

THE N.O.A.H NEWS

Issue 1, Volume 1

January - March 2005

WELCOME to North Oakville Animal Hospital's very first newsletter. The busy holiday season is behind us and many of us may still be recuperating. The veterinary team at N.O.A.H looks forward to 2005. We have many exciting ideas, promotions, and events to share with you throughout the new year.

PET INSURANCE

We live in exciting times! Advancements in medical treatments have made it possible for our pets to live longer and happier lives. Quality foods, preventative health care, advanced diagnostic tools, effective vaccines against common illnesses, and a higher level of education for all veterinary personnel have contributed to the strength of this industry.

Unfortunately, providing a higher level of medicine is usually followed by higher costs to the pet owner. Each year many owners are faced with the difficult decision to euthanize their pet due to financial constraints. Unexpected illness or an accident coupled with daily monetary

commitments can be overwhelming.

There is, however, an easy, affordable solution with pet insurance. With variable monthly premiums, an owner of a dog or cat can choose the type of insurance that best suits their needs. Coverage plans are designed to recognize the most common accidents and illnesses of dogs and cats. Examples of these may include foreign body ingestion, bone fractures, lacerations, infectious diseases, diabetes, and cancer.

Pet insurance provides peace of mind. Your family member will be looked after when unbudgeted expenses occur and you will be spared any difficult decisions. Please ask us for a pamphlet if you would like more information.



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YOUR FAMILY PET WELLNESS CENTRE

FEBRUARY IS DENTAL HEALTH MONTH

DENTAL DISEASE

Oral disease is the most common health problem for pets. By the age of three, approximately 80% of dogs and 75% of cats have developed periodontal disease. Common signs may consist of some or all of the following:

- ✓ Yellow-brown tartar near the gum line
- ✓ Red, swollen or bleeding gums
- ✓ Persistent bad breath
- ✓ Abnormal drooling
- ✓ Pawing at the mouth
- ✓ Loose or missing teeth
- ✓ Difficulty eating or loss of appetite

Oral disease begins when plaque - a soft film containing bacteria - forms on your pet's teeth. If not removed, the plaque will harden into tartar. This tartar builds up below the gumline, causing inflammation of the gum tissue (gingivitis) and the lining of the tooth socket (periodontitis). Without treatment, infection can lead to tooth decay or tooth loss and bacteria can even spread through the bloodstream and cause kidney, liver, lung and heart problems. However, it is easily **treatable** with a full dental scaling and polishing and can be **prevented** by following a program of regular veterinary dental exams and a home dental care routine.

DENTAL PROMOTION

For the entire month of February we are offering the following for your pet:

1. Complimentary dental examination to evaluate the health of his/her mouth
2. Reduced fee of valuable preanesthetic blood testing
3. 10% discount of scaling, polishing, and fluoride treatment
4. Complimentary bag of *Hill's t/d*. A specially formulated food that reduces gingivitis, plaque, and tartar



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YOUR FAMILY PET WELLNESS CENTRE

WEIGHT LOSS: THE NEVER-ENDING QUEST

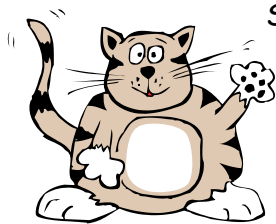
Year after year the veterinary industry sees many "good" owners. The type of owners who obediently follow their veterinarian's advice to spay or neuter their pet, book annual health examinations, follow vaccination protocols, and agree to necessary bloodwork to ensure the wellness of their pet. However, when the subject of weight loss raises its chubby head, resistance is often met. Why is this the case? Why is the number one nutritional health concern faced with owner non-compliance? It is not because owners don't care, but quite the opposite: They simply love their pet too much to deny them a treat. And the positive reward, which is received by the owner, is so great: The enthusiastic wag of the tail, the big brown eyes looking up in anticipation, and the figure eight rub of the legs. These are all enough to make the strongest of us weak.



What we are actually doing is putting our beloved pets in a health risk category. An overweight pet has an increased risk of developing diabetes, heart conditions, joint disease, and urinary tract problems in cats, to name a few. So, when we choose to overfeed our pets, we are effectively choosing to decrease their quality of life.

So what can owners do? Weight gain is caused by excess calories and insufficient exercise. Your pet should be fed according to its ideal weight and life stage and exercise should be frequent and regular. Recognize that some dog breeds such as Golden and Labrador Retrievers, Shelties, Beagles, and Cocker Spaniels, have a genetic tendency to gain weight, so caution should be taken when feeding these dogs in particular.

We can help to achieve your pet's ideal weight. During a trip to the clinic you can measure your pet's accurate weight, have its body condition assessed, receive a printout of a weight loss action plan, and an appropriate food can be recommended.



Sometimes, despite concerned efforts on the owner's part, weight loss attempts are unsuccessful. Necessary diagnostics such as bloodwork are used to rule out medical conditions that may be contributing to the weight gain. Please feel free to come to us with any concerns regarding your pet's weight.

The veterinary team at **North Oakville Animal Hospital** would like to express our warmest thanks to our clients who have shared their pet's lives with us. We have followed young pups and kittens into adulthood, been there through broken bones, ingested articles of clothing, and torn nails. We have witnessed the passing of great companions. Thanks for the past, present, and future.

OUR MISSION STATEMENT

We are dedicated to providing excellence in veterinary medical care and owner education.

Our goal is to deliver this with kindness and compassion to the pets of our community and the people who care for them.

MEET OUR STAFF

Dr. Sarah Machell opened North Oakville Animal Hospital in May 2000, and since then, has watched it and the staff grow. Sarah brought on board a second associate, Dr. Lesley Ralston, in June 2003 so she could enjoy more time with her son. Since that time, Lesley has left on maternity leave and will be back in the spring. Dr. Shari Wiseman has taken her place until she returns.

Barb is our hospital manager, and along with Jill, are both Registered Veterinary Technicians.

Bonnie, Carrie, and Mary, are the friendly faces who greet you at the reception desk and on the telephone.

Our Veterinary Assistants are Alison, Adrienne, and Amanda. They, and the entire veterinary team, ensure the comfort and care of your pet during their stay at our hospital.

Bleeding Hearts Adoption

We have two adorable cats for adoption at the clinic. The only problem is that these are the type of cats who would normally be passed by.

One, whom we've named Buffy, is a spayed female, fawn coloured cat, with a medium length hair coat. She came to us with neurological signs, a potassium deficiency, and a thin body condition. She was unable to even stand on her own. Now she is gaining weight, walking around, and we are able to see her unique personality emerge. The only lingering effects are a mild head tilt and a periodic circling pattern to her gait.

Our other adoptee is named Bambi. Her only liability is her age. She is a geriatric cat but when you meet her you would never know.

If anyone out there is interested, please contact us at the clinic.

Thank you for taking the time to read our first newsletter. We would love to hear about any topics or areas of interest that you would like us to cover in the upcoming issues. If you would like to receive our newsletter by e-mail, please let us know.