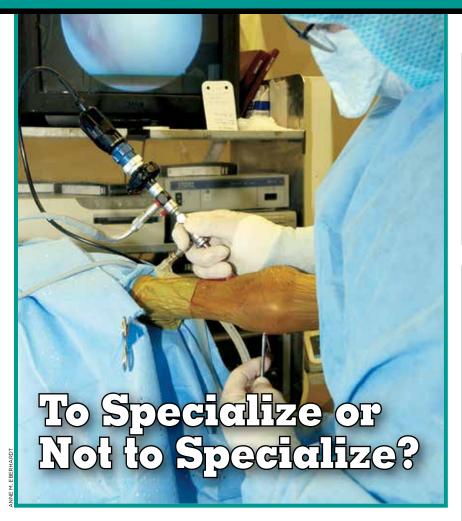


PRACTICAL ADVICE FOR ASPIRING EQUINE VETS

# NEXIJEI

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s a veterinary student absorbing and putting into practice the wealth of information your professors impart in the classroom and teaching hospital, it is easy to imagine continuing to hone your clinical skills by pursuing one of the American Veterinary Medical Association's (AVMA) 22 specialties. Perhaps with some scholastic perseverance and a student loan

deferment, you too can achieve the level of academic accomplishment, clinical skill, and professional esteem to call your former professors peers. But is a career path to the veterinary specialties for you?

One of the undeniable advantages of specializing is the development of an advanced knowledge and skill set. A three- to five-year commitment to pursue board certification might

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seem like a small sacrifice to make in exchange for membership in some of veterinary medicine's most elite specialty colleges.

Another potential advantage to specialization is the financial reward. Small animal generalists initially earn double the salary of veterinarians undergoing specialist training. A 2007 AVMA report found that long-term income of these specialists exceeds that of generalists, however, with the average salary of 17/20 AVMA specialties exceeding \$110,000 as compared to \$100,000 for generalists. As of 2007, nutritionists had the highest annual income of \$202,368, followed by surgeons (\$183,092) and clinical pharmacologists (\$159,027). According to the National Research Council (NRC), median companion-animal practice owner income in 2009 was \$175,000 for board-certified specialists as compared to \$139,000 for those who are not board-certified.

Continued on next page





# I was scared to death that when I graduated I would get some cases where I had no clue what to do. I learned that there is always a clue—you just have to find it.

- Beau Whitaker, DVM, Dr. T's Equine Clinic

Many new veterinary graduates would like to work 40 hours/week or less and carry no emergency duty. Whether specializing can allow a veterinarian to have this type of lifestyle, however, is up for debate. While board certification might result in a cushy 9-to-5 workday examining and treating horses in a referral hospital, the advanced nature of referral cases often means some specialists have a greater emergency responsibility because few nearby veterinarians can provide the same level of care. For those individuals looking for improved quality of life, better salary, and/or more time for growing a family, it might be prudent to interview veterinarians currently practicing various specialties, including those in academia, private practice, industry, and the public sector (if applicable).

One of the disadvantages of electing specialization is the decision to put your personal life, earning potential, and geographical preferences on hold for the duration of internship and residency. Competition among many highly qualified individuals vying for the same positions means that an applicant is rarely able to predict or select where they perform their internship or residency. Many positions are subject to the web-based Veterinary Internship and Residency Matching Program, which uses an algorithm to match prospective interns and residents with programs based on their "rank lists." This results in unpredictability for personal planning not only for oneyear internships but also for two- to four-year residencies. Furthermore. don't underestimate the amount of dedication required to complete the training program and pass rigorous certification and examination processes while earning on average \$27,782 per year (according to the

Association of American Veterinary Medical Colleges).

One of the final considerations to make when deciding whether to specialize is job prospects. The increasing numbers of veterinarians entering specialty programs directly impacts the number of jobs available following residency completion. According to the AVMA, from 2006 to 2009 there was a 15.5% increase in veterinary specialists, and according to the 2011 AVMA Veterinary Student Survey, graduates seeking

# "From 2006 to 2009 there was a 15.5%increase in veterinary specialists."

advanced studies, including specialization, increased from 18 to 30.5% from 1996 to 2011. Some leading veterinary business experts believe the number of specialists currently saturating the clinical veterinary market might exceed the number of veterinary practices requiring this skill set.

Also bear in mind that the economic recession has greatly impacted equine veterinary medicine and, thus, specialties. Some specialty practices have suffered as general practitioners opt not to refer as many complicated cases and

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clients shop around more for prices. A 2012 National Research Council (NRC) report on Workforce Needs in Veterinary Medicine indicated a lack of workforce shortages in many aspects of veterinary medicine and identified challenges in the profession's economic sustainability. The NRC did, however, predict a need for veterinarians in the fields of biomedical research, industry, academia, companion animal practice, food animal medicine, public health, and wildlife health. When considering a particular three- to five-year specialty program and the job prospects it could afford, review not only the current state of that specialty but also the projected need for specialists in that particular field.

Overall, the decision to specialize is a personal one, based on how important professional advancement, potential salary, quality of life, shortterm personal and financial sacrifice, and future job prospects are for you. Consider your short-term and long-term personal goals and decide whether specialization fits those goals. Prior to making a decision, collect as much information as possible by reading workforce needs studies; interviewing veterinarians in your selected field of specialty in the different branches of academia, private practice, public sector, and industry; and evaluating numbers of career postings in your preferred geographical locations. Ultimately, remember that no matter what your mentors advise and workforce reports and statistics show, there is no greater professional reward than finding what you love to do in veterinary medicine and excelling in that specialty. 📀

Jean-Yin Tan, DVM, Dipl. ACVIM, practices with Syracuse Equine Veterinary Specialists, in Manlius, N.Y.



rittany Bell is part of an incoming generation of equine veterinarians passionate about integrative medicine and community involvement. The 28-year-old single mother from St. Petersburg, Fla., is a member of the University of Florida (UF) College of Veterinary Medicine Class of 2013, and she's excited about her future in the industry.

# AUVIGO TO HER PEERS

"It's overwhelming if you look at (veterinary school) as the big picture, because there's a lot ahead of you. Instead, take things one day at a time. You're stronger than you know."

# **STUDENTS DOTLIGINT**

# Brittany Bell

As a child, Bell loved horses but wasn't financially able to own one. At age 13 she got her feet wet mucking stalls at a local stable and discovered that the more she learned about horses, the more she wanted to learn how to help them. By the time she started undergraduate work at St. Petersburg College and, later, the University of Florida, Bell decided a career in veterinary medicine would allow her to do just that.

Now with graduation day nearing, Bell has narrowed her veterinary focus to ambulatory and rural medicine as well as integrative medicine. "I like to be out on the front line," she said. "I also like integrative medicine and adding in that aspect—I like to be able to have more tools in my box."

Another implement in Bell's inventory is equine dentistry; she helped found a veterinary dentistry club at the University of Florida that catered to students interested in both small and large animal practice. The group met regularly to discuss important issues and listen to guest speakers.

She also recently established a social group for UF College of Veterinary Medicine students with families. Through online workshops and chat sessions, students like her, who have children, can discuss classes and time management, post events, and arrange play dates.

Bell, whose son is 3, didn't have much information available to her as a mother in veterinary school and decided that needed to change. "There needs to be a resource," she said. "For instance, women who are pregnant and have to go through an anatomy lab need to take certain precautions and know what is safe and what isn't. Now I'm able to relay to classmates coming up behind me

that 'You're going to be okay, and your baby is going to be okay."

Another valuable program Bell said she's grateful for is the university's practice-based equine clerkship, which sends students out with area practices to work one-on-one with veterinarians and experience daily life in general practice. This gave her access to more varied caseloads, procedures, and preventive care than she sees at the primarily referral-based university clinic.



"I've been able to network with various practitioners," Bell said. "It's an opportunity to build relationships, and to have mentorship has been phenomenal. It made a big impact on whether I wanted to do an internship and pursue surgical specialty or general practice."

Bell has decided not to pursue an internship but to jump right into the workforce. She hopes to join a practice that will not only allow her to practice integrative medicine but also offer mentorship and community involvement.

"I'm hoping to find a practice that will allow me to use my new skills in Chinese medicine to help patients more than we already do," she explained. "I'd like to do something that will allow community involvement, whether that's giving talks to clients, going to festivals, or talking at schools. I think equine medicine is perfectly set up for that."

# Top 5 Reasons TO HAVE REPRO

in Your Practice

JOE MANNING, DVM, MBA

Thether you decide to specialize in equine reproduction or simply offer reproductive services in your practice, having an understanding of this field can benefit both your career and your practice. Here's how:

- 1. It supports the future of our industry
  If we don't have breeders, we
  eventually don't have horses. For
  anyone in the equine industry, especially an equine veterinarian or
  veterinary student, that is a scary
  thought. Although we can't necessarily promote breeding, we can
  make sure that the people who are
  breeding are providing optimal
  care for their broodmares and/or
  stallions and giving their offspring
  the best start to life possible.
- 2. It attracts high-level clients and patients Breeding horses is both time- and money-intensive. Therefore, the majority of clients who are breeding horses are more likely to be willing to pay for the "Cadillac" version of a wellness package. By the same token, the majority of horses that owners deem to be worthy of the expense of breeding either have a significant monetary or sentimental value. So, you have passionate clients who are willing to go above and beyond on their horse's health care. That is the ideal situation for the veterinarian, the client, and most important, the horse.
- 3. It increases revenue potential
  Broodmares, in particular,
  require much veterinary attention. At a minimum, broodmares
  should receive a veterinary exam
  six times per year—before breeding season; at Months 3, 5, 7,
  and 9 of gestation; and within
  24 hours after the foal is born.
  With these appointments, there



are many great opportunities to showcase veterinary expertise and services, as well as to provide products that are proven safe and effective for the broodmare. These include cycle scheduling with Regu-Mate (altrenogest) during prebreeding, vaccinating against neurologic equine herpesvirus (EHV-1) using Prodigy, and

- completing routine ultrasounds throughout the pregnancy.
- 4. It offers gateways into better health care Because you see broodmares so frequently, you have ample face time with your clients. This time can lead to discussions on other health care areas that these clients might be missing, such as vaccinations, deworming, lameness, nutrition, etc. By providing excellent care for their broodmares, you reinforce the value of the veterinarian's role in all aspects of equine health care.
- 5. It's rewarding Whether you are flushing embryos from a show mare or standing a Breeders' Cup winner, you are making your clients' dreams come true. There is great reward in seeing a healthy baby hit the ground, but there also is great reward in getting the mare in foal and keeping her healthy throughout gestation. Being a repro veterinarian is not easy, but at the end of the day the rewards far outweigh the costs.

These are just a few reasons why offering equine reproductive services in your future clinic can benefit your business and your career. To learn more about the Society for Theriogenology student membership and board certification, visit www.therio.org.

**Joe Manning, DVM, MBA**, is a Veterinary Technical Services Manager with Merck Animal Health.

## Why did you become an equine repro veterinarian?

"I enjoyed the satisfaction of helping create a new opportunity for a breeder and then watching that foal grow up and reach that potential. Theriogenology also created a bridge to many other colleagues and disciplines that I would have otherwise missed out on. The work is demanding, but extremely satisfying."

-Bryant W. Craig, DVM, Craig Veterinary Services, Enid, Okla.

"Growing up on a dairy farm, I was exposed to a wide variety of reproductive techniques, from frozen semen to embryo transfer and even cloning. This sparked an early interest in reproduction and going into vet school. I knew I was going to do something involving reproduction. After my equine repro rotations, I knew I had found the perfect fit for me in a career working with owners to breed the next generation of performance horses."

—Ryan Ferris, DVM, Dipl. ACT, Equine Reproduction Laboratory,
Colorado State University



# Keeping Veteringr

Three ways to extend career longevity, satisfaction, and success

AMANDA M. HOUSE, DVM, DIPL. ACVIM

atching a septic foal trot out of the hospital, load onto a trailer, and head home to the farm is tremendously rewarding. The special satisfaction that we veterinarians enjoy every time we save a life and the feeling that we can truly make a difference are just a couple of the reasons why veterinary medicine is a fantastic career. I feel lucky to be able to do what I love and know it is a privilege to work with our clients and patients.

As the years go by, sometimes the days stretch long and remind us it is important to keep veterinary medicine as fun and rewarding as the day we first started. Doing what you love will certainly facilitate a long, rewarding, and fun career. But there will be days that are sad, frustrating, and tiring. How can we keep those days to a minimum? Consider a few key things as you proceed with your passion: Get involved, take time for yourself, and grow with your career. Get Involved One of the most rewarding things that I currently do in my career is serve on various committees and boards. Our state and national organizations (e.g., American Association of Equine Practitioners, American Veterinary Medical Association) offer many opportunities for planning continuing education programs, working on legislative agendas, and/or providing public outreach. Although some of these opportunities might seem superfluous to what we do day to day, they are terrific ways to reinvigorate ourselves. These organizations provide professional support and ways to network and might even open doors that you haven't considered previously. Being involved with these groups is a great way to share ideas with colleagues who are not in your practice or work environment. It also creates a professional network of friends. **Personal Time** I strongly believe that to be completely engaged in our career, we have to take some personal time out for ourselves and our families. Equine practice can become an all-consuming endeavor if we let it. Don't forget to cultivate the other things in your life that you love, be they traveling, reading, horseback riding, running, spending time with family, or just sitting in front of a warm fireplace.

While veterinary medicine is far from a 9-to-5 career, there are certainly opportunities for you to take a time out regardless of your type of practice. I think the hardest part about taking some time for yourself is often the guilt we feel about doing it. With my responsibilities as a faculty member, wife, and mother, riding my mare is probably the last thing I should be doing on a Sunday afternoon. I have to put the guilt aside to take some time for myself and realize that this time ultimately makes me much more pleasant (and better!) in all my other roles.

**Growth** Be open-minded and grow with your career. One of the great things about our profession is that it provides many different options for where and how you can practice. Industry, academia, private practice, corporate practice, and government all provide veterinary career opportunities. The more time you spend in your career, the more you will cultivate what you truly enjoy. For instance, I love working with critical patients, and at the beginning of my career I thought that I would want to work almost entirely in clinical practice. However, I maintained an open mind and considered an additional career track I previously knew nothing about: extension and outreach. I have realized that I enjoy working with people and students just as much as I enjoy working with patients, and I am fortunate to combine both in my current job. Take advantage of all the continuing education opportunities provided by the AAEP and others as you can-you might find something that you didn't realize you would enjoy doing. These organizations offer participants in-depth seminars, wet labs, and dry labs to develop new skills and hone existing ones. Learning a new technique or taking a special interest in a specific area can make you an invaluable asset to your practice and keep your work feeling fresh.

Equine practice continues to evolve based on patients', clients', and veterinarians' needs. Keeping our work fun is critical for career longevity, satisfaction, and personal success. I encourage you to give back, take time for yourself, and be open-minded as you grow in your profession.

**Amanda M. House, DVM, Dipl. ACVIM**, is a Clinical Assistant Professor and the Director of the Equine Research Program at the University of Florida College of Veterinary Medicine.



# HOWto

# Build Rapport with Clients

HARRY WERNER, VMD

n the *The Oxford University*Dictionary "rapport" is defined as "a close and harmonious relationship in which the people or groups concerned understand each other's feelings or ideas and communicate well." Intuitively, we know that rapport enhances any relationship, but how often do we consciously consider how important rapport is to professional success? How effectively can we achieve rapport with our clients? Why bother?

#### **Trust**

Building rapport is about building trust, the foundation of the veter-inary-client-patient-relationship. It fosters client acceptance of your services, and it enhances a client's appreciation of the challenges you face as you work toward a successful case outcome. If clients trust you, they will be comfortable with your fees and recommend your practice to others. Strong client rapport greatly facilitates your chance of professional success; poor rapport can ruin it.

#### **Know Your Clients**

Build rapport systematically and reinforce it continually. Begin by considering each client's expectations of your services and their perception (not yours) of their needs. Ethical, legal, or circumstantial issues might come into play. Identify such issues and help clients understand their relevance. If you are knowledgeable and confident, rational clients will understand and trust your judgment.

### **Courtesy and Professionalism**

Be courteous and professional. Be on time for appointments, and give



advance notice of any delays. Prior to each appointment, consider what outcome the client expects. Most clients expect and respect professional behavior and recognize unprofessional behavior.

Professionalism requires discretion. Breaching confidentiality is a sure way to destroy trust and create liability risk. Treat your colleagues with respect as well; if you cannot compliment them in front of a client, then say nothing. If you have legitimate concerns regarding a colleague's actions, discuss your concerns with the colleague in private or pursue your concerns through appropriate channels such as your professional veterinary associations or state veterinary licensing authority.

#### **Communications**

Understand the importance of timely and accurate communications before, during, and after a patient visit.

- Do not assume that your clients fully grasp the value of your educated professional judgment. Take the time to help clients understand the medical aspects of the patient's problem, what diagnostics you will use, and the rationale for your treatment plan.
- Always encourage clients to ask questions about patient care or client services; make it easy for them to contact you. Any steps you can take to ensure clients have a positive perception of the value of your services will help build rapport and your practice.

- Demonstrate your compassion for patients, regardless of circumstances. While most veterinarians feel compassion, not all adequately demonstrate those feelings. How you interact with a patient at a visit—following up on cases after a visit or sending a personal note after the death of a patient—demonstrates your concern for patient and owner.
- Be honest and realistic with clients regarding possible case outcomes and ongoing care, especially when dealing with chronic conditions.
- Define standards of service in your practice to ensure that clients are not surprised by recommended diagnostic/treatment regimens and their associated costs. Communicate about such matters as much as possible before the patient visit, so you can answer questions and concerns and avoid miscommunications.
- Everyone has days where running late is unavoidable. However, avoid being perceived as too busy to communicate or care. A well-trained and supportive staff and defined communication processes can help avoid such situations.

## The Value of a Physical Exam

Above all, help clients understand the value of a physical examination; never subordinate it to the instant gratification of real-time imaging or the expediency of a laboratory diagnosis. Physical examination is the most valuable professional service you offer. If performed well and consistently, it is the key to proper diagnosis and recognition of previously unnoticed health concerns.

In the words of Abraham Verghese, MD, "A proper examination ... earns the patient's trust ... and serves as a ritual that transforms two strangers into a doctor and patient." To achieve this transformation, share physical exam findings with the patient's caretaker(s) (i.e., explain what you are doing, why you are doing it, and what you are learning from it).

Sometimes one of the most effective ways to strengthen your client's trust can be to send them elsewhere. Be honest with yourself regarding your own limits of clinical practice and recommend referral without delay when it is appropriate. Forward relevant medical records

and images to the referral doctor in a timely manner. Stay with the case by requesting updates and acting as a sounding board for your client during the experience.

#### **Take-Home Message**

While it is never too late for any of us to improve our game, it is always easier to hone one's skills during the more formative years of practice. As new practitioners, I urge you to build and maintain rapport with your clients. It will be an investment of time and effort that will reward you personally and professionally throughout your career. 📀

Harry Werner, VMD, runs Werner Equine clinic in Connecticut and is past president of the AAEP.

## Dear Veterinary Student,

Happy New Year! We hope the beginning of your spring semester has started out well, and you are learning and gaining knowledge that is leading you closer to your goal to become an equine veterinarian.

At Merck Animal Health, we believe in the value of education. Because of that, we have packed the newsletter with information we hope will help you not only be a more successful student but also a better veterinarian.

This edition includes everything from the top reasons to have reproductive capabilities in your future clinic to how to keep veterinary medicine fun. We hope you find the information both insightful and interesting.

To help ensure we are meeting your expectations of the student edition of Partners in Practice, I welcome any ideas, suggestions, or comments you may have. Please feel free to contact me directly at joe.ferraro5@merck.com.

Thank you for your commitment to improving the health and welfare of the horse. We hope you enjoy 2013's first "Next Vet" edition of Partners in Practice and wish you the best of luck in your future endeavors.

Sincerely,

Joe Ferraro Equine Product Manager, Merck Animal Health

We're for the horse.™



#### Regu-Mate (altro

Solution 0.22% (2.2 mg/mL)

CAUTION: Federal law restricts this drug to use by or on the order of a licensed vetering

DESCRIPTION: Regu-Mate® (altrenogest) Solution 0.22% contains the active synthetic proge altrenogest. The chemical name is 17a.allyl-178-hydroxyestra-4,9.11-trien-3-one. The CAS Registry Number is \$50-52-2. The chemical structure is:

ı	DOSAGE CHART:	
1	Approximate Weight	Dose
L	in Pounds	in mL
Г	770	7
1	880	8
П	990	9
П	1100	10
П	1210	11
П	1320	12

- Inancy rate in treated mares was \$1.8% (9/11) and untreated

CAUTION: For oral use in horses only. Keep this and all medication out of the reach of childs

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