Services Guide

Veterinary Services

*NOTE 1: This information is pulled from credible sources. This information is a guide. Any information used from this guide must be re-contextualized (no copying and pasting). Re-contextualize information incorporating SEO and business specifics.

*NOTE 2: For MCP websites, stick to general information and avoid specifics.



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1. VETERINARY SERVICES OVERVIEW

1.1 GENERAL INFORMATION

https://en.wikipedia.org/wiki/Veterinary_physician

- A veterinary physician, colloquially called a vet, shortened from veterinarian or veterinary surgeon, is a professional who practices veterinary medicine by treating disease, disorder, and injury in animals.
- Veterinarians treat disease, disorder or injury in animals, which includes diagnosis, treatment and aftercare
- Most veterinary physicians work in clinical settings, treating animals directly. These veterinarians may be involved in a general practice, treating animals of all types
- They may be specialized in a specific group of animals such as dogs and cats (companion animals), livestock, zoo animals or equines (horses); or may specialize in a narrow medical discipline such as surgery, dermatology or internal medicine
- According to the American Medical Veterinary Association, 77% of veterinarians who work in private medical practices treat pets. These practitioners usually care for dogs and cats but also treat birds, reptiles, rabbits, ferrets, and other animals that can be kept as pets.
- About 16% of veterinarians work in private mixed and food animal practices, where they see pigs, goats, cattle, sheep, and some wild animals in addition to farm animals.
- A small proportion of private-practice veterinarians, about 6%, work exclusively with horses.

Keywords (First Row – BEST, Last Row – LEAST)			
o Veterinarian	 Animal hospital 	 Animal emergency clinic 	 Pet hospital
 Neutered dog 	 Veterinary clinic 	 Animal clinic 	 24 hour animal hospital
• Pet clinic	o Emergency vet	o 24 hour vet	o Vets
 Animal radiologist 	 Animal emergency 	 Spay and neuter clinic 	 Veterinarian near me

1.2 SEO



1.3 AREAS OF PRACTICE

https://en.wikipedia.org/wiki/Veterinary_physician

Area of Practice	Description
1. Exotic Animals Practice	 Generally considered to include <u>reptiles</u>, exotic birds such as <u>parrots</u> and <u>cockatoos</u>, and small <u>mammals</u> such as <u>ferrets</u>, <u>rabbits</u>, <u>chinchillas</u>, and <u>degus</u>.
2. Conservation Medicine	 The study of the relationship between animal and human health and environmental information.
3. Small Animal Practice	 Usually <u>dogs</u>, <u>cats</u>, and other <u>companion animals</u>/household pets such as <u>hamsters</u> and <u>gerbils</u>. Some practices are canine-only or feline-only practices.
4. Laboratory Animal Practice	 Some veterinarians work in a university or industrial laboratory and are responsible for the care and treatment of laboratory animals of any species (often involving <u>bovines</u>, <u>porcine</u> species, felines, canines, <u>rodents</u>, and even exotic animals). Their responsibility is not only for the health and wellbeing of the animals, but also for enforcing humane and ethical treatment of the animals in the facility.
5. Large Animal Practice	 Usually referring to veterinarians that work with, variously, <u>livestock</u> and other large farm animals, as well as <u>equine species</u> and large reptiles.
6. Equine Medicine	 Some veterinarians are specialists in equine medicine. Horses are different in <u>anatomy</u>, <u>physiology</u>, <u>pathology</u>, <u>pharmacology</u>, and <u>husbandry</u> to other domestic species. Specialization in equine veterinary practice is something that is normally developed after qualification, even if students do have some interest before graduation.





7. Food Animal Medicine	 Some veterinarians deal exclusively or primary with animals raised for food (such as <u>meat</u>, <u>milk</u>, and <u>eggs</u>). Livestock practitioners may deal with <u>ovine (sheep)</u>, <u>bovine (cattle)</u> and <u>porcine (swine)</u> species; such veterinarians deal with management of <u>herds</u>, <u>nutrition</u>, <u>reproduction</u>, and minor field surgery. Dairy medicine practice focuses on dairy animals. Poultry medicine practice focuses on the health of flocks of poultry; the field often involves extensive training in pathology, epidemiology, and nutrition of <u>birds</u>. The veterinarian treats the flock and not the individual animals.
8. Food Safety Practice	 Veterinarians are employed by both the food industry and government agencies to advise on and monitor the handling, preparation, and storage of food in ways that prevent foodborne illness.
9. Wildlife Medicine	 A relatively recent branch of veterinary medicine, focusing on <u>wildlife</u>. Wildlife medicine veterinarians may work with <u>zoologists</u> and conservation medicine practitioners and may also be called out to treat marine species such as <u>sea otters</u>, <u>dolphins</u>, or <u>whales</u> after a natural disaster or oil spill.
10. Aquatic Medicine	 Mostly refers to veterinary care of fish in aquaculture (like salmon, cod, among other species), but can also include care of aquatic mammals. For certain countries with high economic income from aquaculture, this is an important part of the veterinary field (like Norway, Chile). Other countries (particularly those who are landlocked), might have little or no emphasis on aquatic medicine.





1.4 TYPES OF VETERINARY FACILITIES

http://vetsforpets.org/about-animal-hospitals-clinics/different-types-of-veterinary-care-facilities/ https://www.avma.org/KB/Policies/Pages/Guidelines-For-Classifying-Veterinary-Facilities.aspx

General Note:

- There are many veterinary practices using "animal clinic" or "veterinary clinic" in their names or description that are actually "full service" veterinary hospitals. As stated previously, the distinction between the terminology is getting more blurred.
- However, on the other hand, a veterinary practice that is providing wellness, preventative care and has limited services should use the term "clinic".

Types of Veterinary Facilities:

Туре	Description	Benefits
Veterinary or Animal <u>Hospital</u>	 An animal hospital's physical size will most likely be larger. In most cases that is because an "animal hospital" or "veterinary hospital" provides more services than an "animal clinic" or "veterinary clinic". Hospitals require more room to keep sick or injured pets overnight or longer. Animal or veterinary hospitals, because they are more diverse, usually have more veterinarians on staff and more veterinary support staff. 	 An animal or veterinary hospital will have the facilities to care for animals in more extensive ways and will usually have more "in- hospital" diagnostic capabilities, have more hospital services and provide more extensive treatment options





Veterinary or Animal <u>Clinic</u>	 Provides similar type services but not on the same scale as a hospital does. A vet or vets at a "clinic', just like a "hospital", do complete examinations, and generally referred to them as "wellness exams". They tend to concentrate on the preventative veterinary medical care area of veterinary practice. They will make diagnoses, but usually don't have "in-hospital" laboratory capabilities. Some clinics are satellites of a larger animal of veterinary hospital and they will send the patient to their main hospital. Most "clinics" have a single veterinarian and maybe at most a total of two vets.
Veterinary Office	 A veterinary office is a veterinary practice where a limited or consultative practice is conducted and which typically provides no facilities for housing or in-patient diagnostics or treatment. Good when consultation services are only needed
Mobile Practice	 Conducted from a vehicle with special medical or surgical facilities, or from a vehicle suitable for making house or farm calls. Regardless of mode of transportation, such practice shall have a permanent base of operations with a published address and telecommunication capabilities Best for vets going to farms and practicing food animal medicine Good for responding to emergency situations for animal owners unable to come to vet hospital Best for addressing the needs of larger animals that would not fit in the hospital or clinic





Emergency Facility	 Primary function of receiving, treating, and monitoring of emergency patients during its specified hours of operation. A veterinarian is in attendance at all hours of operation and sufficient staff is available to provide timely and appropriate care. Veterinarians, support staff, instrumentation, medications, and supplies must be sufficient to provide an appropriate level of emergency care. A veterinary emergency service may be an independent, after-hours service; an independent 24-hour services, or part of a full-service hospital. 	 If it is specialized to an emergency clinic or hospital, it is beneficial to take an animal to one of these since the staff has the experience to respond to emergency situations. These facilities are more likely to be open 24/7 to assist pet owners even in the middle of the night.

2. VETERINARY/ANIMAL HOSPITALS

<u>NOTE</u>: Vet Clinics can provide some of the same services as vet hospitals, so the following vet/animal hospital section covers clinic services as well.

2.1 SERVICES OVERVIEW AT VET/ANIMAL HOSPITALS

http://vetsforpets.org/about-animal-hospitals-clinics/different-types-of-veterinary-care-facilities/

- Radiology, especially digital radiology today
- In-house laboratory tests
- Laser surgery and laser therapy
- Oxygen therapy
- Electrocardiograms
- Ultrasound
- General-routine surgeries (neutering and spaying)
- Specialty surgeries
- Dental services
- Intensive care
- Hospitalization
- Boarding facilities
- Grooming facilities
- Specialized treatment options (stem cell therapy)
- Fully stocked pharmacy and other modalities





2.2 MEDICAL SERVICES

http://southburnabyvet.com/service-category/medicalservices/

Medical Services Under Vet/Animal Hospital:

Medical Service	Description	Benefits
Medical Assessment	 Looking at animal's eyes, ears, and skin and checking his or her cardiovascular, neurological, gastrointestinal, and skeletal systems for any abnormalities. Perform blood and/or urine tests as necessary to check animal's kidneys, liver, pancreas, and endocrine system, including the thyroid and adrenal glands. Based on your pet's condition, we may recommend further diagnostic tests, such as radiography (x-rays), endoscopy (internal scoping), ultrasound, or biopsy. 	 Good for preventative care for pet and to catch any illnesses early Usually recommended on an annual basis





Dentistry	 include tartar buildup, red, bleeding or swollen gums, bad breath, and changes in eating or chewing habits. A veterinarian should evaluate your 	 Checking for oral disease Vets can give recommendations and demonstrate preventative measures for pet owners to do at home A thorough physical exam combined with appropriate laboratory work can determine oral disease and other diseases that cause this
Radiology (X-Rays)	 Radiology (x-rays) is routinely used to provide valuable information about a pet's bones, gastrointestinal tract (stomach, intestines, colon), respiratory tract (lungs), heart, and genitourinary system (bladder, prostate). It can be used alone or in conjunction with other diagnostic tools. 	To provide a list of possible causes for a pet's condition, identify the exact cause of a problem or rule out possible problems.





Flea Control	 A flea problem on your pet means a flea problem in your home. If you have multiple pets, and any of them go outside, it is important to treat ALL pets in the house with flea treatments, even the ones who are 100% indoors. Most flea treatments are given or applied only once monthly. They each can be used for prevention as well as treating fleas. A flea problem on your pet means a fleas are given or as treating fleas.
Dermatology (Skin)	 Skin problems are common in dogs and cats and can be caused by hormonal disorders, allergies, infections, or parasites such as fleas and mites. These issues can be particularly difficult to treat and should be addressed promptly. Some dermatologic diseases or conditions do require additional diagnostic procedures to ensure a correct diagnosis. Depending on the pet's symptoms and the results of our physical exam, we may run blood work or perform a urinalysis, skin scraping, or biopsies. We can often diagnose a skin problem by simply examining your pet. We can often diagnose a skin problem by simply examining your pet.
Endoscopy	 Endoscopy is commonly used to examine the inside of the ears, nose, esophagus, colon, bladder, stomach, and other internal organs. Endoscopy can also be used to assist with minimally invasive surgeries and is particularly valuable in retrieving swallowed items. To perform this procedure, the veterinarian inserts the endoscope (a long tube with a camera at one end) into the area to be examined. Endoscopy does require that your pet be placed under anesthesia To perform this procedure, the veterinarian inserts the endoscope (a long tube with a camera at one end) into the area to be examined.



Cardiology (Heart)	 A heart problem can affect your pet at any age although it is more often found in older pets. Heart failure occurs when the heart no longer has the ability to pump blood around the body effectively. Heart failure can lead to congestive heart failure. Animals suffering from congestive heart failure often experience difficulty breathing and frequent coughing.
Tonometry (Testing Eyes)	 Glaucoma can cause permanent vision loss or even blindness. Pets that have suffered eye injuries should have this test performed. In addition, we recommend that breeds that are prone to developing glaucoma come in for regular measurements so we can monitor eye pressure and begin treatment before any problem becomes irreversible. In tis crucial for your pet's vision that we detect and treat glaucoma and other problems with intraocular pressure (pressure within the eye) as quickly as possible. We can test your dog or cat's eyes for excess pressure easily and safely. The test, performed with a device called a tonometer, is not painful and does not require sedation.
Ultrasounds	 Diagnostic imaging technique similar to radiography (X-rays) and is usually used in conjunction with radiography and other diagnostic measures. Ultrasound can be used for a variety of purposes including examination of the animal's heart, kidneys, liver, gallbladder, bladder etc. It can also be used to determine pregnancy and to monitor an ongoing pregnancy. Allows visualization of the deep structures of the body. Ultrasound can detect fluid, cysts, tumors or abscesses.
Endocrinology (Hormones)	 When a hormonal balance is disturbed (by a tumor or autoimmune disease, for instance), an endocrine disorder can develop. "Hyper" refers to an excess of hormone, and "hypo" refers to a deficiency in a hormone. Treatment varies depending on the disease. Identifying endocrine problems as early as possible is important in dogs and cats. These serious, potentially life- threatening conditions are much more manageable when caught early, allowing to begin proper treatment.



2.3 LASER THERAPY

http://southburnabyvet.com/services/pain-management-and-control/

General:

- Laser therapy provides a non-invasive, pain-free, surgery-free, drug-free treatment which is used to treat a variety of conditions and can be performed in conjunction with existing treatment protocols.
- Relief and/or improvement is often noticed within hours depending on the condition and your pet's unique health status.
- Whether your pet is rehabilitating from trauma or injury, healing from wounds, or simply aging, your companion can benefit from this innovative approach to treating pain.

Applications for Laser Therapy:

- Treatment of arthritis, degenerative joint disease, or hip dysplasia
- General pain management (sprains, strains, and stiffness)
- Post-surgery pain (spays, neuters, declaws, and other surgeries)
- Skin problems (hot spots, lick granulomas, infections)
- Dental procedures
- Fractures and wounds (bites, abrasions, burns, and lesions)
- Ear infections





2.4 SURGICAL SERVICES

http://southburnabyvet.com/service-category/surgicalservices/

Surgical Services Under Vet/Animal Hospital:

Surgical Service	Description	Benefits
Laser Surgery	 An alternate to traditional surgery (with the scalpel blade) A laser is ideal for a wide variety of surgical procedures for dogs, cats, birds and other pets including SPAYS and NEUTERS. Laser surgery can correct many common conditions such as cysts, tumors, warts and infections that may occur around the eyes, ears, in the mouth, and anywhere on the skin. 	 Less Pain- Laser energy seals nerve endings as it moves through tissue. Your pet feels less pain post-operatively. Less Bleeding-The laser seals small blood vessels during surgery which allows us to perform surgeries with extraordinary precision. This also speeds some procedures reducing the need for anesthesia. Less Swelling-Laser energy does not crush, tear or bruise because only a bean of intense light contacts the tissue. Laser technology reduces the trauma to your pet, improves recovery, and often shortens hospital stays.
Spaying	 Spaying refers to the surgical procedure performed on female dogs and cats to render them infertile. Involves surgical removal of both ovaries and the uterus. It can be performed under a number of anesthetics and monitoring devices. 	 Reduces canine and feline overpopulation Eliminates the sometimes "messy" heat cycles of female dogs Eliminates the unwanted male animals which are attracted from miles away Prevention of diseases in your pet such as pyometra (infection of the uterus) and mammary cancer (cancer of the mammary glands)



Neutering	 Neutering refers to the surgical procedure performed on male dogs and cats to render them infertile. Neutering involves surgical removal of both testicles. It can be performed under a number of anesthetics and monitoring devices. It can be performed under a number of anesthetics and monitoring devices.
Soft Tissue Surgery	 Soft tissue surgery includes surgeries not associated with bone. Probably the most common soft tissue surgery performed is the removal of masses or 'lumps'. Most of these masses or 'lumps', once removed and tested, are benign (non-harmful); however, occasionally they are more serious Common soft tissue surgeries: Lump removals Wart removals Laceration repairs Bladder stone removal Foreign body removals Exploratory surgeries with multiple biopsies Skin biopsies Splenectomies Colectomies Anal sac removals
Orthopedic Surgery	 Orthopedic surgery refers to bone surgery. Conditions which require orthopedic surgery: Ruptured cranial cruciate ligament (ACL) Patellar luxation Fractures Intervertebral disk disease Hip dysplasia





2.5 SPECIALITY SERVICES

http://southburnabyvet.com/service-category/additionalservices/

Specialty Service	Description	Benefits
Pharmacy	 In-house pharmacy is well stocked and contains supplies that allow us to immunize and treat your pet. Along with traditional medications, offer a wide range of "pet friendly" medications, to help make it easier to medicate your pet. 	 Can make one stop if your animal/pet is examined and they need medicine for treatment – can access that right away after the appointment
Nutritional Counselling	 Animals have various nutritional requirements depending on their age, breed and health status. Decisions regarding your pet's nutrition should not be made without first consulting a veterinarian. 	 Geriatric animals have significantly different requirements than young growing puppies or kittens. Animals with diabetes or kidney disease also have different requirements.
Behavioural Counselling	 Individualized dog and cat behavioral counseling on a variety of issues including aggressive behavior and inappropriate elimination. 	 Be on top of pet's behavior and fix issues
House Calls	 Going to pet owners house instead of them coming with pet to the hospital 	 More comfortable for you and your pet Less time out of your busy day Convenient Why sit in a waiting room? Less stress for anxious or sensitive pets No need to drive or park More personalized visit in the comfort of your own home Provides pet owners and their pets a compassionate alternative to euthanasia in the clinical setting of a veterinary clinic



2.6 BOARDING SERVICES

http://southburnabyvet.com/services/boarding/

- Some vet/animal hospitals will provide boarding services for animals that need to be taken care of while their owner(s) is away.
- The animals are kept in separate cages and let out to play or be walked.

2.7 GROOMING SERVICES

http://southburnabyvet.com/services/grooming/

- Grooming services include washing the animal and cutting their hair or fur down
- A matted pet can quickly become a target for flies in the summer months
- Also an 'unkempt' animal may be a sign that the animal is not well and should be examined by one of our veterinarians.

2.8 PET IDENTIFICATION SERVICES

http://southburnabyvet.com/service-category/pet-identification/

Pet identification comes in the form of collars, tattoos or microchips.

Tattoos:

- A tattoo is placed in the RIGHT ear of your pet. It is usually done while your pet is spayed or neutered.
- The tattoo code is specific to you, and our hospital.
- If your pet goes missing, and is found, the code traces your pet back to us, and we then locate you.
- Advantages:
 - o Inexpensive
 - Good for pets who won't wear a collar
- Disadvantages:
 - o Requires general anesthesia
 - Can fade or smudge over time
 - Only valid in British Columbia

Microchip:

- Microchipping involves placement of a small electronic chip the size and shape of a piece of rice just under the skin in the neck area. A needle is used to inject the chip.
- If your pet becomes lost and is taken to a humane society, a shelter, or a veterinary hospital, your pet will be scanned.
- The chip will provide information to locate you, the owner.



- Advantages:
 - o Secure, cannot fall out
 - o Easy to implant, does not require anesthesia
 - Valid in B.C, North America, and some countries overseas
 - Cannot "fade"
 - Best protection against pet theft
- Disadvantages:
 - o Requires the finder to have and use a scanner
 - o More expensive than tattoo or collar
 - Can occasionally migrate from original location

2.9 EXOTIC PET MEDICINE & SURGERY SERVICES

http://southburnabyvet.com/service-category/exoticpets/

<u>Note:</u> Some vet/animal hospitals may cover other types such as reptiles, amphibians and fish. The following are the most common other mammal pets besides dogs and cats.

Rabbits:

- Rabbits are susceptible to a variety of conditions including hairballs, overgrown teeth, parasites and cancer.
- If your rabbit stops eating, appears overly quiet, experiences discharge from the eyes and/or nose, you should have him or her examined by a veterinarian.

Gerbils, Guinea Pigs, Hamsters, and Rats:

- You should seek veterinary attention if your pet stops eating, appears quieter than normal, exhibits discharge from the eyes or nose, and/or develops a lump on its body.
- Teeth grow continuously in these small animals and often require attention.

Ferrets:

- Common problems associated with ferrets include gastrointestinal disease (diarrhea), parasites and cancer.
- Ferrets are inquisitive creatures by nature and frequently ingest objects they shouldn't.
- Any loss of appetite or abnormal behavior should alert you to a potential problem and the need for veterinary consultation.





3. LIVESTOCK/FARM VETERINARIAN

3.1 OVERVIEW OF LIVESTOCK/FARM VET SERVICES

<u>NOTE</u>: livestock/farm vets sometimes deal with 1 or more types of animals, and not necessarily all of them.

General Types of Farm Animals Dealt With:

- Cattle/Cows
- Goats
- Pigs
- Horses
- Sheep

Types of Services:

Information from YP site: Graydon Veterinary Services http://langleyanimalclinic.ca/farm-animal-service/

- On farm wellness/vaccination/deworming
- Protocol development
- Problem solving and diagnostics
- Pregnancy diagnosis in beef and dairy cattle
- Wound repair
- Surgical castration
- Nutritional consultation and ration formulation
- Disease prevention and treatment strategies
- Obstetrics difficult calvings, caesarean section



