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One Company. One Step Ahead.

Look inside for exciting events sponsored by Fort Dodge Animal Health at the 2005 AVMA Convention in Minneapolis, Minnesota!

Wellness Exam & Vaccination Strategies: A Symposium for Practitioners & Staff

Sponsored by Fort Dodge Animal Health

Limited seating available, so come early.



Saturday, July 16, 2005

Where: Room M100 H & I, Minneapolis Convention Center

Speakers:
Dr. Stephen B. Jaffe, Director, Field Veterinary Services, Fort Dodge Animal Health
Dr. Dennis Cloud, Owner of three hospitals in St. Louis, Missouri
Dr. Teresa Ruth, Owner, Animal Kingdom Veterinary Hospital, Grand Island, New York
Ms. Wendy S. Myers, President, Communication Solutions for Veterinarians, Denver, Colorado

7:15 – 8:00 a.m. Continental Breakfast

8:00 a.m. *Welcome and Introductions - Dr. Michael LaRosh, Director, Companion Animal Professional Services, Fort Dodge Animal Health*

8:00 – 9:30 a.m. *Vaccine Protocols Today: What You Need to Know - Dr. Stephen B. Jaffe*

A practice's vaccination protocol is an integral part of providing optimal pet health care. New data and ideas continue to emerge. Dr. Jaffe will review the latest information about the duration of immunity and protection offered by vaccines and the threat of emerging diseases. He will also provide ideas about how to formulate vaccination protocols based on individualized pet risk assessments and share examples of successful programs.

9:30 – 10:00 a.m. Coffee Break

10:00 – 11:30 a.m. *Risk Assessment & Retraining Your Clients - Dr. Dennis Cloud*

Most veterinarians utilize risk assessment as a way to identify pet exposure to health risks, but many assessments fall short – putting some pets at further risk. Dr. Cloud will show veterinarians how to develop and implement a more thorough risk assessment protocol, which enhances the health of pets and practices.

11:30 a.m. – 1:00 p.m. Lunch (Boxed Lunch Provided)

1:00 – 2:30 p.m. *How I Did It: A Practitioner Shares How to Implement Wellness Protocols & Programs - Dr. Teresa Ruth*

Changes in vaccination intervals and increasing consumer use of Internet pharmacies are forcing veterinarians to reconsider how to maintain client compliance. Many veterinarians already recognize twice-a-year wellness exams can effectively address these challenges. Not only do wellness exams maintain (or even increase) client compliance, but they also advance the health and well being of the pet and the practice. Dr. Ruth will present the case study of her clinic in Grand Island, New York.

2:30 – 3:00 p.m. Refreshment and Snack Break

3:00 – 4:15 p.m. *Updating Your Reminder System & Educating Clients about Twice-A-Year Protocols – Ms. Wendy S. Myers*

Continuing the theme of integrating twice-a-year wellness protocols into a practice, Ms. Myers will discuss the practical aspects and tools needed to change from a vaccine-driven practice to one with an emphasis on twice-a-year wellness exams. Specifically, she will provide information about how to change the clinic reminder system and how to communicate the health benefits of twice-a-year wellness exams to clients.

4:15 – 4:30 p.m. *Closing Remarks - Dr. Michael LaRosh, Director, Companion Animal Professional Services, Fort Dodge Animal Health*

Don't Miss "Client Communications & Professional Publicity For Practicing Veterinarians"

With Dr. Jim Humphries



Sunday, July 17, 2005

Salon A at the Hilton Minneapolis

(connected to the convention center through the skywalk)

Registration from 11:15 – 11:45 a.m.

Speaker will begin at approximately 11:45 a.m. and continue through 12:45 p.m.

A box lunch will be provided.

Limited seating, please come early.

CLIENT COMMUNICATIONS

"Doctor, why are you over vaccinating my dog?! I read on the Internet you only need to vaccinate every three years."

What is your answer?

How you handle client interactions will ultimately determine the success of your practice. Learn effective ways to clearly and confidently communicate medical advice to pet owners. These tips will help you handle challenging issues, improve compliance and deliver better medicine.

GROWTH THROUGH HIGH-IMPACT COMMUNICATIONS

Get media coverage and free publicity with low-cost, highly effective promotional techniques. Use "the power of the press" to grow your practice. Dr. Humphries will show you how to handle a communications crisis, as well as difficult clients and questions. You'll learn the professional way to market veterinary services and utilize communication strategies that are sure to improve compliance, satisfaction and revenue.

Don't Miss This Educational Session at the AVMA

Sponsored by Fort Dodge Animal Health

Limited seating available, so come early.

Monday, July 18, 2005

Salon D at the Hilton Minneapolis

(connected to the convention center through the skywalk)

Registration from 11:15 – 11:45 a.m.

Speaker will begin at approximately 11:45 a.m. and continue through 12:45 p.m.

A box lunch will be provided.

Landmark Epidemiological Study

Safety Profile of Commonly Used Heartworm Preventives

Presented by Lawrence T. Glickman, VMD, DrPH

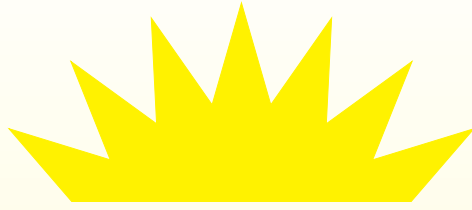
Professor of Epidemiology & Environmental Medicine,

Purdue University School of Veterinary Medicine



One Company. One Step Ahead.

Proud AVMA Sponsor



Sunrise Sessions ***at AVMA***

Sunrise Sessions Sponsored by Fort Dodge Animal Health

A continental breakfast will be provided each day.

Limited seating, please come early.

Sunday, July 17, 2005 - 7:00 – 7:45 a.m.

Room 101 A & B, Minneapolis Convention Center

CANINE LEPTOSPIROSIS

Kenneth R. Harkin, DVM, DACVIM

College of Veterinary Medicine, Kansas State University

Dr. Ken Harkin is an associate professor of small animal internal medicine at Kansas State University College of Veterinary Medicine and a Diplomate of the American College of Veterinary Internal Medicine. He has developed and implemented the use of PCR for the diagnosis of leptospirosis at Kansas State University (KSU). In an independent survey, the KSU laboratory was rated highest of labs performing PCR diagnosis of leptospirosis. Dr. Harkin's presentation will focus on various aspects of leptospirosis including pathogenesis, zoonosis, diagnosis, treatment and prevention.

Tuesday, July 19, 2005 - 7:00 – 7:45 a.m.

Room 101 A & B, Minneapolis Convention Center

WEST NILE VIRUS UPDATE

Rocky Bigbie, DVM, MS, DACVPM

Fort Dodge Animal Health

Dr. Rocky Bigbie is Director of Field Veterinary Services for Fort Dodge Animal Health and is a Diplomate of the American College of Veterinary Preventive Medicine. With extensive knowledge of equine West Nile virus, Dr. Bigbie has presented internationally on this disease, which remains a significant threat to U.S. horses. Join us for an update on equine West Nile virus, including new estimates on incidence, treatment options and prevention strategies.

***Earn A Chance To Win Prizes
When You Visit
The Fort Dodge Booth #801
At AVMA In Minneapolis!***

Watch A Brief Video Presentation

Fill Out A Short Quiz

And Receive Your FREE Gift!

***Stop By
Booth
#801***

Bonus Drawing Opportunity:

***Return this page to the Fort Dodge Booth
and you will be entered into a drawing for
framed artwork!***