

# Paw Print Press

VOLUME 3

APRIL 2011

Community  
Involvement  
How can you help?

Camp  
Companion  
[www.campcompanion.org](http://www.campcompanion.org)  
Go to the How You Can Help  
Area

Paws N Claws  
[www.pawsandclaws.org](http://www.pawsandclaws.org)  
go to the How To Help area

Safe Haven Pet Rescue  
[www.safehavenpetrescue.org](http://www.safehavenpetrescue.org)

## Grief Support

The Broken Bond Pet  
Loss Hotline and  
Support Group  
289-8169  
1218 5th St. NE  
Rochester, MN 55906



## NUTRITION

Choosing the right brand of food to feed your pet can be tricky. There are millions of pet foods out there with different ingredients and at different price levels. Heritage Pet Hospital is here to help you make those decisions based on your pet's individual needs. Whether your pet is overweight, has a chronic medical condition, or has allergies, we are here to give you the information and tools that you need, to make an informed decision.

### Body Condition

During your pet's annual wellness exam, your veterinarian will assign a body condition score. If your pet scores outside of ideal parameters, the doctor will also discuss with you your pet's ideal weight. We will monitor this at each appointment and make recommendations as needed. It's important for your pet's health care team to know what food you are feeding, how much and how frequently your pet is fed. Don't forget to include treats and table scraps! Those count too!



### Food Recommendations and Treats

The market is flooded with food that is supposed to be the best for your pet. No matter if your pet is young or old, at the perfect weight or needs to drop a few pounds, good nutrition is important. Age, lifestyle, medical conditions and personal preference will all effect what type of food you may need to feed your pet. Your pet's health care team may recommend a prescription diet for many reasons including diabetes, weight management, allergies, arthritis, heart disease, dental problems, and kidney issues. Some prescription diets may be temporary, while many are needed

long term. And not all life stages of your pet, require the same nutrition. Puppies and kittens need more protein than a senior pet does. Therefore, diet changes need to be made at each stage of life.

### Exercise

Exercise along with proper nutrition can help prevent osteoarthritis and obesity. Exercise is just as important for your pet as it is for you. Walking or jogging or playing fetch is fun for your dog. For cats, throw a toy mouse or ball or jiggle a feather! Just get them moving! It's fun and beneficial for everyone!

### Support

Our staff can support you. They can give suggestions to help make dietary changes successful. We do weight check appointments free of charge and are always ready and willing to answer questions. Let us help you help your pet lead a healthier life through the right nutrition based on their individual needs.

## Spring is Here!...and so are those bugs and parasites.

Spring is here and that means that those nasty bugs and parasites are coming back to reek havoc on our beloved cats and dogs. Mosquitoes and fleas are the number one culprits. The American Heartworm Society recommends annual testing for heartworm in dogs and YEAR-ROUND preventative to be given for heartworm and intesti-

nal parasite prevention.

For cats, the AHS recommends starting monthly preventative at least 30 days prior to the thaw and continue 30 days after the last freeze; however YEAR-ROUND preventative is also indicated in cats to increase compliance of intestinal parasite prevention. Heritage Pet Hospital carries products in-house for

both dogs and cats, including Interceptor and Revolution. If we don't have your product of choice in-house, you can order it online in your PetPortal. Just go to our website at [www.heritagepetvet.net](http://www.heritagepetvet.net). Click on the PetPortal link and enter our online store. If you have any questions, please call our office at 507-288-2050.

# BIRD TALK

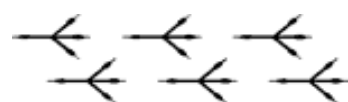
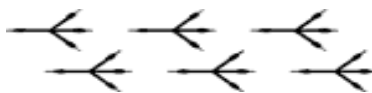
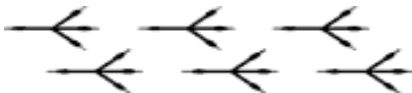
Heritage Pet Hospital is not only a hospital for dogs and cats, but did you know that we also see birds and exotics? Dr. Laura Toddie has a special interest in avian medicine and will see any size bird ranging from finches to parrots to ducks.

If you're considering adopting a bird, do some research to find out that the kind of bird you are choosing fits into your lifestyle. Birds need extra special care when it comes to diet, housing, environment, bathing and entertainment.

**LIGHTING:** All birds need full-spectrum lighting, a mixture of visible colors and invisible ultra violet light. This type of lighting is as essential to the bird's well-being as food, air and water. Full-spectrum lighting aids in the production of Vitamin D3 and is essential to Calcium absorption in birds. Normal indoor lighting is often deficient in color quality, so your bird will need a Vita-lite. Heritage Pet Hospital carries these bulbs in the clinic.

**NUTRITION:** Nutrition plays a major role in the health and longevity of any animal. Keep in mind that moderation and variety are the keys to offering a complete, well-balanced diet. Seed diets are nutritionally inadequate for birds. Long-term feeding of a seed diet will result in malnutrition and will compromise their immune system. Please call our office and ask for Cheryl (our avian expert) if you have further questions regarding your bird's current diet or the diet you plan to feed your future feathered friend. Some basic information to remember when considering adding a bird to your home:

- Average life span of 16-25+ years (larger parrots = 35-90+ years).
- Best nutrition: pellet food, fresh vegetables & fruit, sometimes pasta and nuts.
- Require a lot of attention & interaction from owners and toys, toys, toys!
- Vet visits: at least once a year for a full check-up.



## EVERY PET NEEDS AND DESERVES OUR BEST RECOMMENDATIONS

### HILL'S VETERINARY LEADERSHIP EXPERIENCE

Last fall 7 of the staff members from Heritage Pet Hospital, attended a 2 day conference focused on leadership in veterinary medicine. This conference focused on helping leaders recognize their potential and how that can effect the environment around you. We danced first thing each morning! It's amazing how energizing this can be to get you prepared for the day. There were group activities focused on teamwork and self discovery. Stepping out of your comfort zone can be enlightening. We learned that we need to get out of our own way in certain situations and that we

can sometimes be our own worst enemy. Best of all.....we learned more about how to be our patient's advocate in every situation. They are counting on us to recommend what is best for them. Here are some thoughts from the staff who attended the conference....

Erin: "I learned a lot about myself and how I view things around the clinic. Choose Happy!"

Jess R.: "Communicating and connecting: We have the choice to communicate our best recommendations and to act as a team versus individually for our client's and patient's needs."

Jess B.: "Life changing experience. It was

motivating, educational and fun."

Barb: "Be an advocate for ALL pets."

Jeanne: "Be the patient's advocate! It's not hard to find joy in your work when you do something you love. The choice is yours."

Deb: "This was the most effective educational conference I've ever been to. It has permanently changed my outlook on my life, my job and the effect we have on our patients and those around us."

Dr. Travis: "Every patient needs and deserves our best recommendations. Choose happy. Remember the smell of puppy breath!"



## HAVE WE SEEN YOUR CAT LATELY?

**Heritage Pet Hospital wants to see more cats, more often.**

Rochester, MN — There are 82 million pet cats in the U.S., compared with 72 million dogs, making cats the most popular pet. Yet studies show the number of feline veterinary visits is declining steadily each year. For example, a recent industry survey revealed that compared with dogs, almost three times as many cats hadn't received veterinary care in the past year.

The disparity may be related to common myths about cat health, such as:

- Cats are naturally healthier and more problem-free than dogs.
- Feline health problems come from outside and don't affect indoor cats.
- Cats will display visible signs of illness like dogs do.

The truth is, cats need regular veterinary care, including annual exams and vaccina-

tions, just like dogs do. And because they are naturally adept at hiding signs of illness, annual exams are especially important for early diagnosis of health problems.

That's why Heritage Pet Hospital is participating in the "Have we seen your cat lately?"™ national awareness campaign and taking steps to raise awareness about the importance of regular veterinary care for cats.

Heritage Pet Hospital encourages all cat owners to call their veterinarians this week to schedule wellness exams for their cats. The nationwide "Have we seen your cat lately?" awareness program is sponsored by Boehringer Ingelheim Vetmedica, Inc.



# Staff Spotlight

*Barb, Receptionist*



Barb has been a veterinary receptionist for eleven years and came to Heritage Pet Hospital in June of 2002. Barb shares her home with her four year old laborador, Nikki (the love of her life) and four birds; Barney, Dewey and Joey, her cockatiels, and Wally, an umbrella cockatoo. She enjoys boating, camping and cooking in her spare time.

If you were stuck on a deserted island, what one book, movie AND person would you want to have along and why?

Book = any cookbook—because I would have plenty of time to cook.

Movie = Road House—love it!

Person = Sam Elliott—my dreamy biker

If you could be any animal, what would you be and why?

I would be an eagle. Just soar the skies and feel the freedom!



*Cheryl, Certified Veterinary Technician*

Cheryl graduated with an AAS degree in Animal Health Technology from the University of Minnesota, Waseca. She has been at Heritage Pet Hospital since 1999, and is our avian "go to" gal. Cheryl's special interests include avian care, geriatric felines and grooming. At home, Cheryl enjoys cooking, making miniatures, and playing with her two cats and three parrots.

If you were stuck on a deserted island, what one book, movie AND person would you want to have along and why?

Book = the Bible—informative, guidance and entertainment

Movie = Dirty Dancing—I know the movie well enough not to have to play it!

Person = E.Z. (my cat) - because he loves me the most!

If you could be any animal what would you be and why?

A Cat = they are independent thinkers, sassy, and they know how to coerce an easy life.

We're on the web at  
[www.heritagepetvet.net](http://www.heritagepetvet.net)



Find us on  
**Facebook**

## Heritage Pet Hospital

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