



Seventy First Animal Hospital

7103 Raeford Rd. • Fayetteville, NC 28304
(910) 487-5070
www.seventyfirstanhosp.vetsuite.com



Heartworm Facts You Need to Know



- Heartworm is carried by mosquitoes.
- Mosquitoes are found in all 50 states.
- Canine Heartworm Disease has been found in all 50 states.
- A mosquito becomes infected when it bites an infected dog or coyote and then the mosquito bites and infects an uninfected dog or cat.
- Pets that do not receive monthly preventative measures for heartworm disease may only live 2-5 years after being infected.
- Keeping your pet inside will not guarantee that it will not get heartworm disease. Mosquitoes can get inside the house.

The 6"x11" Postcard Newsletter

Conventional thinking says a newsletter is a great way to keep your name in front of clients and potential clients. But if you're going to grab attention in the chaos of the digital marketplace, you've got to think unconventional. **How? By re-inventing big business ideas in small business terms – smart, practical and cost-conscious.**

Need a **QUICK** increase in revenue?

Postcards are the proven "Superheroes" –

Their simple format – with no envelope – postcards do not need to scream "Open Me!" Postcards get your message out because they are an easy read and highly visible on BOTH sides. **A well-designed postcard can mean a great boost to your business and bottom line.**

Emails are **COOL**, but postcards are *Tried and True* –

Emails to clients typically have an open rate of 20% – 45%.

So the majority of your clients are missing your message.

There is NO spam filter on a USPS mailbox! Unlike with email marketing, with postcards you can reach and educate the majority of your clients on important pet health topics, sell products and drive new clients to your website.

Increased awareness equals increased business —

Postcards raise awareness of your business, products and services.

98% of all consumers bring in their mail the day it is delivered, and **72%** of people surveyed said they read direct mail.



Pet Health Insurance...

Don't put it off!



The **number one reason** people cite for not purchasing a pet insurance policy is they **"didn't get around to it."** Oftentimes, pet parents will wait until their pet is already injured or ailing before looking into pet insurance.

The truth is, the best time to protect your pet is **NOW!** Insuring pets when they are young and healthy, before any problems arise, ensures that any accidents, illnesses and injuries will be covered, with no concern about pre-existing conditions (according to claims data young pets are statistically 2.5 times more likely to have an unexpected visit to the vet).

There are lots of pet insurance plans available, ask our staff for brochures and recommendations. You can also visit www.PetInsuranceReview.com and read customer comments and testimonials about the different plans.

What Is Zoonosis and why should you care?



Roundworm effect on the eye

ZOONOSIS refers to a parasite or disease, like rabies, that can be passed from animals to humans. Members of your family can unknowingly pick up **ZOONOTIC PARASITES** at the park, on a sidewalk, or even in their own backyard. Children are especially vulnerable to zoonotic parasites, mostly because children play outside and have a tendency to put objects in their mouths.

The most common zoonotic parasites are roundworms and hookworms. In fact, in the United States alone, nearly 20% of children contract roundworms from their pets each year. Parasites in humans can lead to abdominal pain, skin irritations, neurological problems, and vision loss.

Because the risk of parasites is year-round, **we recommend a monthly parasite prevention program** and a regular microscopic examination of your pet's stool.

FREE

EXAM - \$48 VALUE

One pet per household only please.

Not valid for emergencies.

Can't be combined with other offers.

SEVENTY FIRST ANIMAL HOSP. PET CARE OFFER EXPIRES

PLEASE PRESENT THIS SAVINGS COUPON

9/30/2014



PET RESORT FREE NIGHT STAY



Stay two or more nights and
get the 3rd night FREE!

SEVENTY FIRST ANIMAL HOSP. PET CARE OFFER EXPIRES

PLEASE PRESENT THIS SAVINGS COUPON

9/30/2014

Special Client Services

CareCredit®

As a service to our clients we offer CareCredit®, the nation's leading client payment plan. With CareCredit® you can finance 100% of your pet's treatment. You can begin treatment today and conveniently pay with low monthly payments.

PetPortals®

Keeping your pet healthy has never been so easy! From our website, log in to your FREE personal pet portal where you can request appointments, set up refill reminders, email us for non-urgent communication, and view or print your pets' records at any time.

Pet Portal

LOG IN

Manage your pet's health online
ASK US!

We've missed you!

Dear Pet Family:

We've noticed that your special family member has not visited our practice in the past twelve months and we wanted to share with you some of the professional services available to help keep your pet happy and healthy.

We understand the challenge it can be for pet owners to provide routine quality pet care to that special family member. Holding back on pet health care is a reflex, especially if you feel you have no control over the final cost of services.

We want to work with you to take care of your pet's important regular exams and most pressing needs, while we stay within the limits of your budget.

The caring staff of Seventy First Animal Hospital

A Happier and Healthier Life for Your Best Friend!



Proper Tick Removal



A tick's mouthparts have harpoon-like barbs; they do not screw into the skin. When removing, DO NOT crush, jerk

or twist. Exposure to the tick's body fluids could lead to the transmission of disease. DO NOT use your fingers to remove the tick. Using tweezers or forceps, grasp the tick's mouthparts as close to the skin as possible and gently pull the tick straight out, steadily and firmly. After removal, wash hands and bite site with soap and water and apply antiseptic to the site.

Tick Removal Myths

Avoid folklore remedies such as "painting" the tick with nail polish or petroleum jelly, or using heat to make the tick detach from the skin. Doing so can harm your pet and may cause an embedded tick to release more of the disease-carrying saliva.

A Dog's Dictionary



BUMP — REGULAR: The best way to get human attention while the human is drinking a fresh cup of coffee or tea.

To execute, maneuver your snout under the arm holding the liquid beverage. When your snout is properly positioned, bounce the human's arm upward with one smooth, flowing action.

BUMP — GOOSE: A more involved maneuver than the **bump — regular**, requiring that you wrap your forepaws and legs around the human's legs and begin climbing up the legs. This is a last resort when the **bump — regular** doesn't get the desired attention. **Please note:** This advanced bump will almost certainly cause an immediate, unintended response, and caution is advised.

Latest 2014 Parasite Infection Rates North Carolina

Heartworms 2,342 pets

Intestinal Parasites

Roundworms 512 pets

Hookworms 787 pets

Whipworms 325 pets

Tick Borne Disease

Lyme 1,038 pets

Ehrlichiosis 4,055 pets

Anaplasmosis 251 pets

Risk to these infections can easily be lowered by using monthly parasite prevention.



Roundworms

Our Professional Services

- General Medicine
- Avian & Exotics
- Vaccinations
- Digital Radiology
- Internal Medicine
- Pain Management
- Flea Control
- Dental Care / X-ray
- Wellness Care
- Nutritional Counseling
- Senior Wellness
- Laser Pain Therapy
- General Surgery
- Prescription Diets
- Behavioral Counseling
- Boarding & Grooming
- In-House Laboratory
- Nail Trimming

Microchip Implants – Don't lose your pet!

This "high-tech" mechanism is a tiny computer chip that is programmed with an identification number that can be scanned by veterinarians and animal shelters. The chip is small enough to fit into a hypodermic needle, which is used to inject the microchip under the skin of your pet.



We've Got "Cat-itude"

Cats are not small dogs, not even close. Feline friendly programs and gentle handling techniques help our feline friends be more comfortable, feel safer, and experience less stress when they come to visit. Cats need a canned food and high protein diet as they age. Older cats need less vaccines and more dental care.



What Others are Saying – yelp

"... The vet techs are very helpful and attentive to detail when taking down my pets history. The doctors, especially Dr Wright (the practice owner) are great and want nothing but the best for your pet. They will be honest and work with whatever budget you have."

– Victoria A.



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