Keep it *Interesting*
- Use visuals

Guerilla Marketing Excellence, Levine,  
Houghton Mifflin Co

complement cascade systems can lead to rapid death. Although the definitive causes of pancreatitis are unknown, risk factors include obesity, high fat or nutritionally deficient diet, hyperlipidemia/triglyceridemia, hypercalcemia, duodenal reflux, duct obstruction, trauma and certain drugs. Middle-aged and older female dogs are more prone to pancreatitis. Breeds more predisposed include: miniature

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schnauzer, miniature poodle and cocker spaniel.

### Common Clinical Signs

#### Include:

Vomiting  
Anorexia  
Lethargy  
Depression  
Diarrhea  
Abdominal pain  
Weakness/Collapse  
Polyuria/Dehydration

### Differential Diagnostic

#### Considerations:

Acute gastroenteritis  
Inflammatory bowel disease  
Intestinal obstruction  
Peritonitis  
Renal failure

### Diagnostic Tools:

#### **Imaging**

**Radiology** can support a diagnosis of pancreatitis as well as serve to rule-out alternative diagnoses. X-Rays consistent with pancreatitis will demonstrate a ground-glass appearance coinciding with the location of the pancreas, expansion of the angle between the duodenum and the pylorus and commonly distension of the stomach and intestines, which is in itself, non-specific. The most commonly detected sign is a subject loss of detail in the right cranial abdomen (30-40% of pancreatitis cases)

**Ultrasound** is more commonly employed in veterinary clinics today and offers unique advantages over

radiography. Ultrasound offers a complete organ examination of the whole organ. Ultrasound may also be used as guide for a confirmatory biopsy.

### **Consistent Laboratory Findings**

Leukocytosis  
Neutrophilia  
*(left shift may be present in severe disease)*

Hemoconcentration  
*resulting from dehydration*  
High hematocrit/PCV

Normal urine specific gravity

Lipemic Serum  
Hyperglycemia

Hyperlipidemia  
*(hypercholesterolemia, hypertriglyceridemia)*

cont'd on page 4

Avian & Exotic Practitioners

*The small sample sizes, simplistic operation, and quick reliable results have made the VetScan machine the cutting-edge in exotic animal medicine.*

Marc Kramer, DVM

### **Coming Conferences**

*We'll See You There!*

#### **Minnesota VMA**

Bloomington, MN  
Feb 6-8

#### **Virginia VMA**

Roanoke, VA  
Feb 6-8

### **Events of Note**

Abaxis is pleased to sponsor a number of upcoming specialized workshops in avian/exotic medicine.

For information on the workshops and the associated educational opportunity in these specialties, please refer to the following WebPages:

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#### **Louisiana VMA**

Lafayette, LA  
Feb 6-8

#### **Illinois VMA**

Chicago, IL  
Feb 14-16

#### **Western Veterinary**

**Conference**  
Las Vegas, NV  
Feb 17-20

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#### **International Conference on Exotics**

<http://www.exoticdvm.com/conference.asp>

#### **North American Veterinary Post Graduate Institute**

[http://www.navconline.com/navc2003/navpgi/navpgi\\_main.htm](http://www.navconline.com/navc2003/navpgi/navpgi_main.htm)

#### **MidWest Veterinary Conference**

Columbus, OH  
Feb 20-23

#### **Music City Veterinary Conference**

Nashville, TN  
Feb 21-23

#### **AAHA**

Phoenix, AZ  
Mar 22-26

Local Abaxis Representatives are available to present a one-hour, RACE accredited, presentation on the topic of in-clinic wellness programs and diagnostic testing for local veterinary meetings.

To request a speaker at your event, please contact your local representative (contact information available at: [www.abaxis.com](http://www.abaxis.com)), or: [pamconboy@abaxis.com](mailto:pamconboy@abaxis.com)

**VetScan® News &  
Special Offers**

You're going to  
**LOVE**  
your VetScan

**Abaxis is offering a 30-day  
MONEY-BACK  
GUARANTEE**

*on all VetScan  
instruments acquired by*

February 14<sup>th</sup>, 2003  
Valentine's Day

Contact Abaxis or your local  
authorized VetScan  
distributor to arrange for an  
in-clinic demonstration.

If you already have a  
VetScan, refer a colleague to  
us!

For every new satisfied  
customer you refer, we will  
gladly give you a box of 10-  
rotors as our Thank You for  
your support!

**In Your Opinion**

From our last query regarding  
Congestive Heart Failure:

Most respondents were  
unfamiliar with a potentially new  
diagnostic indicator for CHF:  
**BNP**. Terri DeFrancesco, DVM,  
DACVIM Cardiology and her  
staff at NCSU College of

**Abaxis Contact  
Information**

**1-800-822-2947**

**VetCom Issues**

*subscribe, unsubscribe  
questions, comments*  
**Pam Conboy**, ext. 6604  
[pamconboy@abaxis.com](mailto:pamconboy@abaxis.com)

**COME SEE US!**

We are offering a  
**FREE  
Backpack\***

**for those interested in  
acquiring a new in-clinic  
laboratory system**

just give us a few moments of  
your time to show you the  
benefits of the  
VetScan system  
at the:

**Western Veterinary  
Conference  
Booth 1024-1028**

**&**

**MidWest Veterinary  
Conference  
Booth 538**

*\*while supplies last*

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Veterinary Medicine are  
investigating the clinical utility of  
this promising new marker for CHF.

We in the diagnostic community are  
enthusiastic about developing  
opportunities to help veterinarians  
practice better medicine.

**February's Question:**

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**Technical Service** EXT 2  
*technical issues, training  
rotor credits, software queries*  
**Linda Lang**, Manager

**Customer Service** EXT 3  
*direct orders, local representative  
and VetScan distributor information*  
**Valerie Campbell**, Manager

**Abaxis Practice Builder  
Program**

*VetScan Customers*  
Get the Abaxis Practice  
Builder CD program  
containing customizable  
educational pamphlets,  
authorization forms,  
appointment reminders  
and more!

**FREE**  
*\$199.00 value*

**Canine Hypothyroid  
CD Program**

*VetScan Customers*  
Get this RACE accredited  
*(1 hour medical/surgical  
continuing education)*  
program for you and your staff  
at no charge!

to request these programs,  
email: [pamconboy@abaxis.com](mailto:pamconboy@abaxis.com)

In your opinion,

*How important is a chloride  
determination (Cl-) when measuring  
electrolyte values? And why?*

*Got a Question for the Lab?  
Send it in....*

*Email me with your replies and  
queries: [pamconboy@abaxis.com](mailto:pamconboy@abaxis.com)*

**SALES**

**Eastern Area Sales Director**  
**Marty Mulroy**, ext. 1500

**Central Area Sales Director**  
**Randy Knick**, ext. 1509

**Western Area Sales Director**  
**John Barone**, ext. 1578

**Comprehensive Diagnostic Profile  
with sodium**  
additional diagnostic information at no additional cost



## Authorized VetScan® Distributors

<u>Distributor</u>	<u>Telephone</u>
AVSC-American Veterinary Supply	800-869-2510
Barber	800-552-5698
DVM Resources	877-828-1026
Great Western Animal Health Supply	505-822-0999
IVESCO-Iowa Veterinary Supply	800 831-4828
Merritt	800-845-0411
Miller Veterinary Supply	800-880-1920
Nelson	800-843-3322
Penn Vet	800 233-0210
TW Medical	888 787-4483
VMS-Veterinary Medical Supply	800-533-8674
Vetpo	800-253-7280
Western Medical Supply	800-242-4415



Elevated liver enzymes  
(*ALT, ALP, AST, GGT*)

Hypocalcemia  
(*mild to moderate*)

Elevated Amylase  
& Lipase

Elevated values of these enzymes are consistent with, but not diagnostic of pancreatitis. Both enzymes are found in extrapancreatic locations (e.g. amylase found in liver/intestinal mucosa, lipase found in stomach, walls of blood vessels) and are excreted through the kidneys. Physiological clearance and renal function (BUN, CRE) should be taken into consideration when evaluating these enzymes. Corticosteroids increase lipase activity in the absence of disease as well. It is also notable that in severe disease, the (necrotic) pancreas is unable to synthesize these enzymes, so it follows that a dog can die from complications of pancreatitis with normal levels of serum amylase and lipase. More and more

thought leaders agree that the measure of these enzymes offers very little in the diagnosis of canine pancreatitis. A relatively new assay, canine Pancreatic Lipase Immunoreactivity (cPLI)\*, offered currently as a service through the Gastrointestinal Laboratory at Texas A&M University, measures pancreatic lipase specifically and appears to provide a much clearer indication of pancreatitis (“values below the control range are consistent with a reduced functional pancreatic mass”)

TLI  
Trypsin-Like  
Immunoreactivity

The TLI test measures the amount of trypsinogen (pancreas-specific enzyme) present in serum, but generally remains at a high level for a short time.

### Treatment:

Acute pancreatitis is normally a self-limiting disease and treatment is based on the administration of fluid

therapy to maintain hydration and electrolyte balance, while withholding food. Anti-emetic therapy is indicated if vomiting is severe and persistent. Analgesics may be administered as needed to control abdominal pain. Gastric mucosal protection is also recommended for these patients. Convalescent therapy should be individualized. Oral liquids may be introduced after 24-72 hours with clinical improvement. If liquids are well-tolerated for 24 hours, low fat/low protein foods may be offered. Once home, a low fat diet should be continued and regular veterinary examinations recommended.

*\*Steiner JM, Broussard J, Mansfield CS, Gumminger SR, Williams DA. Serum canine pancreatic lipase immunoreactivity (cPLI) concentrations in dogs with spontaneous pancreatitis. J.Vet.Int.Med. 2001;15:274.*

### **Additional Reading**

Interpretations of Laboratory Results for Small Animal Clinicians, BM Bush, Blackwell Science, 2002.  
Laboratory Profiles of Small Animal Diseases, A guide to Laboratory Diagnosis, Charles Sodikoff, Mosby, 2001.  
Small Animal Clinical Diagnosis by Laboratory Methods, Willard, et al, WB Saunders, 1999.  
<http://www.vetinfo.com/dencyclopedia/depancrea.html>