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Welcome to our spring 2007 newsletter! In this addition we are featuring our exciting advances in veterinary medicine and our new service capabilities. In order to serve our clients better, Ocean View Veterinary Hospital has experienced many innovative changes over the past year. Our new computers and software system have enhanced our record keeping by leaps and bounds. Our ultimate goal is to have paperless medical records. The addition of the PETPORTAL service to our website (www.ovvh.com) allows our clients 24 hour online access to their pet's vaccine records and much more. We also have new additions to our dynamic staff of technicians and receptionists. We appreciate all of our wonderful clients and your amazing animal companions for choosing Ocean View as your veterinary medical care provider. If you have any feedback or comments to improve our practice, please take advantage of the client survey enclosed in this addition of Pawprints.

NEW Vaccine Protocols



Based upon the advice of the American Animal Hospital Association, we are making some changes to the frequency we give certain vaccines. Vaccines for viral diseases are recommended every three years after the completion of your pet's juvenile vaccination program.

For dogs we recommend that rabies, distemper, hepatitis, and parvo be given every three years after juvenile vaccinations. At your veterinarian's recommendation, we offer leptosporosis and bordatella vaccines on an annual basis. If you are boarding, your facility may require parvo and bordatella every six months.

Our hospital now recommends for cats Leukemia vaccine and FVRCP vaccination be given every three years after initial juvenile vaccinations. Feline rabies vaccine is currently suggested annually.

It is not possible for our computer to change the reminder interval for a vaccine already given. As a result you may receive a reminder for a vaccination that is now recommended two years from that date. We apologize for this confusion and inconvenience. For more information on the recommendations from the American Animal Hospital Association go to www.aahanet.org.

OPEN ON SUNDAYS

Did you know we are open from 9:00am to 4:00pm every Sunday. We offer all of our regular services, acupuncture, and emergency care.

PETPORTAL

You now have 24 hour online access to your pet's vaccination history, prescriptions, appointment reminders, and much more! To gain access just give us your email in person or over the phone and within one business day you will receive an email with instructions on how to get connected. After you have your password go to our website at www.ovvh.com and look for the pet portal icon.

TWICE A YEAR FOR LIFE

Because pets age faster than people (7 cat/dog years to every human year), major health changes can occur in a short period of time. We wouldn't wait 12 to 18 years to see a doctor, but that's what your 2-year-old cat or dog is doing when it comes see us once a year. Twice a year wellness exams are important for cats and dogs of all ages because they can help us detect, treat, and, ideally prevent problems before they become serious. Call our office today to schedule your pet's semi-annual wellness exam.





Here's to your pet's health. When your pet needs specialized nutrition to help manage a health condition, Purina Veterinary Diets has the answer. It's only available through veterinarians, so be sure to ask your veterinarian if one of our products is right for your dog or cat.

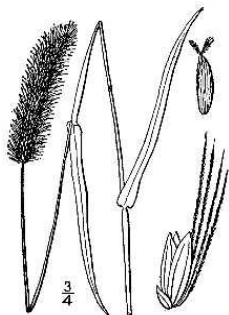
\$10 OFF

Redeem this coupon at Ocean View Veterinary Hospital for \$10.00 off your purchase of one bag of **Purina Veterinary Diet*** or Purina Pro Plan Dog or Cat Food



Coupon Expires 5/30/07. One coupon per customer. *(Veterinary diets are to be dispensed only with your veterinarian's approval)

WHAT IS A FOXTAIL



Foxtails, a common California weed, are found in backyards, vacant lots, and fields. This annual plant grows between May and August, matures, and reproduces by seeds that resemble wheat or barley. The seeds, either dried and brittle or green, have microscopic barbs that when imbedded will passively move in one direction only, forward. They can pose a serious threat to dog's health. While mainly a problem for our canine companions, cats can be affected as well. Very active dogs with owners who love to hike are at the highest risk.

The most common problems occur when they get into the ears, nose, or between the webbing of the canine toes. An embedded foxtail can cause severe discomfort. Symptoms include head thrashing, sneezing/coughing, localized redness and swelling, and licking of the feet. Left untreated foxtails, can migrate into the ear canal, lungs, intestines, and almost every corner of the body causing damage, infections, and possibly life-threatening complications.

To prevent this pesky problem you might consider trimming your dogs fur during the summer months, especially around their feet and ears. Avoid areas of tall wild grasses and mow your own backyard where your dog will have the highest exposure. Because they are so prevalent and at times unavoidable, check your dogs fur when you come home from long walks or hike.

If you suspect a foxtail, see your veterinarian as soon as possible to avoid serious complications. Occasionally the well-mannered pet will allow a veterinarian to remove a foxtail from an ear or eye without sedation. However, chemical restraint is often necessary to remove the offending foxtail from your pet.

So be prepared this foxtail season and try to avoid one of the most common reasons our canine friends visit us in the summer!

Did you know that periodontal disease affects 3 out of 4 dogs over the age of 3yrs?

Periodontal disease, which includes gingivitis and periodontitis, is an inflammation and/or infection of the gums and bone around your dog's teeth. It's caused by bacteria that accumulate in the mouth, forming soft plaque that later hardens into tartar. If untreated, periodontal disease can eventually lead to tooth loss, ultimately can affect the function of vital organs, and is linked to reduced life span.

How do I know if my dog has periodontal disease?

Flip your dog's lip to find out! If you notice that your dog has any of these symptoms, be sure to tell your veterinarian:

- ✓ Bad breath (one of the first signs of periodontal disease)
- ✓ Red or swollen gums
- ✓ A yellow-brown crust near the gum line
- ✓ Loose or missing teeth
- ✓ Discomfort when mouth or gums are touched
- ✓ Possible decreased appetite or weight loss due to difficulty chewing

Is there anything that I can do?

Brush ~ Preventing periodontal disease begins at home. By brushing your dog's teeth on a regular basis, you will help to reduce plaque buildup. Be sure to use a toothbrush and toothpaste designed for dogs.

Clean ~ You visit your dentist regularly for cleaning and dental exams; you should take your dog to your vet for the same type of care. Regular professional teeth cleaning under general anesthesia will remove plaque and tartar. This can help reduce the bacteria's contribution to periodontitis.

Vaccinate ~ Now there is a new vaccine that aids in the prevention of periodontitis when used as a part of a complete dental care program.

WHY ULTRASOUND



Canine kidney

When ultrasound is the right diagnostic tool for your pet we have several options. Ultrasonography is performed in veterinary medicine to screen for and diagnose disease. The technique uses high frequency sound waves to generate images, allowing a clear look inside your pet's body. There is no exposure to harmful radiation during the procedure. A transducer passes waves through the body which bounce back and

produce an image on a computer screen. These images allow doctors to see structures that are not normally visible such as arteries and organs. This screening technique enables doctors to identify and treat diseases before they become worse or fatal. Dr. Frank Kocher, has been performing ultrasound examinations for over two years. In conjunction with a specialist via telemedicine, Dr. Kocher can perform abdominal ultrasound for pregnancy examinations and basic diagnostic exams. If further specialty is needed we have a partnership with board certified radiologists who perform ultrasound exams by appointment in our hospital.

KNOW HEARTWORM CAMPAIGN

Heartworm disease is a serious risk to feline health that harms or even kills thousands of cats each year. While it is a very preventable disease, studies show that fewer than 5 percent of U.S. households with cats regularly administer heartworm prevention, while 59 percent of dog-owning households do so regularly. Veterinarians say this lack of prevention leaves cats at risk of developing HARD (Heartworm Associated Respiratory Disease). HARD attacks a cat's lungs and is particularly dangerous because it is often misdiagnosed as feline asthma, allergies or bronchitis. Fortunately, a new program called KNOW Heartworms may help keep cats safe. The initiative is based on new data outlined in the updated American Heartworm Society (AHS) Feline Guidelines and focuses on these five myths and misunderstandings surrounding feline heartworm:

- **Dogs vs. Cats:** Heartworm is not just a canine disease, and it affects cats differently than dogs. While cats typically have fewer worms than dogs, and the life span of the worm is shorter in cats, the consequences for felines can be much more serious.
- **Indoor vs. Outdoor Cats:** It only takes one mosquito to infect a cat, and because mosquitoes can get indoors, both indoor and outdoor cats are at risk. In fact, one North Carolina study showed that 28 percent of cats diagnosed with heartworm were inside-only.
- **It's a Heart Disease:** "Heartworm disease" is a misnomer; it mostly affects the lungs, not just the heart. The disease frequently is mistaken for asthma and other respiratory diseases.
- **Adult Heartworms vs. Larvae:** New research shows that heartworm larvae at all stages, not just adult worms, can cause serious health problems.
- **Diagnosis:** Accurate diagnosis can be difficult, since negative antigen and antibody tests don't automatically rule out the presence of heartworms. Chronic signs of feline heartworm disease include difficulty breathing, coughing or gagging, heavy or fast breathing and vomiting. More acute signs can be weight loss, lethargy, seizures, fainting and loss of coordination. However, some cats with heartworm infection may exhibit no signs of disease. For more information go to www.knowheartworms.org.



IMPORTANT NUMBERS

OVVH (831) 649-4111
Fax (831) 649-0455

Animal Poison Control Hotline 1-(888)-232-8870

Monterey Peninsula ER Clinic and Critical Care Services (831) 373-7374

Animal Control:
Pacific Grove (831) 648-3143
Monterey (831) 646-3820

Dog Licensing:
Pacific Grove (831) 648-3100
Monterey (831) 646-3944



Ocean View Veterinary Hospital
109 Central Avenue
Pacific Grove, California 93950



PAWPRINTS

Spring 2007 Newsletter



Welcome New Team

In 2006 two of our long time RVT's, Sharon Radel and Alyson Singer, moved on to new and exciting careers. Sharon is now the director of the Hartnell Veterinary Tech Program. Alyson moved back Philadelphia to work at the National Disease Research Interchange. It is a non-profit which serves as a liaison between human eye, organ, and tissue banks and academic researchers.

There are also several new faces at Ocean View. Rebeccah Palmer, CVT from Colorado, Vicki Peralez and Anita Weisbecker, both recent graduates from the Hartnell RVT program, Stacy Hunt our new assistant and Kelly Prakash and Tricia Azeveda are both new receptionists/assistants. So we say goodbye to two wonderful technicians and welcome our new enthusiastic and caring team members to the Ocean view family.



KITTENS, KITTENS.....

Spring is here and soon those adorable kittens will be here too. Feline reproduction is linked with the warmer spring and summer months. Every spring hundreds of kittens are born on the Monterey peninsula due to unsterilized feral cats and those with homes that roam outdoors. Hundreds of kittens are brought to local shelters overwhelming their facilities every year. Far more kittens are born than can be feasibly housed. At Ocean View we work with Pacific Grove animal control to adopt out 40-50 unwanted kittens every year. We test the kittens for felv/fiv, vaccinate, deworm, and socialize the kittens before we place them in good homes. Please help us reduce the number of kittens this spring by sterilizing your cat, calling animal control about feral cats in your area, or by adopting from our kitten program or your local shelter.