

Volume 15 Issue 5

Sept./October 2019

PVMA

PENINSULA VETERINARY MEDICAL ASSOCIATION

PVMA News

MULTI-MODAL PAIN MANAGEMENT

PRESENTED BY RYAN GOUPIL, DVM

WITH ARATANA THERAPEUTICS



Dr. Ryan Goupil is a graduate of the Cornell CVM followed by an internship at Oradell Animal Hospital in Paramus, New Jersey. He then acquired both academic and research experience in the areas of immunotherapies for hematologic malignancies, graft-vs-host disease and also exploring NSAID and nutraceutical treatments for various cancers.

After moving out to the Bay Area, Dr. Goupil became a member of the ER/CCU at Sage Veterinary Centers. Then in 2017, Dr. Goupil joined **Aratana Therapeutics** as Veterinary Medical Liaison for the West coast.

In his talk at our meeting, he will include information on Aratana's newly launched 10ml-size "Nocita" a bupivacaine liposome injectable solution.

www.PeninsulaVMA.org

Next PVMA Meeting: Tuesday Sept. 17, 2019

This PVMA meeting program offers 1 hour of CE Credit

The meeting will be held at **The Vans Restaurant** in Belmont located at **815 Belmont Avenue**, west off El Camino Real, up the hill. There is parking adjacent and also across the street to the northwest.

6:30 pm for adult beverages - 7:00 pm for dinner and program

PVMA members FREE * Life Members \$25 * Guests \$60

Classified Ads

**Relief or Service ads of 1 or 2 lines are free to
PVMA members
For other advertising rates, contact the Editor**

Relief Veterinarians

Dr. Bonnie Yoffe-Sharp (650) 678-2476
Available nights or weekends

Dr. Mark Willett (415) 686-6092
Companion animals including exotics

Newsletter Editor Notes

email address is:

PVMAeditor@comcast.net

We welcome submission of
brief articles, news items or
suggestions for topics.

All submissions must be received by
the 20th of the month
preceding publication

A Quick Tip for Your Clients from
SIRIUS® Puppy & Dog Training www.SIRIUSpup.com

Complimentary Classes for all Bay Area veterinarians and their staff

GOT BEHAVIOR PROBLEMS?



Wild canids spend their day searching for food.
Feeding from a bowl steals the dog's raison d'être

And in the void, they search for entertainment:

Chewing, barking, digging, pacing, fretting, etc.
Instead use regular food for TRAINING!

There are 101 ways to use pieces of kibble as lures and rewards:
To teach dogs to love people, especially children, men, strangers, clinic staff;
to love other dogs; to eliminate on cue; to Shush on cue; to Come, Sit, Down, Stand,
Stay, Heel, Fetch, Find; and to stuff in chewtoys to autoshape dogs to settle down
calmly and quietly, with a chewtoy hobby to help prevent/resolve separation anxiety.

Please tell your clients about our FREE online Dog Behavior & Training Courses at
www.DunbarAcademy.com



Full-time Veterinarian Wanted

Time to move north to Wine Country! Petaluma Veterinary Hospital in beautiful Sonoma County is seeking a veterinarian to join our team at an AAHA-Accredited privately-owned hospital. We practice state-of-the-art medicine in a family-oriented, collaborative and friendly culture. Petaluma (population 50,000) is 40 miles north of the Golden Gate Bridge. We have great schools and parks, year-round events and a nice downtown with many restaurants and a wonderful small-town feel.

We seek an experienced veterinarian or a strong new graduate. We have all the amenities: computerized record-keeping, digital radiography, digital dentistry, ultrasound, Idexx in-house labs and more. We offer generous compensation Pro-Sal (salary + 24% production) and hours are flexible. We have a great benefits package including health, dental and liability insurance, IRA match, paid CE and association fees, paid vacation, pet-care discounts and **relocation expenses**.

We are closed Sundays with no after-hours emergencies. A California Veterinary License is required. See the great client testimonials at our website: www.petvethosp.com

Please contact Dr. Angie Smith at drsmith@petvethosp.com or call (707) 217-3151.

Protect Your Business. Protect Your Family.

Business Insurance Products

- Employment Practices Liability (EPLI)
- Workers' Compensation Insurance
- Veterinary Malpractice
- Veterinary Hospital Business Package
- VMB Defense
- Cyber Liability
- Commercial Umbrella
- Customized Loss Prevention
- Superior Claim Management Services

Personal Lines Products

- Homeowners/Condo/Renters
- Auto/Motorcycle/Boat/RV
- Personal Umbrella
- Art/Jewelry

Health, Life & Disability

- Group Health
- Disability Insurance
- Long Term Care
- Life



Call VISC at **888-762-3143** or email info@visc-ins.com for solutions to all your business and personal insurance needs.



VISC is a wholly-owned subsidiary of the California Veterinary Medical Association | Ca Lic # 0F64180

visc-ins.com



PVMA Leaders for 2019

President: Dr. Amy Farcas

Past-president: Dr. Chris Cowing

Vice President: Dr. Gwen Lynch

Treasurer: Dr. Tiffany Steers

Newsletter Editor: Dr. Nancy Lerner

Photographer: Dr. Richard Haars

Program Chairman: Dr. Beth Valdez

CVMA Board of Governors: Dr. Julia Lewis

CVMA House of Delegates: Dr. Chris Cowing

Webmasters: Dr. Kathy Tyson

Dr. Charlene Edinboro

NORTH PENINSULA VETERINARY EMERGENCY CLINIC

227 North Amphlett Blvd. San Mateo, CA 94401
650-348-2575 • sanmateoveter.com



24 HOURS A DAY
365 DAYS A YEAR



TOGETHER, WE ARE EMPOWERING A HEALTHY TOMORROW

Visit banfield.com/careers to
explore opportunities in
California!



©Banfield 2018. 09



Banfield.com/Careers

Facial Recognition for Farm Animals

Developing reliable facial recognition software depends on getting clear, well-lit and straight-forward images. This turns out to be much easier said than done. If animal recognition can reach similar levels of accuracy as is now possible with human faces, it could help track herd health and reduce waste in agriculture. Farmers need to be able to tell animals apart to track their behavior and to provide accurate identity for ownership and insurance issues.

Unfortunately, horse, cow and pig faces aren't so easy to tell apart with software originally designed for the flatter human faces. Nevertheless, the limited database of available animal faces numbers in the hundreds of thousands rather than the millions for humans. Facial-recognition software for animals is commercially available, but it doesn't provide the same degree of speed and accuracy as similar technology for humans. Animal faces require hundreds of reference points, far more than for humans to develop meaningful accuracy.

Employees at Cainthus Ireland Ltd., a Dublin-based cow-recognition startup, learned to set up their video cameras out of reach of the cows' tongues. The beasts have damaged cameras and bitten through support clips. Pigs, fleet of foot and smoother of tongue, have resorted to some other means of resistance, mainly constant motion like running, jumping or simply squirming. Alas, animals are generally not the camera-loving type who will hold still and smile. "After a photo-shoot with pigs, I had to throw out everything I was wearing" one photographer said ruefully.





Meaningful benefits can make a big difference. That's why, as a veterinarian with Banfield, you'll be provided with a variety of incentives that support every aspect of your life. From competitive compensation to generous benefits- and ways to help you succeed in your career, maintaining a healthy work/life balance is possible!

JOIN BANFIELD AND TAKE ADVANTAGE OF:

- + Competitive pay
- + Medical, dental, vision, and prescription care
- + Disability and life insurance
- + Health Savings Account (HSA)
- + 401(k) retirement savings plan with practice match
- + Optimum Wellness Plans[®] for three of your pets
- + Associate discounts on PetSmart, AT&T, Kindercare, and so much more

TRAINING + DEVELOPMENT

With Banfield, you're joining a supportive work environment committed to your professional growth. Whether you're a new doctor looking for foundational experience or simply want to refine your skills, you'll have the opportunity to partner with veterinary professionals to build your clinical, medical, and surgical skills, while gaining the confidence you need to be your best.

OPPORTUNITIES TO MAKE A DIFFERENCE

We realize that our people are our greatest asset – so we offer the support to make a difference every single day both in and outside of our hospitals. We provide paid time off for volunteer work so you have the opportunity to give back. In 2017, we had more than 3,000 associates donate over 8,000 hours to various nonprofit organizations.

REAL-WORLD EXPERIENCE

As a Banfield associate, you will be empowered and trusted to deliver individualized care for every pet served. We provide the management, support structure, and guidelines, needed for you to deliver high-quality care with confidence.

SUPPORTING YOUR WELLBEING

We're committed to supporting the financial wellbeing of our associates! As a full-time doctor, you are eligible to enroll in the Veterinary Student Debt Relief Pilot Program which includes three elements:

- + An automatic monthly student loan contribution of \$150 paid by Banfield directly to your qualifying student loans
- + A \$2,500 payment for each qualifying Banfield student program that you have participate in prior to graduating, up to a maximum of \$10,000
- + A low interest refinancing option with supplementary interest rate reduction of .25% from a third-party financial institution





SAGE
VETERINARY CENTERS

IMPROVING THE LIVES OF PETS AND THEIR PEOPLE.

With six locations across the San Francisco Bay Area, SAGE Veterinary Centers is uniquely positioned to provide the highest level of care, collaboration, and specialized services for pets. We believe in continual learning. Our profession is based on scientific knowledge. Our success depends upon creative problem solving, up-to-date training, and the finest skills. We are committed to advancing veterinary medicine and improving pet care throughout the Bay Area.



SAGE

NEWS:

Veterinary Vision is now part of the SAGE network of specialty hospitals.

DOCTORS:

Dr. Cynthia Cook • Dr. Albert Mughannam

Dr. Gwen Lynch • Dr. Carol Szymanski

Dr. Katie Freeman

NOTE:

For ophthalmology emergencies, please continue to refer through SAGE Emergency and the team will assess if the patient needs to be transferred to Veterinary Vision for further treatment.

534 CHARTER STREET
REDWOOD CITY
(650) 417-7243
SAGECENTERS.COM

OUR TEAM

ANESTHESIOLOGY

Kris Kruse-Elliott, DVM, Ph.D., DACVAA

CARDIOLOGY

Sarah Silverman, DVM, DACVIM (Cardiology)

INTERNAL MEDICINE

Diane Dereszynski, DVM, DACVIM

Abbey Kaufman, DVM, MS, DACVIM

Heidi McClain, DVM, DACVIM

Diane Roberts, DVM, DACVIM

Noelani Reinker, DVM, DACVIM

NEUROLOGY

Vivian Lau, DVM, MS, DACVIM (Neurology)

Beryl Swanson, DVM, Practice limited to Neurology

ONCOLOGY

Bryan Marker, DVM, DACVIM (Oncology)

Nacko Sogame, Ph.D., DVM, DACVIM (Oncology)

PHYSICAL REHAB & ACUPUNCTURE

Kelly Fishman, DVM, CVA

Alexandra Salch, PT, DPT

SURGERY

Alice Bugman, DVM

Leigh Clerum, DVM, DACVS

Collsen McGay, DVM

Sharon Ullman, MS, DVM, DACVS

EMERGENCY/CRITICAL CARE

Mary Ellen Finley, DVM

Emily Hanwell, DVM

Kim Oparil, DVM, DACVECC

Dania Shirk, DVM

Christina Waitzman, DVM

Zachery Wilcox, DVM

Carla Wilson, DVM

NEW!

REDWOOD CITY URGENT CARE

Now offering same-day appointments for clients seeking immediate care for non-emergency issues.

Rachel Kuester, DVM

Elizabeth Newsom-Stewart, DVM

Meghan Wilhelm, DVM



VDx[®]

Veterinary Diagnostics

If biopsies and cytologies are an important part of your practice, discover the one-call convenience, personalized service and competitive pricing of VDx.

Why should you choose VDx?

- Pathologist who take the time to talk with you.
- Calls answered by a live person within 3 rings.
- Convenient Monday–Friday courier service.
- Turnaround times which exceed your expectations.
- It's always good to have another choice.

Dr. John Peuroi
MPVM, Dipl. ACVP

Dr. Sonjia Shelly
Dipl. ACVP

Dr. Joanne Hodges
Dipl. ACVP

Dr. Taylor Spangler
Dipl. ACVP

Dr. Cheryl McCullough
Dipl. ACVP

Dr. Karen Oslund
PhD, Dipl. ACVP

Dr. Jason Wood
Dipl. ACVP

Dr. Shir Gilor
Dipl. ACVP

Contact us to learn more about how
VDx can meet your professional needs.

1-877-753-4285 • vdxpathology.com

Change Your Scenery

Yakima Pet Emergency Service is now part of the SAGE Network and we are hiring ER veterinarians (full and part time).

Licensed in Washington state? Plan a getaway and make some money too. We are hiring ER relief veterinarians.

Your Opportunity in Washington awaits!



Email Clinical Recruiter Gina Gotsill at
ggotsill@sagecenters.com

Apply online sagecenters.com/careers



Yakima Pet Emergency Service



THE REAL REASON YOU'RE LATE FOR WORK

70 YEARS

OF ADVANCING
ANIMAL HEALTH

Helping Your Pets Have Longer, Healthier Lives

TO RUN, JUMP, PLAY, SNUGGLE, MAKE YOU
LAUGH, KEEP YOU WARM & FILL YOUR HEART.

Learn more about Morris Animal Foundation and how you can help make the world a better place for all animals. Visit us at morrisanimalfoundation.org.





*Sequoia
Veterinary
Hospital, Inc.*

Internal Medicine Specialty Services



LINDA JORGENSEN
DVM, DACVIM
Board Certified Internal Medicine since 1986

- INTERNAL MEDICINE CONSULTATIONS
- CHEMOTHERAPY
- ABDOMINAL ULTRASOUND
- CARDIAC ULTRASOUND
- HOLTER MONITORING
- BRONCHOSCOPY
- CYSTOSCOPY
- UPPER & LOWER ENDOSCOPY
- LAPAROSCOPY
- RHINOSCOPY





**255 OLD COUNTY ROAD
SAN CARLOS, CA 94070**
PHONE 650/369-7326 FAX 650/369-4403



Veterinary Associate Wanted

We are a top-notch five-doctor cat and dog hospital established in 1965 and AAHA accredited since 1971. We are well-equipped and progressive with an extremely skilled and friendly staff. We have modern, in-house equipment and diagnostics including color-flow Doppler ultrasound, endoscopy, laparoscopy and blood gasses, just to name a few.

This is an excellent opportunity to practice high quality medicine in a truly supportive environment. You will work closely with three general practitioners and a board certified internal medicine specialist. Ideal candidates will have clinical and surgical experience in small animal general practice. Confidence in communication and presentation along with enthusiasm tempered by solid judgment are essential.

The workweek consists of four days and no after-hours emergency work. We offer competitive salary and benefits, including medical and dental, paid continuing education, paid time off and more.

Contact: Jenna Santos, Practice Manager
Sequoia Veterinary Hospital, 255 Old County Rd.
San Carlos. Phone (650) 369-7326

SUPPORT OUR ADVERTISERS

They support PVMA
Tell them,
"I saw your ad in *PVMA News!*"

PATHWAYS TO HEALING

ANIMAL ACUPUNCTURE

Lina McCain, DVM

Helping to make your patients more balanced and comfortable with acupuncture since 2004



650-450-3052

www.VetPathways.com

Patients are seen in Mountain View, San Carlos or in their home!