IVMA Dues
Renewal Info in the Mail
Thank you for being an IVMA member. Your valuable membership is up for renewal June 30, 2017. Dues statements were mailed to you in early May. You can renew three ways:

1. Online
2. Call the Office
3. Fax or Mail your form

Thanks for renewing today.

Together, we’re stronger!

Promote the importance of veterinary medicine in the lives of Hoosiers for generations to come by helping us build VetPlex!

Donate Today
www.vetplex.net

To make a donation to this building and leave a legacy for veterinary medicine, see page 18 for more information!
President’s Message

Every part, of every day, of everyone’s life is in some way touched by a veterinarian. We serve an enormous role in the health, wellbeing, protection, and richness of humans and animals alike around the globe. Among our significant roles, are those that the public classically recognizes and understands: veterinarians prevent disease, cure infection, alleviate pain, and treat the injuries of man’s best friend and the animals raised to feed us. A far smaller sector of the population fully understands that we are also surgeons, radiologists, oncologists, dentists, behavioral specialists, microbiologists, parasitologists, epidemiologists, dermatologists, and pharmacists. But as our world becomes more intricate and increasingly interconnect ed economically and culturally, our responsibilities and obligations as veterinarians continue to grow, seemingly exponentially. We are educators and policymakers. We are conservationists and animal welfare advocates. We are stationed at laboratory benches around the world discovering and developing novel therapies for what were once terminal illnesses.

Continued on next page.

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Hoosier Veterinarian
President’s Message—Continued……

Of course, we also play a leading role in food safety and security. In 35 years, we will have 9.5 billion neighbors, and the global demand for animal-sourced protein will increase by 60%. Veterinarians will be on the front lines implementing innovative technologies that increase efficiencies in animal production and working to reduce pre-harvest wastes through improved animal health and care. We will be instrumental to producing more food in a way that uses less land, less water, less feed, and less energy while ensuring exceptional animal welfare. In my lifetime, I hope for a future where 25,000 people no longer die every day from hunger. Veterinarians will, without a doubt, be mission-critical in that pursuit.

Among these innumerable and critical tasks as veterinarians, we must also find time to advocate for our profession and illustrate the impact and relevancy of veterinary medicine in all aspects of life. By sharing our story, we have the best chance to be heard and understood by decision makers across the nation as they shape the policies that affect us and our mission. Right now, we have a remarkable opportunity to tell that story as the Indiana Animal Health Foundation works to make a vision a reality by constructing the VetPlex, a world class educational center located on the Indiana State Fairgrounds.

The VetPlex will be a contemporary, state-of-the-art facility with over 8,000 square feet to educate and engage over 1 million visitors year-round. It will bring attention to the importance of veterinary medicine in the lives of all people, highlighting our role in producing high-quality and wholesome animal-based protein, preventing zoonotic disease spread, advancing human health through biomedical research, and improving the efficiency of animal agriculture as well as the human-animal bond through the highest level of animal health and wellness. The VetPlex will encompass meeting and conference space, educational displays, an operating theater, interactive stations, and outdoor space for human and animal integration.

With much excitement, the IVMA Board of Directors has resolved to pledge $50,000 to support the project. Furthermore, the IVMA will also match any donations made by veterinarians or veterinary practices before the end of Purdue’s Veterinary Conference this September, up to an additional $50,000. Please join us in making this vision a reality in Indiana. Visit vetplex.net to learn about the project and make your donation today, OR see page 18 of the newsletter for all of the donation options being offered and return your commitment to the IVMA office.

Sincerely,
Dr. Maria Cooper
mcooper1@boah.in.gov
We know that cats and dogs differ. They differ behaviorally, anatomically, and often medically, but are they different when it comes to welfare issues?

Consider the elective procedures of ear cropping and declawing. Now consider if you would view these procedures differently if they were applied to cats instead of dogs or dogs instead of cats. Would cropping the ears of a cat be more unacceptable than if done to a dog? Would declawing a dog that was damaging an owner’s possessions be more unacceptable than declawing a cat that was damaging the same possessions? Is there a double standard between cats and dogs, or just species differences? With regard to welfare issues, we all have opinions, and as a profession, we are changing.

In 1976, the AVMA adopted a policy on ear cropping in dogs, which by comparison to today’s policy, would be considered weak. In that policy, the AVMA recommended to the AKC and “appropriate breed associations” that cropped or trimmed ears be deleted from breed standards, and further, that dogs with cropped ears born after a “reasonable future date” be prohibited from showing. As of today, the AKC has taken no such action.

Twenty-three years later, in 1999, the AVMA’s adopted policy on ear cropping evolved to state that ear cropping in dogs for cosmetic reasons is “not medically indicated nor of benefit to the patient.” The policy went on to say that the procedure “caused pain and distress.” Even after those statements, the policy stopped short of opposing the practice. Instead, it stated that veterinarians should “counsel” dog owners of these facts prior to agreeing to perform the procedure.

The policy that stands today was adopted in 2008. It clearly and simply states that the AVMA “opposes ear cropping and tail docking of dogs when done solely for cosmetic purposes.” It also encourages the elimination of ear cropping and tail docking from breed standards. The AKC recognizes 20 breeds that include ear cropping in the breed standard, however dogs without cropped ears are not disqualified from showing.

Interestingly, the current AVMA policy (adopted in 2014) on the declawing of domestic cats is reminiscent of the 1999 policy on ear cropping in dogs. In the policy, the AVMA acknowledges that “onychectomy is an amputation and should be regarded as a major surgery,” but does not oppose it outright. Also similar to the 1999 policy, but more definitive, the AVMA “strongly encourages” client education prior to the consideration of declawing.

Continued on next page.
The policy states that declawing should be considered only after attempts have been made to curb clawing behavior or when clawing presents an “above normal health risk” for its owner(s). When an owner expresses health concerns, an excellent resource on zoonosis prevention is available online at the CDC’s Healthy Pets Healthy People website (www.cdc.gov/healthypets). For immunocompromised people, a Safe Pet Guidelines Guide is available through PAWS (Pets are Wonderful Support) at www.shanti.org/paws_pdf/Safe_Pet_Guidelines.pdf. These resources provide owners with information they can discuss with their healthcare providers to determine if declawing their cat is a necessity.

The AVMA has a policy opposing cosmetic ear cropping in dogs - a procedure done to meet the desires of humans rather than for the benefit of the dog. The AVMA’s policy on declawing, arguably done to meet the desires of humans rather than for the benefit of the cat, defers to the division of opinion within the profession. Whether it will change is yet to be seen.

Cats and dogs are both subject to the will of their owners. It is imperative that we educate ourselves and our clients to provide both cats and dogs with the equal welfare protections that they deserve.

IVMA Leadership Development Committee Seeking Candidates for IVMA Office

Do you want to make a difference in your profession? Are you looking for volunteer involvement that is fun, engaging, and rewarding? If so, consider a run for IVMA office. The IVMA Leadership Development Committee is seeking applicants for IVMA Vice President and IVMA Treasurer. If you have questions about the positions, call the IVMA office at 317/974-0888 or email lisa@invma.org OR contact Dr. Steve Sunbury, IVMA Leadership Development Committee chair, at slsunbury@comcast.net. The deadline to submit a nomination is August 1, 2017.
We have Negative Online Reviews – What Do We Do?

Terra Shastri, Manager of Business Development – Ontario Veterinary Medical Association

Online reviews come in many different shapes. Some clients share glowing feedback about you, your staff and their experiences, they feel the need to do something nice in return for your great service; this is referred to as ‘the rule of reciprocity’ in social psychology. Unfortunately, the opposite is also true. Negative online reviews have become the modern way for clients to yell from the rooftops when they are unhappy with you, your staff and/or their experience at your clinic. Consumers are often reluctant to share their disappointment in person if they feel it will create an awkward situation to do so, while an online review allows them to vent in anonymity.

When possible, respond to negative reviews because it demonstrates to people that you have nothing to hide, and gives the clinic the opportunity to show they care to make things right. After carefully reviewing the negative feedback, take a step back and consider whether or not there is any validity to the client’s comments, or if they may be overreacting to their situation. Then, consider the following tips when crafting a response:

The first line of your response should include an apology for their negative experience. This doesn’t mean you have to admit they are right, it means acknowledging that a client had a poor experience and you wish they hadn’t. For example, “I’m so sorry that you did not have an enjoyable experience with us and we want to make it right”. Most often, angry clients are looking for acknowledgement and an apology and that is enough to simmer their emotional upset and prevent them from going to other sites or friends with their story.

Identify if you can improve on something. Review the post with your staff to address areas where you can improve on things and make a note of that in your reply.

If they question certain procedures or recommendations, take the opportunity to educate in your post and explain why something was done. It is important to keep this general so that the client, patient or specifics of the case are kept private. Including phrases such as “In general,...” or “You mention this..., the reason we do this is because....”, helps to keep it broad. If you feel details are required, indicate in your response that you have contacted the poster directly to rectify the situation and to respect their privacy as a client. This allows any potential clients to see that you are making an effort to address client concerns.

People reading forums are aware that there are always two sides to every story. It’s important to realize a defensive response can escalate the situation. When a response is logical and kind, qualities that people look for in a veterinarian, it creates a positive impression for potential clients who may be reading your reviews.

AVMA also has resources to assist at:

https://www.avma.org/PracticeManagement/Administration/reputation/Pages/default.aspx
IVMA Newsletter Legislative Wrap Up

The 2017 Session of the Indiana General Assembly adjourned Sine Die just after Midnight on April 21. Of the 1,261 bills in introduced this session, 272 passed the General Assembly. Governor Eric Holcomb signed 271 into law and vetoed one. The vetoed bill allowed governmental entities (state and local) to charge a fee for public records requests that take more than 2 hours to honor.

The IVMA identified two issues prior to Session that needed to be addressed - membership on the Board of Veterinary Medical Examiners and the ability to delegate vaccines under direct supervision. IVMA lobbyists worked with the Holcomb administration to include those provisions in the bill for the Professional Licensing Agency. The bill, HEA 1308, passed and was signed by Governor Holcomb.

After July 1, 2017, any licensed veterinarian in the state may serve on the Board. Prior to passage, they had to reside in a certain district and faculty of the Purdue College of Veterinary Medicine were prohibited from serving. The new law also allows a veterinarian to delegate vaccines to anyone under their direct supervision. There was also discussion this session regarding additional funding for the College of Veterinary Medicine at Purdue. Ultimately that did not occur. Senate Bill 82 was also introduced this Session – this would have made equine teeth floating exempt from the veterinary practice act. The IVMA lobbying team worked to ensure that this bill was not heard during the 2017 session.

IVMA members need to be aware of the opioid epidemic in Indiana. There were several bills that passed this session dealing with prescribing of controlled substances. IVMA lobbyists were successful in getting licensed veterinarians exempted from the new laws. However, legislators and law enforcement officials noted that if there starts to be evidence that veterinarians are the source of some of these drugs “hitting the streets”, this will be revisited next year.

Also of note, there are issues that may be assigned to interim study committees this year. There are in excess of 200 requests for the Legislative Council to consider. They will meet on May 25, 2017 to announce those issues. Of most concern to IVMA is HR 3. The resolution, introduced by Rep. Tim Brown, MD, calls for a study of the impact of extending the sales tax to include services. This would include services provided by a veterinarian. Rep. Brown is the Chair of the Ways and Means Committee which increased the likelihood that such an assignment would be made.

The IVMA Legislative Committee will monitor the Legislative Council for this and other issues and act accordingly. The legislative presence provided by IVMA to monitor potential impacts to the profession is an important one. This MEMBER BENEFIT is sometimes forgotten, but it is critically important!
Are You Interested in IVMA’s Power of 10 Leadership?

The Power of Ten Leadership (POTL) Program is an IVMA initiative designed to cultivate leadership capacity in recent graduates and provide learning experiences that will enrich the individual and benefit the individual’s practice, community, and profession.

How it works ~

The Power of Ten Leadership Program will provide ten recent graduates (graduated from a college of veterinary medicine with a DVM degree in the years 2011-2017) with seven leadership development sessions over an eight-month period. IVMA will provide topic experts and meeting expenses at no charge for participants to attend sessions that not only convey the key learning points about leadership, but also deepen the understanding of class members on a number of related topics.

Sessions will include six face-to-face sessions in Indianapolis and one in Chicago.

Key Benefits ~

Through the Power of Ten, participants will:

- Develop fundamental understanding of leadership skills, personal branding, and emotional intelligence
- Deepen comprehension of communication styles and skills
- Gain the competency to utilize these skills within one's life, practice, and community
- Experience a supportive environment that fosters meaningful interpersonal relationships and collaborative, lifelong interactions

Curriculum ~

- August 30, 2017 - Welcome to IVMA and Insights Personality Training - Elanco Headquarters, Greenfield, IN
- September 27, 2017 - "Radical Candor" and Conflict Resolution - Peace Learning Center, 6040 Delong Road, Indianapolis, Sponsored in part by Bank of America
- October 18, 2017 - Veterinary Well-Being Bootcamp and Mindfulness/Stress Reduction - Dr. Elizabeth Strand and Dr. Lindsey Hedges - Peace Learning Center, 6040 Delong Road, Indianapolis, Sponsored in part by Bank of America
- November 15, 2017 - Communication Strategies and Branding - Dr. Michelle Harcha - IVMA offices, downtown Indianapolis
- December 6, 2017 - Learning About AVMA with Dr. Jim Weisman and Economics of Veterinary Medicine - Mr. Terry O'Neil, CPA - IVMA offices, downtown Indianapolis
- January 4-7, 2018 - AVMA Veterinary Leadership Conference, Chicago, IL
- February 8, 2018 - Constructive Feedback/Employee Reviews, Personal Goal-Setting and Emotional Intelligence - IVMA offices, downtown Indianapolis, sponsored by Patterson Veterinary

How do you sign up?

Fill out the Power of 10 application form online at www.invma.org and wait to hear from the selection committee. It is a tremendous opportunity. Don’t miss out! The deadline to apply is July 15, 2017.
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Get Ready to Renew Your Veterinary License

Your veterinary license will expire on October 15, 2017. Renewal information will be sent to you on or before July 15, 2017, from the Indiana Professional Licensing Agency (IPLA). All information will be sent to your email. Please make sure that IPLA has your current email and address of record. You should do this as soon as possible.

If you need to change your email or address, you can call, email, or send a letter with the changes for your veterinary license to IPLA. If you need to change the address of your Controlled Substances Registration (CSR), you must email or send a letter. CSR address changes must be in writing.

Practitioners will be able to renew online after mid-July, 2017. This is the quickest way to renew your veterinary license and CSR. If you would prefer to have a paper renewal sent to you, please contact the IPLA after August 15, 2017.

Practitioners will be required to have forty (40) hours of continuing education in the practice of veterinary medicine from the period October 15, 2015 to October 15, 2017. Practitioners may complete up to twenty (20) hours of continuing education in self-study. Self-study must pertain to the practice of veterinary medicine and include a written examination or post evaluation.

There are set civil penalties for non-compliance of the continuing education requirement. The Indiana Board of Veterinary Medical Examiners will audit a certain percentage of practitioners and ask for proof of continuing education compliance. If upon audit, you do not meet the requirements, the civil penalties are as follows:

- Short 1-20 hours - $500 civil penalty
- Short over 20 hours - $1000 civil penalty

Plus, you will be required to make up the missed continuing education hours and will receive a conditional license. If you don’t comply with this, your veterinary license will be suspended.

The fee for license renewal is $100 and Controlled Substances Registration is $60. There is a $50 late fee in addition to these fees if you renew after October 15, 2017. Additionally, your continuing education records will automatically be audited by the licensing board.

Please make plans now to meet all requirements for licensure and renew on-time to avoid penalties and discipline.

Contact information for Indiana Professional Licensing Agency:

- Website:  http://www.in.gov/pla/vet.htm
- Telephone:  317/234-2054
- Email:  pla8@pla.in.gov

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Dr. Rodye E. Butler
Plainfield, IN
IVMA Retired Member
Died November 21, 2016

Dr. Larry Laudig, MSU ‘60
Pendleton, IN
IVMA Life Member
Died January 29, 2017

Dr. Paul Hirt, OSU ‘61
Greensburg, IN
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H o o s i e r  V e t e r i n a r i a n
The IVMA Board of Directors met on Wednesday, March 15, 2017, to determine the Association’s goals for the coming year. The meeting was led by IVMA Executive Director Lisa Perius, who guided the Board through discussions to establish and prioritize four strategic goal areas: Knowledge, Advocacy, Member Services, and Public Awareness. Tactics in these four areas include the following:

**Member Services:**
- Brand IVMA member clinics
- Develop Power of 10 2.0 for mid-career members/Continue to promote Power of 10 1.0
- IVMA Member Facebook group/communicate value of membership
- Develop employee training modules
- Complete work of IVMA Governance Task Force that began in 2016

**Knowledge:**
- Partner with industry leaders to improve the CE product
- Investigate destination CE – spa weekends, Fair Oaks, golfing, etc.
- Increase online CE opportunities
- Consider organizing a cruise CE event

**Public Awareness:**
- Develop library of content on IVMA website
- Promote VetPlex fundraising and develop task force to explore VetPlex display options in the building
- Develop educational pieces that promote the career opportunities in veterinary medicine
- Continue with IVMA social media strategies

**Advocacy:**
- Raise awareness to legislators regarding veterinary medicine – i.e. at AVMA annual meeting this summer
- Update board members weekly on legislative efforts/explore developing a working group to investigate telemedicine concept
- Raise awareness of legislative efforts—current, past, and upcoming
- Educate membership on new laws regarding compounding pharmacies – continued from 2016 goals

Look for much more ahead in the coming months as the IVMA and its volunteers work to deliver on the scope of these directives! If you want to get involved, email lisa@invma.org for more information.
VetPlex Donation Levels

**Individual DVMs** (Recognition of your level of donation will be included in the VetPlex building.)

- **Platinum:** $10,000 - if you pay this monthly for 2 years, your donation equals $416 a month.
- **Gold:** $5000 - if you pay this monthly for 2 years, your donation equals $208 a month.
- **Silver:** $2500 – if you pay this monthly for 2 years, your donation equals $104 a month.
- **Bronze:** $1000 - if you pay this monthly for 2 years, your donation equals just 41.67 a month.

**Veterinary Practice Donors** (Recognition of your level of donation will be included in the VetPlex building.)

- **Founders:** $5000 - if you pay this monthly for 2 years, your donation equals $208 a month.
- **Mentors:** $10,000 - if you pay this monthly for 2 years, your donation equals $416 a month.
- **Pioneers:** $50,000 - if you pay this monthly for 2 years, your donation equals $2083 a month.

**Pledge Information**
I (we) pledge a total of $____________________ to be paid: □ now □ monthly □ quarterly □ yearly.

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