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MVMA

The Milwaukee Veterinary Medical Association brings top quality professional education opportunities to its members. The **amazing fees for 6 hours of CE** at this seminar are brought to you through member dues and our efforts to provide sponsorship for meetings. We have eight CE meetings every year. If you are not already a member, consider joining in 2018. Dues are \$60 for veterinarians and \$30 for technicians. Visit our website www.sewvma.org for further information.



MVMA
c/o Dr. Charlene Yaunke
8630 N. Spruce Rd.
Milwaukee, WI 53217

MVMA

Fall Seminar



November 5, 2017

**Crowne Plaza
Milwaukee West**

10499 Innovation Drive

Wauwatosa, WI

(414)475-9500

Agenda

8:15 Registration and Breakfast

9:00 How to be prepared for most intoxicants. Dr. Stern

10:05 Toxicology Myths and Misconceptions. Dr. Stern

10:55 Break

11:10 Toxic Exposure for Wisconsin. Dr. Stern

12:00 Lunch 12:45 PM Registration

1:30 What is Breed-Specific Wellness & Why Should I Care? Dr. Boss

2:20 Break

2:35 How to Implement a Breed-Specific Wellness Program. Dr. Boss

3:25 Break

3:40 Educating Your Clients about Wellness Programs. Dr. Boss

4:30 Adjourn

6 CE Credits for full day

3 CE Credits for half day

How to Be Prepared for Most Intoxications. Treating pets who have been exposed to some of the most common toxins doesn't have to break the bank. In fact, most hospitals will have most of the medications that are commonly recommended for the decontamination and treatment of these toxicoses. We'll discuss which medications that you most likely already have in your hospital and the additional 6 medications that you should be able to locate as well as how to best use them!

Toxicology Myths and Misconceptions. Veterinarians hear about old wives tales, internet rumors, and urban legends every day from pet owners. When it comes to toxicology, do you know which of these rumors are just that and which are rooted in fact? We will have discuss universal antidotes, lily intoxication in cats, exploding tennis balls, "tox screens" and much more in a fun and upbeat lecture.

Top Wisconsin Toxicities. Every year, the ASPCA Animal Poison Control Center receives thousands of calls from both owners and veterinary professionals. We analyzed all of the calls from Wisconsin in 2016 to find the most prevalent toxicities specific to America's Dairyland. We'll explore the most common toxicities from each of the top 5 categories, their clinical signs, treatment, and monitoring.

What is Breed-Specific Wellness & Why Should I Care?

We are all familiar with the concept of senior screening and we often make medical recommendations based on a pet's lifestyle – hunting dog or outdoor cat, for example. The next level of care is to also incorporate a dog or cat's breed into your screening test recommendations and client education program.

How to Implement a Breed-Specific Wellness Program.

Learning how to implement wellness programs and to customize medical recommendations according to a pet's breed, age and risk factors can greatly improve the quality of care a hospital delivers. Health care plan packages can bundle services and allow clients to pay them off over time, improving compliance with wellness and preventative care recommendations.

Educating Your Clients about Wellness Programs.

We're not just doctors or managers, we are educators – but we aren't trained for this important part of our jobs. Learn teaching techniques that will improve marketing and client education in your practice, as well as compliance with your recommendations.

Speakers

Nan Boss, DVM

Dr. Boss received her DVM from the University of Illinois in 1985. She has served on many committees for veterinary organizations, including Partners for Healthy Pets, Fear Free and the AAHA Conference Development Committee, and has consulted for PetCare TV and Banfield. She has written seven books, including *The Client Education Notebook*, 3 volumes of client education materials from AVLS PetCom; *How We Do Things Here*, which consists of team training materials; and *Educating Your Clients From A to Z, What to Say & How to Say It*, 2nd edition, both published by AAHA Press; as well as books and client education materials on breed specific wellness available from Genesis4Pets.com. She is a contributing author for Blackwell's 5-Minute Veterinary Practice Management Consult (3rd edition coming out in 2018). Dr. Boss has written articles for *Trends*, *DVM* and other veterinary magazines, and is a frequent speaker at major veterinary conferences, including AAHA, TNAVC, WVC & AVMA. Her practice was awarded the Practice of Excellence Award from Veterinary Economics and is AAHA accredited. Dr. Boss currently owns and manages Best Friends Veterinary Center.

Laura Stern, DVM, DABVT

Dr. Stern received her DVM degree from Michigan State University in 2005. After 4 years in small animal private practice, she decided to challenge herself by coming to work for the ASPCA Animal Poison Control Center in 2009. She has written book chapters on ADHD medications, 5-Fluorouracil, barbiturates, cold medications, and salt toxicosis. She has also authored articles on multiple topics including: lamotrigine, hypertonic sodium phosphate enemas, and fipronil toxicosis in rabbits. She lives with her husband, daughter, 4 cats and a tiny dog.

Registration

MVMA Fall Seminar

Sunday, November 5, 2017

MVMA Member Fee

DVM Full Day \$60, Half Day \$30

CVT Full Day \$30, Half Day \$15

Non-Members Fee

DVM Full Day \$100, Half Day \$50

CVT Full Day \$50, Half Day \$25

Fee includes breakfast, lunch & beverages.

Parking is free at the Crowne Plaza.

Sorry, no credit cards.

Name _____

DVM ___ CVT ___ Member ___ Non-member ___

Full day ___ Half Day: AM ___ PM ___

Mailing address _____

Phone _____

E-mail _____

Mail check and registration form to:

MVMA, c/o Dr. Charlene Yauke

8630 N Spruce Road

Milwaukee, WI 53217

Deadline to register is, Friday,

October 27.

