



Doctor: *Dr. Amy Frank* **SAMPLE**

**Weight / Nutrition** Weight 30 lbs. Goal Weight 25 lbs.

Pet's name *Ashley Albright* Date: *12/*

### Recommendations:

- Schedule spay/neuter surgery
- Schedule dental procedure
- Lab results pending
- Monthly parasite prevention
- Special diet needed
- Medication dispensed
- Recheck needed in \_\_\_\_\_ days

### Blood Screen

- Chemistry/CBC Profile
- Yes  No  Recommended
- Senior Screening Profile
- Yes  No  Recommended

### Wellness Exam

#### Coat & Skin Appearance

- Normal  Growth / Mass
- Dry
- Scabs  Bacterial Infection
- Hot Spot(s)
- Itchy  Fleas
- Matted  Yeast/Fungus
- Hair Loss  \_\_\_\_\_

#### Eyes

- Normal: L \_\_\_ R \_\_\_
- Discharge: L \_\_\_ R \_\_\_
- Inflamed: L \_\_\_ R \_\_\_
- Infection: L \_\_\_ R \_\_\_
- Cataract: L \_\_\_ R \_\_\_
- Eyelid Deformities
- Lenticular Sclerosis
- \_\_\_\_\_

#### Ears

- Normal: L \_\_\_ R \_\_\_
- Inflamed: L \_\_\_ R \_\_\_
- Itchy: L \_\_\_ R \_\_\_
- Bacterial Infect. L \_\_\_ R \_\_\_
- Yeast Infection L \_\_\_ R \_\_\_
- Clean and flush*

### Parasite Program

- Annual Heartworm Test
- Negative  Recommended
  - Not Recommended
- Annual Intestinal Worming
- Negative  Recommended
  - Not Recommended

### Parasite/Zoonotic Prevention

- Yes/Current
- Recommended

### Legs & Paws

- Appears Normal
- Lameness (LF, RF, BL, BR)
- Stiff Joints / Arthritis
- Nails long
- Foot/Hair Discoloration
- \_\_\_\_\_

### Cardio/Respiration

- Normal
- Murmur
- Arrhythmia
- \_\_\_\_\_

### Abdomen

- Appears normal
- Enlarged Organs
- Tense/Painful
- Mass
- Fluid

### Mouth, Teeth & Gums

- Appears Normal
- Broken Teeth
- Ulcers
- Tartar Buildup
- Gingivitis (Inflamed Gum Tissue)
- Loose Teeth
- Pyorrhea (pus)
- Growth/Mass

## ADDING CLIENT VALUE

You just gave your client an invoice for their office visit – did you give them a **Wellness Report Card** so they understand the "VALUE" of your professional services?

### DESIGN NOTE

You can edit **ANY** elements to meet your unique practice requirements. Custom design fee - \$229 Print 500/\$379 • 1,000/\$529 (available on gloss or non-gloss paper stock – this sample is gloss) phil winter's marketing communications ph. 800-803-8832

Very Thin	<input type="checkbox"/> Underweight	<input type="checkbox"/> Ideal	<input checked="" type="checkbox"/> Overweight	<input type="checkbox"/> Obese
The ribs are easily palpable with <b>no fat cover</b> . The tailbase has a raised bony structure with little tissue between the skin and bone. The bony prominences are easily felt with minimal overlying fat.	The ribs are easily palpable with <b>minimal fat cover</b> . The tailbase has a raised bony structure with little tissue between the skin and bone. The bony prominences are easily felt with minimal overlying fat.	The ribs are easily palpable with a <b>slight fat cover</b> . The tailbase has smooth contour or some thickening and the bony structures are palpable under a thin layer of fat between the skin and bone.	The ribs are difficult to feel with <b>moderate fat cover</b> . The tailbase has some thickening with moderate amounts of tissue between the skin and bone. The bony structure can still be felt.	The ribs are very difficult to feel under a <b>thick fat cover</b> . The tailbase appears thickened and is difficult to feel under a prominent layer of fat. The bony prominences are covered by a moderate to thick layer of fat.

## DENTAL REPORT CARD

Proper dental care can potentially add years of life and happiness to your pet.

### NICE JOB!

No sign of plaque or tartar. Brushing your pet's teeth regularly is ideal.



### STAGE 1 – Gingivitis (reversible stage)

The margin of attached gum is inflamed and swollen. Plaque can be seen on the teeth.



### STAGE 2 – Early Periodontitis (irreversible)

The gum tissue is inflamed and swollen. The mouth is painful and odor is noticeable. Infection is destroying gum and bone tissue. Pocket formation and/or gingival recession is occurring and there is up to 25% loss of the tooth's attachment from the socket.



### STAGE 3 – Established Periodontitis (irreversible)

The gums and bone are further damaged by infection resulting in 25%-50% attachment loss around the tooth. This pocket formation, gingival recession and tooth mobility resulting in a painful mouth for your pet.



### STAGE 4 – Advanced Periodontitis (irreversible)

Chronic infection has caused more than 50% attachment loss, resulting in a painful mouth, deep pockets, tooth mobility and/or severe gingival recession. Bacteria in the mouth may cause changes in the heart, liver and kidneys.



dental photos courtesy of: Dr. Jan Bellows

### **Feline Neck Lesion Present**



There is a cavity-like lesion in at least one tooth. This "hole" will get larger and larger until the tooth breaks, causing more and more pain. This disease process cannot be medically stopped. Extraction of the tooth needs to be scheduled to stop your cat's pain.

Comments: *Thank you for being our client and putting your trust in us to care for Ashley. Please schedule a dental cleaning 2-4 wks.*

## ZOONOTIC ALERT –

### What is zoonosis and why you should care?

Zoonosis refers to a parasite or other disease, like rabies, that can be passed from animals to humans. Members of your family can unknowingly pick up a zoonotic disease at the park, on a sidewalk, or even in their own backyard. Children are especially vulnerable to zoonotic disease, mostly because children play outside and sometimes have a tendency to put objects in their mouths. The most common zoonotic parasites are roundworms and hookworms. **In fact, in the U.S. alone, the Centers For Disease Control (CDC) reports that almost 14% of the U.S. population is infected with Toxocara (Roundworms).**

important  
**HEALTH  
ALERT**

❑ **ROUNDWORMS** – This parasite is very common in our pet population and is also a human health concern. Signs of a roundworm infection may include diarrhea, vomiting, stunted growth, rough coat and bloated belly, however some pets may be asymptomatic and show no signs of infection. **A Roundworm infection in humans can result in vision loss.**



❑ **TAPEWORMS** – This parasite is very common in our pet population. **Tapeworm infections normally occur when your pet eats fleas, mice, or rats that carry the tapeworm larvae.** Tapeworms do not generally cause any outward signs of disease. An infection may cause your pet to sit down and drag its rear along the ground.



❑ **HOOKWORMS** – This parasite is a tiny, thread-like bloodsucking parasite with razor-sharp mouth parts that pierce your pet's small intestine, resulting in tissue damage, blood loss, anemia, and diarrhea. Hookworms can infect your pet in two ways. Eggs are deposited in the stool of the infected animal and the surrounding soil becomes contaminated with these eggs, which your pet may ingest. The second way is that hookworm eggs that are in the soil develop into larvae. These larvae can penetrate your pet's feet after a walk through a contaminated area. Hookworms can present a health risk to family members if the larvae comes in contact with the skin.



❑ **WHIPWORMS** – This infestation occurs when your pet swallows whipworm eggs found in contaminated soil. Whipworms cause bloody diarrhea, anemia, dehydration and loss of appetite. A female whipworm can produce 2,000 eggs daily. Eggs are passed in feces, and can survive for years in the soil. Whipworms are very difficult to eradicate.



❑ **GIARDIA** – Giardia are protozoa, a microscopic single-celled organism with a flagellated teardrop shape which can take up residence in the small intestine. Both animals and humans can contract these organisms by drinking contaminated water from streams and ponds. **For your dog, just one lap of contaminated water or a bite on a contaminated stick is all it takes to contract Giardia.** Pets may also become infected by eating the droppings of contaminated animals or by licking their paws/fur after walking in an infected area.



❑ **FLEAS** – Fleas transmit a number of diseases, including epidemic typhus, and bubonic plague, and they are also a carrier for tapeworms. **In addition, flea saliva has been called one of the most irritating substances known to man.** Many dogs and cats are allergic to it, causing a reaction called flea allergy dermatitis, the most common allergic disease among pets.

❑ **TICKS & LYME DISEASE** – Lyme Disease is spread by the bite of ticks of the genus Ixodes that are infected by an organism referred to as a spirochetal bacterium named Borrelia burgdorferi. Ticks live in tall grasses and heavily wooded areas, and can survive cold fall temperatures. It is important that anytime you or your pets are in these environments that you check for ticks because you or your pet may develop this disease. Don't forget to check between the toes and behind the ears where ticks love to hang out.

❑ **HEARTWORM DISEASE** – This disease in animals is a serious health threat. **ONE BITE** from an infected mosquito can transmit heartworms to your pet. Dogs are the most common victims, but cats, ferrets and other animals are also susceptible. The heartworms restrict blood flow and cause organ damage and ultimately death. Symptoms include coughing and labored breathing. Treatment is available for dogs.



❑ **LEPTOSPIROSIS** – A bacterial disease often disease is carried by rodents, "carrier" dogs or infected urine. If you plan to take your pet swimming in bodies of standing water, talk to your veterinarian. Leptospirosis is a zoonotic disease, which means



phil winter's marketing communications

3245 University Ave., Suite 1-525 • San Diego, CA 92104

www.PhilWinter.com • email. phil@philwinter.com

ph. 800-803-8832 • fax. 888-302-8832

## Wellness Blood Screening Test

A simple blood test will give your veterinarian information that can uncover potential medical problems. It is recommended prior to anesthesia and surgery and also for our senior pets. Blood work allows us to check critical bodily functions, such as the liver and kidneys.

### BLOOD CHEMISTRY

#### Albumin (ALB)

A protein produced by the liver. Reduced levels can point to chronic liver or kidney disease, intestinal disease, or intestinal parasites such as hookworms.

#### Alanine Aminotransferase (ALT)

An enzyme that becomes elevated with liver disease or injury.

#### Alkaline Phosphatase (ALP)

An enzyme produced by the cells lining the gall bladder and its associated ducts. Elevated levels can indicate liver disease or Cushing's syndrome.

#### Amylase (AMY)

An enzyme produced by the pancreas to aid in digestion. Elevated blood levels can indicate pancreatic and/or kidney disease.

#### Blood Urea Nitrogen (BUN)

BUN is produced by the liver and excreted by the kidneys. Abnormal levels can indicate dehydration and liver or kidney abnormalities.

#### Calcium (Ca)

Increased levels can be seen with diseases of the parathyroid gland and kidneys, or as an indicator of certain types of tumors.

#### Creatinine (CRE)

This test measures how effectively your pet's kidneys are filtering. As the kidneys become impaired for any reason, the creatinine level in the blood will rise due to poor clearance by the kidneys.

#### Blood Glucose (GLU)

High levels can indicate diabetes. In cats, high levels can indicate stress, which can merely be a result of the trip to the veterinary hospital. Low levels indicate liver disease, infection, or certain tumors.

#### Phosphorus (PHOS)

Elevated levels can be an indicator of kidney disease.

#### Total Bilirubin (TBIL)

Bilirubin is secreted by the liver into the intestinal tract. Bilirubin levels are useful in diagnosing anemia and problems in the bile ducts.

#### Total Protein (TP)

The level of TP can detect a variety of conditions, including dehydration and diseases of the liver, kidney, or gastrointestinal tract.

#### Serum (T4)

This is a measurement of the level of thyroid hormone circulating in the blood stream and is helpful in identifying thyroid disease. Thyroid disease occurs in both dogs and cats, and can have a serious impact on health if left untreated.

#### Cholesterol (CHOL)

Elevated levels of cholesterol are seen in a variety of disorders including genetic disease, liver and kidney disease, and hypothyroidism.

### ELECTROLYTES

Sodium, Potassium, Chloride (Na+, K+, Cl-)

The balance of these electrolytes is vital to your pet's health. Abnormal levels can be life threatening. Electrolyte testing is important in evaluating vomiting, diarrhea, dehydration and cardiac symptoms.

### HEMATOLOGY

#### Hematocrit (HCT)

Provides information on the amount of red blood cells (RBCs) present in the blood. A low hematocrit indicates anemia.

#### Complete Blood Count (CBC)

A CBC provides detailed information on red blood counts (RBCs), white blood counts (WBCs) and platelets. The total WBC and differential (individual cell counts) can indicate infection, leukemia, stress, inflammation, or an inability to fight infection. Low platelets can indicate a bleeding problem. Surgery can be delayed if anemia, infection, or especially a low platelet count is present. These conditions can cause serious surgical complications.

#### Morphologic Inspection

Looking at the cells through a microscope can provide information on the type of anemia or inflammation, or other abnormalities such as leukemia.



## Pet Poisons

If your pet ingests one of the following items you should bring him/her in to us right away for evaluation. The problems listed are the most common problems seen when pets are poisoned with these items, but could also vary depending on the pet. Each of these items could be fatal to your pet.

**Chocolate:** Causes vomiting, diarrhea, and seizures (Varies greatly depending on type of chocolate).

**Xylitol:** An artificial sweetener found in some chewing gum and

**Acetaminophen:** (Tylenol and other medications containing Acetaminophen): Very toxic to cats. Difficult breathing, liver damage.

**Antifreeze:** Kidney failure

**Macademia Nuts:** Abdominal pain, tremors, weakness

**Rat Poison:** Bleeding, permanent organ damage

**Ibuprofen (Advil, Motrin):** Stomach ulcers, kidney failure, seizures. This is **NOT** safe in pets.

**Ant and Roach Baits:** The only exception to this list, as the toxins used in these are not strong enough to cause significant problems if your pet ingests it, however, ingesting the plastic parts could result in gastrointestinal upset or obstruction.