



James Bailey Herd Health Conference to Examine the Connection between Housing and Animal Health

A great lineup of speakers will examine the role animal housing plays on the health of animals during the 19th annual James Bailey Herd Health Conference. The meeting is scheduled for Saturday, February 14, 2015, on the SDSU campus in Brookings.

The speakers and topics scheduled include:

- Kip Lukasiewicz, DVM, St. Paul, NE, on current concepts in working facility design for veterinarians and cattle producers
- Kevin Janni, PhD, University of

Minnesota, on providing proper ventilation in calf barns

- Jim Salfer, PhD, University of Minnesota, on automated calf feeding systems and their management
- Erin Cortus, PhD, SDSU, on the health effects of monoslope cattle buildings and other building designs
- Reid McDaniel, PhD, and Heidi Carroll, MS, SDSU, on health data from SDSU's Opportunity Farm, where three different working

feedlot designs run side-by-side.

- Updates on new facilities at SDSU: Cow-calf unit and Swine unit

Registration is now open for the meeting. Watch your mail for information, or call 605-688-6649. Registration will be available soon through the SDVMA website, www.sdvmed.org



The South Dakota Veterinary Medical Association is now on Facebook. Please like our page and watch for updates about SDVMA events and veterinary issues.

West River VMA Annual Meeting

Dr. Mary Lynn Higginbotham, DVM, MS, DAVIM (ONCO) of Kansas State University will be the featured speaker at the West River VMA Annual Meeting. It will be held February 7, 2015 from 7:30 a.m. to 3:00 p.m. at the Ramkota Hotel and Conference Center. There will be 6 hours of CE available to participants (vets and vet techs).

Dr. Higginbotham's topics include the following: 1) Updates in the diagnosis and treatment of mast cell disease; 2) Updates and new horizons for lymphoma; 3) Receptor tyrosine kinase inhibitors: use beyond mast cell tumors? and 4) Bad tumors that can do well—updates on commonly encountered tumors.

Lunch will be provided by Merial.

Dr. Susan Ralston, Sr. Field Technical Service Veterinarian with Merial, will talk on the latest updates on mela-

noma in dogs and fibrosarcoma in cats.

For more information, see www.sdvmed.org or call National American University Veterinary Technology at 605-394-4873.

District 3 Meeting

All veterinarians and veterinary technicians are invited to attend the District 3 meeting on Saturday, February 7 at Minervas Restaurant in the Ramkota Hotel at 2111 N. Lacrosse Street, Rapid City. Dinner will begin at 6:00 p.m. The event is sponsored by Merial.

Please RSVP by February 2 so we can have an accurate meal count and adequate presentation materials. Call Janice at 605-688-6649 or e-mail janice.kampmann@sdstate.edu.

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Greetings from your President

Dr. Todd Carr

I hope everyone was able to enjoy the holidays with family and you're looking forward to a prosperous new year! Many things have changed since I was a kid hanging around my dad's mixed animal clinic. That was a time when compounding was the norm and your local veterinarian was practically the sole source of information concerning animal health. The idea at that time that clients could order dog food off of the internet was totally foreign! Now our clients have a wide range of information available to them and have numerous sources from which to obtain products. The competition from around the world may seem daunting when a client shows up with shampoo from Australia guaranteed to cure allergies! However, unless your practice is different from mine, it would seem that people need us more than ever. All things change and the role of veter-

inarians is no different, but with all of the information and marketing pressure bombarding your clients today they need your expertise to help them sort through what is good information and what may be worthless or even harmful to their pets or livestock. Granted, all clients may not appreciate this all of the time. I do believe though, that if we take the role as advocate for the animal and their owner, that our position in the human-animal bond will continue to grow stronger into the future. All you have to do is look at the elderly lady and her cat or the young child with his puppy to see this. Our business models may change over time, but our position serving society will not.

With this in mind we are rapidly approaching the annual legislative session which always has the potential to present us with challenges both to our

profession and the welfare and health of the animals residing in our state. Fortunately, we have very competent people staying on top of upcoming legislation that may affect veterinarians and their clients. They can only do so much though, so don't underestimate the importance of your own voice. In the past, the response of individual veterinarians reaching out to their legislators and explaining our side of a particular issue has been critical in protecting our patients and clients from various legislation that might be harmful to them. This is also a reason why it's a good idea to know your local legislators. So have a great 2015 and I hope to see you at one of our upcoming meetings!



Notes from your Executive Director

Jennifer Stalley

A long term plan is a must for a successful business. Knowing what you want to achieve and having a plan for how you will do that helps to guide how you spend your staff time and resources. It also helps you know when you have "moved the marble" and met your goals.

At the end of January, the SDVMA Board of Directors is engaging in a strategic planning session to update the association's long term plan. SDVMA wants to meet the needs of our members. Over time, those needs change and by taking the time to consider how those needs will change, SDVMA can be prepared to meet those needs.

Strategic planning also helps SDVMA ensure that it is using its staff and financial resources well. Prioritizing the goals of SDVMA will help prioritize where we are spending time and resources to serve you.

The end result of this strategic planning session will be a refreshed long term plan for the association.

Many thanks to the SDVMA board members who have set aside time in their schedules to help ensure that SDVMA continues to serve you and the veterinary profession.

One of the ways SDVMA is already improving service is our updated website. The improved website will launch later this month. The website will be easier to navigate, easier to use on your mobile device and make it possible for you to renew your membership and register for meetings online. Be sure to check it out at www.sdvmed.org.

Another way SDVMA is already taking the lead to serve the veterinary profession is by taking the lead in building a coalition to help support an expansion of the state Animal Disease Research and Diagnostic Laboratory (ADRDL). The ADRDL is a significant resource for veterinarians through its research of emerging diseases and diagnostic capabilities for the animals in your care.

The lab is in need of updates, up-

grades and renovations to ensure it can continue to provide these services and continue to fulfill its role as the animal public health laboratory in the state.

SDVMA will work to educate and engage stakeholder groups to support funding for the needed improvements.

Looking forward, it is never too soon to mark your calendars for the 2015 SDVMA meetings. The SDVMA Continuing Education Committee consistently provides outstanding opportunities for continuing education and networking opportunities, so mark your calendars and plan to attend any or all of these outstanding programs.

Planning for the near term and the longer term is an exciting prospect with many opportunities to serve the membership and the profession better. I look forward to this planning session and its positive impact.



How Do Veterinary Practices Invite Feedback from Clients? Survey says....

Client satisfaction matters...it matters to clients, it matters to the veterinary practice. When clients are dissatisfied, they register their complaints with their wallets, which can have a devastating effect on a practice's bottom line. The Veterinary Hospital Managers Association (VHMA) recently surveyed members to determine whether client surveys are employed by veterinary practices and hospitals to evaluate and improve services. The results reveal that the majority (72%) of respondents do rely on surveys for client feedback. However, the frequency, purpose and perceived effectiveness of these surveys varies among respondents.

To Survey or Not to Survey

VHMA distributed the Insiders' Insight November management survey electronically, which was completed by 272 VHMA members, representing practice managers (54%), hospital administrators (28%), practice owners (28%) and office managers (3%). The results show that 72% reported that they do conduct client satisfaction surveys. The remaining 28% do not conduct surveys. Reasons for not surveying clients include: low response rates from past survey efforts (33%); insufficient resources (26%); not enough time (21%); and, surveys are too costly (6%). Practices that did not survey explained the decision by saying, "Surveys can present the image that you are trying to 'fix' something." One respondent said that surveys "put pressure on a client." Another stated that surveying made the practice seem "too commercial."

Of the 202 members who use client surveys, more than 50% request feedback following an office visit, using email and paper surveys and in-office interviews. The remaining respondents survey clients sporadically. Several reported "randomly survey random clients." Another stated that clients are surveyed when "the practice owner thinks it's necessary." A small percentage turn to surveying when the practice is interested in feedback on a specific

topic or are interested in feedback from new clients.

Surveys are most likely to be administered electronically (69%). Although 23% of respondents used paper surveys, their method of distributing the survey was evenly divided between mailing the survey (51%) and handing it to the client in the office (49%). Telephone surveys and focus groups are used by a very small number of practices.

Examining the Results

In an open-ended question, respondents reflected on how client survey results have affected their practice. Most believe that surveys have provided information that has been used to implement office changes, served as the foundation for a dialogue with staff about office matters and, contributed to better staff morale.

Only 12% of respondents regarded the results of their client surveys as insufficient to affect meaningful office change. Several practices (5%) said that survey responses tended to be overwhelmingly positive and consequently, the data was not extremely helpful.

83% of practices considered the client survey results helpful in evaluating current policies, procedures and practices. Information gleaned from the surveys was most likely (36%) to be used to usher in office changes, which ran the gamut of increasing client comfort by adding a coffee station, introducing new scheduling policies and reassigning staff.

23% reported sharing the results—both good and bad—with staff during staff meetings. Even practices that received glowing reviews found that the positive feedback helped "fire-up" staff and keep morale high. Negative feedback is also shared with staff to help improve performance and develop strategies for improvement.

21% of respondents described the survey results as a way to identify trends and be proactive in addressing them. As one respondent emphasized, "We don't jump on every negative comment. We look at the big picture

and general trends and make changes accordingly."

Client feedback surveys are an essential tool in doing business. Although the practices responding to the VHMA survey may differ in the frequency and content of the survey, as well as the instrument used, the majority of respondents revealed that their survey efforts produced information that has had an impact on business decisions that affect the practice, its staff and the client.

About VHMA

The Veterinary Hospital Managers Association, Inc. (VHMA) was formed in 1981 to provide individuals actively involved in Veterinary Practice Management a means of effective communication and interaction. Our membership is comprised of Hospital Administrators, Practice Managers, Office Managers, Veterinarians, Consultants, and others interested in veterinary management. The mission of VHMA is to enhance and serve professionals in veterinary management through superior education, certification, and networking. For more information, visit www.vhma.org.

SDVMA Alliance News

We're heading into science fair time again. We award prizes at Aberdeen, Brookings, Mitchell and Rapid City. If you live anywhere near these colleges and would be willing to lend a hand, I know that they would appreciate it.

Our scholarship committee is working to get information out to vet students from the state. If you know of a student in a vet school who might be interested, feel free to let me know and I'd be happy to forward the information to them (westtwitero@q.com).

It's not too early to be thinking about your auction items. August 10 will be here before you know it! Here's hoping that you are staying warm.

Shari West-Twitero

AVMA Delegate's Report

Dr. Chris Chase & Dr. Cindy Franklin

As we write this report, we are at the AVMA Veterinary Leadership Conference January 8-11 in Chicago trying to keep warm. We continue to face the need to improve 1) economics of veterinary medicine (i.e. more income and less debt) and 2) make the AVMA more "nimble" to respond to the needs of the profession and to continue to be the face of veterinary medicine.

The recent articles by Reuters and the Indianapolis Star implying that veterinarians compromise treatment of animals based on influence from pharmaceutical companies (Pets at Risk) required a rapid and factual response (<http://atwork.avma.org/2014/12/22/avma-responds-to-indianapolis-star-series->

[attacking-veterinarians/](#)), reinforcing the need for being responsive both to the public but also to the profession.

I can say this is probably the most productive House of Delegates meeting we have had since I have been in the HOD. We passed the principles of veterinary medical ethics, a revised AVMA Mission Statement and a resolution "Policy on Antimicrobial Use Guidelines for Companion Animals".

One area of controversy is that there were two specific companion resolutions that provided specific protocols for urinary tract and superficial folliculitis infections to provide guidance for more prudent antimicrobial usage. The species-specific groups felt that these types of specific guidelines should come from groups like the

American Animal Health Association or American Association for Feline Practitioners.

Again we ask that you contact us with any suggestions for improvement of the AVMA and with any questions. We represent you, the SDVMA members, to the AVMA and we need to let them know what the members expect and need. We will also circulate the listing of open positions on AVMA councils and committees as we would really like to get SDVMA members on these councils and committees. Thank you for allowing us to serve you, the members of the AVMA and SDVMA.

Chris Chase
Cindy Franklin

ADRDL News

Jane Hennings, DVM,MS—Director ADRDL

History

The laboratory was established by legislative authority in 1967 as stated in the SD Codified law 13-58-13, "The State Animal Disease Research and Diagnostic Laboratory is hereby established and shall be maintained at South Dakota State University under the supervision and direction of the State Board of Regents." This allows us to include the South Dakota State Seal in our new logo and, we have the privilege of integrating research, diagnostics, outreach and teaching in one department at South Dakota State University for the benefit of South Dakota (both the state and the university).

New News

However, we are "outgrowing" the current facility and had a number of "moves" this past year whereby some of our research laboratories were moved next door and various diagnostic sections were moved to help accommodate their growth. The Molec-

ular Diagnostic Section is now performing over 100,000 tests per year and the Serology Section added new tests that were developed in the department. Due to the emergence of the swine enteric coronaviruses (SECD), several tests and reagents were developed at the ADRDL this



year and were licensed to various companies. These included porcine epidemic diarrhea virus (PEDV) and porcine deltacoronavirus (PDCoV) PCRs, ELISAs, and monoclonal antibodies for immunohistochemistry, fluorescent antibody (FA) and virus neutralization tests.

Note for Swine Enteric Coronavirus Testing (PEDV and PDCoV)

Please note that as of December 15th, 2014, (as per statement issued by the USDA) we will be continuing to provide PCR testing for the swine enteric coronaviruses (SECD: PEDV and PDCoV) **at no cost** to the client **only if the premise ID is included on the submission**. If you need a premise ID, you can contact the SD Animal Industry Board directly at, <http://aib.sd.gov/aipr.shtm>, or call 605-773-3321.

Our department can also print out **free barcodes** with the premise ID on them, so you can place these on your submission forms. Please contact Jon Greseth at 605/688-6687 or order these on our website at: <http://www.sdstate.edu/vs/adrld/index.cfm> Thank you!

With the beginning of the New Year, we want to thank you for your support in 2014 and we look forward to working with you in 2015. Please contact us anytime with your suggestions on how we can serve you better!

SDVMA Website Undergoing Update

The SDVMA website is undergoing a major update. The goal of the revisions is to provide members easier access to information about the Association, the benefits of membership, and to provide the public with helpful information in understanding the role of veterinary medicine.

The website has been updated to be mobile-device compatible so you can access information from any device in a user-friendly format. The layout has been streamlined to make sure the most recent SDVMA news is on the front page.

The most noticeable change for you, as an SDVMA member, is the option to register and pay for SDVMA meetings online. The updates will allow you to register for the James Bailey Herd

Health Meeting, the Summer Meeting and the SDVMA Annual Meeting. You can pay your meeting registration fees via credit or debit card online.

SDVMA members can also renew their membership online. Donations to the SDVMA Scholarship Foundation and annual dues for the SDVMA Alliance can also be paid using the new online payment system.

These changes will help make registering for SDVMA meetings and paying your membership dues easier for you.

The updated website is scheduled to be launched the end of January. Visit the website at www.sdvmed.org to see the improvements and register for upcoming SDVMA meetings.



2015 Legislature

The 90th Session of the South Dakota Legislature opened on January 13th with Governor Dugaard's State of the State address. Over the 39 days of the Session, legislators will consider over 400 different bills.

SDVMA's Legislative Committee and lobbyist review the bills introduced during the legislative session for any impact on veterinarians and veterinary medicine. Any bills that may impact you or your practice are put on a bill list and watched throughout the Session.

At the end of each legislative week, SDVMA will e-mail a copy of this list with a summary of each bill and a status update.

Be sure your e-mail is current with the SDVMA office to receive the list.

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Joe Dona, DVM

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Small animal only
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Jason Heezen, DVM

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Mixed, small, or large

Dr. David Mills

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35 years mixed animal experience

Al Pravecsek, DVM

Vermillion, SD
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Small animal only

Sara Curry Stevenson, DVM

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Erica Monaco, DVM, MSPH, cVMA

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Animal Wellness Veterinary Service
Acupuncturist & Relief Veterinarian
Mixed animal with emergency medicine
experience. USDA accredited for large
and small animals.
970-443-1922
Erica.MonacoDVM@gmail.com

Mindy Walstra-Hummel, DVM

ISU graduate 2001
13yrs. experience in small animal
medicine & surgery, and some small
mammal medicine
SE South Dakota
hummeldvms@premieronline.net
(712) 441-6862

Contact Janice at 605-688-6649 or
janice.kampmann@sdstate.edu to add
your name to the list

SDVMA Scholarship Foundation

Greetings from Your Foundation,

I hope everyone had a chance to read the Holiday Greeting letter from the Foundation. I know I receive dozens of financial requests at this time of year and we have to decide which organizations to support. I try to support the organizations that keep giving back through the years so my small gift will help for a long time.

Soon the Foundation will be receiving requests from students for financial assistance. Your small or large donation will keep on giving through the years because the students will become fellow veterinarians and carry on the dreams we have for our profession.

Become a part of the Foundation and volunteer. Give fresh insight to help the Foundation grow and prosper.

Dig deep with Your Heart and remember, "It Feels Good to Give".

Stay Warm, Spring is just around the corner.

Bruce Teachout, DVM

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Levels of Giving:

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Bronze—\$1,000.00

Recent Donations to the Foundation:

Montrose Veterinary Clinic

(Drs. Zimmer & Smith)

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(Drs. Voegeli, Heath, Covey)

Dr. R. M. Christensen

Webster Veterinary Clinic

Dr. Roger Clement

Dr. K. H. McKenzie

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CLASSIFIEDS

All ads from members will be placed at no charge. All ads from non-members will be placed at a charge of \$10 for the first 60 words; 15¢ for each additional word. The editor reserves the right to edit copy. If you wish to place a classified ad, send copy of ad along with payment (if required). The SDVMA does not endorse any of the classified ads.

VETERINARIANS WANTED

Veterinarian wanted at the Artesian

Veterinary Clinic in Artesian, SD. The practice is 80% cow/calf; 20% small animal. We work mostly with cow/calf operations. We have an excellent haul-in facility, including 2 Silencer chutes and an additional Silencer tilt table, as well as Silencer chutes for on-farm services. We currently do not provide equine services, but have the facility to accommodate them. We have an in-house lab, digital radiography and ultrasound. We are located in a high traffic area 5 miles west of Artesian, SD on the Highway 34 and Highway 37 junction. We are 20 miles north of Mitchell, SD, population 15,000. Please contact Dr. Bobbi Fridley at (605) 527-2648, or cell (605) 999-7779, or Drbobbi777@gmail.com.

Veterinary associate wanted for strictly small animal clinic in northeast South Dakota. This area is a sportsman's mecca with

lots of fishing and hunting opportunities. Our clinic is located in Aberdeen, which is the third largest city in the state and is growing daily. Aberdeen is located within driving distance of Sioux Falls, Fargo and Minneapolis and offers a charming and cultural reputation of its own. We are looking for a dedicated and motivated individual to be a part of a well-established clinic. Call 605-229-1691 or email drbill@midconetwork.com for more information.

Huron Veterinary Hospital, PA in Huron, SD

is seeking applicants for an associate veterinarian position opening immediately. Our practice is a four doctor mixed practice that is currently looking to expand to five doctors. The practice currently consists of 75% large animal and 25% small animal. The individual we are seeking will practice both large and small animal medicine and surgery, with an emphasis on large animal. The large animal portion of the practice is primarily cow-calf, but also feedlot, dairy, equine, and some small ruminant. The practice has a large animal haul in facility and portable hydraulic chutes for field work; each doctor will be provided a practice vehicle with a vet box. We also have in house CBC and serum chemistry machines, x-ray, ultrasound,

electrocautery, ultrasonic dental machine, and excellent support staff. We offer a competitive salary and benefit package as well as buy in potential for the right individual. Huron Veterinary Hospital, PA has been serving this area for 55 years so it is a very well established practice in a community of 12000+ people in east central South Dakota. The area offers hunting and fishing opportunities as well as 3 golf courses and other recreational activities. Good schools, recreation/fitness center, new water park, easy access to both I-90 and I-29, and home to the South Dakota State Fair. Jesse L. Cruse, DVM, Huron Veterinary Hospital, PA; 340 4th St. NW, Huron, SD 57350 Phone (605)352-6063

FULL TIME veterinarian wanted for mixed animal practice in northeastern South Dakota. Practice currently employs two full time veterinarians. Hours would include Monday through Friday, with a day off during your week on call. We are open from 8am - 5pm Mon-Fri and 8am - Noon on Saturday. 24 hour emergency is provided, currently split between two veterinarians. Clinic has two exam rooms, ultrasonic dental scaler, isoflurane anesthesia, radi-

ology, boarding, haul-in facilities, OB room, sick calf ward, and hydraulic chute both in clinic and taken to chute jobs. Three technicians and one receptionist/office manager are in the clinic, with assistants accompanying all farm calls. Town population is about 1800, located about 50 miles from Watertown and Aberdeen. Hunting, fishing, and outdoor activities are abundant. Individual must feel comfortable practicing on large and small animal. Competency in bovine palpation and c-sections a must. This is a physically demanding job; especially in the fall when we are working herds, and in the spring during calving season. Most importantly, we need an individual with a good sense of humor and strong work ethic. Contact the Webster Vet Clinic at 605-345-4817 and ask for Dr. Jessi Warrington or email webster-vet@itctel.com attn: Dr. Warrington.

VETERINARY TECHNICIAN WANTED:

Mixed Animal Practice needing fulltime CVT: South-central South

Dakota Mixed Animal Practice (50 % bovine, 20% equine and 30% companion) needing a fulltime CVT. Seeking someone who is a positive, self-starter with good communication skills. Duties would include assisting exams and surgeries, monitoring anesthesia, radiology with a CR, Dentals, Lab work, IV on calves, patient record keeping on computer as well as health certificates, and Coggins forms, Ultra-sound sheep, Client Education, Nursing care of patients pre/ post-surgery. Work would be at the clinic, sale barn and in the country. Hours are 8 am – 5:30 pm Monday – Friday with some overtime.

Benefits include competitive wage, health insurance, \$250 Health Saving Account/year, major holidays off, Continued Education costs and license and membership into one professional organization of choice, vacation and sick days. Clinic is a well-established busy practice that has just relocated to a new building. Please email drjay@midstatesd.net see our website at www.cdacplatte.com or call 605-337-2659 Central Dakota Animal Clinic, Platte, SD ask for Jane Alberda.

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Continuing Education

February 14, 2015—James Bailey Herd Health Conference, SDSU Campus, Brookings, SD. For more information contact Janice at Janice.Kampmann@sdstate.edu or 605-688-6649 or www.sdvmed.org.

February 7, 2015—West River VMA Annual Meeting, Rapid City, SD. For more information call 605-394-4889.

February 7, 2015—District 3 Meeting, Rapid City. For more information or to register contact Janice at Janice.Kampmann@sdstate.edu or 605-688-6649.

February 15-19, 2015—Western Veterinary Conference, Las Vegas, Nevada, www.wvc.org.

June 4-5, 2015—SDVMA Summer Meeting, Pierre (605) 688-6649 or www.sdvmed.org

August 9-12, 2015—SDVMA Annual Meeting, Sioux Falls (605) 688-6649 or www.sdvmed.org

SDVMA website: www.sdvmed.org

South Dakota Veterinary Medical Association 2014—2015

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