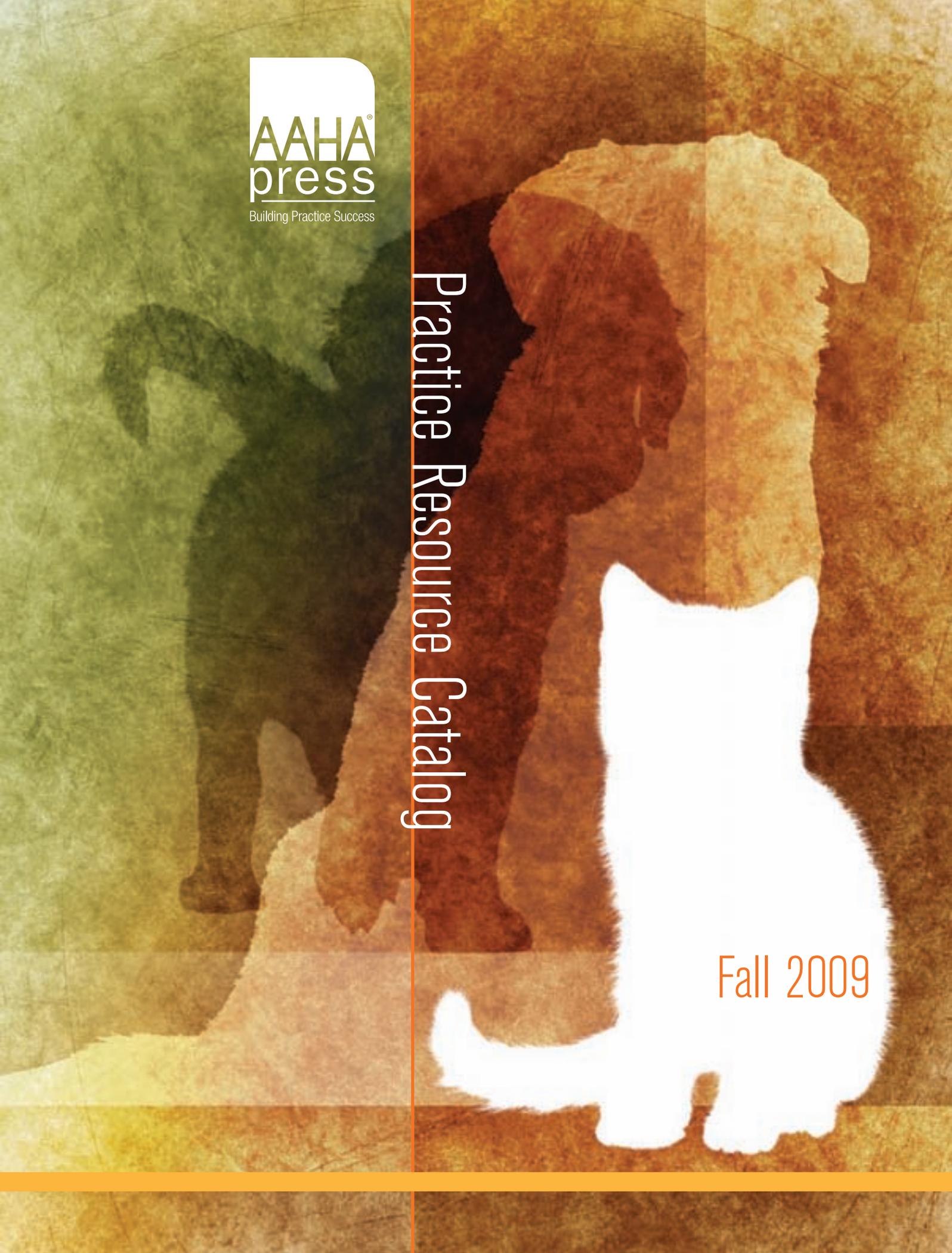




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Fall 2009





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Building Practice Success

In good economic times and bad, AAHA Press strives to bring you the resources to help your practice succeed. I'm pleased to tell you that we have a terrific lineup of new and recently published titles that cover the full spectrum of veterinary practice management and scientific topics – including revisions to some of our best-selling titles.

In the area of practice management, there's a new edition of the **AAHA Guide to Creating an Employee Handbook**, with updated human resource information, changes to federal law, drug testing and much more. Referral practices have been asking for a chart of accounts designed specifically for their needs — it's now available from AAHA. If you haven't seen the latest version of **The Veterinary Fee Reference**, you may be overlooking a key reference to help you to stay competitive and improve your financial results in these difficult economic times.

Last spring, we introduced **How We Do Things Here: Developing and Teaching Office-Wide Protocols**, and it has quickly become a very popular staff training tool for practices. **Career Choices for Veterinary Technicians** and **101 Veterinary Technician Questions Answered** have been well received by both techs and practice managers looking to give their staff information and recognition for the work they do. This fall, the newest edition of **Client Satisfaction Pays** focuses on practice leaders who want to begin implementing more client-friendly practice techniques, and includes new sample forms and handouts as well as the latest changes in client satisfaction principles.

We're always looking for new client education materials, and this fall we have two new books for kids. **Ocho Loved Flowers** provides great lessons of pet ownership and pet loss for both children and adults. On the lighter side, **Pets' Playground: Playing Safe in a Dog and Cat World** provides fun activities as well as valuable information on pets and pet ownership.

We have several new staff training and practice management titles coming after the first of the year that aren't featured in this catalog, so be sure to visit the AAHA Store online at press.aahanet.org for more information as well as products not included here. Remember, AAHA members always receive discounts on all our products.

Wishing you practice success!

A handwritten signature in black ink that reads "Rick Rundall". The signature is fluid and cursive, with a large, stylized 'R' at the beginning.

Rick Rundall, Publisher



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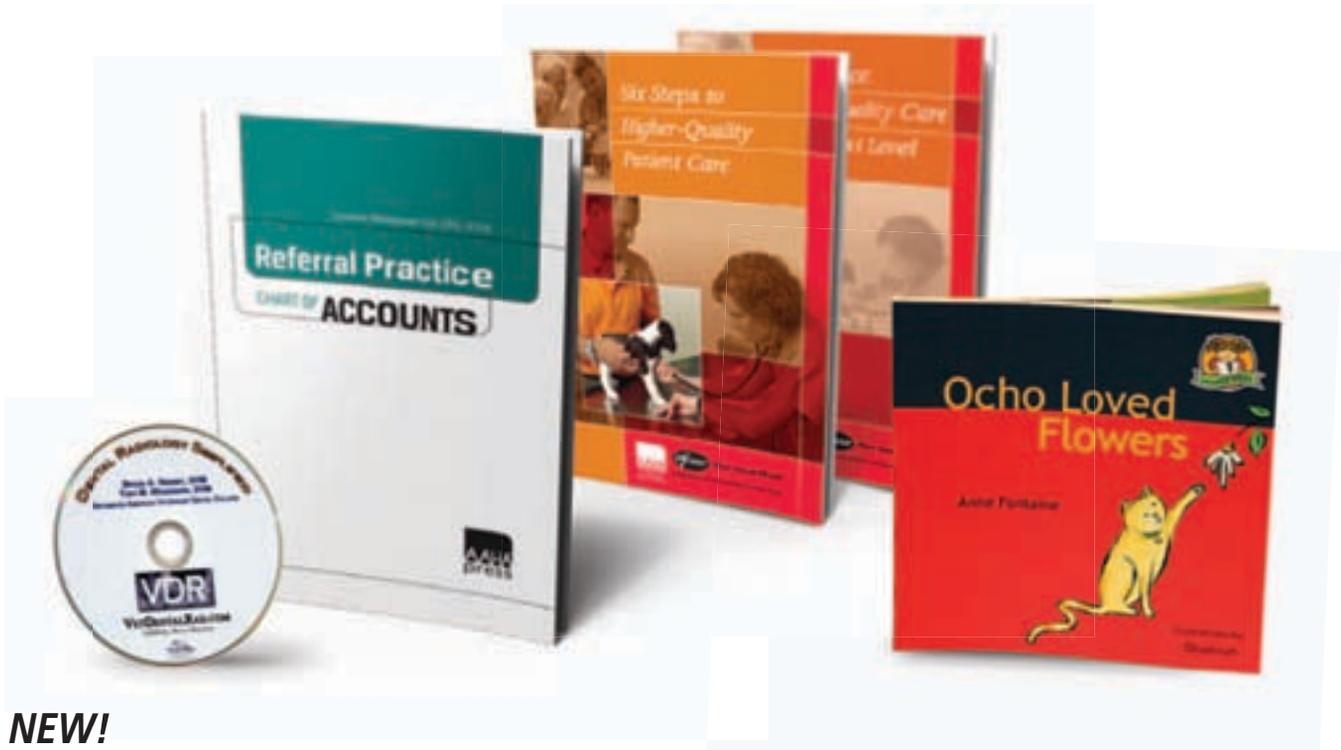
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NEW!

Compliance: Taking Quality Care to the Next Level and Six Steps to Higher-Quality Patient Care..... page 15

Dental Radiology Simplified page 47

Ocho Loved Flowers page 57

Referral Practice Chart of Accounts page 20

Recently Published!

How We Do Things Here: Developing and Teaching Office-Wide Protocols..... page 32

First Steps with Puppies and Kittens: A Practice-Team Approach to Behavior page 33

What's That? A Beginner's Guide to Veterinary Abdominal Ultrasound..... page 47

The Veterinary Fee Reference, Sixth Edition page 7

Career Choices for Veterinary Technicians..... page 32

101 Veterinary Technician Questions Answered..... page 33

Low Stress Handling, Restraint and Behavior Modification of Dogs and Cats page 53

Be Safe! Manager's Guide to Radiation and Waste Anesthetic Gases page 37

Coming Soon!

Client Satisfaction Pays, Second Edition..... October 2009, page 9

Pets' Playground: Playing Safe in a Dog-and-Cat World..... November 2009, page 57

AAHA Guide to Creating an Employee Handbook, Third Edition..... December 2009, page 11

Controlled Substance Log, Second Edition..... December 2009, page 41

101 Practice Management Questions Answered..... February 2010

Financial Management of the Veterinary Practice March 2010

Team Inspirations: Helping People, Healing Pets February 2010

Contents

New From AAHA Press 3
 Practice Management..... 7
 Client Education..... 22
 Staff Training..... 28
 Safety and OSHA Tools 34
 Pet Loss 39
 Medical Records, Forms and Logs 41
 Medical Publications 47
 Just For Kids..... 56
 For AAHA-Accredited Practices 58
 AAHA Helping Pets Fund 60
 Proceedings 61

Title Index (New items appear in bold text)

101 Veterinary Technician Questions Answered, Dobbs 33

A

AAHA Chart of Accounts, Second Edition, Cavanaugh et al. 20
 AAHA Guide to Creating an Employee Handbook,
 Second Edition, Garner et al. 11
 AAHA Helping Pets Fund Prepaid Gift Acknowledgment Cards 60
 AAHA Yearly Conference Proceedings, AAHA 61
 Agreements Among Owners, Monheiser List 19
 Anesthesia Assessment and Plan Form, AAHA 44
 Anesthesia Record, AAHA..... 44
 Animal Handling & Restraint CD-ROM, Scott..... 31
 Associate’s Survival Guide, Fassig..... 16

B

Basic Training brochure, Hunthausen et al. 22
 Be Safe! Manager’s Guide to Hazardous Substances, Seibert 37
 Be Safe! Manager’s Guide to Radiation and Waste Anesthetic Gases, Seibert..... 37
 Be Safe! Manager’s Guide to Veterinary Workplace Safety, Seibert..... 35
 Be Safe! Veterinary Safety Motivational Posters, Set 1, Set 2, Seibert..... 35
 Be Safe! Veterinary Safety Training for Medical and Technical Staff, Seibert..... 34
 Be Safe! Veterinary Safety Training for the Whole Practice Team, Seibert..... 34
 Boothe’s Small Animal Formulary, Sixth Edition, Boothe..... 53
 Busy Dogs Are Good Dogs brochure, Hunthausen et al. 22
 Buying a Veterinary Practice, Monheiser List 18

C

Canine Dental Record, AAHA 45
 Canine Parvovirus brochure, AAHA 23
 Career Choices for Veterinary Technicians, Rose et al. 32
 Chart of Accounts, Second Edition, Cavanaugh et al. 20
 Client Satisfaction Pays, Smith 9
 Coloring Book, AAHA 56
 Comic Book, AAHA..... 56
 Communication Matters CD-ROM, Adams..... 31
 Compensation & Benefits, Fifth Edition, AAHA 9
 Compensation Models for Owners, Associates, and Staff, Monheiser List..... 18
Compliance: Taking Quality Care to the Next Level, AAHA 15
 Connecting with Clients, Lagoni et al. 28
 Contracts, Benefits, and Practice Management for the Veterinary Profession,
 Revised First Edition, Wilson et al. 14
 Controlled Substance Log, AAHA 41
 Coping with the Loss of Your Pet, Ayl 39
 Cornerstones of Compliance CD-ROM 31
 Crate Training brochure, Hunthausen et al. 22
 Crayons for Kids 56

D

Dental Compliance CD-ROM 31
 Dental Discharge Instructions Form, AAHA..... 45
Dental Radiography Simplified, Niemiec et al..... 47
 Design It Right, Catanzaro 10
 Destructive Cats brochure, Hunthausen et al. 22
 Destructive Doggies brochure, Hunthausen et al. 22
 Diabetes in Pets brochure, AAHA 23
 Doggie Manners, AAHA..... 56
 Dogs Lose lbs.! You Win!, Cohen-Plaut 25

E

Ear Disease in Pets brochure, AAHA 23
 Educating Your Clients from A to Z, Boss 29
 Employee Pregnancy Safety Kit, AAHA and Amboy Associates..... 38

Employee’s Guide to the Performance Appraisal, Gendron 11
 Employment Application, AAHA 11
 Essential Facts of Blood Pressure in Dogs and Cats, Second Edition, Egner et al. 52
 Euthanasia Sticker, AAHA..... 45
 Exam Room Communication CD-ROM, Grosdidier 31
 Exotic Companion Medicine Handbook for Veterinarians, Johnson-Delaney..... 48

F

Fearful Fido brochure, Hunthausen et al. 22
 Feline Dental Record, AAHA..... 45
 Feline Immune-Deficiency Viruses brochure, AAHA..... 23
 The Feline Terrorist brochure, Hunthausen et al. 22
 Fido Was First brochure, Hunthausen et al. 22
 A Final Act of Caring, Montgomery et al. 40
 Financial & Productivity Pulsepoints, Fifth Edition, AAHA 8
 First Impressions That Last DVD, Soares..... 30
 First Steps with Puppies and Kittens, White 33
 FlexVet, Smith 16
 Forever in My Heart, Montgomery et al. 40

G

The Genetic Connection, Ackerman 54
 Good-bye My Friend, Montgomery et al. 40
 Guide to Creating an Employee Handbook, Second Edition, Garner et al. 11

H

Heartworm Disease in Pets brochure, AAHA 23
 Home Alone brochure, Hunthausen et al. 22
 Home-Care Instructions Form, AAHA..... 43
 How We Do Things Here, Boss 32

I

I Remember, Montgomery et al. 57
 Intestinal Parasites in Pets brochure, AAHA 23

J

Job Descriptions and Training Schedules for the
 Veterinary Team, Wilson et al. 13

K

Kidney Disease in Pets brochure, AAHA 23
 Kitty’s First Years, AAHA..... 24

L

Laboratory Testing for Your Pet brochure, AAHA..... 23
 Leading the Way to Your Dream Practice, Kornfeld..... 10
 Legal Consents for Veterinary Practices, Fourth Edition, Wilson..... 14
 Lifelearn Client Handouts on CD-ROM 27
 Litter Box Blues brochure, Hunthausen et al. 22
 The Loss of Your Pet brochure, AAHA 39
 Low-Stress Handling, Restraint, and Behavior Modification
 of Dogs and Cats, Yin 53

M

Managing Your Pet’s Pain brochure, AAHA 23
 Minor Surgical/Anesthetic Procedure Sticker, AAHA 42

N

Noisy Canines brochure, Hunthausen et al. 22
 Nutritional Compliance CD-ROM 31

O

Ocho Loved Flowers 57
 One Client at a Time DVD, Soares 30

P

Parasite Management Compliance CD-ROM 31
 Patient Data Form, AAHA..... 42
 Pet Behavior brochures, Hunthausen et al. 22
 Pet Behavior Protocols, Hetts 51
 Pet First Aid and Disaster Response Guide, Pets America..... 25
 Pet Health brochures, AAHA 23
 Pet Health Record, AAHA..... 58
 Pets Living With Cancer, Downing..... 27
 Physical Exam Sticker, AAHA 42
 Piranha Puppies brochure, Hunthausen et al. 22
 The Practical Guide to Client Grief, Lagoni..... 32??
 A Practical Guide to Performance Appraisals, Gendron..... 11
 Practice Made Perfect, Heinke et al. 15
 Preferred Medical Protocols, Hoskins et al. 54
 Prepaid Gift Acknowledgment Cards..... 60
 Proceedings, AAHA..... 61

Puppy's First Years, AAHA 24
 Puppy Smarts DVDs 25
 Pushy Pups brochure, Hunthausen et al. 22

R
 Rabies brochure, AAHA 23
 Radioquiz v. 2.1, University of Montreal 50
Referral Practice Chart of Accounts 20

S
 Safety Handbook for Veterinary Hospital Staff, McKelvey 38
 Scaredy Cat brochure, Hunthausen et al. 22
 Selling Your Practice, Monheiser List 20
 Senior Moments brochure, Hunthausen et al. 22
 Six Steps to Higher-Quality Patient Care, AAHA 15
 Small Animal Series Client Handouts on CD-ROM 27
 The Small Animal Veterinary Nerdbook, Third Edition, Yin 51
 The Social Scene brochure, Hunthausen et al. 22
 Spaying or Neutering Your Pet brochure, AAHA 23
 Standard Abbreviations for Veterinary Medical Records, Second Edition, Robinson et al. 41
 Starting Your Own Veterinary Practice, Monheiser List 18
 Structuring an Associate Buy-In, Monheiser List 19
 Super Hamster Comic Book, AAHA 56

T
 Taking the Hassle Out of Housetraining Your Kitten brochure, Hunthausen et al. 22
 Taking the Hassle Out of Housetraining Your Puppy brochure, Hunthausen et al. 22
 Team Satisfaction Pays, Smith 13
 Teams That Work CD-ROM, Vande Linde 31
 A Technician's Guide to Exotic Animal Care, Tully et al. 48

U
 Urinalysis Sticker, AAHA 44

V
 Vaccinating Your Pet brochure, AAHA 23
 Vaccination Compliance CD-ROM 31
 Valuation of Veterinary Practices, Monheiser List 19
 Veterinary Anesthesia Update, Second Edition, Brock 50
 Veterinary Emergency and Critical Care Manual, Second Edition, Mathews 52
 The Veterinary Fee Reference, Sixth Edition, AAHA 7
 The Veterinary Receptionist's Training Manual, Wilson et al. 29
 Veterinary Secondary Container Labels, Seibert 37

W
 Welcome to the Animal Hospital Coloring Book, AAHA 56
 Wellness Exams for Your Pet brochure, AAHA 23
 What's That? A Beginner's Guide to Veterinary Abdominal Ultrasound, Baker 52

Y
 Yearly Conference Proceedings, AAHA 61
 Your Aging Pet brochure, AAHA 23
 Your Pet's Dental Care brochure, AAHA 23
 Your Pet's Diet & Exercise Plan brochure, AAHA 23

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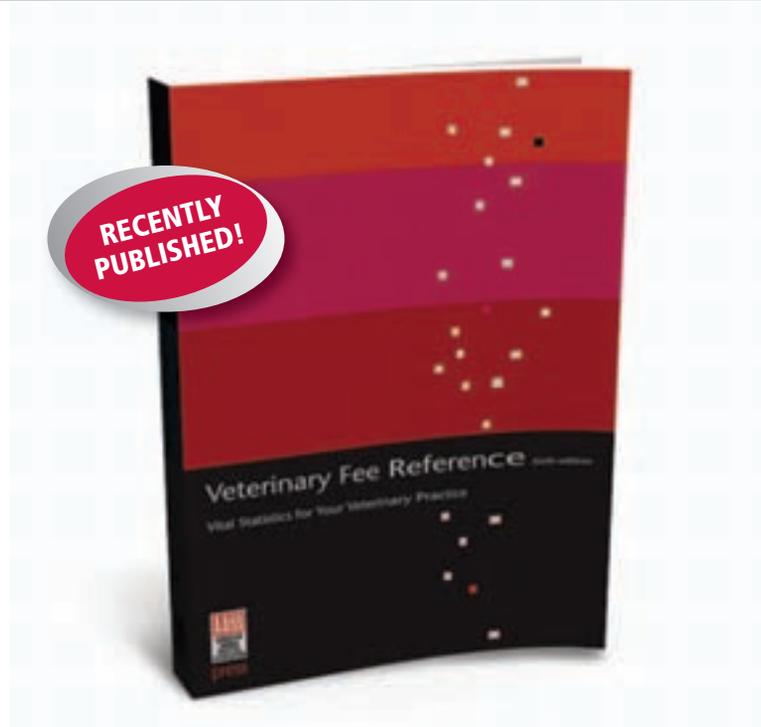
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The Veterinary Fee Reference, Sixth Edition

AAHA

The most complete resource for veterinary fees is better than ever! In addition to fees for more than 450 services and more than 670 tables with data on discounts, vaccination protocols, time scheduled for procedures and more, we've updated explanations on how the data and statistics can be applied to your practice. Real-life cases and examples of what other practices charge for services will help you set goals for your practice and have confidence in the fees you charge.

This resource presents the average fee, and also gives you the median and 25th and 75th percentiles to illustrate variability. The data are organized by practice size as well as other factors, including median household income of clients in the area, community size and AAHA membership status.

Tables are designed with room for you to write in your fees and compare them to those of other practices for services such as:

- Examinations and consultations
- Wellness visits
- Lab tests (markups on those tests sent to outside labs)
- Dentistry
- Diagnostic imaging
- Treatment procedures
- Hospitalization
- Anesthesia and pain management
- Surgical procedures
- Boarding
- Grooming

New to this edition:

- Comparisons from 2006 to 2008 to show you which fees have changed significantly over time
- New data on digital radiograph fees
- More complete information on treatment procedures, surgical procedures and dental services
- Revised introductory chapters highlighting real-life fee structure case studies
- More great information on lab tests, CAT scan and MRI fees, and fees for IV setup, fluids and administration
- New data on pain management

Fee data are reported for the United States only.

Softcover, 608 pages, 677 tables, 9781583261079, 2009, AAHA Press.

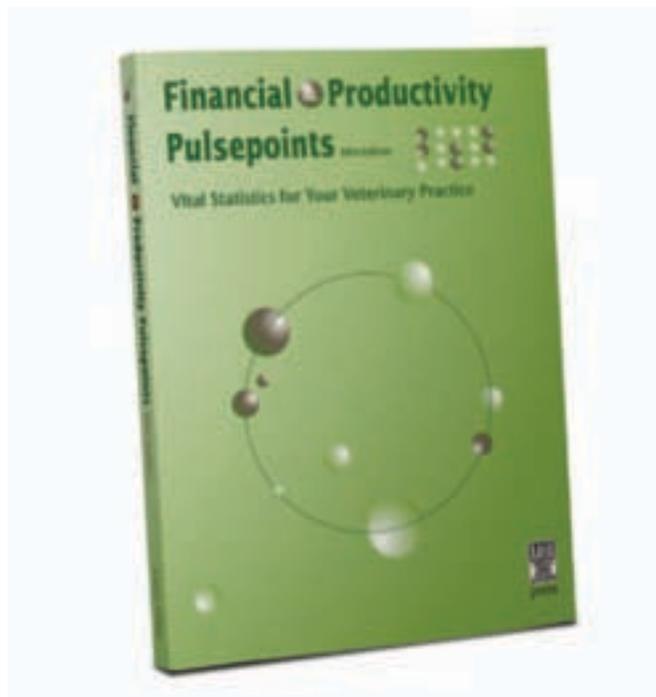
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N \$159.95 M \$132.95

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Item Code VCFS9

N \$349.95 M \$282.95



Financial & Productivity Pulsepoints, Fifth Edition

AAHA

Contributing Author: Karen Felsted, CPA, MS, DVM, CVPM

Evaluate your practice by comparing your financial performance to industry standards. Stay ahead of the competition with the fifth edition of *Financial & Productivity Pulsepoints*.

Data is reported by practice size (number of veterinarians and revenue), AAHA member status, and number of years established so that you can compare your business to other practices with similar demographics. You'll see not only the average fee, but the median and 25th and 75th percentiles, along with companion text that explains the statistics to help you understand what steps to take to improve your practice.

Benchmarks are provided for:

- Productivity, including income per veterinarian, average transaction charge, active clients per veterinarian, number of new clients and more
- Revenue, including revenue per square foot and hour of operation, dentistry revenue, laboratory revenue and more
- Expenses, including staff, drugs and medical supplies, laboratory, food, over-the-counter products, marketing, rent, professional fees and more
- Other must-have data, such as frequency of fee increases

New to this edition:

- A more detailed look at the gender mix of practices, as well as comparative information based on zip codes and states, rather than region
- New data on the established worth of practices
- Separates anesthesia and hospitalization income from dentistry and surgery income so practices that combine this income and practices that don't can compare like to like
- More specific information on food and whether prescription or nonprescription food generates revenue

Financial and productivity data are reported for the United States only.

Softcover, 150 pages, 80 tables, with CD-ROM, 9781583261002, 2008, AAHA Press. Minimum system requirements: Microsoft® Excel 2003.

Item Code FPPU5

N \$151.95 M \$120.95

Order with *Compensation & Benefits* and *The Veterinary Fee Reference*

Item Code VCF59

N \$349.95 M \$282.95



Compensation & Benefits, Fifth Edition

AAHA

Compensation & Benefits is filled with important data to help you hire and retain the best employees. The fifth edition of AAHA's landmark statistical report includes our latest survey results on compensation and benefits packages for full- and part-time associates, managers, technicians and other staff, plus a discussion of the factors that influence veterinarians' compensation.

This publication will help you:

- Design compensation and benefits packages to hire and retain a successful team
- Evaluate your existing compensation and benefits packages
- Feel confident in your offers and alleviate apprehension during compensation and benefits conversations

New to this edition:

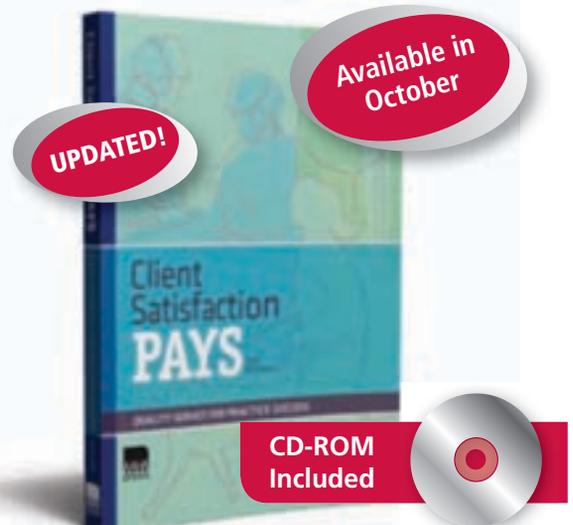
- Comparative information based on zip codes and states, rather than region
- Information on revenue generated by owners and associate veterinarians for professional services
- Employee insurance information, including premiums and disability insurance
- Information about carrying over unused benefits from year to year
- New benefits being offered, such as association memberships, day-care assistance and employee sabbaticals
- New trends, such as phase-level training and written performance evaluations

Compensation and benefits data are reported for the United States only.

Softcover, 220 pages, 141 tables, 9781583260685, 2008, AAHA Press.

Item Code CBEN5

N \$119.95 M \$99.95



Client Satisfaction Pays: Quality Service for Practice Success, Second Edition

Carin A. Smith, DVM

Keep existing clients and generate new ones with quality service and attention to client needs. This book presents different perspectives for all those involved with the client experience.

Client Satisfaction Pays teaches vital lessons for a competitive environment. This important resource inspires you and your entire staff to respond to your clients' needs with ease and compassion, teaching you how to build relationships that will keep your clients coming back.

This book offers veterinarians practical techniques for involving, motivating and empowering the entire practice team. It also talks directly to staff members, giving them a strong understanding of the importance and value of their roles in the practice.

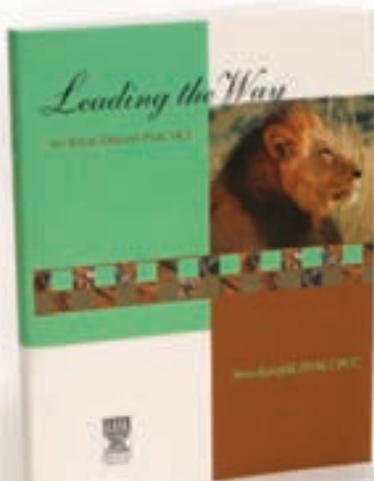
New to this edition:

- Updated throughout to reflect changes in the industry and in client satisfaction principles
- New interview material from veterinary team members on client satisfaction ideas and strategies
- New sample forms and handouts
- Updated user-friendly design
- A focus not only on the veterinarian but on any practice leader who wants to begin implementing more client-friendly changes
- A CD-ROM with forms and staff meeting guides

Softcover, 200 pages, 9 illustrations, with CD-ROM, 9781583261088, 2009, AAHA Press.

Item Code CSLT2

N \$59.95 M \$49.95



Leading the Way to Your Dream Practice

Steve Kornfeld, DVM, CPCC

Be an inspiration and create the practice you've always dreamed of! *Leading the Way to Your Dream Practice* is designed to help you take a close look at your goals and the direction your practice is headed. It helps you consider what you're all about, personally and professionally, and how you can make your practice and your life more rewarding and lucrative. Learn to think outside the box when considering how to improve compliance, marketing, clientele, staff productivity and more.

This book is based on author Steve Kornfeld's experiences and the insight he has gained as an author, veterinarian and certified professional coach. A series of open-ended questions are paired with exercises to guide you through the exploration of your role as a leader, to push you to think critically about problems, and then to help you develop a clear, compelling vision for your practice and a step-by-step action plan to make your vision a reality.

"These are the questions I've been asking myself" was the overwhelming response to the preview of the book. Looking through the chapters, people commented: "This is something I've always wanted to achieve" and "This chapter is just for me; I've been having these problems in my practice."

Softcover, 232 pages, 9781583260753, 2007, AAHA Press.

Item Code LEAD1

N \$59.95 M \$49.95

I have taken many courses in leadership, but this book wrapped up nearly 15 years of experience into approximately 120 pages. Just like the courses, Leading the Way asks tough questions and forces you to be honest about where your practice is and where you want to go.

— David J. Kerr, DVM
North Hill Animal Hospital, Bolton, Ontario



CD-ROM
Included



Design It Right: A Pre-architect Primer for Planning Your Veterinary Facility Flow

Thomas E. Catanzaro, DVM, MHA, FACHE, DACHE
With architectural reviewer/contributor Sam Salahi

Considering building a new practice or expanding your current facility? Be sure you have *Design It Right* in your tool belt. Created to help you structure your design around your practice philosophy, this book walks you through the planning process of building a new practice or remodeling an existing one before you even hire an architect. It covers the nuts and bolts, such as air-conditioning and flooring materials, but also addresses more philosophical considerations, such as whether to include a staff lounge or a client education room.

Design It Right provides helpful timelines and checklists for the planning phase, vendor contact information and ideas about traffic flow, budgeting, zoning, electricity and building materials. Various diagrams feature examples of hospital plans, sample blueprints and photos of innovative designs in use.

The book also includes a copy of the *AAHA Standards of Accreditation* on CD-ROM to use in your planning process.

Wire-o-bound, 145 pages, 59 color photographs and sample blueprints, with CD-ROM, 9781583260722, 2006, AAHA Press.

Item Code DESI2

N \$95.95 M \$79.95



A Practical Guide to Performance Appraisals

Karen Gendron, DVM

Reviews can be a positive experience and beneficial tool for you and your staff — improving communication, motivation, growth and productivity in your practice!

Contents include:

- Comprehensive guide to implementing the 360 (world) review and the traditional review
- Detailed lists of employee attributes to rate during the review process
- Evaluation, review and warning forms
- A CD-ROM with electronic files so you can easily customize forms for your practice
- Three copies of *Employee's Guide to the Performance Appraisal* to help employees prepare for their reviews

Softcover, 185 pages, includes CD-ROM and three copies of *Employee's Guide to the Performance Appraisal*, 9781583260333, 2002, AAHA Press. Minimum system requirements: word processing software; spreadsheet software; PC and Mac compatible.

Item Code PRGUI

N \$80.95 M \$67.95

Extra set of three copies: *Employee's Guide to the Performance Appraisal*

Softcover, 20 pages, 9781583260401, 2002, AAHA Press. Item Code PRGUE

N \$22.95 M \$19.95



AAHA Guide to Creating an Employee Handbook, Third Edition

AAHA

Third edition edited by Amanda L. Donnelly, DVM, MBA

This complete employee handbook includes a CD-ROM with the entire file in Microsoft Word, allowing you to customize your own version with the help of several sample policies for each topic.

Policy topics include:

- Employee hours
- Maternity leave
- Wages and salaries

- Employee benefits
- Termination and resignation
- Anti-harassment
- Much more

New to this edition:

- Applicable changes in federal law
- Updated human resources ideas and language
- More information on practices' vision, mission and core values

Includes the following new areas:

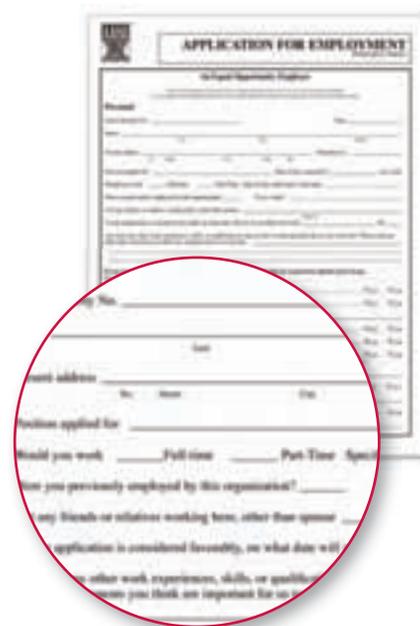
- Social Networking
- Domestic Violence Leave
- Drug testing
- Employee Assistance Program
- Disaster plans/evacuation
- Dress code
- Client record access
- Time Off
- Employee references and termination protocols
- Gossip
- Acknowledgment of receipt

This publication is in compliance with federal employment laws in effect as of 2009. We recommend that you have your employee handbook reviewed by a local attorney familiar with your state's labor laws before distributing it to your employees.

Softcover, 128 pages, with CD-ROM, 9781583261132, 2009, reviewed by attorney 2009, AAHA Press. Minimum system requirements: Microsoft® Word for Windows® 95 and in text-only format; PC and Mac compatible.

Item Code AGCH2

N \$124.95 M \$102.95



Employment Application

AAHA

There's no need to design your own employment application — we've done the work for you! This four-page form asks for all pertinent information, including personal references, memberships, hobbies, education record (different sections for veterinarians and non-veterinarians) and work history. The application also includes an affidavit of truthfulness and a section for the employer's use.

Pack of 25, 4 pages, 2000, AAHA Press.

Item Code PMEMP

N \$12.95 M \$8.95

IN THESE TIMES, TRUST IN TRADITION AND STABILITY.



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The Members Retirement Program, recommended by AAHA - helping individuals reach their most important financial goals:

- 40 years of experience in the Association Retirement Program business
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- Multiple investment options, including target date and asset allocation portfolios
- Plan sponsor and participant Web sites
- New Quarterly Statements

Visit the 'Preferred Providers' section of the Member Center at www.aahanet.org for more information or call 800/523-1125 ext. 5961 to speak with a Members Retirement Program Specialist.

¹ As of 12/31/08.

The Members Retirement Program is funded by a group variable annuity contract issued and distributed by AXA Equitable Life Insurance Company (NY, NY).





Job Descriptions and Training Schedules for the Veterinary Team

James F. Wilson, DVM, JD
Karen Gendron, DVM

This manual provides you with effective, time-tested management tools to help you with employee recruitment, selection, training, evaluation and compensation. *Job Descriptions and Training Schedules for the Veterinary Team* includes comprehensive job descriptions that identify the essential functions and tasks of various positions and adhere to the Americans with Disabilities Act (ADA). The resource also includes training schedules for a number of key positions to prioritize the order in which new tasks should be learned.

All job description and training schedule files are included on the companion CD-ROM and can be edited to meet the requirements of your own practice.

Complete job descriptions are included for:

- Kennel assistants
- Kennel managers
- Office managers
- Practice managers/hospital administrators
- Receptionists
- Technicians
- Veterinary assistants

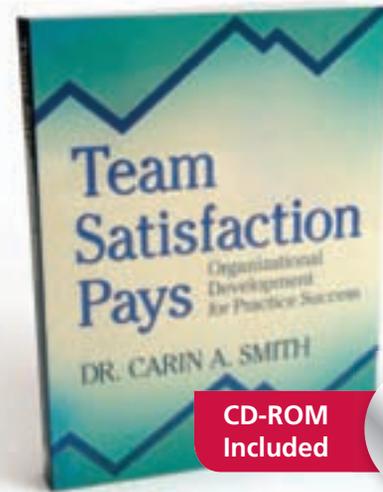
Training schedules included for:

- Kennel assistants
- Receptionists
- Technicians
- Veterinary assistants

Softcover, 176 pages, with CD-ROM, 9781583260586, 2005, Priority Press, Ltd.
Minimum system requirements: word processing software; PC and Mac compatible.

Item Code JOBDE

N \$104.95 M \$87.95



Team Satisfaction Pays: Organizational Development for Practice Success

Carin A. Smith, DVM

Your team may excel at medicine, surgery and working with animals, yet how often is your focus diverted by “people issues”?

This book gives a step-by-step process for everyone on the team to participate in creating a more successful practice — from practice owners to practice managers to technicians and front office staff. It’s about structure and process. It’s about how you do what you do — how you communicate, make decisions, disclose information.

Learn how to create business structure while honoring relationships; develop a plan for diversity management; create a vision, mission and core values; recruit and retain the “best and brightest” doctors and team members; facilitate productive meetings; provide flexible work; help doctors and team members talk to clients about financial issues; and address the work-life balance.

Team satisfaction does pay:

- Satisfied, engaged team members lower turnover and decrease costs.
- Experienced team members become more efficient.
- Clients receive a consistent message about your hospital.
- Positive, clear client recommendations increase compliance.
- Clear priorities increase productivity.
- A positive focus on team goals increases productivity.
- Team members become “cheerleaders” for the practice in the community.
- People line up for the opportunity to work with you.

Softcover, 360 pages, with CD-ROM, 9781885780195, 2008, Smith Veterinary Consulting.

Item Code TMSTP

N \$196.95 M \$166.95



Recommended
by the Veterinary
Hospital Managers
Association

Contracts, Benefits, and Practice Management for the Veterinary Profession, Revised First Edition

James F. Wilson, DVM, JD
Jeffrey D. Nemoy, DVM
Alan J. Fishman, CLU, CFP

Every year, more than 1,700 students use this book to help negotiate their employment contracts — you should have a copy too. This book is a summary of the authors' experiences and insights gained from negotiating more than 600 employment agreements with associate veterinarians.

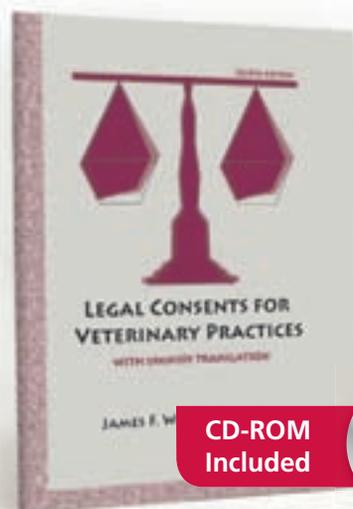
This resource has statistics, contract clauses and advice for many topics, including:

- Basics of contract law
- Compensation
- Disability, health and life insurance
- Retirement benefits
- Covenants not to compete
- Rules for independent contractors

Hardcover, 421 pages, 85 tables and figures, 9780962100734, 2003, updated 2006, Priority Press, Ltd.

Item Code CBPM1

N \$89.95 M \$79.95



CD-ROM
Included

Legal Consents for Veterinary Practices, Fourth Edition

James F. Wilson, DVM, JD

This valuable collection of forms protects your clients, their pets and your practice. Avoid communication problems and unnecessary litigation, raise the quality of patient care and client communication, and develop and maintain accurate patient records.

These forms educate clients about treatment options for their pets, risks associated with procedures and the obligation to pay for services. In addition, all 72 forms are now available in both English and Spanish!

The accompanying CD-ROM includes all forms in both languages as text documents, allowing you to customize them for your practice and print individual forms on your own practice stationery. A complete index makes finding a form or subject quick and easy.

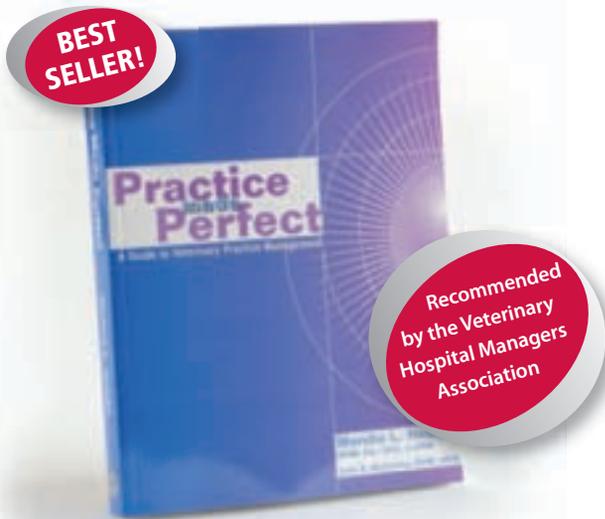
This latest edition features 27 new forms, including:

- Lab testing prior to and side effects related to the administration of NSAIDs
- Testing for genetic diseases
- Provision of core and noncore annual and multiyear vaccines versus performing blood titers
- Consents for acupuncture, alternative medicine, ultrasound-guided biopsies and more

Softcover, 216 pages, with CD-ROM, 9780962100758, 2006, Priority Press, Ltd. Minimum system requirements: Microsoft Word® and Adobe Acrobat® 6.0.

Item Code LCFV4

N \$116.95 M \$98.95



Practice Made Perfect: A Guide to Veterinary Practice Management

Marsha Heinke, DVM, EA, CPA, CVPM
John B. McCarthy, DVM, MBA

This guide offers practical advice you can apply immediately, building your confidence as a manager and helping you take control. Managers need a wide range of skills to effectively lead a practice, ensure financial growth and increase employee satisfaction. *Practice Made Perfect* builds those skills, making it ideal for managers new to the veterinary field as well as those who need a reference or refresher.

Sample forms, detailed checklists and guidelines, practical advice, and numerous tables and figures cover:

- Personnel management
- Employment laws
- Reception and front-desk procedures
- Hospital revenue and financial control
- Accounting and bookkeeping
- Medical records
- Inventory control and management
- Marketing your veterinary practice

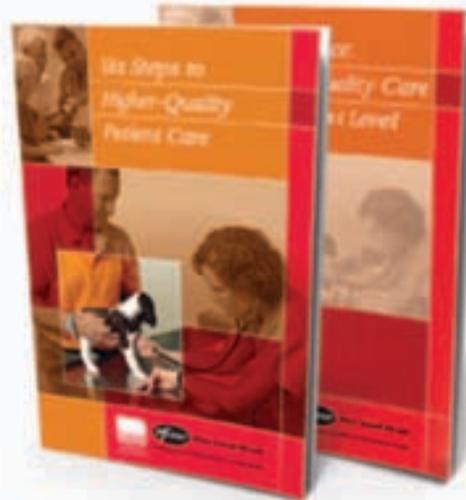
This book is recommended by the Veterinary Hospital Managers Association and is one of AAHA Press's all-time best sellers. Find out why so many others count on it to solve day-to-day problems.

Softcover, 459 pages, 9781583260135, 2001, AAHA Press.
Item Code PMPG2

N \$104.95 M \$88.95

This excellent resource gave a broad range of information, from basic bookkeeping and management to more advanced management techniques.

— Christina Agge
West Branch Veterinary Services, West Branch, Michigan



Compliance: Taking Quality Care to the Next Level and Six Steps to Higher-Quality Patient Care

AAHA

Following the publication of AAHA's *The Path to High Quality Care*, compliance became a focus for much of the profession. However, important questions remained:

- What improvements have been achieved?
- What works to improve compliance
- What level of investment is required for an effective and sustainable compliance-improvement program?

AAHA and Pfizer Animal Health sought to find answers to these and other questions. The results of the 2009 AAHA Compliance Follow-Up Study are detailed in *Compliance: Taking Quality Care to the Next Level*.

A companion guide, *Six Steps to Higher-Quality Patient Care*, provides tools for the members of your team to learn effective habits and protocols necessary to boost compliance in your practice.

Compliance: Taking Quality Care to the Next Level and Six Steps to Higher-Quality Patient Care

Package: One copy of *Compliance: Taking Quality Care to the Next Level*, and three copies of *Six Steps to Higher-Quality Patient Care*, 9781583261117, 2009, AAHA Press. Item Code SXSTH

N \$34.95 M \$24.95

Compliance: Taking Quality Care to the Next Level

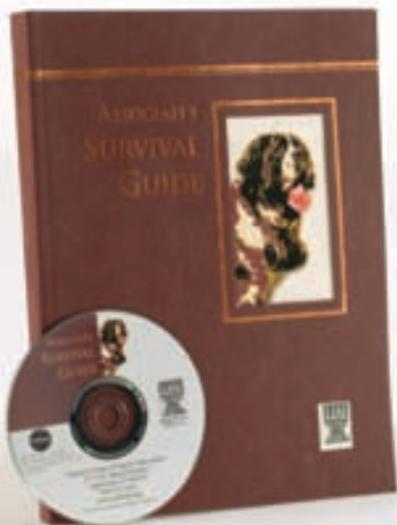
Softcover, 24 pages, 6 color photographs, 9781583261101, 2009, AAHA Press. Item Code CMTKQ

N \$17.95 M \$12.95

Six Steps to Higher-Quality Patient Care

Softcover, 48 pages, 9 color photographs, 9781583261095, 2009, AAHA Press. Item Code SXSTR

N 19.95 M 14.95



Associate's Survival Guide

Editor: Samuel M. Fassig, DVM, MA

Make your associate's success your success with the *Associate's Survival Guide*. You've invested a great deal of time and money in your associate veterinarian, and it's important to give that person the tools he or she needs to succeed — personally and professionally. The *Associate's Survival Guide* will help your associate build vital skills, in turn improving productivity, client service, work environment and turnover.

Written by a team of seasoned veterinarians and consultants, the *Associate's Survival Guide* comes with a companion CD-ROM that features interactive worksheets for budgeting, an employment contract template and other valuable tools. Associates will learn how to effectively balance life and work, manage debt, increase self-confidence, communicate with clients, create and maintain professional relationships and much more.

Softcover, 327 pages, with CD-ROM, 9781583260593, 2005, AAHA Press.

Item Code ASSOC

N \$82.95 M \$70.95 S \$59.95



FlexVet: How to Be One, How to Hire One

Carin A. Smith, DVM

This book and CD-ROM package is a one-stop resource for part-time and relief veterinarians and the employers who hire them. As flex vets become a vital component of today's veterinary workplace, this book can help alleviate increasing concern about communication between team members, show how to bring in the right part-time professional and explain how workers can best balance their schedules.

FlexVet answers specific questions for employers, staff, and part-time and relief veterinarians with self-assessment quizzes, sample contracts, case studies, business plans, interviewing tips, topics of discussion and much more:

- How can I find the best match for my practice culture?
- How can I coordinate my needs with my employer's?
- How do I set fees and policies?
- What are the crucial steps to develop seamless transitions between shifts?

Ringbinder, 156 pages, with CD-ROM, 9781885780164, 2006, Smith Veterinary Consulting.

Item Code FLEXV

N \$133.95 M \$120.95

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**“There’s no question:
Cornerstone has positively
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dramatically improved our
bottom line.”**

~Mark Wenner, DVM, Practice Owner
Cascade Animal Medical Center
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IDEXX
LABORATORIES

PRACTICE MANAGEMENT SOLUTIONS SERIES



Buying a Veterinary Practice

Lorraine Monheiser List, CPA, MEd

Buying a practice is a major investment that will shape your professional career and personal life. Whether it's positive or negative largely depends on the investigation and analysis you do before making the purchase — from whether practice ownership is right for you to negotiating a purchase and making a successful transition to ownership.

The book features a complete example of a practice purchase, including what information the seller gives to the potential buyer and how to analyze it.

Customizable templates on the included CD-ROM give you help with first-year cash flow projections, a comprehensive checklist of nonfinancial factors to consider and a template for analyzing financial data of the practice you are considering purchasing.

Softcover, 62 pages, with CD-ROM, 9781583260708, 2006, AAHA Press. Minimum system requirements: Microsoft® Word 2003; Microsoft® Excel 2003.

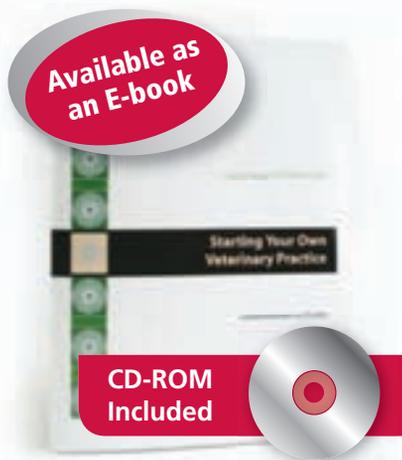
Item Code BAVP1

N \$57.95 M \$47.95

E-book

Item code BAVP1E

N \$57.95 M \$47.95



Starting Your Own Veterinary Practice

Lorraine Monheiser List, CPA, MEd

There are lots of reasons to start your own practice — from dissatisfaction with the practice you're working in to not finding the right practice to buy or the desire to start something of your own. In addition to an entrepreneurial drive, talent and hard work, it takes research, planning and execution. *Starting Your Own Veterinary Practice* addresses the myriad details and gives you the tools to alert you to the many issues you will face, help you anticipate problems, avoid common pitfalls and stay on track — all increasing your chances of success.

The book includes a CD-ROM with templates for your first three years of budgets and cash flow projections.

Softcover, 60 pages, with CD-ROM, 9781583260692, 2006, AAHA Press. Minimum system requirements: Microsoft® Excel 2003; Microsoft® Word 2003.

Item Code SYOP1

N \$57.95 M \$47.95

E-book

Item code SYOP1E

N \$57.95 M \$47.95



Compensation Models for Owners, Associates, and Staff

Lorraine Monheiser List, CPA, MEd

Of all the issues facing employers and employees, compensation ranks among the most frequently discussed, and often results in the biggest headaches. *Compensation Models* is filled with detailed examples of packages for owners, associates and staff — along with the pros and cons of various methods — to help you develop compensation plans that fairly compensate your entire practice team.

This book addresses both single- and multi-owner practices, tax issues associated with owner compensation, hiring and compensating associates, compensating staff, incentive- and skill-based pay programs, low-cost or no-cost incentives and much more.

Softcover, 38 pages, 9781583260654, 2005, AAHA Press.

Item Code COMP1

N \$45.95 M \$36.95

PRACTICE MANAGEMENT SOLUTIONS SERIES



Structuring an Associate Buy-In

Lorraine Monheiser List, CPA, MEd

Part of any practice's normal growth lies in developing and training staff. In many cases, that includes an opportunity for an associate to buy into the practice and become an owner. This raises many issues for both the current owner and the associate.

For the owner: What's a reasonable price? How can I structure the sale to be sure I get paid and over what period of time? What are the tax implications? What are the risks of giving up some control? What happens if it doesn't work out?

For the associate: What's a reasonable price? Can I afford to make the payments and still make a living? Will I have a say in decisions? Will I be able to buy more of the practice over time?

This book is designed to get issues like these and more on the table for both parties. Its goal is to facilitate discussion and negotiation by giving both parties the information they need, and ultimately benefit both and foster continued growth of the practice.

Softcover, 20 pages, 9780941451840, 1998, AAHA Press.

Item Code ABUYI

N \$45.95 M \$36.95



Agreements Among Owners: Partners, LLC Members, and Shareholders

Lorraine Monheiser List, CPA, MEd

This workbook is designed for the sole practitioner who is adding another owner and for practitioners who share ownership and want to know more about planning and documenting their relationship.

Learn how to write a thorough agreement that protects the owners and the practice, can be used to resolve disputes, and helps you plan for the unexpected. This publication also provides a checklist of items you should include in any ownership agreement.

Softcover, 31 pages, 9780941451895, 1998, AAHA Press.

Item Code PTSHA

N \$45.95 M \$36.95

Buy More and Save 20%!

We've packaged a set of five topics in the Practice Management Solutions Series for you: *Compensation Models, Structuring an Associate Buy-In, Agreements Among Owners, Valuation of Veterinary Practices and Selling Your Practice.*

Item Code PMS05

N \$183.95 M \$147.95



Valuation of Veterinary Practices

Lorraine Monheiser List, CPA, MEd

Established methods for valuing veterinary practices have evolved over time, and valuation theories have become more standardized as buyers seek and acquire quality practices.

Unfortunately, valuations cannot be reduced to a formula that consistently yields reasonable results. No two practices are identical. Thus, the value of a practice is not a single figure, but a range of reasonable values at that point in time. *Valuation of Veterinary Practices* provides insight into valuation theory and practice for both owners and potential buyers. It also provides information on appraisers, along with tips on how to effectively work with one.

Both owners and potential buyers will benefit from knowledge about how outsiders may view a particular practice, and how such insight can help them build or buy a better practice.

Includes a sample valuation from beginning to end.

Softcover, 35 pages, 9780941451857, 1998, AAHA Press.

Item Code VALVP

N \$45.95 M \$36.95

PRACTICE MANAGEMENT SOLUTIONS SERIES



Selling Your Practice: Issues and Answers

Lorraine Monheiser List, CPA, MEd

Your clinic probably represents your largest asset, and selling it will significantly impact your future and your family's financial security. *Selling Your Practice* points out issues to consider, discusses the pros and cons of selling and the various ways you might structure a sale and gives you the background to make informed decisions about your practice.

You'll learn how to structure your practice for sale, how to find a potential purchaser, how to negotiate a sale and how to preserve and protect your sales proceeds. The discussion will inform you about issues as well as warn of pitfalls.

Softcover, 28 pages, 9780941451833, 1998, AAHA Press.

Item Code SLGPR

N \$45.95 M \$36.95



AAHA Chart of Accounts, Second Edition

With contributions by:

David C. Cavanaugh, CPA, CVA
Lorraine Monheiser List, CPA, MEd
Byron G. Porter, CPA

Starting a practice? Need an organized way to account for your finances? Want to be able to easily compare to AAHA's industry benchmarks? You need this resource. Your CPA may not have a broad enough veterinary client base to know the best way to organize your revenue, expenses, assets and liabilities. The *AAHA Chart of Accounts* is a veterinary-specific, detailed system for managing those accounts.

Softcover, 21 pages, 9781583260395, 2002, AAHA Press.

Item Code CHAR2

N \$30.95 M \$24.95



Referral Practice Chart of Accounts

Lorraine Monheiser List, CPA, CVA

Finally the financial help referral practices have been asking for. Your income, expenses, assets and liabilities are unlike any other business, and if your CPA doesn't work with a wide veterinary client base, he or she may not know the best way to organize your books. The *Referral Practice Chart of Accounts* is a detailed, veterinary-specific system for organizing accounts. This tool also has easy-to-understand explanations of what to include in each account.

Running a referral practice becomes so much easier when financial headaches are a thing of the past.

Softcover, 24 pages, 9781583261125, 2009, AAHA Press.

Item Code EMSPC

N \$39.95 M \$34.95



A new-generation vaccine for Lyme disease offering **POWERFUL PROTECTION**

Dual-acting Nobivac™ Lyme triggers borreliacidal antibodies against *both* OspA and OspC.

New Nobivac™ Lyme is specifically designed to trigger borreliacidal antibodies against two *Borrelia burgdorferi* antigens, OspA and OspC.¹ OspA borreliacidal antibodies kill *B. burgdorferi* in the tick's midgut. Those *Borrelia* that escape the midgut are killed by OspC borreliacidal antibodies in the tick's salivary glands or in the dog. It is this dual borreliacidal action that offers a broad level of protection against infection and helps prevent the development of subclinical arthritis.

In addition, Nobivac™ Lyme was well tolerated in hundreds of dogs given the vaccine in field trials.² Science-based, dual-acting Nobivac™ Lyme—your power to protect has never been greater.

To learn more, visit www.intervetusa.com.

Introducing

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A powerful new weapon against Lyme disease

References:

1. LaFleur RL, Dant JC, Wasmoe TL, et al. Bacterin that induces anti-OspA and anti-OspC borreliacidal antibodies provides a high level of protection against canine Lyme disease. *Clin Vaccine Immunol.* 2009;16:253-259.
2. Data on file at Intervet/Schering-Plough Animal Health.

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Pet Behavior Brochures

Wayne L. Hunthausen, DVM
Gary M. Landsberg, DVM, DACVB, dip ECVBM-CA

Give your clients accurate explanations about pet behavior and practical strategies to prevent or correct problems. The authors are behavior experts and longtime client educators dedicated to these issues and preserving the human-animal bond. Fun graphics and easy-to-understand text make these brochures quick reads.

Brochure, pack of 25, 1998–2008, AAHA Press.

Less than 10 packs of any pet behavior brochure

N \$7.95 each pack M \$5.95 each pack

Save when you order 10 or more packs of any pet behavior brochure at one time!

N \$6.95 each pack M \$5.35 each pack

Buy a set of all 18 brochures (25 of each title) and save 15%!

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Basic Training: Teaching Your Puppy to Mind Its Manners
Item Code BPBT1

Busy Dogs Are Good Dogs
Item Code BPBSB

Crate Training: Creating a Canine Haven
Item Code BPCT1

Destructive Cats: Solving Scratching and Chewing Problems Item Code BPDC1

Destructive Doggies: Solving Chewing and Digging Problems Item Code BPDD1

Fearful Fido: Helping Your Dog Overcome the Fear of People Item Code BPF1

The Feline Terrorist: Taming the Kitten With an Attitude
Item Code BPFT1

Fido Was First: Training Your Dog for Baby's Arrival
Item Code BPDW

Home Alone: Solving Separation Anxiety Problems
Item Code BPHMA

Litter Box Blues: Solving Feline Housesoiling Problems
Item Code BPLB1

Noisy Canines: Solving Barking and Growling Problems
Item Code BPNC1

Piranha Puppies: Keeping Mouthing and Biting Under Control Item Code BPPI1

Pushy Pups: Preventing and Understanding Aggression in Dogs Item Code BPPP1

Scaredy Cat: Helping Kittens and Cats with Fear
Item Code BPSCC

Senior Moments: Understanding Behavior Changes in Aging Pets Item Code BPSM1

The Social Scene: Introducing Your Puppy to the World
Item Code BPSH1

Taking the Hassle Out of Houstraining Your Kitten
Item Code BPHK1

Taking the Hassle Out of Houstraining Your Puppy
Item Code BPHP1



Pet Health Brochures

AAHA

Educate your clients about common animal health concerns with these handy brochures that have been reviewed by an ABVP board-certified veterinarian. This series of 16 brochures can help you improve compliance for as little as \$.17 per brochure! Give clients the information they need in a convenient question-and-answer format. Each brochure describes the background of the health issue and includes information about physical signs, diagnosis, treatment and prevention.

Brochure, pack of 50, 2007, AAHA Press.

Less than 10 packs of any of the pet health brochure

N \$13.95 each pack M \$9.95 each pack

Save when you order 10 or more packs of any of the pet health brochures at one time!

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Buy a set of all 16 brochures (50 of each title) and save 15%!

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Only ordering brochures?

See the special order form on page 3 of the insert.

- Canine Parvovirus* Item Code PHCAN2
- Diabetes in Pets* Item Code PHDIA2
- Ear Disease in Pets* Item Code PHEAR2
- Feline Immune-Deficiency Viruses* Item Code PHFEL2
- Heartworm Disease in Pets* Item Code PHHEA2
- Intestinal Parasites in Pets* Item Code PHINT2
- Kidney Disease in Pets* Item Code PHKID2
- Laboratory Testing for Your Pet* Item Code PHLAB2
- Managing Your Pet's Pain* Item Code PHPAI2
- Rabies* Item Code PHRAB2
- Spaying or Neutering Your Pet* Item Code PHSPA2
- Vaccinating Your Pet* Item Code PHVAC2
- Wellness Exams for Your Pet* Item Code PHWEL2
- Your Aging Pet* Item Code PHAGI2
- Your Pet's Dental Care* Item Code PHDEN2
- Your Pet's Diet & Exercise Plan* Item Code PHDIE2

Now Available in Spanish!

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- Heartworm Disease in Pets* Item Code PHHE2S
- Intestinal Parasites in Pets* Item Code PHIN2S
- Spaying or Neutering Your Pet* Item Code PHSP2S
- Vaccinating Your Pet* Item Code PHVA2S



Microchipping and Scanning of Companion Animals

This free online course offers one hour of self-paced CE and is accessible at your convenience. Get your entire team involved with an instructional approach that addresses each staff member's role.

After this course, you will be able to:

- Discuss the benefits of microchipping with clients
- Describe the technology behind microchips and scanners
- Appreciate the importance of registering unique pet ID codes to recovery databases
- Explain the microchipping procedure
- Perform the scanning procedure to locate a microchip

Visit the Learning Center at www.aahanet.org to register today!

New Microchip Tool Now Available

Go to www.petmicrochiplookup.org for the AAHA Universal Pet Microchip Lookup Tool, a free internet-based resource that assists with microchip identification.



Made possible by an educational grant from Schering-Plough HomeAgain LLC.



Kitty's First Years: A Scrapbook and More *Puppy's First Years: A Scrapbook and More*

AAHA

Establish a bond with proud new kitten and puppy owners the day they walk through your hospital doors. *Kitty's First Years* and *Puppy's First Years* are designed to be used as interactive, educational tools that get your clients actively involved in the care of their new pets and reinforce compliance from the start. There are places throughout the books that require client participation, as well as veterinarian input. Go through the entire book together during the pet's first visit to your clinic, and leave clients with a fun, take-home piece that features:

- Scrapbook activities that promote growth of the human-animal bond
- Space for veterinarian contact information
- Dates for important visits back to your hospital
- Training and behavior tips
- Space for veterinarian recommendations and notes

Puppy's First Years

Softcover, 32 pages, black-and-white illustrations, 9781583260869, 2008, AAHA Press.

Item Code PPFYR

N \$4.45 M \$3.45

Kitty's First Years

Softcover, 32 pages, black-and-white illustrations, 9781583260944, 2008, AAHA Press.

Item Code KTFRY

N \$4.45 M \$3.45

Buy 10 or more copies and save!

N \$4.25 each M \$3.25 each



Pet First Aid & Disaster Response Guide: Critical Lessons from Veterinarians

Pets America

Help save a patient's life before it even makes it to your hospital with this new guide. Recommended by a board-certified internal medicine veterinarian, the *Pet First Aid & Disaster Response Guide* is designed to help pet owners provide temporary, urgent care to pets until they can reach a veterinary or emergency clinic. The text will teach readers to care for their animals before, during and after an emergency.

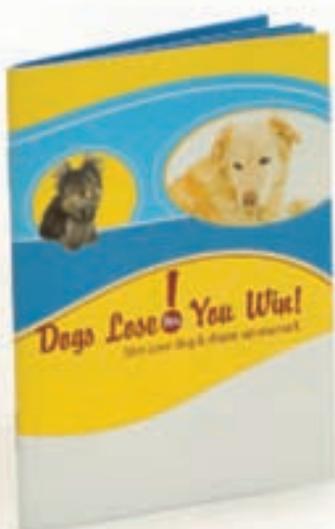
The *Pet First Aid & Disaster Response Guide* covers:

- Injury prevention and disaster preparation
- Personal safety precautions to help pet owners identify and minimize risks
- A wide array of pet emergencies, including bleeding and bite wounds, cardiac arrest, choking, burns, poisoning, trauma and more

Softcover, 118 pages, more than 70 color photos, 9781603440035, 2008, Jones and Bartlett.

Item Code PTFRA

N \$14.95 M \$12.95



Dogs Lose lbs.! You Win! Slim Your Dog & Shape Up Yourself

Amy Cohen-Plaut

Give your clients a way to slim down their dogs and shape themselves up! More than half of adults and 40% of the canine population in the United States are considered overweight. *Dogs Lose lbs.! You Win!* is a motivating booklet that encourages your clients to focus on their dogs' exercise and eating habits and, in turn, enjoy the benefits of better health themselves. The booklet helps your clients set small, achievable goals, and charts at the end of the book provide a place to track progress.

Softcover, 23 pages, 9781604614794, 2007, New Perspective Publishing LLC.

Item Code DOGLB

N \$4.95 M \$3.95

Order 10 or more copies and save!

N \$4.45 M \$3.45



Puppy Smarts® DVDs

Linda M. White

This series of client education DVDs is a commonsense approach to effective puppy training in just a few minutes a day. Pet owners will see untrained puppies, many from local shelters, actually change their behavior during the course of the lesson. Best of all, these methods are recommended by behaviorists and veterinarians across the country. Give these away as a goodwill gesture or sell them in your retail center and help your clients see improvements in weeks.

Each DVD runs approximately five to seven minutes in length and features basic training tips to solve general challenges new pet owners face with puppies. Suggested Retail Price for Clients, \$4.95.

Potty and Crate Training **Item code PSPTC**

Obedience **Item code PSOBD**

Chewing **Item code PSCHW**

Jumping **Item code PSJMP**

Biting **Item code PSBTN**

DVDs, 5–7 minutes long, 2002, PuppySmarts.

N \$1.75 M \$1.65



With the introduction of the first vaccine for canine influenza, only the love is contagious.

Now you can provide your patients with more comprehensive protection against respiratory infection.

Love is not the only thing in the air. Canine influenza virus (CIV) has been confirmed in dogs across 30 states and the District of Columbia, and its prevalence is rising.¹ And because most dogs are naive to the virus, virtually every naive dog exposed will become infected.² CIV is highly contagious and sometimes deadly. Clinical signs associated with CIV can be confused with kennel cough making accurate diagnosis difficult. Now you can broaden the respiratory protection you currently offer to patients with the addition of the first vaccine for canine flu, Canine Influenza Vaccine, H3N8.

Canine Influenza Vaccine, H3N8—a killed virus vaccine from Intervet/Schering-Plough Animal Health—significantly decreases clinical signs of disease and reduces viral shedding, and its safety has been confirmed in a study involving more than 700 dogs.³

So while CIV, like love, can be easily spread and hard to identify, it no longer has to be so overwhelming. To learn more, contact your Intervet/Schering-Plough Animal Health representative, visit www.doginfluenza.com, or call our technical services team at 800-224-5318.

The First

Canine Influenza Vaccine H3N8 KILLED VIRUS

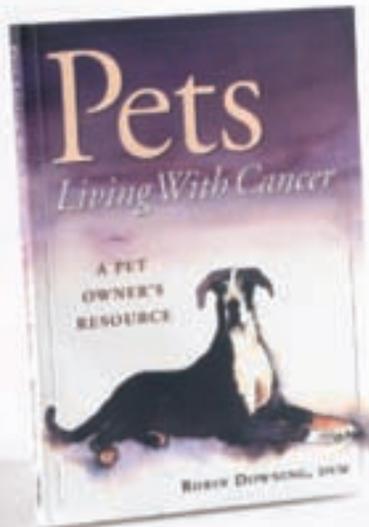
Don't wait...vaccinate.

Notice: This product license is conditional. As with all USDA conditionally licensed products, data submitted to the USDA supports a reasonable expectation of efficacy. Safety was established in trials involving more than 700 dogs.

References:

1. Syndromic surveillance data of Cynda Crawford, DVM, PhD, University of Florida, and Edward Dubovi, PhD, Cornell University. **2.** Key facts about canine influenza. CDC Website. Available at: <http://www.cdc.gov/flu/canine>. Accessed May 1, 2009. **3.** Data on file at Intervet/Schering-Plough Animal Health.

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Pets Living With Cancer: A Pet Owner's Resource

Robin Downing, DVM

Educate your clients about their pet's cancer, treatment options and their role in therapy with this valuable publication. Taking a sensitive and caring approach to your clients' fears will help them face the diagnosis with a positive attitude.

Dr. Robin Downing shares her expertise and personal experience with her own dog, Murphy, answering client questions such as:

- How do I build my pet's cancer-fighting team?
- What are the different treatment options, and which one best fits my situation?
- What should I do to ensure my pet remains healthy and strong?
- How do I know when it's time to say good-bye?

Softcover, 142 pages, 9781583260227, 2000, AAHA Press.

Item Code PLWC1

N \$11.50 M \$8.50



Lifelearn Client Handouts on CD-ROM: Small Animal Series

Multiple Authors

Send your clients home with accurate, clearly written information they need to make educated decisions about their pet's health care. The *Small Animal Series* CD-ROM features customizable handouts on more than 800 topics, illustrated with more than 1,500 images. Use these handouts to build a trusting partnership and make your clients a vital component of their pet's well-being.

Handout titles include:

- 161 canine health and wellness issues
- 114 feline health and wellness issues
- 83 behavior topics
- 148 topics for exotic pets and birds
- 132 drugs
- 71 oncology topics
- 64 supplements and alternative medicine topics
- 68 diagnostic tests

CD-ROM with more than 800 topics, 1,500 color images and illustrations, 9781896985862, 2004/2005, Lifelearn. Minimum system requirements: Pentium 133 MHz computer or better; 16 MB of RAM (32 MB recommended); CD-ROM drive (8x or higher recommended); Microsoft® Windows 95.

Item Code CLL08

N \$498.95 M \$448.95



Connecting with Clients: Practical Communication Techniques for 15 Common Situations

Laurel Lagoni, MS
Dana Durrance, MA

Does your practice culture convey that you care about your clients and their pets? *Connecting with Clients* provides easy-to-understand information about how to reach clients on a variety of levels.

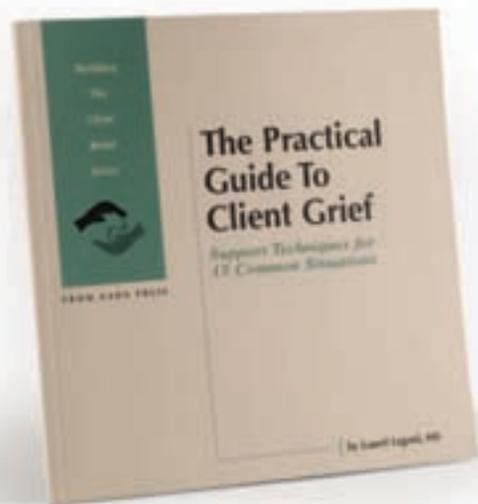
Contents include:

- Establishing trust and rapport
- Addressing clients' needs, problems and concerns
- Connecting through effective listening and body language
- Resolving differences and misunderstandings
- Dealing with clients who are demanding, angry or indecisive
- Coping with clients who are fearful or anxious
- Helping clients with financial constraints

Softcover, 72 pages, 9780941451673, 1998, AAHA Press.

Item Code CONWC

N \$43.95 M \$34.95



The Practical Guide to Client Grief: Support Techniques for 15 Common Situations

Laurel Lagoni, MS

Learn how to face one of the most difficult issues in veterinary practice: dealing with grieving clients who have lost a beloved pet. This valuable book offers specific strategies for handling several common situations, including:

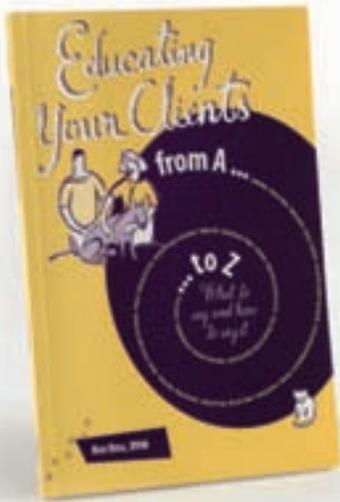
- Dealing with crises and emergencies
- Saying good-bye
- Viewing bodies
- Comforting crying clients
- Dealing with clients' guilt
- Dealing with non-euthanasia deaths
- Explaining body care and after-death follow-up

This helpful guide features words to use in specific situations, "Quick Tips" sections for times that require an immediate response and client support resources.

Softcover, 68 pages, 9780941451604, 1997, AAHA Press.

Item Code MGBB1

N \$43.95 M \$34.95



Educating Your Clients from A to Z: What to Say and How to Say It

Nan Boss, DVM

Empower your staff to expertly answer clients' questions with this guide. Using 16 proven principles of communication as a foundation, this book covers 26 topics that will educate your employees, from A (appointments) to Z (zoonotic diseases). Entertaining, well organized and easy to read, it is a perfect training tool for receptionists, assistants and technicians. The information can be easily adapted and used by any practice on a daily basis.

Softcover, 140 pages, 9781583260029, 1999, AAHA Press.

Item Code EYCF1

N \$49.95 M \$39.95



The Veterinary Receptionist's Training Manual

**James F. Wilson, DVM, JD
Carol McConnell, DVM**

Receptionists are often the first and last impression clients have of your practice, so make sure they are positive and knowledgeable. This manual is a starting point to help train them and give them the confidence of knowing how to do their jobs correctly and efficiently. In addition to detailed instructions and forms, the manual includes concise flowcharts to lead new employees through the decision-making processes for emergencies and other scenarios when dealing with clients. The tool includes forms, instructions and more on CD-ROM so you can customize information to fit your practice.

Chapters include:

- Greeting and Serving Clients
- Scheduling Appointments and Surgeries
- Handling Requests for Credit
- The Receptionist's Role in Nutrition
- Competent Telephone Management
- Use of Pet Health Insurance
- Dealing with Difficult Clients
- A Glossary of Common Medical Conditions
- 24 Telephone Scripts for Informing Clients of Routine Services
- Hospital Census Forms to Aid Receptionists

Wire-o-bound, 153 pages, with CD-ROM, 2002, Priority Press, Ltd.

Item Code RECTM

N \$115.95 M \$93.95



First Impressions That Last: A Receptionist's Guide to Great Customer Service

Cecelia J. Soares, DVM, MS, MA

Retaining a current client costs a fraction of what you spend gaining a new one. This workbook and DVD package gives your front office team the tools they need to effectively provide outstanding customer service in a variety of situations, ensuring that while you're building new business, you're keeping current clients happy too.

Timely information covers client-related issues such as:

- Establishing contact and rapport with clients
- Resolving conflicts in difficult situations
- Juggling more than one task at a time
- Handling emergency situations and dealing with overwhelmed, grieving or anxious clients

23-minute DVD and three copies of accompanying workbook, 9781583260203, 2000, AAHA Press.

Item Code FITLD

N \$103.95 M \$75.95

Additional workbook

Softcover, 23 pages.

Item Code FITLW

N \$14.95 M \$10.95



One Client at a Time: Communicating the Value of Your Services

Cecelia J. Soares, DVM, MS, MA

This DVD focuses on actual conversations between the veterinary staff and clients. It teaches the team how to sell themselves, the practice, and products and services in a way that builds customer loyalty and creates trust.

The instruction centers on these key strategies:

- Understanding what clients want before promoting products and services
- Explaining the features and benefits of services you offer
- Tailoring your recommendations to clients' needs
- Addressing clients' objections and helping them make informed decisions

25-minute DVD and three copies of accompanying workbook, 9780941451963, 1999, AAHA Press.

Item Code OCTBD

N \$103.95 M \$75.95

Additional workbook

Softcover, 19 pages.

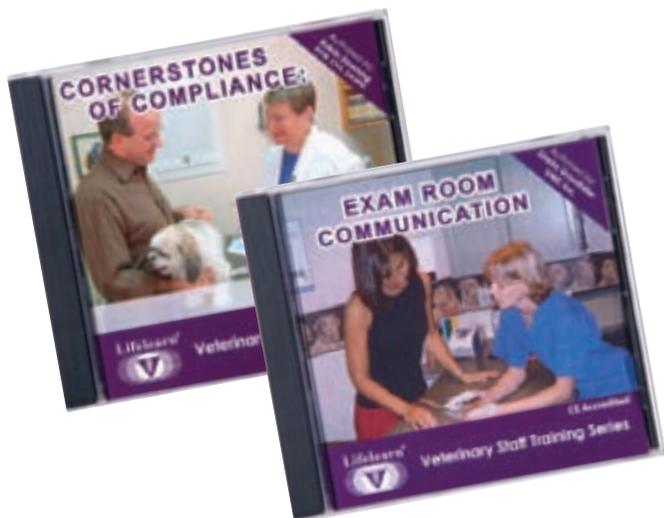
Item Code OCTBW

N \$14.95 M \$10.95

Order set of First Impressions That Last and One Client at a Time DVDs and save!

Item Code OCFID

N \$144.95 M \$105.95



Lifelearn Staff Training Series on CD-ROM

Give your staff the power to promote your veterinary products and services with confidence. These interactive and engaging CD-ROMs will help your team effectively communicate with clients, ultimately improving both your clients' and patients' experience at your practice.

These training tools offer:

- Self-paced learning, allowing a team member to complete the CD-ROM when convenient
- Effective, focused education that saves both time and money
- Extremely user-friendly, intuitive and visually enticing format that makes learning fun
- Quality, relevant information to ensure immediate application
- Programs that can become a reference library for training new hires and providing refresher courses for existing staff

CD-ROM features include:

- Self-assessment tests at the beginning and end of each CD-ROM that can be managed by a supervisor to measure progress
- A program license for your practice that makes the software available to all team members
- Approximately one hour of interactive education per CD-ROM, per person

Minimum system requirements for all Lifelearn products: Pentium 233 MHz processor; 32 MB of RAM (64 MB recommended); monitor: 800x600 with 64k colors (video card with at least 1 MB RAM); 8-bit sound card and speakers; CD-ROM drive (24x or higher recommended); Microsoft® Windows 98.

Earn CE Credit!

All team members may complete the built-in self-assessment test on each CD-ROM and return the results to earn Continuing Education credits and a certification of completion (where allowed by state and provincial regulations).

Animal Handling & Restraint

Helen Scott, RVT

Give your staff the tools they need to feel confident and safe working with animals in your clinic.

CD-ROM, 9781896985145, 2002, Lifelearn.

Item Code AHNRI

Communication Matters

Cindy Adams, PhD, MSW

Successful clinical communication pays back with greater team satisfaction, positive performance reviews and the best possible outcomes for patients and their caregivers. This guide details the steps involved in the medical interview with highly interactive video- / audio- and text-based scenarios and exercises.

CD-ROM, 9781896985732, 2007, Lifelearn.

Item Code CMMTT

Exam Room Communication

Sheila Grosdidier

Real-life scenarios, worksheets and clear explanations provide staff with a practical, goal-oriented approach to improving listening skills and communication techniques.

CD-ROM, 9781896985527, 2007, Lifelearn.

Item Code EXRCI

Teams That Work

Mary Ann Vande Linde, DVM

Improve the functionality of your team by learning effective ways to interact with clients and staff members with realistic case studies and self-assessment questions.

CD-ROM, 9781896985640, 2004, Lifelearn.

Item Code TETWI

N \$98.95 each M \$88.95 each

Create your own set and save 10%!

Purchase four or more titles at a time:

N \$88.95 each M \$79.95 each

NEW! Compliance Series

This series encourages the development of a culture of high-quality care and compassion that produces financial rewards.

Cornerstones of Compliance **Item Code LLCOR**

Dental Compliance **Item Code DNCMP**

Nutritional Compliance **Item Code NTCMP**

Parasite Management Compliance **Item Code PRMNC**

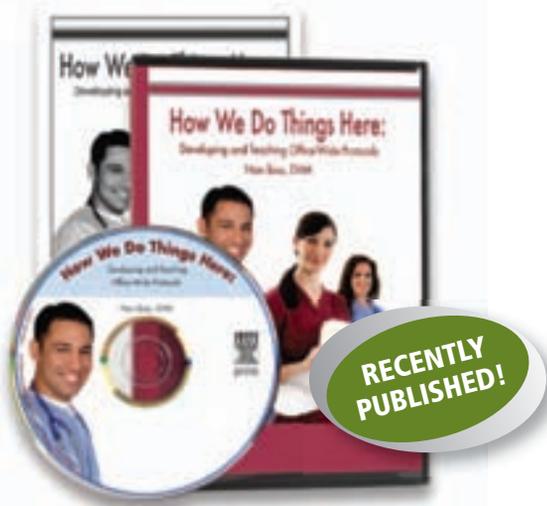
Vaccination Compliance **Item Code VCCMP**

N \$98.95 each M \$88.95 each

Buy as a series and save!

Item Code LFCMS

N \$398.95 M \$358.95



How We Do Things Here: Developing and Teaching Office-Wide Protocols

Nan Boss, DVM

Train your entire staff together on issues that affect everyone with this new resource from AAHA Press. Most practice managers train individual staff members on their duties as they are hired, but often don't address issues that affect the whole staff. These easy-to-implement weekly, biweekly or monthly staff training meeting guides teach all new staff members office-wide protocols so everyone, from the receptionist to the veterinary technician, knows, for example, how much the practice charges for radiographs and why. This CD-ROM and manual can be modified to fit existing protocols or can be used to develop new ones. Save time and create consistency with *How We Do Things Here: Developing and Teaching Office-Wide Protocols*.

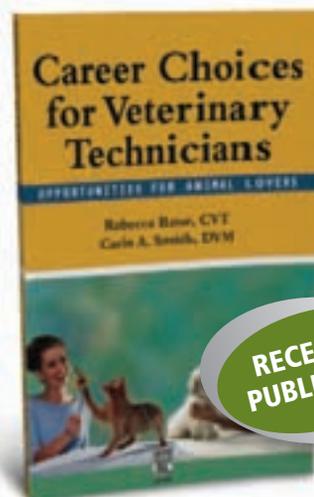
How We Do Things Here features:

- Separate keys and quizzes for the trainer and the trainee
- Instructions and introductions for the trainer and the trainee
- A printed manager's guide

CD-ROM with 16-page manual, 9781583260982, 2008, AAHA Press.

Item Code HWWDT

N \$84.95 M \$69.95



Career Choices for Veterinary Technicians: Opportunities for Animal Lovers

Rebecca Rose, CVT
Carin A. Smith, DVM

Career Choices for Veterinary Technicians is a comprehensive book of multiple career options within the field of veterinary technology, including careers within general practice, specialty practice, industry, higher education, government and more.

Extensive career descriptions feature daily responsibilities, salaries and required qualifications. The book includes quotes from veterinary technicians from around the United States who offer firsthand advice and insight about the career moves that led to their success in the veterinary community. Resources for further information are also provided.

With the help of the information presented in this book, seasoned technicians may discover a new passion they can follow within or outside their veterinary hospital. Students enrolled in veterinary programs may identify a distinguished or unconventional career path to follow. And high school students, exploring all their options, may determine that veterinary technology or a similar field is where they want to be.

Softcover, 192 pages, 9781582361057, 2009, AAHA Press.

Item Code VTTCC

N \$29.95 M \$24.95



First Steps with Puppies and Kittens: A Practice-Team Approach to Behavior

Linda M. White

Reviewed by Lisa Radoster, DVM, DACVB

Behavior problems in companion animals are some of the most challenging issues faced by veterinary teams. *First Steps with Puppies and Kittens: A Practice-Team Approach to Behavior* offers a hands-on approach to address puppy and kitten behavior needs before they become problems. Learn how you can help your clients and patients by creating a profit center within your practice rather than outsourcing these services.

This tool features:

- A team approach, under veterinarian guidance, that adds a service and limits veterinarian time commitment
- Hundreds of pages of background information for the team member(s) leading the training program
- 45 handouts for clients on training principles and puppy and kitten training tips, both in the book and on CD

Softcover, 224 pages, 24 black-and-white photographs, 9781583261019, 2009, AAHA Press.

Item Code STBHT

N 84.95 **M** 69.95



101 Veterinary Technician Questions Answered

Katherine Dobbs, RVT, CVPM, PHR

Veterinary technicians learn the skills and gain the knowledge they need to get started while in veterinary technology programs, but there are many things that can be learned only on the job. This book provides insight into that kind of knowledge.

For this book, the author asked veterinary technicians to share their most pressing veterinary technology questions. Next, experienced veterinary technicians, working in the field, were recruited to answer these questions — truly making this a tool for technicians by technicians. Their answers include tips that technicians can implement immediately to start making their jobs easier and more rewarding. This handy book also includes resource referrals so the reader can learn more about topics central to the field.

101 Veterinary Technician Questions Answered is ideal for entry-level technicians, but even seasoned professionals will learn something new.

Softcover, 128 pages, 9781583261064, 2009, AAHA Press.

Item Code TPFTC

N \$29.95 **M** \$24.95

BE SAFE! SERIES



Be Safe! Veterinary Safety Training for the Whole Practice Team
Be Safe! Veterinary Safety Training for Medical and Technical Staff

Philip J. Seibert, Jr., CVT

This two-part video training program will help you raise awareness about safety and OSHA issues in your practice. As part of a more comprehensive training effort, the materials help your practice meet the OSHA requirement for training staff about hazards in the workplace.

The training is presented in two parts. *Be Safe! Veterinary Safety Training for the Whole Practice Team* covers general OSHA safety requirements, while *Be Safe! Veterinary Safety Training for Medical and Technical Staff* is specifically for those who work directly with animals and/or chemicals. Each DVD is approximately 25 minutes in length.

Both DVDs are veterinary practice specific and use easy-to-understand terminology to increase comprehension and application of the materials. Both present safety issues in terms of quality of patient care — not as impediments to getting the job done.

The accompanying workbooks reinforce the information provided in the DVDs and include test questions to help the user and practice manager assess comprehension and progress.

The advice presented generally applies to practices in other countries as well as the U.S., and it incorporates concepts presented in the AAHA Standards of Accreditation.

The Be Safe! training program blends safety, quality patient care and the need for productivity into a balanced format that can help your entire practice team achieve safety success!

DVD and Workbook Sets

Be Safe! Veterinary Safety Training for the Whole Practice Team

DVD and six workbooks, 16 pages, 9781583260784, 2007, AAHA Press.
Item Code OSHAZ1

N \$109.95 M \$93.95

Be Safe! Veterinary Safety Training for Medical and Technical Staff

DVD and six workbooks, 16 pages, 9781583260791, 2007, AAHA Press.
Item Code OSHAZ2

N \$109.95 M \$93.95

Extra Workbooks

Whole Practice Team

Pack of three workbooks, 16 pages, 9781583260814, 2007, AAHA Press.
Item Code OSHAZW1

N \$11.95 M \$9.95

Medical and Technical Staff

Pack of three workbooks, 16 pages, 9781583260821, 2007, AAHA Press.
Item Code OSHAZW2

N \$11.95 M \$9.95

Buy both and save!

Included both DVDs and six workbooks for each DVD.
Item Code OSHAZ3

N \$199.95 M \$169.95

BE SAFE! SERIES



Be Safe! Veterinary Safety Motivational Posters

Philip J. Seibert, Jr., CVT

Reduce on-the-job injuries and the costs that come with them! These posters are veterinary practice specific and written in easy-to-understand language. They present safety issues in terms of quality of service rather than as an impediment to completing the task.

The posters incorporate concepts included in the *AAHA Standards of Accreditation* and present advice that is considered to be "profession-wide" and valid internationally.

Set 1

Includes Dressing Right, Fire Safety, Food and Beverages Done Right, No More Back Aches, Safety with Needles and Sharps and Using Hazardous Chemicals Safely.

6 laminated posters, 11" x 17", 9781583260807, 2007, AAHA Press.

Item Code OSPOS1

N \$55.95 M \$44.95

Set 2

Includes Anesthesia Safety, Electrical Safety, Infection Control, Proper Storage, Radiation Safety and Violence Prevention.

6 laminated posters, 11" x 17", 9781583260876, 2008, AAHA Press.

Item Code OSPOS2

N \$55.95 M \$44.95



Be Safe! Manager's Guide to Veterinary Workplace Safety

Philip J. Seibert, Jr., CVT

Learn how to use the tools featured in the Be Safe! Series with *Be Safe! Manager's Guide to Veterinary Workplace Safety*. This practical, cost-effective overview answers key questions regarding safety program design and administration for starting a new program or overhauling an existing one. A CD-ROM with fill-in-the-blank plans is included with this guide to help you prepare your written safety manual and implement a new safety program. Checklists for evaluating your compliance with OSHA regulations as well as OSHA contact information, a list of resources, and templates of important OSHA-forms, ensure that you haven't missed a beat.

Why buy?

- Practical and veterinary practice specific — quickly implement solutions that work in your practice
- Written with terminology that your staff is likely to know, increasing the success of the safety program
- Explains the reasoning behind OSHA rules rather than using scare tactics to illustrate them
- Covers all aspects of staff safety and compliance with the regulatory rules, not just hazardous chemicals
- Breaks down issues into discrete subjects, making implementation easier
- Incorporates concepts presented in the *AAHA Standards of Accreditation*
- Considered "profession-wide," generally applying to practices internationally

Softcover, 48 pages, with CD-ROM, 9781583260777, 2007, AAHA Press.

Item Code OSADV1

N \$79.95 M \$69.95

Here's why Cardell Monitors give you the most reliable results

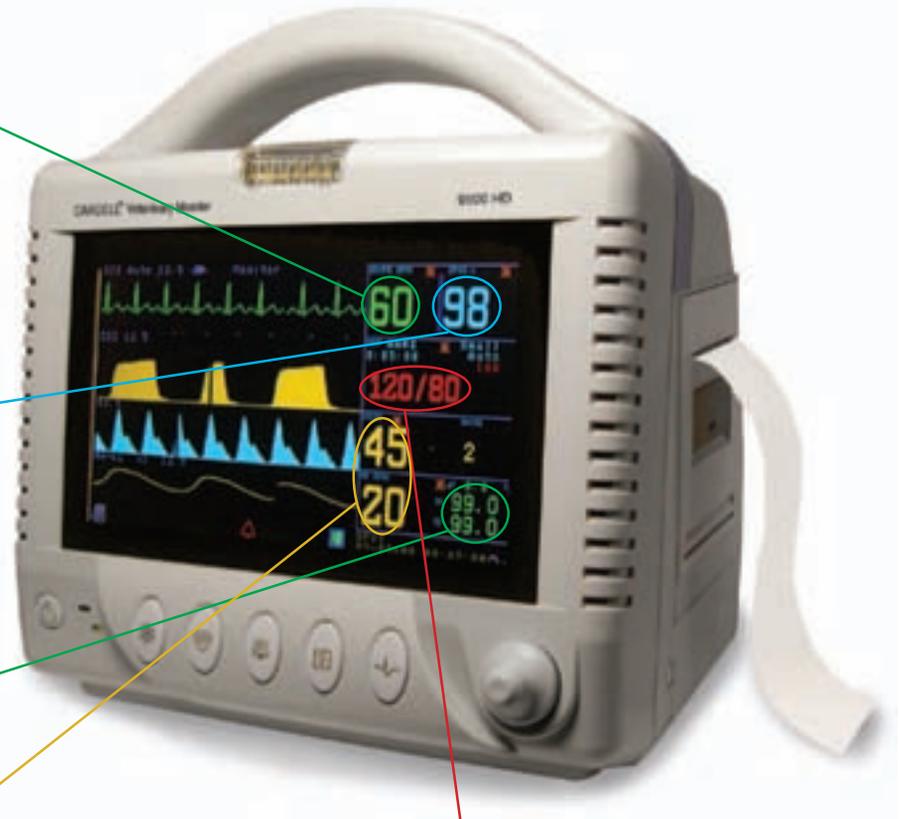
The crisp **ECG** trace shows on a 7" high definition color screen. Three filtering selections (diagnostic, monitoring, operation) help eliminate baseline noise. Use 3 or 5 leads. Limited offer of free esophageal probe.

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Respironics mainstream capnography provides immediate clinical feedback of actual expired and inspired CO₂. Uses durable, self-calibrating, solid state sensor using non-dispersive infrared (NDIR) single beam optics.

Special BP algorithms developed for animals have earned the Cardell Monitor worldwide recognition for providing accurate and consistent readings in kittens to horses, even in awake animals. Other oscillometric monitors cannot compare. Used in every U.S. veterinary school.



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www.SharnVet.com

Other models add SpO₂, EKG, Temp., respiration, and CO₂ sidestream or mainstream.

BE SAFE! SERIES



Be Safe! Manager's Guide to Hazardous Substances

Philip J. Seibert, Jr., CVT

Relieve stress about one of the most worrisome issues in veterinary safety. *Be Safe! Manager's Guide to Hazardous Substances* teaches everything you need to know about creating a comprehensive safety policy for working with and disposing of hazardous substances, including chemicals and biological matter. Overhaul your existing safety program with this must-have guide that includes:

- An implementation checklist
- OSHA contact information
- A list of resources, including state and local contacts
- Sample Material Safety Data Sheet, inventory list and secondary container label

Softcover, 48 pages, 9781583260883, 2008, AAHA Press.

Item Code BSHZS

N \$24.95 M \$19.95

RECENTLY PUBLISHED!



Be Safe! Manager's Guide to Radiation and Waste Anesthetic Gases

Philip J. Seibert, Jr., CVT

Be Safe! Manager's Guide to Radiation and Waste Anesthetic Gases teaches you everything you need to know about creating a comprehensive safety policy for radiation and waste anesthetic gases (WAGs). Overhaul your existing radiation and WAGs safety programs with this must-have guide that includes the following:

- An implementation checklist
- OSHA exposure limits, recommendations and contact information
- A list of resources, including state and local contacts

Have peace of mind knowing that you're meeting OSHA standards and keeping your team members safe with this helpful tool, which has been reviewed by two safety specialists.

Softcover, 32 pages, 9781583260999, 2008, AAHA Press.

Item Code BSRDA

N \$24.95 M \$19.95



Veterinary Secondary Container Labels

Philip J. Seibert, Jr., CVT

These waterproof stickers provide a convenient way for you to easily comply with the OSHA regulations that require labeling of all chemical containers in the workplace. You can also purchase an 8½" x 11" laminated poster that explains all of the symbols and codes used on the labels to make them easily recognizable by staff. The labels are designed to fit container sizes most commonly found in veterinary practices. We've also included a list of common chemicals used in veterinary practices and the health, flammability, reactivity and protective equipment codes you must use.

Pack of 100 labels with laminated poster

1" x 2 5/8", AAHA Press. With laminated poster.

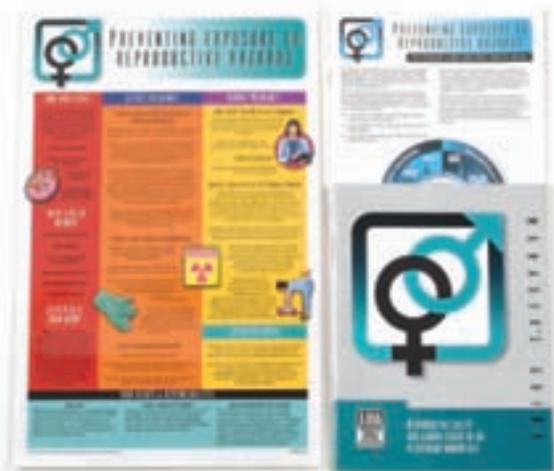
Item Code OVSCP

N \$41.95 M \$34.95

Without poster

Item Code OVSCS

N \$38.95 M \$31.95



Employee Pregnancy Safety Kit

AAHA and Amboy Associates

Ensure the legal safety of your practice and the medical safety of your employees with this resource that answers questions like:

- What can a pregnant employee safely do?
- How can both male and female employees be protected from reproductive hazards?
- How long can an employee work when pregnant?
- Should duties be changed for pregnant employees?
- What should a small practice do when an employee can no longer perform assigned tasks because she is pregnant?

This kit includes:

Reproductive Safety Manager's Guide — This contains information for the employer about responsibilities under OSHA rules, the Americans with Disabilities Act and sexual discrimination and harassment regulations. It will also help you avoid common pitfalls when working with employees on pregnancy issues, understand veterinary workplace-specific risks to those who want to start a family and provide the means for protecting both the parent and the unborn child.

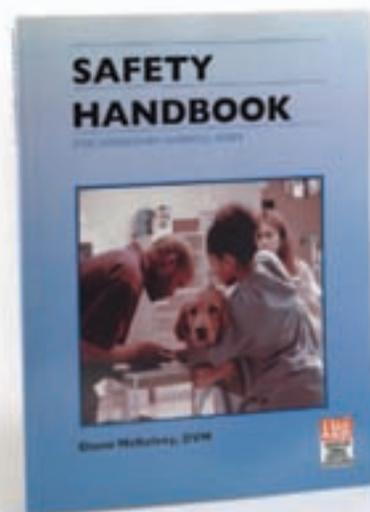
Employee Training Brief — Five copies of the booklet are included to answer employees' questions about reproductive issues.

Reference Chart — This laminated poster reminds all employees about important safety procedures related to pregnancy hazards.

2000, AAHA Press and Amboy Associates.

Item Code ORSKT

N \$65.95 M \$52.95



Safety Handbook for Veterinary Hospital Staff

Diane McKelvey, DVM

Make safety a priority in your practice with the *Safety Handbook for Veterinary Hospital Staff*. This guide will teach you how to recognize, control and minimize accidents and workplace dangers.

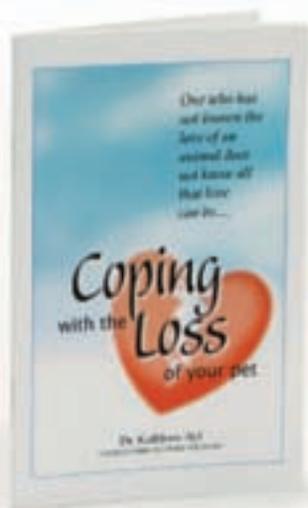
This user-friendly handbook highlights:

- Avoiding causes of zoonotic diseases
- Protecting against chemical hazards and providing first aid if exposure occurs
- Setting up a safety program
- Preventing animal-inflicted injuries
- Minimizing exposure to waste, anesthetic gases and radiation

Softcover, 145 pages, 9781583260074, 1999, AAHA Press.

Item Code SHVH1

N \$84.95 M \$67.95



Coping with the Loss of Your Pet

Kathleen Ayl, PhD

The way your practice team handles clients through the loss of their pets can make or break relationships. Help clients through a difficult time with this caring gesture of support.

Author and psychiatrist Kathleen Ayl focuses her work on pet loss and has taken a multifaceted approach to touch all types of clients. Dr. Ayl presents the facts about the grieving process and features quotes to show your clients that there are others who understand their pain. This booklet also includes daily affirmations clients can use to help get them through the days, weeks and months of grieving.

Softcover, 20 pages, 2007, Grief Associates.
Item Code PLCOP

Less than 10 copies

N \$5.95 each M \$4.95 each

Order 10 or more copies and save!

N \$5.45 each M \$4.45 each



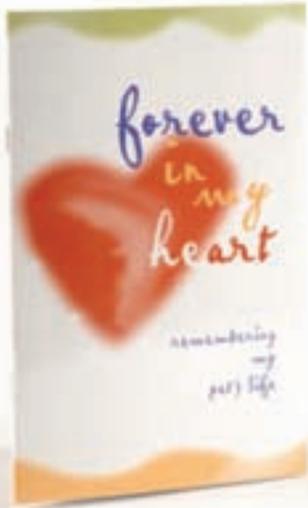
The Loss of Your Pet

AAHA

Give support to grieving clients and show your compassion with this informational brochure. Designed for clients' use at home, *The Loss of Your Pet* discusses the importance of the human-animal bond and the strength of feelings associated with a pet's death. The brochure explains how to prepare for the pet's death, encourages the client to attend the euthanasia and discusses options for body care. The grieving process is outlined, including normal signs of grief and how it is unique to everyone. Also included is a list of suggested printed resources and websites for adults and children.

Brochure, pack of 50, 2002, AAHA Press.
Item Code BERB5

N \$13.95 M \$10.95



*Forever in My Heart:
Remembering My
Pet's Life*

Mary and Herb Montgomery

Give clients this remembrance journal as a special gift to help them cope with the death of a pet. The journal helps ease pet owners' grief by recognizing the human-animal bond and allowing them to celebrate the time they spent with their pets. Poetry, stories and spaces for pet owners to personalize the book with their own memories and photos make this sensitive book an ideal way to show your sympathy for your clients' loss.

Softcover, 32 pages, 9781879779075, 2000, Montgomery Press.

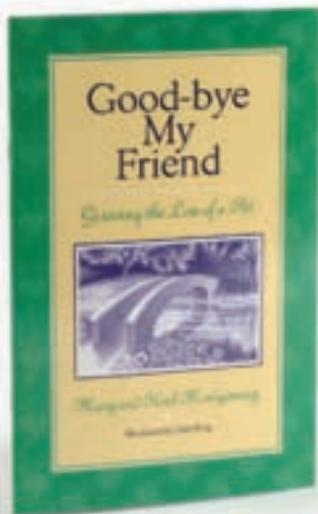
Item Code FMHEA

Less than 10 copies

N \$4.95 each M \$3.95 each

Order 10 or more copies and save!

N \$4.45 each M \$3.45 each



*Good-bye My Friend:
Grieving the Loss
of a Pet*

Mary and Herb Montgomery

This book is designed to help your clients deal with the loss of a pet by reading other people's personal stories. It also addresses issues such as pain, memories, grief and how to help children deal with the loss of a pet. The booklet features a page for optional personalization to your clients.

Softcover, 32 pages, black-and-white illustrations, 9781879779006, 1991, Montgomery Press.

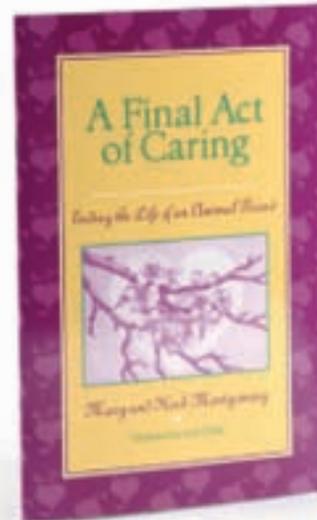
Item Code PLGO1

Less than 10 copies

N \$4.95 each M \$3.95 each

Order 10 or more copies and save!

N \$4.45 each M \$3.45 each



*A Final Act of Caring:
Ending the Life of an
Animal Friend*

Mary and Herb Montgomery

A Final Act of Caring provides comfort and encourages pet owners to get the necessary medical facts from you and review all the options when considering a planned passing for their pet. It includes information about euthanasia and a page you can use to personalize the book for your clients.

Softcover, 32 pages, black-and-white illustrations, 9781879779020, 1993, Montgomery Press.

Item Code PLFC1

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Controlled Substance Log

AAHA

Developed to help your practice easily follow DEA guidelines and document a current, verifiable inventory of controlled substances, AAHA's Controlled Substance Log is a must-have resource for thousands of veterinary practices across the nation.

Why use this log?

- Helps you stay organized with three sections: fill-in-the-blank initial/biennial inventory of controlled substances, unopened container log, and opened container log
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- Special, heavy-duty binding prevents tampering and loss of pages
- Saves you from searching for a form or creating your own logs
- Accommodates entries for the full two years between biennial DEA inspections
- Accommodates the separation of records for Schedule II drugs and Schedule III, IV and V drugs

Softcover, 128 pages, 9781583260173, 2002, AAHA Press.

Item Code **CSL02**

N \$44.95 M \$36.95 A \$33.95



Standard Abbreviations for Veterinary Medical Records, Second Edition

Gordon W. Robinson, VMD
Jason Berg, DVM
Mark Skeels, DVM

It's vital that everyone in the practice (and other practices) be able to read your patients' medical records quickly and easily. Using this book's standardized abbreviations will improve accuracy, legibility, consistency and time spent writing. The second edition of *Standard Abbreviations* contains 150 general medical abbreviations, plus a section with approximately 180 imaging abbreviations. It also includes special sections for oncology drug protocols and grading systems for conditions such as heart failure and heart murmur.

Softcover, 32 pages, 9781583260265, 2000, AAHA Press.

Item Code **SAVM2**

N \$19.95 M \$16.95 A \$13.95



Minor Surgical/Anesthetic Procedure Sticker

AAHA

Save time by quickly and easily summarizing a minor surgical or anesthetic procedure on this sticker. Illustrations of the animal's body make it easy for you to record the surgical site, and the sticker gives you room to note other details, such as whether presurgical lab work was completed. The sticker also includes space to write the preanesthetic and anesthetic agents and addresses the most important parameters of anesthesia. Using this sticker helps you comply with many medical record, anesthesia and surgery AAHA accreditation standards.

Pack of 50 stickers, 5 3/8" x 4", 2005, AAHA Press.
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This concise form includes client and patient information, vaccination history and a history of lab tests, and is available in pink or blue for easy identification of the pet's gender. This form helps you comply with the AAHA standard of accreditation related to keeping an easily retrievable immunization history.

Pad of 50 forms, two-hole punched at top, 2002, AAHA Press.

Pink, Item Code PMPDP

Blue, Item Code PMPDB

N \$11.95 M \$8.95 A \$7.95

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Home-Care Instructions Form

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Provide clients with written instructions for caring for their pets after a procedure or surgery with this form. Because one copy is given to the client and one copy is kept in the medical record, you're keeping excellent documentation and ensuring that clients are not misinformed about care.

This form is easily customizable, allowing you to supply specific information to clients to improve compliance with your recommendations, including space for information on medications, food and water, exercise and sutures, customized special instructions and a list of problems the client should watch for at home. This form will help your practice meet the AAHA accreditation standard that requires medical records to clearly reflect discharge instructions.

Pack of 50 forms, two-hole punched at top, two-part carbonless, 2003, AAHA Press.

Item Code PMHCI

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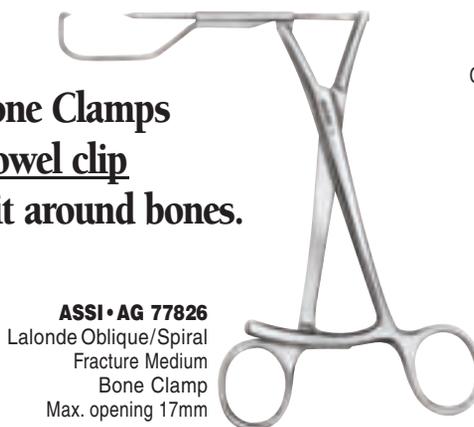
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 Lalonde Oblique/Spiral
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 Accepts K-wire in sizes
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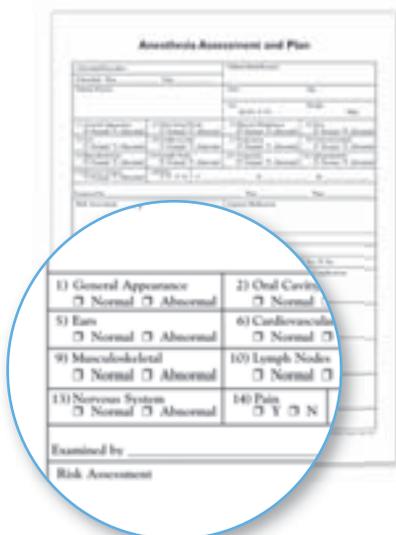


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Anesthesia Assessment and Plan Form

AAHA

This form becomes part of the patient's medical record, allowing for convenient documentation of the preanesthetic patient evaluation and ensuring accurate medical record keeping.

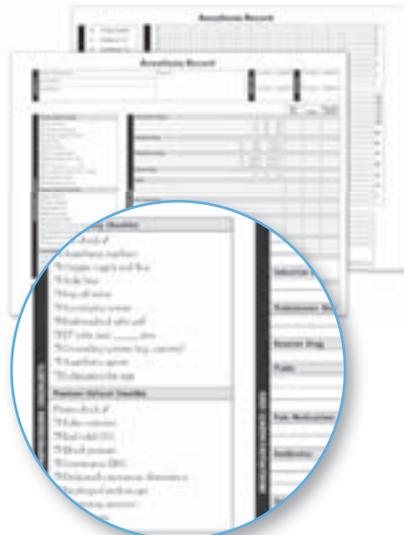
This form includes:

- 13 normal/abnormal points of examination
- Space to discuss important information, such as diagnosis
- Check boxes for the monitoring plan

Pad of 50 forms, two-hole punched at top, 2003, AAHA Press.

Item Code PMAAP

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Anesthesia Record

AAHA

This form becomes part of the patient's medical record and allows the technician to document vital signs during an anesthetic procedure. The technician can also use this form to record drugs and fluids given, safety procedures completed before surgery and comments on pain management and postanesthesia care. The Anesthesia Record encourages the team to follow patient safety protocols and can be used in conjunction with the Anesthesia Assessment and Plan Form. It also meets the AAHA accreditation standard that requires a team member to frequently and regularly evaluate anesthetized patients and record vital signs.

Pad of 50 forms, two-hole punched at top, printed on both sides, 2003, AAHA Press.

Item Code PMARE

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Urinalysis Sticker

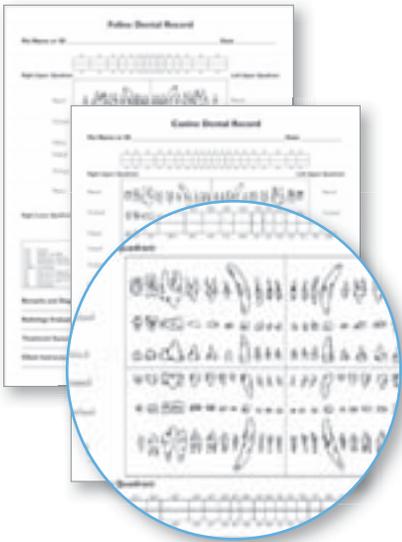
AAHA

This sticker's comprehensive, easy-to-read format includes prompts for cellular descriptions and sediment properties and incorporates a comment section for miscellaneous notations.

Pack of 50 stickers, 5½" x 3", 2003, AAHA Press.

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Canine and Feline Dental Records

AAHA

These dental records allow you to record and organize the results of comprehensive dental examinations and cleanings. Large illustrations of the teeth provide plenty of room to mark periodontal pocket depths, level of gingivitis, fractured or missing teeth and more. An extensive legend shows you how to note imperfections in a shorthand form, and there's space for a treatment plan and instructions to educate your clients and attain compliance.

Canine Dental Record

Pad of 50 forms, two-hole punched at top, 2002, AAHA Press.

Item Code **PMCDR**

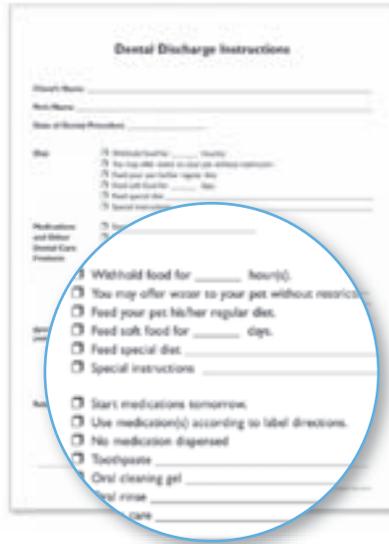
N \$11.95 M \$8.95 A \$7.95

Feline Dental Record

Pad of 50 forms, two-hole punched at top, 2002, AAHA Press.

Item Code **PMFDR**

N \$11.95 M \$8.95 A \$7.95



Dental Discharge Instructions Form

AAHA

Easily customize your dental discharge instructions and be sure you send clients home with correct and clear written guidelines regarding the care of their pet's teeth. Giving them information that they can read at home, where there are fewer distractions, will improve compliance with your instructions. You give one copy to the client and keep the other copy in the patient's medical record. This form also allows you to meet the AAHA standards that require (1) "documented client education regarding preventative dental home care and its importance" and (2) "medical records that clearly reflect discharge instructions."

Pack of 50 forms, two-hole punched at top, two-part carbonless, 2003, AAHA Press.

Item Code **PMDDI**

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Euthanasia Sticker

AAHA

Make a difficult situation for your staff and clients easier with this simple sticker that has been reviewed by a veterinary-specific attorney. It helps explain disposal options, covers legalities, and eliminates confusion and mistakes that can occur when dealing with euthanasia.

Pack of 50 stickers, 4" x 2 3/4", AAHA Press.

Item Code **PMSE1**

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Brook A. Niemiec, DVM, DAVDC
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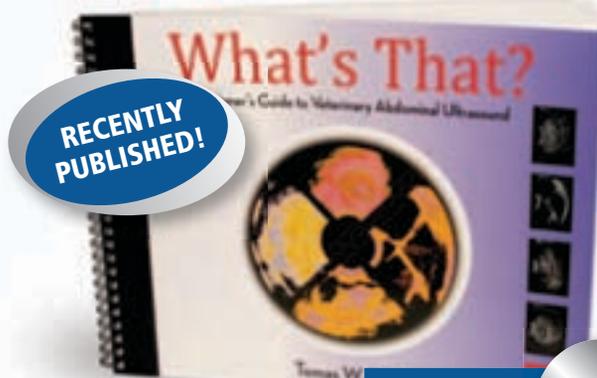
Written and produced by diplomates of the American Veterinary Dental College, this resource is ideal for any practice that is considering starting or has started a dental center. Save valuable time by utilizing this video to train staff or to learn new tips in your practice. Let experts guide you through a simplified approach to positioning films, differences in digital techniques, radiation safety and developing films. For your convenience, the DVD is organized in chapters, making it easy to review individual sections as needed.

DVD, 26 minutes, 2009, Vet Dental Ventures LLP.

Item Code DNRDS

N \$99.95 M \$89.95

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CD-ROM
 Included



What's That? A Beginner's Guide to Veterinary Abdominal Ultrasound

Tomas W. Baker

What's That? A Beginner's Guide to Veterinary Abdominal Ultrasound is a unique manual for veterinarians and veterinary technicians new at performing abdominal ultrasounds. *What's That?* provides the reader with the actual techniques to identify the abdominal organs and evaluate them for normalcy. Alternative techniques are provided to assist in localization of the more elusive organs. This resource is not a detailed textbook on veterinary ultrasound, as these already exist, but rather a user-friendly guide on ultrasound techniques.

Filled with more than 260 ultrasound images, *What's That?* helps the reader to identify abnormalities once the abdominal organs have been observed. The included ultrasound images, both normal and abnormal, facilitate identification of disease. All of these images can also be found on the accompanying CD-ROM.

Author Tomas W. Baker is the chief ultrasonographer at the University of California, Davis, School of Veterinary Medicine. He has performed more than 55,000 ultrasound scans in his 20 years of experience. Baker's friendly, funny and easy-to-read style offers readers helpful devices for remembering abdominal ultrasound terminology and structures.

Wire-o-bound, 112 pages, 262 black-and-white photographs, with CD-ROM, 9781583261040, 2009, AAHA Press.

Item Code BGGDT

N \$89.95 M \$74.95



Exotic Companion Medicine Handbook for Veterinarians

Cathy A. Johnson-Delaney, DVM, Dipl. ABVP

This compact, day-to-day guide for the diagnosis and treatment of exotic companion animals is absolutely indispensable. The chapters are arranged according to animal type to make referencing quick and easy. Information on husbandry, drug dosages, behavior, diet and other clinical material, as well as a rule-out chart is provided for each animal featured in the *Exotic Companion Medicine Handbook*.

Take advantage of this expert's collection of quick-reference notes, diagnostic and clinical pathology charts, formularies, lists, and more for these animals:

- Psittacines
- Pigeons
- Ferrets
- Rabbits
- Rodents
- Sugar gliders
- Chinchillas
- Prairie dogs
- Hedgehogs
- Guinea pigs
- Skunks
- Possums
- Iguanas
- Snakes
- Turtles
- Amphibians
- Tarantulas

Ringbinder set, 699 pages, 9780963699640, 2005, Zoological Education Network.

Item Code EXOTIC

N \$93.95 M \$84.95

This compilation is truly remarkable. This book is not sitting on my shelf — it is sitting on my desk. I enthusiastically recommend its addition to your collections!
— Ken Boschert, DVM



A Technician's Guide to Exotic Animal Care

Thomas N. Tully, Jr., DVM, MS
Mark A. Mitchell, DVM, MS

Exotics are more popular than ever, and it may seem impossible to gain the experience needed to feel comfortable treating and handling these unique patients. This book provides the reader with basic, practical, "need-to-know" information. It's an excellent training manual for technicians who have had little experience with exotic species and a valuable resource that veterinarians will find useful in everyday practice. Authored by leading experts on exotic care, this comprehensive manual covers:

- Husbandry
- Nutrition
- Proper handling
- Restraint
- Diagnostic sampling

This resource discusses common diseases for a number of species, including:

- Birds
- Reptiles and amphibians
- Ferrets
- Rabbits
- Rodents
- Hedgehogs
- Sugar gliders
- Fish

More than 90 illustrations and 50 tables supply detailed and helpful instruction, and references at the end of each chapter point to additional sources for further education.

Softcover, 247 pages, 9781583260128, 2001, AAHA Press.

Item Code TGEA1

N \$90.95 M \$74.95



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about accreditation.**



Veterinary Anesthesia Update: Practical Guidelines and Protocols for Small Animal Anesthesia, Second Edition

Nancy Brock, DVM, DACVA

Anesthesia drugs, equipment and techniques are constantly changing and improving, and you need a way to stay up-to-date. This step-by-step manual for the safe delivery of anesthesia and analgesia to dogs, cats, birds, reptiles and pocket pets bridges the gap between new scientific developments and their application in clinical practice. The second edition of *Veterinary Anesthesia Update* is perfect for the busy veterinarian, providing rapid access to important facts and instructions that are laid out in an easy-to-follow, condensed format.

New to this edition:

- Incorporating new anesthesia drugs into current protocols
- New anesthesia recipes for cases such as patients with Cushing's or Addison's disease, pyometra, and feline and canine cardiac disease
- Oral drug protocols and novel uses of medetomidine drug combinations in the chemical restraint of the fractious patient
- Comprehensive pain management recipes
- Local nerve block techniques

Take advantage of this board-certified veterinarian's years of expertise and distillation of new and tried-and-true techniques — order your copy today.

Ringbinder, 400 pages, 2007, Nancy Brock, DVM, DACVA.

Item Code VAUP2

N \$169.95 M \$125.95



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Radioquiz v. 2.1

University of Montreal

Learn to effectively interpret radiographs with this state-of-the-art Continuing Education program. The *Radioquiz* CD-ROM features 70 different types of cases to review, each with its own radiographic images and a description of the pet's breed, age and case history. Choose from a list of diagnoses, compare your selection to the experts' diagnoses and learn how they made their decisions.

The *Radioquiz* program generates a certificate that attests to the time spent on each case, which can be used to obtain up to 15 hours of CE credit, depending on the state's veterinary licensing board regulations.

Radioquiz teaches you how to:

- Use the systematic approach for a better interpretation of radiographs
- Easily differentiate normal and abnormal zones on a radiograph
- Rapidly identify the lesions and establish a list of potential diagnoses
- Understand the main lesions of the spinal cord and the myelography technique

CD-ROM, 70 cases with 150 radiographic images, 9782921531603, 2006, University of Montreal. Minimum system requirements: PC with 350 MHz or higher processor; 128 MB RAM; 200 MB disk space; Windows 98 SE2/ME/2000/XP; monitor: SVGA, 1024x720 resolution and 16-bit color; CD-ROM drive 24x or higher; sound card.

Item Code RADIO

N \$119.95 M \$107.95



The Small Animal Veterinary Nerdbook, Third Edition

Sophia Yin, DVM

The *Small Animal Veterinary Nerdbook* has become the profession's gold standard for finding the information you need for everyday clinical practice when and where you need it. In fact, more than 10,000 veterinarians and veterinary students own this popular book. This pocket-sized reference gives you immediate access to accurate, practical information on 21 subjects.

The *Nerdbook* places special emphasis on topics critical to the practice of routine clinical medicine, such as cardiology, toxicology, nutrition, critical care, infectious disease and dermatology. Charts, tables, diagrams and outlines make skimming the information simple. It's ideal for clinical use and for board-exam review.

New to this edition:

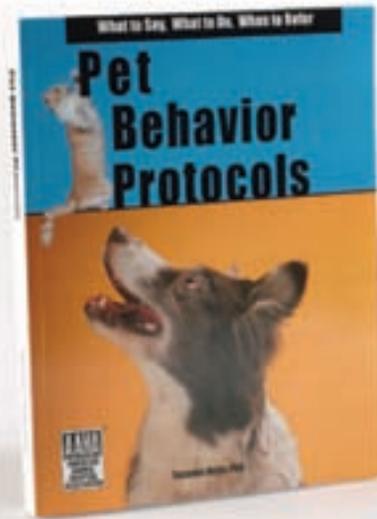
- Illustrated instruction on nerve blocks and more on anesthetic monitoring
- A summary of the most updated CDC, CAPC and heartworm society recommendations
- How to set up vaccine protocols for infectious diseases
- A urinary section that follows the international Renal Interests Society staging system
- A clinical diagnostic approach to GI diseases

Purchasing this resource will give you access to additional information on the official *Nerdbook* website.

Ringbinder, 450 pages, 30 black-and-white illustrations, 9780964151833, 2007, CattleDog Publishing.

Item Code ATNR3

N \$88.95 M \$78.95



Pet Behavior Protocols: What to Say, What to Do, When to Refer

Suzanne Hetts, PhD

Most pet owners don't fully understand dog and cat behavior, so when things go wrong, people get frustrated with their pets. This combination of misunderstanding and frustration causes the breakdown of the human-animal bond — often resulting in the euthanasia or abandonment of pets.

Give your entire veterinary team a resource that will help address client questions related to their pets' behavior. *Pet Behavior Protocols* gives you easy-to-follow protocols and checklists, sensible solutions to pet behavior issues, and creative ideas you may not have considered.

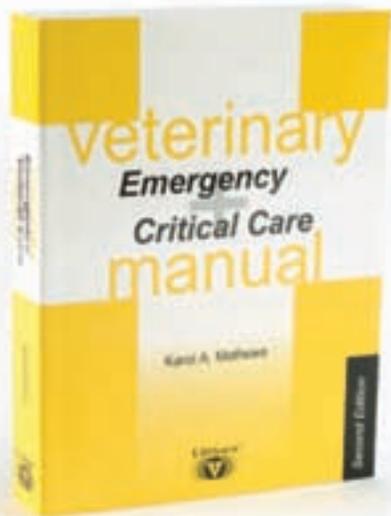
Softcover, 335 pages, 9780941451741, 1999, AAHA Press.

Item Code PBPW1

N \$85.95 M \$70.95

In addition to the excellent information and protocols provided for working with a variety of problem behaviors, Dr. Hetts offers important insights into dealing with the human part of the human-animal relationship. Pet Behavior Protocols should be a standard reference for anyone working with people and their pets.

— Stephen Zawistowski, PhD
 Certified Applied Animal Behaviorist
 Executive Vice President, National Programs
 Science Advisor,
 The American Society for
 Prevention of Cruelty to Animals,
 New York



Veterinary Emergency and Critical Care Manual, Second Edition

Karol Mathews, DVM, DVSc, Dipl. ACVECC

Get the answers you need in virtually all emergency and critical-care scenarios with the greatly expanded second edition of the *Veterinary Emergency and Critical Care Manual*. The book provides step-by-step diagnostic and procedural instructions and highlights key points and therapies for each condition.

This resource covers topics related to all body systems as well as oncology, pediatrics and hematology, among others. Pathophysiology and pharmacology information is also included to provide a more complete reference and continuing education tool for emergency and critical care conditions. The detailed instructions will make you feel as though the author is right there with you through the decision-making process.

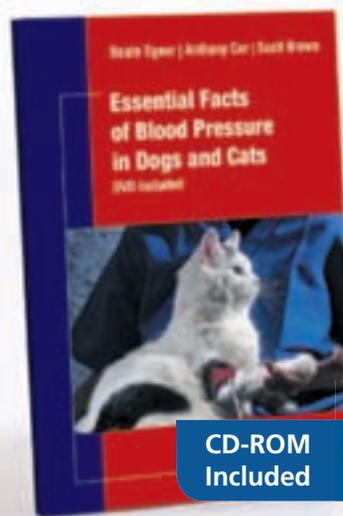
New to the second edition:

- Technical sections
- Section on acid-base assessment
- Venous and arterial blood gas analysis and all electrolyte abnormalities
- New algorithms, charts and tables
- Considerable cross-referencing and an expanded index
- Content written in greater detail

Softcover, 809 pages, 71 black-and-white illustrations, 106 tables, 9781896985473, 2006, Lifelearn.

Item Code VECC2

N \$128.95 M \$115.95



Essential Facts of Blood Pressure in Dogs and Cats, Second Edition

Beate Egner, DVM
Anthony Carr, DVM, DACVIM
Scott Brown, VMD, PhD, DACVIM

Understand and integrate blood-pressure measurement into everyday clinical practice with this updated book and DVD package. Measuring blood pressure in companion animals is possibly one of the most neglected aspects of routine health care in veterinary practice today.

Now you'll feel confident about taking blood pressure readings with the help of more than 25 tables and charts and 250 pages of information in this comprehensive guide. An all-new, 35-minute DVD discusses how to reliably measure blood pressure in dogs and cats using a variety of equipment. It also gives instruction for evaluating the eye and heart for end organ damage.

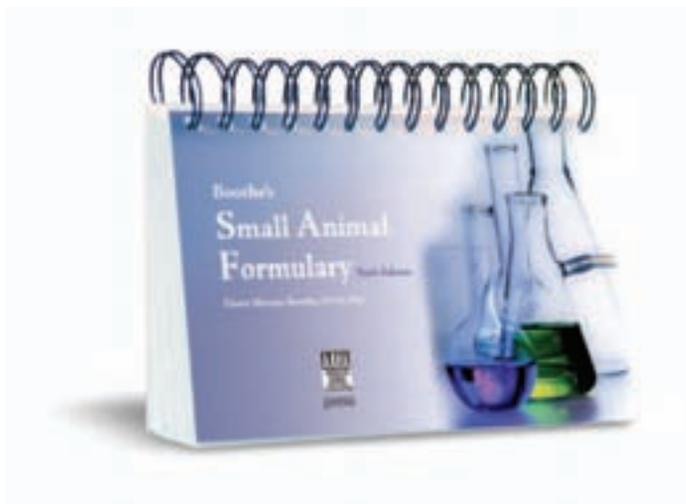
This package features:

- New chapters on anesthesiology and high-definition oscillometry
- Pathologic changes — causes and effects of hypertension and hypotension
- Economics of measuring blood pressure

Softcover, 256 pages, with 35-minute DVD, 118 full-color images, 9783000110962, 2006, Beate Egner Vet Verlag.

Item Code EFBP2

N \$98.95 M \$89.95



Boothe's Small Animal Formulary, Sixth Edition

Dawn Merton Boothe, DVM, MS, PhD, Dip ACVIM, ACVCP

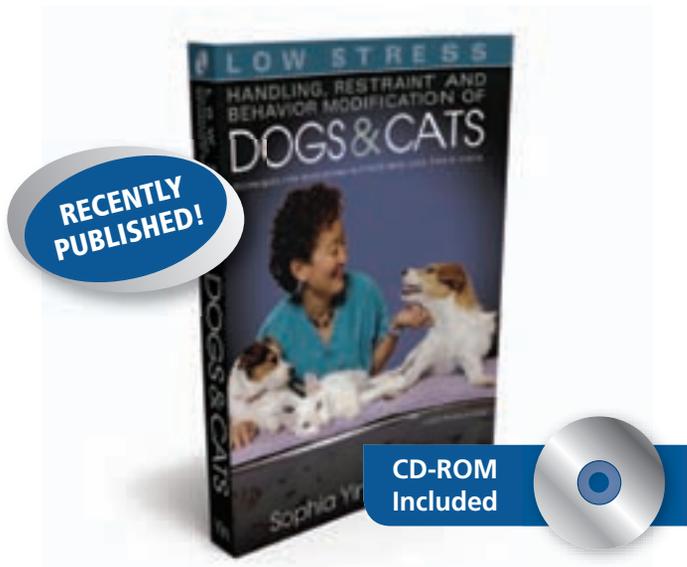
This handy, pocket-sized reference is your definitive resource for small-animal drugs. An industry favorite, *Boothe's Small Animal Formulary* has been expanded and completely updated. The newest edition is long awaited and features available preparations, drug company sources and species approval status, as well as constant IV infusion rates. Written by a member of the American College of Veterinary Clinical Pharmacology, this comprehensive clinical tool:

- Includes more than 700 generic drugs with corresponding brand names, indications, dosages, routes and frequencies
- Lists drugs by generic name with associated proprietary name
- Classifies drugs by action or therapeutic use
- Provides seven helpful appendices

Softcover, 248 pages, 9781583260975, 2008, AAHA Press.

Item Code **BTSM6**

N \$47.95 M \$39.95



Low Stress Handling, Restraint and Behavior Modification of Dogs and Cats

Sophia Yin, DVM

Stop perpetuating behavior problems in patients and start developing patients who love their visits! From the author who brought you *The Small Animal Veterinary Nerdbook*, Dr. Sophia Yin's *Low Stress Handling, Restraint and Behavior Modifications of Dogs and Cats* will teach you:

- Safer and more effective methods than scruffing or stretching of cats and using the rabies pole in dogs
- Eight toweling methods to help keep cats calm
- Comfortable techniques for drawing blood in cats and repositioning pets
- Body postures and positions you and your staff may unconsciously exhibit that make your patients misbehave

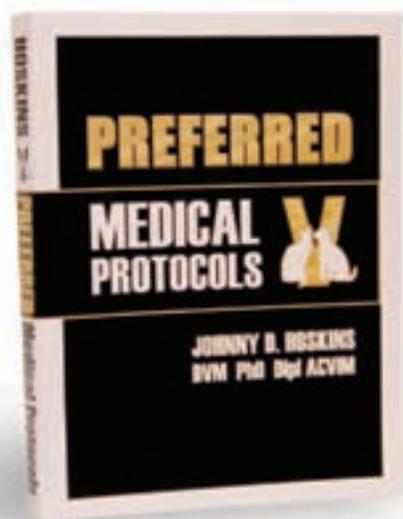
This book and DVD set features:

- More than 1,500 photos and three hours of video clips with voice-over narratives
- What you think you're doing right, but may actually be doing wrong
- Step-by-step, illustrated counterconditioning protocols for common procedures
- Client handouts and consent forms

Softcover, 480 pages, more than 1,500 color illustrations, with CD-ROM, 9780964151840, 2009, CattleDog Publishing.

Item Code: **LWSTH**

N \$148.95 M \$134.95



Preferred Medical Protocols

Johnny D. Hoskins, DVM, PhD, Dipl. ACVIM

Developing preferred protocols for a practice is valuable, both for increasing communication between staff members and for introducing new staff to the practice culture. With an emphasis on quality medicine, *Preferred Medical Protocols* can be a tremendous aid in formulating standardized diagnostic and therapeutic protocols for the more common conditions seen in small-animal veterinary practices. This book gives all team members in the practice a basic understanding of how each case is being handled and helps ensure care is always at the highest level.

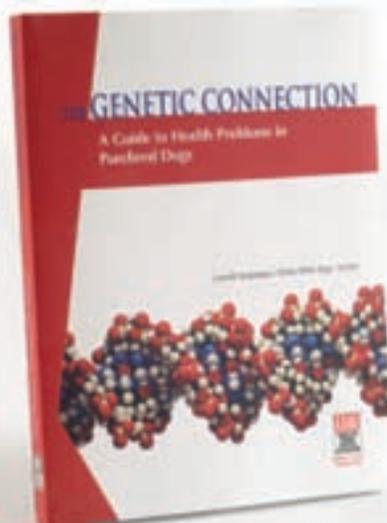
New to this edition:

- Complete cardiac formulary
- Current management of hyperadrenocorticism
- New drugs for use in clinical practice
- Current recommendation for management of hypertension
- Management of urinary bladder tumors
- Overall update of clinical management

Softcover, 456 pages, with CD-ROM, 2008, Johnny D. Hoskins.

Item Code FCMP2

N \$149 M \$134



The Genetic Connection: A Guide to Health Problems in Purebred Dogs

Lowell Ackerman, DVM, PhD, Dipl. ACVD

The most complete collection of breed-specific diagnoses and treatment options ever assembled, *The Genetic Connection* is a must-have resource for any client service-centered hospital. Whether you need to know how progressive retinal atrophy differs between the Irish setter and the Siberian husky or you've been asked by a breeder for information on available DNA testing, you'll find the answers in this user-friendly resource.

Features:

- Practical guidelines on canine health disorders and how they differ among breeds
- Comprehensive and fully referenced compilation of breed-specific data
- Helpful table of dog breeds and the conditions to which they are susceptible
- Logically organized information that's easy to find

Softcover, 278 pages, 22 photos, 9780941451932, 1999, AAHA Press.

Item Code HPPD1

N \$79.95 M \$61.95

Be the First to Get Your Feet Wet

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We look forward to seeing you at the AAHA Yearly Conference in Long Beach!



Super Hamster in a Visit to the Animal Hospital

AAHA

Help kids understand responsible pet care and ownership by adding this fun and instructional comic book to your client education program. *Super Hamster in a Visit to the Animal Hospital* depicts a day at the veterinary practice and describes the role of all team members in delivering pet care.

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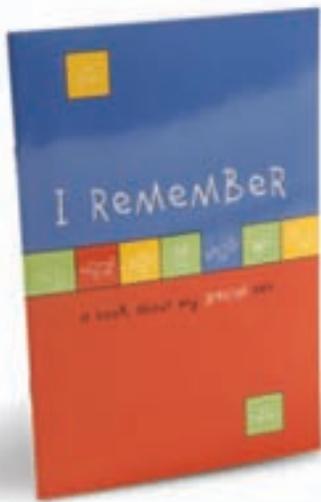
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Teach children how to safely interact with both familiar and strange dogs. Designed for kids ages four to eight, this activity sheet incorporates safety tips on the front and a coloring sheet with a safety-oriented image on the back. This resource has been reviewed by animal behaviorists as well as elementary education specialists, and features a link to a short animated video on *healthypet.com* that reinforces the tips.

Pad of 50 sheets, printed on both sides, 9781583260852, 2008, AAHA Press.

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I Remember: A Book About My Special Pet

Mary and Herb Montgomery

This fill-in memory book is a gentle guide for looking back at a pet's life, from the joyful beginning to the sad farewell. *I Remember* is a helpful tool to get kids through the loss of a pet. Space is provided for photos or drawings, writing memories and celebrating the many ways your client's pet was so special. For adults and children alike, the completed book becomes a treasury of remembrances to live on in the heart.

Softcover, 32 pages, illustrations, 9781879779068, 2000, Montgomery Press.

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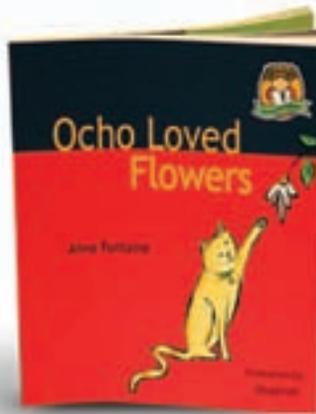
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Ocho Loved Flowers

Anne Fontaine
Illustrations by Obadinah

In this beautifully illustrated children's book, author and leadership consultant Anne Fontaine teaches children and adults some of the great lessons that can be learned from pet ownership.

In the story, Annie is devastated when her cat Ocho becomes ill. The book describes the depth of the relationship that the girl has with her cat — from the way she cares for him while he's healthy to the way she tries to provide what he needs as he is dying. *Ocho Loved Flowers* explains grief in terms children can understand, as it guides adults in shaping children's experiences and allowing them to draw wisdom from them.

Softcover, 48 pages, picture book, 9780978917401, 2007, Stoneleigh Press.

Item Code OCLVF

N \$6.95 M \$5.95

Ocho Loved Flowers touches upon the special bond between humans and their animal family members and the very personal ways we can cope with pet loss. I recommend this lovely book to anyone, young or old, who loves animals.

— Betsy Saul, Founder,
Petfinder.com, and Senior Vice
President, Animal Planet



Available in
November

Pets' Playground: Playing Safe in a Dog-and-Cat World

Amanda Chin, BVSc
Illustrations by Luke Feldman

Pets play an important role in child development. They promote the advancement of a range of social attributes in children, including companionship, nurturing, love, affection, responsibility and respect. However, this human-animal bond can quickly dissolve if simple safety is not practiced. Current trends show that dog bites and fatalities are on the rise, especially in children.

Pets' Playground: Playing Safe in a Dog-and-Cat World, meant for kids ages four to nine, provides the necessary skills and knowledge to promote safety for both children and their pets while strengthening the human-animal bond.

This 72-page resource is an incredibly fun and educational children's book that includes 15 diverse activities. Leave a copy in your waiting room for children or make photocopies of the activities to use again and again.

Softcover, 72 pages, fully illustrated, 978583261156, 2009, AAHA Press.

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Promote your accreditation with this brochure that educates your clients about the importance of choosing an AAHA-accredited practice. It includes information about AAHA and the accreditation process and discusses the importance of the *AAHA Standards of Accreditation* and how they affect your clients and their pets. An excellent public relations piece for your practice, the brochure is perfect to display in exam rooms, feature in new puppy and kitten packets or include with the materials you give to new clients.

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AAHA

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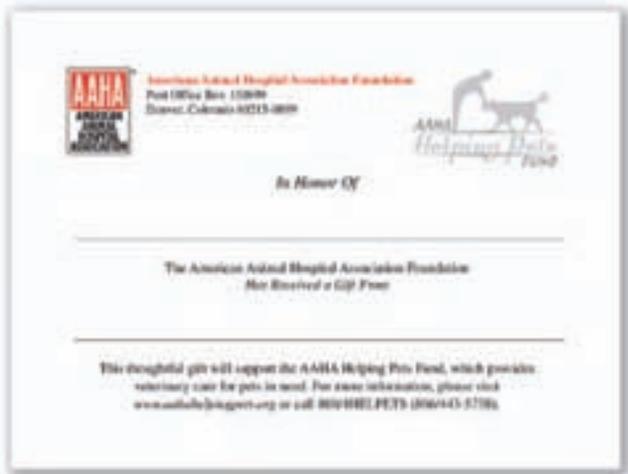
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Subject Index

A

abbreviations, for veterinary medical records, 41
 accounting, 15
 charts for managing, 20
 accreditation, with AAHA, 58
 promotion of, 58
 acid-base assessment, 52
 acupuncture
 consent forms for, 14
 Addison's disease, 50
 aging, and pets, 22, 23
 agreements, among owners, 19
 aggression, 22
 air-conditioning, 10
 alternative medicine, 27
 consent forms for, 14
 amphibians, 48
 anesthesia
 and blood pressure, 52
 and safety, 35
 assessment and plan form, 44
 drugs and protocols, 50
 fees, 7
 for small animals, 50
 monitoring of, 50
 record, 44
 stickers for, 42
 appointments, scheduling, 29
 appraisers, 19
 assets, 20
 and referral practices, 20
 associates, veterinary
 balancing life and work, 16
 buying into a practice, 19
 creating professional relationships, 16
 managing debt, 16
 surviving first job, 16

B

babies, and pets, 22
 behavioral problems
 in pets, 51, 53
 in puppies and kittens, 33
 behavioral modification, in dogs and cats, 53
 benefits packages, 9, 11
 comparative information for, 9
 evaluation of existing, 9
 nontraditional, 9
 biopsies, ultrasound-guided
 consent forms for, 14
 biting, 25, 56
 blood, drawing of, 53
 blood gas analysis, 52
 blood pressure, in dogs and cats, 52
 boarding
 fees for, 7
 building materials, 10
 bookkeeping, 15
 budgets, 18
 buying, of a veterinary practice, 18

C

cancer, in pets, 27
 treatment options, 27

 when to say good-bye, 27
 Canine Parvovirus, 23
 cardiac formulary, 54
 cardiology, 50
 cash-flow projections, 18
 cats
 and fear, 22
 and housesoiling, 22
 and housetraining, 22
 behavioral problems in, 33, 53
 destructive, 22
 census forms, for hospital, 29
 chemicals, in workplace, 34, 37
 hazardous, 35, 38
 chewing, 25
 children, books for, 56, 57
 chinchillas, 48
 clientele
 improving, 9, 10
 client
 communication, 9, 28–31
 demanding, 9, 29
 handouts on CD-ROM for small animals, 27
 loyalty, building, 30
 needs of, 28
 record access, 11
 satisfaction, 9
 with financial constraints, 28
 coloring books, 56
 comic books, 56
 communication
 among staff, 31
 importance of, 31
 in exam room, 31
 of value of service, 30
 with client, 9, 28–30
 compensation, 9, 14, 18
 pros and cons of various models, 18
 compliance, 31
 dental, 31
 improving, 10, 15
 conference proceedings, 61
 conflict resolution, 30
 consultations
 fees for, 7
 contract law, 14
 controlled substances, 41
 crate training, 22, 25
 crayons, for children, 56
 credit, requests for, 29
 critical care, 50, 52
 Cushing's disease, 50
 customer service, 30

D
 day-care assistance, 9
 DEA inspections, 41
 death, of pet, 28. See also euthanasia
 handling clients during, 39
 preparing for, 39
 remembrance journal for, 40
 dental centers, 47
 dentistry
 and radiology, 47
 brochures regarding, 23
 compliance with, 31
 discharge form for, 45

D

 fees for, 7
 records for, 45
 dermatology, 50
 design
 of veterinary facility, 10
 diabetes, in pets, 23
 diagnostic tests, 27
 disability, 14
 disaster plans, 11, 25
 discharge instructions, 43
 discounts
 veterinary, 7
 dispute resolution, 19
 diversity management, 13
 DNA testing, 54
 dog bites, teaching children about, 56
 dogs
 and aggression, 22
 and babies, 22
 barking and growling, 22
 behavioral problems in, 53
 behavioral problems in puppies, 33
 biting, 25, 56
 chewing, 25
 destructive, 22
 jumping, 25
 purebred, 54
 separation anxiety, 22
 training, 22
 dress codes, 11
 drug testing, 11
 drugs
 classified by action or therapeutic use, 53
 for small animals, 53
 generic, 53
 oral protocols for, 50

E

ear disease, 22
 education, interactive, 31
 electrolyte abnormalities, 52
 emergencies, pet, 25, 28, 30, 52
 Employee Assistance Program, 11
 employees
 compensation for, 9
 education for, 28–33
 handbook for, 11
 hours, 11
 negotiating employment contracts, 14
 termination policies, 11
 employment application, 11
 employment laws, 15
 euthanasia, 39, 40, 50
 sticker for, 45
 evacuation plans, 11
 examinations
 fees for, 7
 stickers for physical exams, 42
 exotic pets, 27
 medical handbook for, 48
 technician's guide to, 48
 expenses, 8, 20
 and referral practices, 20

F

fear, of people, 22
 fees, veterinary, 7

 comparing to other practices, 7
 increases in, 8
 ferrets, 48
 financial performance
 compared with industry standards, 8
 fire safety, 35
 first aid
 for chemical exposure, 38
 for pets, 25
 formulary, for small animals, 53
 front desk, procedures, 15

G

gastrointestinal diseases, 50
 gender mix, 8, 9
 genetic diseases
 consent forms for testing, 14
 in purebred dogs, 54
 gift certificates, 60
 goals
 for practice, 10
 gossip, 11
 greeting clients, 29
 grief, client, 28, 30
 and children, 57
 over pet loss, 39
 grooming
 fees for, 7
 guilt, client, 28
 guinea pigs, 48

H

handling, of animals, 53
 hazardous substances, 37
 hazards, workplace, 34
 reproductive, 38
 Helping Pets Fund, 60
 health insurance, 14
 for pets, 29
 heart failure, 41
 heart murmur, 41
 heartworm disease, 23
 hedgehogs, 48
 home care, instruction form for, 43
 hospital administrators
 job descriptions for, 13
 hospitalization
 fees for, 7
 housesoiling, 22
 housetraining, 22
 hyperadrenocorticism, 54
 hypertension, 52, 54
 hypotension, 52

I

iguanas, 48
 imaging, diagnostic
 fees for, 7
 immune deficiency viruses, 23
 incentives, 18
 income
 and referral practices, 20
 food, 8
 for anesthesia, 8
 for hospitalization, 8
 per veterinarian, 8
 independent contractors, 9, 14
 industry benchmarks, 20

infection control, 35
 infectious disease, 50
 insurance
 employee, 9
 interviews, medical, 31
 inventory control, 15

J
 job descriptions, 11
 job security, 9

K
 kennel assistants
 job descriptions for, 13
 training schedules for, 13
 kennel managers
 job descriptions for, 13
 kidney disease, in pets, 23

L
 laboratory tests
 consent forms for, 14
 fees for, 7
 for pets, 23
 leadership, your role in, 10
 legal consent
 forms for, 14
 liabilities, 20
 and referral practices, 20
 life insurance, 14
 listening skills, 31
 loss, of a pet, 39–40
 personal stories of, 40

M
 management, clinical, 54
 managers, 15, 32
 and safety issues, 35, 37, 38
 marketing, 10, 15
 maternity leave, 9, 11
 medical conditions, glossary of, 29
 medical protocols, 54
 medical records, abbreviations for, 41
 memberships
 in associations, 9
 memory book, for children, 57
 multitasking, 30

N
 needles, safety with, 35
 nerve block techniques, 50, 51
 neutering, 23
 non-compete covenants, 14
 nutrition, 51
 compliance with, 31
 receptionist's role in, 29

O
 obedience, 25
 office managers
 job descriptions for, 13
 office protocols, 32
 oncology drug protocols, 41
 oscillometry, 52
 OSHA, 34, 35, 36, 37, 38
 ownership, 18
 agreements, 19
 sharing, 19

P
 pain management, 23, 50
 new data on, 7
 parasite management and
 compliance, 23, 31
 parvovirus, 23
 patient care, 15
 data form for, 42
 people issues, 13
 performance appraisals, 11
 forms to customize, 11
 personnel management, 15
 pet behavior
 brochures for, 22
 protocols for, 51
 pet health
 brochures for, 23
 records for, 58
 pet owners
 and first aid, 25
 resources for pet cancer, 27
 scrapbooks for, 24
 pet ownership, lessons for children,
 57
 pigeons, 48
 possums, 48
 posters, for veterinary safety, 35
 potty training, 25
 practice managers
 job descriptions for, 13
 practices, veterinary
 growth of, 19
 selling, 20
 valuation of, 19
 worth of, 8
 prairie dogs, 48
 pregnancy, and safety, 38
 prescriptions, 8
 productivity, 8
 staff, 10
 professional services, 9
 psittacines, 48
 puppies
 housetraining, 22, 25
 introducing to world, 22
 mouthing and biting, 22
 puppy training, 22, 25
 purchase, negotiating price of, 18
 purchasers, of veterinary practice, 20

R
 rabbits, 48
 rabies, 23
 radiation safety, 35
 radiographs, interpretation of, 50
 reception, procedures, 15
 receptionists
 and customer service, 30
 job descriptions for, 13
 training of, 28, 30
 training manual for, 29
 training schedules for, 13
 records, medical, 15
 recruitment
 of employees, 13
 referral practice, 20
 relationship building, 9
 forms and handouts for, 9
 remodeling, facility, 10

reproduction, and safety, 38. See
 also pregnancy
 restraint, of animals, 53
 retirement benefits, 14
 revenue, 8
 for professional services, 9
 hospital, 15
 organizing, 20
 reviews, employee
 traditional, 11
 world, 11
 rodents, 48

S
 sabbaticals
 employee, 9
 safety, workplace, 34–38
 manuals, 35
 programs, 38
 salaries, employee, 11
 scrapbooks, of pets, 24
 self-assessment tests, 31
 selling a practice, 20
 separation anxiety, 22
 sexual harassment, 11
 skunks, 48
 snakes, 48
 spaying, 23
 stickers, 42, 44
 sugar gliders, 48

T
 tarantulas, 48
 taxes, 19
 teamwork, in the veterinary practice,
 13, 31
 technicians
 career descriptions for, 32
 career options for, 32
 guide to exotic pets, 48
 job descriptions for, 13
 technology questions answered,
 33
 training of, 28
 training schedules for, 13
 telephone management, 29
 toxicology, 51
 training
 schedules, for veterinary team, 13
 staff, 28–33
 treatment procedures
 fees for, 7
 turtles, 48

U
 ultrasound, abdominal, 47
 urinary bladder tumors, 54
 urinary system, 51

V
 vaccine, 23
 compliance with, 31
 for infectious disease, 51
 protocols for, 7
 tracking of, 58
 valuation, of veterinary practices, 19
 values, of practice, 11, 13
 vendors, for designing a veterinary
 facility, 10

veterinarians
 relief, 16
 part-time, 16
 self-assessment quizzes for, 16
 veterinary assistants
 job descriptions for, 13
 training of, 28
 training schedules for, 13
 veterinary technicians. See
 technicians
 viewing, of bodies, 28
 violence prevention, 35
 vision, for practice, 10, 11, 13

W
 wages, employee, 11
 waste anesthetic gases, 37, 38
 weight loss, for dogs and people, 25
 Wellness Exams, 23
 wellness visits
 fees for, 7
 work and life balance, 13, 16
 work schedules
 flexible, 13

Z
 zip codes
 data based on, 8
 zoning, 10
 zoonotic diseases, 38



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