



Veterinary Centre

SPRING 2019

NEWS



Practice News

New face at 387 Vets



We are delighted to welcome trainee vet nurse Alanna Ankorn to the 387 team. These are exciting times, as Alanna takes up a brand new training position with us:

it's the first time we've supported two veterinary nursing students through their 2.5 year diploma simultaneously. Before coming to 387 Vets, Alanna obtained a Distinction in her Veterinary Care Assistant Diploma, and has worked in small animal practice supporting nursing and reception teams as well as volunteering at a canine hydrotherapy centre to learn more about pet rehabilitation. Her passion for animal care doesn't stop after work. She currently shares a home with a degu, a rescue parrot and not one, but four rescue cats! We're looking forward to supporting Alanna on her nursing journey, and we know she will love meeting and helping to look after all your pets.

Congratulations Sophie!



Those of you with eagle eyes may have noticed that our RVN Sophie is now wearing a wedding band! Sophie and her husband Luke were married in December just outside Shrewsbury, and

then headed off on an amazing honeymoon to New York, arriving home just in time for Christmas. Huge congratulations to the new Mr and Mrs Powell!

Helping homeless pets

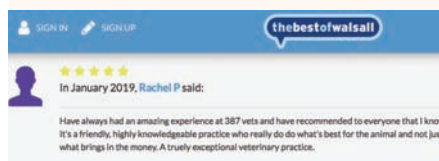


Thank you so much to everyone who contributed to our 'Give a pet a Christmas Dinner' campaign in December 2018. We were once again

overwhelmed by your amazing generosity, and know that your contributions will be very much appreciated by local cats and dogs waiting for their new forever homes. This Christmas, you donated over 470 tins, sachets and trays of wet food, 27kg of dry food and around 50 boxes and packets of treats. Not to mention the 100-odd pet toys as well as beds, leads, towels, litter tray liners and puppy training pads and £36! Donations are being shared between Birmingham Dogs Home's Sunnyside site in Coven, Rugeley Cat Rescue and other local pet foster carers.

Your feedback matters!

According to a recent survey*, 86% of consumers read reviews for local businesses, and on average, customers will read 10 online reviews before feeling able to trust a business. For 91% of 18-34 year old consumers, an online review is as reliable as a personal recommendation. Your opinion really counts!



Recent review on 'the best of Walsall' website

A big thank you to everyone who has posted a review about 387 Vets, or has verified a written review for online publication. As well as providing us with valuable feedback on how we are performing and where we can keep improving, your opinion helps other pet owners make an informed choice.

In December 2018, 387 Vets received a Gold Standard Award from 'the best of Walsall' for continued outstanding customer feedback. And at the time of

this newsletter going to press, we are in the running for Vets of the Year 2019! The nationwide competition run by 'the best of' franchise on 'the best of' website, hails businesses with the most verified reviews over the last 12 months as winners in their field. It would be amazing if we could win for the fifth year running. Results to be announced in February. We promise to keep you posted!



With 40% of consumers only taking into account reviews written in the past two weeks, online reviews are more important than ever. Please keep on sharing!

* BrightLocal's 2018 Local Consumer Review Survey

Spring is in the air! Some seasonal pet health hazards to be aware of:



Chocolate: Dogs are very susceptible to chocolate toxicity as they cannot process the theobromine and caffeine content like we do. The higher the cocoa content the more toxic the chocolate. Keep out of reach!



Grapes, raisins and sultanas:

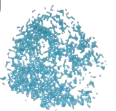
Easter treats like hot cross buns are laden with these fruits. Be aware they are poisonous to dogs. Toxicity varies - for some dogs it may be a handful, and for others, just one. In severe cases ingestion can cause kidney failure.



Lilies: Beautiful to have in our houses, but especially toxic to cats. All parts of the lily are toxic, even in a small amounts, and can cause kidney failure and death.

Anti-freeze: Useful to us, but extremely toxic to pets and wildlife. Lapping up tiny amounts can lead to a traumatic death. Store responsibly and wipe up spills immediately.

Slug bait: We're getting into slug season, but slug bait is highly poisonous to pets. Look for alternatives to keep slugs at bay and your pets - and wildlife - safe.



Permethrin spot-ons for flea treatments: Many canine spot-on products bought from pet shops and supermarkets contain permethrin. Whilst safe for dogs, never use on cats as they are extremely poisonous.

If you suspect your pet has had any of the above, don't wait. Call for advice immediately. Speed is of the essence.



Not every vet practice is the same!

Our investment in advancing diagnostics and your pet's on-site care

At 387 Vets, we're not happy just providing a basic standard of veterinary care. We regularly invest in hi tech equipment and new technologies to broaden the services we offer on site, to keep abreast of new care initiatives and to keep improving as practitioners. We love progression! And we love being able to do the best we possibly can for your pets.

Take a look at some of the special equipment we've purchased, and find out what the benefits are for your pet...



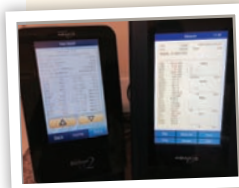
Digital dental x-raying

We use a 'direct' – or DR – radiography system for x-raying your pets' teeth because the image clarity is amazing.

With such detailed dental imaging, we can identify conditions like tooth root abscesses, broken roots and a condition in cats called 'resorbing roots' - where cats' teeth have developed painful holes, the crown has disintegrated, has broken off and painful roots are left hidden in the gum.

The advantages?

Without digital dental x-rays, dental treatment involves a lot of guesswork. Vets can cause unnecessary damage and leave hidden problems undiagnosed leading to potential long term pain. Digital dental x-rays mean we can identify specific problem areas, undertake targeted, cost effective treatment and eliminate pain efficiently. Correct decision making for feline dentals is not possible without dental x-rays.



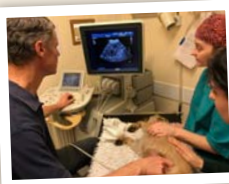
Blood machines

We've invested in our lab equipment to include a biochemistry analyser and a haematology analyser so we can run a wider

range of tests on site. The biochemistry analyser assesses blood chemical levels to check for things like kidney and liver function, and the haematology analyser checks blood cell counts for any increase or decrease in red cells and inflammatory cells, an important indicator of certain diseases.

The advantages?

Running necessary or critical blood tests in house cuts down on time waiting for results, so we can make decisions together more quickly about your pet's ongoing care.



Reconditioned ex-NHS ultrasound machine

Given how much we value our own care when

we are patients, we've invested in an ex-NHS ultrasound machine reconditioned specifically for veterinary use to be able to offer an equivalent diagnostic service for your pets. Our ultrasound machine essentially gives a moving image of your pet's insides. The clarity is excellent, and three different probes enable us to examine different internal structures at different depths in different ways.

The advantages?

We can scan through and around thoracic areas and abdominal organs, look for change easily and can check for heart abnormalities and chamber damage without your pet having to leave the practice. It's a targeted diagnosis without the need for referral – or referral centre fees.



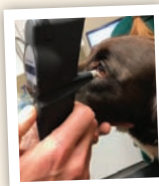
Cryopen

We have just purchased a portable cryo-surgery device, which allows us to freeze small external warts and cysts. Freezing kills the localised area being

treated, and the warts and cysts drop off, usually within a couple of weeks.

The advantages?

In many cases, using a cryopen is a handy and viable alternative to under-going anaesthesia and surgery for the same end. Anaesthesia carries its own risks, so avoidance and being able to perform a conscious procedure is much safer, and quicker, for your pet.



Tonovet®

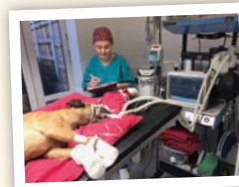
This is a veterinary-specific tonometer which helps us to accurately measure the intraocular pressure (eye pressure) in your pet's eyes. Eye pressure that is too

high or too low can be symptomatic of more serious eye disease. Red eye should always be tested as this could indicate swelling.

We use our Tonovet® routinely in senior canine clinics as older dogs have a greater likelihood of eye issues. Some breeds, like Poodles, benefit from regular testing as they have a predisposition to eye-damaging conditions like glaucoma. Glaucoma is where there is an increased build-up of fluid in the eye causing pain, pressure and ultimately blindness if left untreated.

The advantages?

The Tonovet® can be used as part of a general examination – no sedation or anaesthetic of any kind is needed. A light probe makes a very brief feather-touch connection with a pet's cornea to measure eye pressure. Contact is so gentle, your pet will barely notice, if at all! Such a simple gentle procedure in many cases helps us make a quick and informed decision – one which could even save your pet's sight.



Our anaesthetic set up

Warmth We're really proactive about monitoring pet temperature and avoiding heat loss

and hypothermia: as well as being dangerous to health, it can radically slow a pet's post-op recovery.

This is why, at 387 Vets, we use a forced air-warming system called a Bair Hugger® for all procedures in theatre. It's a little like an inflatable bed constantly being pumped with warm air to keep body temperature constant. We also have a Bair Hugger® specifically for use in kennels if we're worried your pet's temperature is a little low.

Safety Before cats and dogs go into theatre, all will have a pre-placed catheter which massively increases the safety of anaesthesia – we have constant and quick access to the blood stream should any problems occur. We also use the catheter to give warmed intravenous fluids throughout surgery – this supports and maintains blood pressure – and the warmth helps combat heat loss.

Wellness We use Sevoflurane gas for anaesthesia – a big advance in vet patient care. Compared to alternatives, this gas places less strain on the body for a faster, smoother recovery. The depth of anaesthesia can also be altered easily so we can bring our patients round quickly from surgery with little grogginess or side-effects, if any.

The advantages?

We know we are delivering gold standard care at 387 Vets and are keeping your pets as safe and well as we possibly can while in theatre. We wouldn't be happy doing anything less!



In recognition of our high standards and constant drive for improvement, 387 Vets has been awarded a Royal College of Veterinary Surgeons (RCVS) 'Outstanding' Award for Client Service. We are also proud to be an RCVS Accredited Small Animal Practice.