

Pawsitive Press

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Communication

By: Dr. Patrick Hafner, D.V.M.

This is a word that permeates our lives. Too little communication we can have a nuclear war and too much can create a TMI (too much information). Communication is what makes the world go around and without it our world will come to a halt. Just look what happens when the internet goes down or a virus communicates with our computer software.

At the Animal Hospital of Dunedin we have used communication to provide the best possible service possible to our clients and patients. This has been our theme since 1981. I wanted to provide a service that was stellar and unique. The word communication is at the forefront of everything we do.

If any business falls short on service delivery it usually is due to some lack of communication. If a business provides a good product that people desire then communication failure is at the core of failing to provide a wonderful experience each and every



time someone engages in that service.

Have you ever wanted to speak to your family doctor directly for an important question or issue you have been having with your health only to be routed to a non-ending phone tree at the end of which you leave a message for someone to call you back? And when that call was returned did you ever actually speak directly to the doctor? If you did then I am sure you have remained a loyal patient to that practice. We are talking about communication here at its core. Have you had to wait a week or more for lab results sometimes in considerable anxiety because you knew that the results could greatly impact your life? Of course you have because that's the way human medicine has accepted its service delivery to be. These are examples of failure to deliver stellar

service through improved communication channels.

The very first action I took when arriving at the AHD was to allow clients to speak directly to a doctor about any and all issues. We are committed to return every call to us the same day we receive the call. If a doctor has not personally called you the same day you called we have a communication break - down. Clients know that they will never get a recording on our phone lines during regular hospital hours. Clients know that they can call on the status of their pets at any time as well.

The speed of communication is also at the core of our desire to deliver stellar care. Everyone wants a faster computer or phone service if they can be assured that the quality of the service remains high. Doing anything fast is not better if you are not happy with the end result.

Most lab results at the AHD are same day or next day. If we have received results from the lab you can be assured we will by calling you

Communication Cont'd

the same day these results arrive. We have chosen a lab that returns 90% of our lab results within 24 hours and in many cases the same day. We have chosen this lab because they value communication as much as we do and know you want accurate results as quickly as possible.

Since beginning the Animal Hospital of Dunedin has strived to deliver service in ways that exceed all expectations. Whenever we have a service issue we always trace it to communication break down and immediately take steps to smooth the lines of communication. We have all experienced times when a business amazes us with the quality of the service delivered beyond expectations. You come out saying WOW that was incredible. Why can't every business operate that well? When you have an experience like that you can be assured that the communication not only between the business and you but also between team members is a primary focus of their service delivery. We have a stellar team at the hospital and each of them is committed to both our clients and our patients. They strive every day to provide the communication you desire to create an experience that you will always remember as far beyond your expectations.

A Blood Analysis

A Closer Look



Pets can't tell us when they're ill. That's where lab tests like blood analysis come in. Even pets that appear happy and healthy can have hidden medical problems that might grow serious if left undetected. Blood tests are essential for identifying diseases as the earliest, most treatable, stage possible. Because of this, we recommend blood screening as part of your pet's annual exam. Our senior wellness screens include:

A **Complete Blood Count (CBC)** – This provides important information about the types and number of blood cells in your pet's blood. A low red blood cell count, for example, indicates anemia, while a high white cell count can indicate infection, chronic inflammation or other disease process.

A **Chemistry Profile (Chem-Profile)** – This is particularly important for evaluating organ function (i.e. liver, kidneys), electrolytes, blood sugar, etc. Any abnormalities will help determine if further diagnostics or treatments are needed.

A **Heartworm Test** – This will indicate the evidence of heartworm disease in both cats and dogs.

A **Urinalysis** – This test evaluates the urine to detect and assess a wide range of disorders, such as urinary tract infection, kidney disease and diabetes. A urinalysis involves the appearance, concentration, and content of the urine.

A **Microalbuminuria** – This test measures the amount of Albumin (a protein the body uses for cell growth and tissue repair) present in the urine. This is normally present in the blood, but a certain level of it in the urine can indicate kidney damage.

A **Thyroid Test (T4)** – This test measures the amount of thyroid hormone, thyroxine, present in the blood. High or low levels of this hormone can indicate an over active (hyper) or under active (hypo) thyroid issue.

A **Feline Leukemia/FIV (FeLV/FIV)** – This test can diagnosis the presence of the two most infectious feline diseases worldwide. This test detects the antibodies of both diseases if they are present in the blood.

American Association of Feline Practitioners

5 Benefits of Routine Vet Visits For Your Cat

August 22nd is National Bring Your Cat to the Vet Day. Here are the top 5 reasons routine vet visits are a vital part for your cat to live a long, healthy life. You might not know that:

REGULAR
CHECK-UPS
ARE KEY TO
A HEALTHY
AND HAPPY
CAT.

1

Cats age more rapidly than humans.

A cat reaches the approximate human age of 15 during its first year, and then 24 at age 2. Each year thereafter, they age approximately four "cat years" for every calendar year. So your 8-year-old cat would be 48 in cat years. Veterinary care is crucial because a lot can happen in four "cat years," which is why yearly visits are so important.

2

Cats are masters at hiding illness.

Cat's natural behaviors make them excellent at hiding how they feel when they are sick or in pain. Your cat could be developing a health condition long before you notice anything is wrong. Veterinarians are trained to spot changes or abnormalities that could be overlooked and detect many problems before they advance or become more difficult to treat.

3

Over 50% of cats are overweight or obese.

Your veterinarian will check your cat's weight at every visit and provide nutritional and enrichment recommendations to help keep your cat at an ideal weight. Just a few extra pounds can put cats at risk for diabetes; heart, respiratory, and kidney disease; and more.

4

Preventive care is better than reactive care.

Information discussed, along with a thorough physical examination, provides you and your veterinarian with a plan to help your cat remain healthy. Regular exams can help avoid medical emergencies since veterinarians can often detect conditions or diseases that may affect your cat's health long before they become significant, painful, or more costly to treat.

5

Kittens have 26 teeth, while adult cats have 30.

That equates to a lot of dental care! Periodontal disease is considered the most prevalent disease in cats three years of age and older. Often there are no obvious signs of dental disease. Most cats with dental disease still eat without a noticeable change in appetite! Discuss your cat's teeth at their routine preventive care veterinary visit.

Contact your veterinarian and schedule a routine exam today.
Don't have a veterinarian? Find an AAFP Member or **Cat Friendly Practice**® practice near you:

www.catvets.com/cat-owners/find-vets-and-practices





Animal Hospital
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Caring for Pets with Love and Kindness

\$1

\$1 First Exam - New Patient

(\$49-\$80 Savings)

Includes comprehensive physical exam and one vaccine. Does not include 3yr Rabies vaccine or Holistic/Acupuncture appointments. Must be presented at the time of purchase. Coupon may not be combined with any other offer.

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“Caring for pets with love and kindness since 1977”



We're on the Web!
www.ahofd.com



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-10%

10% Off Dental Cleaning

(Call for an appointment today 727-733-9351)

Discount applies to anesthesia, prophylaxis, and any other dental radiographs or extractions that might be needed. Offer excludes required pre-dental labwork. May not be combined with any other coupons or discounts. Must be presented at the time of purchase.

Expires 8.31.17 NL



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Wellness Screen \$130

(\$40 Savings)

Wellness Screen includes the following: Chemistry, CBC, Heartworm Test, Thyroid Level, Urinalysis, and Microalbuminuria (for cats a Leukemia and FIV test is also included). Call the office to schedule your pets visit today! May not be combined with any other offer. Coupon must be presented at the time of purchase.

Expires 8/31/17 NL