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Volume 8,
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WELCOME!

Welcome to the June issue of VetCom. In this month's issue of In the Trenches we will be discussing the issue of the increased risk of litigation in the veterinary field. I hope you find the resources provided of assistance.

For those of you who may be considering an in-clinic laboratory as a step toward consolidation of services and improved "point-of-care" capabilities, you might be interested in our new pamphlet: Evaluating in-clinic laboratory options: A Guide to Selecting the Optimal Laboratory for Your Clinic. It provides a basic overview including recommendations from the American Society for Veterinary Clinical Pathology and a checklist to track and compare your method evaluations.

FREE for the asking!

In the Trenches

Mitigating Litigation Risk

*"In less than a year, three city councils have approved replacing 'pet owner' with 'pet guardian' in their municipal codes. The distinction is meant to codify the special relationship people share with their animals, while also encouraging them to think of their pets not as property, but as sentient beings."*¹

"Illinois has joined at least two other states, Tennessee and Maryland, by enacting legislation that allows owners of companion animals, under certain circumstances, to recover emotional distress

Solving Problems

Guerilla Marketing's Golden Rule #4

It is far easier to sell a solution to a problem than to sell a positive benefit.

Guerillas position their companies to be problem-solvers. Your job, as a thinking guerilla is to spot those problems.

People don't want to buy a flea-tick product, they want to buy a parasite-free pet.

You can research, recommend, communicate and sell the best product to solve their parasite problem.

They don't want to pay your fee, they want to pay for a healthy pet. *Invest in providing the best services to solve their pet health problems as quickly and efficiently as possible.*

Your marketing should highlight the problems your clients want to solve,



*damages for the loss of, or inquiry to their companion. The act defines a companion animal as a pet and does not limit to dogs, cats and horses."*¹

*"It is highly probable that the nation will follow Rhode Island and California's lead in terms of pet classification as something more than chattel property...When this legal reclassification happens, the incidence of lawsuits will increase dramatically as pet owners sue for the emotional distress of pet loss."*²

"A quiet revolution is underway, one that would reform the legal relationship between people and pets, and adjust legal norms to better

and then offer your services as the best possible solution. Clients don't care about your clinic, they care about their problems. If you can solve them better than others, clients will begin to care about your clinic, want to buy your products and services, and will refer their friends.

Position yourself/your clinic as a problem-solver. Clients are not on the lookout for your services, but they are attuned to finding solutions to their problems. Feature the problems prominently in your marketing, secure in the knowledge that people who have them will respond!

from:
Guerilla Marketing Excellence, The 50 Golden Rules for Small-Business Success, JC Levinson, Houghton Mifflin,

*accord with the moral principles and emotional realities. Rather than conceiving of pets as material goods, a new set of laws would recognize them as sentient beings: companions, not property."*³

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A quiet revolution is underway, one that would reform the legal relationship between pets and people

DVMs may soon begin to feel more sharply, the litigation pain their MD colleagues have endured for many years. The increased burden however, is directly attributable to the affection and attachment people feel for their family pets, an emotion with which most can certainly empathize. Nonetheless, times clearly dictate that veterinarians, nurses, technicians and staff take all available precautionary measures to minimize exposure to potential lawsuits.

Clinics and clinicians can most effectively protect themselves against legal action by focusing on improvement or enhancement of certain key aspects of the practice. Areas to consider include: education for both clients and staff, communication with both clients and staff, availability and proper maintenance of consent documentation, development and continual improvement of standard operating procedures, and of course, adequate liability coverage.

Coming Conferences *We'll See You There!*

American College of Veterinary Internal Medicine
Charlotte, NC
June 4-7

International Conference on Exotics
Palm Beach, FL
June 5-7

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:

Dr Marsha Heinke suggests the following "10 Ways to Mitigate Risk"³

1. Document continuing education for hospital employees.
2. Review current medical protocols with staff, including vaccination frequency and lowest level laboratory work-up based on specific medical conditions.
3. Stay current on professional standards of care.
4. Create training programs and practice protocols.
5. Continuously modify and evaluate practice procedures.
6. Improve client communications. Informed consent is a keystone.
7. Archive signed consent forms.
8. Re-evaluate malpractice insurance and license

North American Post-Graduate Institute
Orlando, FL
June 15-21

SouthEast Veterinary Conference
Myrtle Beach, SC
June 11-15

North Carolina VMA
Myrtle Beach, NC
June 19-22

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

defense insurance.

9. Limit health risks to patients while in the hospital's care.
10. Watch for proposed legislation in your community.

At Abaxis, we recognize the work required to maintain currency and mitigate litigation risk. We have therefore, developed a number of tools to assist you in your efforts:

1. Abaxis Practice Builder CD (APBCD)

includes educational client brochures and consent templates (CD format)

2. Practitioners Perspectives on Wellness Programs & the Benefits of In-Clinic Diagnostic Testing

RACE⁵ accredited for 1.0 hour in Practice Management (CD format)

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Maryland VMA
Ocean City, MD
June 22-25

Canadian VMA
Winnipeg, Manitoba
July 9-12

AVMA
Denver, CO
July 19-23

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), or jenniferambra@abaxis.com

VetScan® News & Special Offers

NEW EQUINE DISTRIBUTOR

Abaxis is pleased to announce a distribution partnership with Milburn Distributions, Inc, a family-owned company, focused solely on servicing the equine practitioner. "This relationship is ideal for both companies, as we each continue to focus on expanding market share and service to our customer bases. As a leader in customer-focused services and products, our goal is to be seen as a most valued distributor and committed partner to the growth of the equine practitioner's business. It is products such as the Abaxis VetScan, that elevate us to this standard."

Deborah Nierman,
Marketing Manager, Milburn

NEW WEB SITE

We will be launching an entirely updated new website to better serve your needs. Our new site will be live the

In Your Opinion

From our April Issue:

Mixed opinions came in as to whether a VetScan renal profile would be an additional tool, or a replacement profile in the VetScan clinic.

Abaxis Contact Information

1-800-822-2947

VetCom Issues

subscribe, unsubscribe questions, comments

Pam Conboy, ext. 6604
pamconboy@abaxis.com

first week of July 2003. Visit the "Specials" section between Independence Day and Saturday July 12th, and receive a special gift for answering a question.

www.abaxis.com

NEW GUIDE

To Selecting the Optimal Laboratory for Your Clinic

Selecting the right in-clinic laboratory can be a challenge. This guide is designed to act as a checklist when evaluating systems. With recommendations based on ACVCP guidelines and a simple checklist approach, this guide will help assure you consider all aspects of your potential investment. For your free copy send your request to me by email or fax.

NEW REPRESENTATIVES

Since April, we have been busy expanding our field representation. Our new faces include:

June's Question:

In your opinion,

If a simple to use coagulation analyzer (PT, PTT) were available to your clinic would you consider purchase?

If so, at what cost/test? Would you use it as a pre-anesthetic screen? How many PT/PTT analyses would you run per month?

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

John Trabucco

New England, ext 1475

John Therrien,

Central/MidWest, ext 1476

Mark Collingwood

Pacific NorthWest, ext. 1468

Ron Allen

Northern CA & NV, ext 1469

This brings our regional sales management team to a current total of 20.

COLLEAGUE REFERRALS

Don't forget to send us your colleague referrals- vets you believe can benefit from the VetScan system.

We will send you a FREE 10-pack of your choice of rotors for each referral who ultimately becomes a VetScan customer!

to request CE programs, pamphlets and other tools, forward referrals, or make suggestions:

email:

pamconboy@abaxis.com

fax:

510-217-6664

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

Email me with your replies and queries:

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



user thoughts on VetScan

"The first time I saw the compact VetScan unit by Abaxis, I almost hugged it. Finally, a reliable unit was available that could eliminate training and time-consuming steps for our busy staff."
Dr. Alice Villalobos
Animal Oncology Consultation Service, Hermosa Beach, CA

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
Milburn Distributions	800-279-6452
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

3. Canine Hypothyroidism

*RACE⁵ accredited for 1.0 hour in
Medical/Surgical
(CD format)*

4. Basic Hematology

*submitted for RACE⁶¹
accreditation -pending for
2.0 hours in Medical/Surgical
(CD format)*

5. Evaluating in-clinic laboratory options: A guide to selecting the optimal laboratory for your clinic *instructional pamphlet*

Each of these is available to
veterinary clinics at no charge. Send
requests to me at
pamconboy@abaxis.com, or fax
your request to: 510-217-6664.
As we develop more educational
tools, we will certainly make them
available to you.
Additionally, your requests are
welcome and appreciated. Input
from the “trenches” helps to
prioritize projects and address needs
in a timely manner. Please feel free
to make recommendations for topics
of future RACE accredited
correspondence programs.

Until August-
best wishes



¹ R Scott Nolan, Owners or Guardians?,
JAVMA on-line, April 15, 2001

² Brakke Consulting's , Animal Health
News & Notes for April 18, 2003

³ Dr Marsha Heinke, DVM
NewsMagazine, April 2003, Practice
Management article, Prepare for the
Inevitable: Reduce liability from human
–animal bond:

⁴ Joanne Mariner, Attorney at Law, Pets
Unite! You’ve nothing to lose but your
leashes, CounterPunch.org, Feb 22, 2003

⁵ Course meets the requirements for 1
hour of continuing education in
jurisdictions which recognize AAVSB’s
RACE approval; however participants
should be aware that some boards have
limitations on the number of hours
accepted in certain categories and/or
restrictions on certain methods of
delivery of continuing education.”

⁶ This course has been submitted (but not
yet approved) for 2 hours of continuing
education credit in jurisdictions which
recognize AAVSB’s RACE approval;
however participants should be aware
that some boards have limitations on the
number of hours accepted in certain
categories and/or restrictions on certain
methods of delivery of continuing
education.

Additional Resources for Continuing Education

**American Association of
Veterinary State Boards**
www.aavsb.org

**American Animal Hospital
Association**
www.aahanet.org

**Veterinary Post-Graduate
Institute**
www.vetpostgrad.com

Worldwide Learning
[www.worldwidelearn.com/
continuing-education/
veterinary-ce.htm](http://www.worldwidelearn.com/continuing-education/veterinary-ce.htm)

**Veterinary Information
Network**
www.vin.com