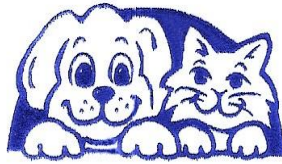


PARKSIDE ANIMAL HOSPITAL e-NEWSLETTER

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WELCOME to the 22nd edition of the PARKSIDE ANIMAL HOSPITAL monthly e-Newsletter

July 2010, Vol. 3, No. 6

Look forward to health care tips and information, including services available for your pet; product rebates/promotions and much more, coordinating with the Parkside Animal Hospital website: www.parksideanimalhospital.com

Seen recently at Parkside Animal Hospital:



Yogi



Julius



Daisy



Molly Mae



Max



Howie



Dooly



Molly



Maxie



Ivy Breeze



Barkley



Itchy Cupcake



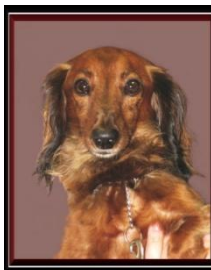
Charley



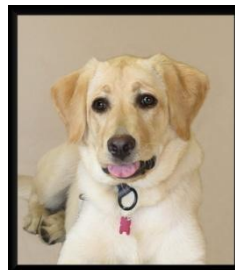
Tippy



Chelsey



Nacho



Piper



Smokie



Kisa



Missy



Ryley



Dylan



Scooter



Ratatouille

Full Service Veterinary Care – Laser Surgery – Dental Care – Radiographs & Dental Xray – Grooming
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HEARTWORM PREVENTATIVE IS STRONGLY RECOMMENDED FOR YOUR PET.

WHY IS IT IMPORTANT and HOW DO THESE MEDICATIONS WORK?



Heartworms, seen coming from the heart of a pet in graphic above, are transmitted by mosquitoes biting an infected animal. (could be the non-protected pet in the yard next door or the squirrel living in your tree). During the bite, microfilaria (microscopic baby heartworms) are aspirated with the blood meal. The infected mosquito then bites your pet. During the bite microfilaria are injected into your pet. Over the span of 6-7 months the heartworms migrate to your pet's heart, where they live; becoming adults, reproduce and ultimately will cause the death of your pet, unless your pet is treated for heartworm disease. During the 6 months or so, the heartworms will not be detectable as they have not developed to sufficient size for the heartworm test to recognize them.

Dogs can be treated for heartworm disease, but currently, there is no treatment for cats.

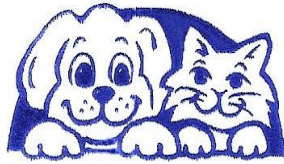
PREVENTION FOR BOTH DOGS AND CATS IS ABSOLUTELY IN YOUR PET'S BEST INTEREST!

Several heartworm preventatives are available for your pet, including **Sentinel**, **Heartgard** and **Interceptor** for dogs and **Revolution** for cats. In addition to preventing heartworm disease, these products can help eradicate other parasites from your pet including roundworms, hookworms, whipworms, fleas and ear mites (depending on which product is used.)

(Continued)

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Specifically for heartworms, how do these products work? Your pet may be infected with microfilaria every day. Heartworm preventative is effective against certain life stages of the microfilaria, preventing them from developing into adult heartworms. While heartworm preventative does not kill microfilaria every day, it retroactively protects your pet by killing developing microfilaria. In other words, the medication kills the microfilaria your pet has been infected with over the last 30 days. Should you miss a month or more, your pet is increasingly vulnerable, as any microfilaria infecting your pet may develop past the vulnerable stage and your pet will progress to full blown heartworm disease. **This is why it is SO IMPORTANT to give heartworm preventative monthly.**

We often hear “My pet doesn’t go outside, so Fluffy doesn’t need heartworm preventative”. Even if a pet never goes outside for potty time, walks, chasing birds or squirrels, sunning, or sitting on the patio.. mosquitoes come in to your house.. your pet is vulnerable. We’ve diagnosed and treated many, many pets who “never went outside”.

None of these products prevent a mosquito from biting and infecting your pet with heartworms; but providing monthly heartworm preventative of the proper dosage will help protect your pet from deadly heartworm disease. Preventatives are weight-based, so giving the proper dosage is very important!

What should you do if your pet is not currently on heartworm preventative, or if there has been a lapse in dosing?

First of all, don’t beat yourself up.. but use your anxiety to help your pet. Call Parkside Animal Hospital and tell us the situation. Cats would be examined and placed on Revolution so that no further infection with heartworms occurs. For dogs, we recommend a heartworm test now to establish if the pet presently tests positive (remember, it takes 6-7 months for the heartworms to migrate to the heart and develop sufficient size that the heartworm test will detect them). If the heartworm test is negative, the dog is placed on monthly heartworm preventative and retested in 6 months. If the follow-up test is negative your pet is deemed heartworm negative. Your dog continues on monthly preventative with a heartworm test done each year at the time of annual exam. It is imperative your dog be placed on heartworm prevention while waiting for the re-check in six months to prevent a increasing number of heartworms, or a greater “burden” on the pet. Heartworms damage the heart and the blood vessels integrating the lung and heart. The longer they are present and the greater number present increase the damage to your pet’s heart and other vital organs. Microfilaria damage tissue and organs as they migrate to the heart.

Heartworm preventatives are prescription medications, so your pet must have a current examination for heartworm preventative to be dispensed.

The incidence of heartworm disease has skyrocketed in the metroplex over the past two years....

**The cost for providing monthly prevention for 10 years + 1 annual heartworm test
is LESS than the cost of one treatment for heartworm disease.**

Call Parkside Animal Hospital today to help prevent heartworm disease in your pet.

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At Parkside Animal Hospital, we care deeply about providing your pet the ABSOLUTE BEST in veterinary care and in providing a safe, pleasant experience when you bring your pet to our office.

The following requests help us attain the high standards you have come to expect:

- Please be on time, or even early for your appointments. If you can't make an appointment, or know you are running late; please call to let our office know.
- Please schedule appointments as far in advance as possible. If your pet is showing worrisome symptoms, call us earlier in the day to discuss the situation and to schedule an appointment, if needed. Sooner is always better than later, as it allows us more time to evaluate and treat your pet's health needs. While we always try to work-in appointments, if we are already dealing with multiple emergencies, we may need to send you on to the emergency hospital for your pet's safety and best interest.
- If you have an appointment scheduled and wish to bring an additional pet, or wish additional services, please call first to see how your veterinarian's schedule is going. Usually we can accommodate additions. We strive to run on time for appointments. We wish to be respectful of your time and schedule as we are committed to providing the BEST veterinary care for your pet. Sometimes emergency situations arise necessitating delays. Our staff will notify you of delays, should they occur. Thank you for your courtesy.
- When you arrive, please have your dog on-leash; cats should be in a carrier. Puppies may also be in carriers. Puppies and kittens who are not completely vaccinated should be up-in-arms or in carriers. While our hospital is sanitized constantly, animals who are ill are seen here, too. **Pets not completely vaccinated should not be allowed on the floor or on counters and should not be handled or petted by anyone else other than Parkside Animal Hospital staff.**
- Always ask permission to approach or interact with someone else's pet; and please respect their wishes. Do not allow your pet or your children to approach someone else's pet. Keep your own pet on a short leash, close to you. While your pet or children may be social, the other pets in our lobby may be ill, in pain, fearful or simply may not appreciate an intrusion into their space. Some pets are aggressive toward others. Keeping pets separate prevents disease transmission and fights in the lobby. Running, squealing children can over-stimulate some pets. Please keep children seated close to you and as quiet as possible. Be aware that some in the lobby may be dealing with a dire, anxious situation. Never offer other people's pets treats or food.

(continued)

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- If you need to speak to the veterinarian by phone, you may need to leave a message, as they are likely treating patients. If your question is not urgent, clearly state that in the message you leave. The hospital staff will appreciate this help in prioritizing messages and will have more time for your questions when they return calls.
- If you have an emergency and will be at the hospital when we open, please call and leave a message to let us know you are coming in with an emergency. This will help the receptionist in scheduling patients for the day, and helps technicians and veterinarians to be prepared. Please leave your name, your pet's name, what the emergency is, a cell phone number where you can be reached, and your expected time of arrival.
- For everyone's safety, veterinarians do not diagnose and prescribe treatment over the phone. Unless you are dealing with a recent, recurring problem, your veterinarian will likely need to examine your pet. Sometimes similar appearing symptoms can have very different causes. If your pet is receiving periodic treatment from a technician (e.g. injections or sub-q fluids) and you have questions or concerns, schedule an appointment with the veterinarian to address these issues.
- At the appointment, it's helpful to have a written list of the topics/concerns you want to cover including symptoms: *how often, started when, looked like*, etc. This will ensure we cover all your concerns. Please bring records of any previous vaccinations, bloodwork and lab results; and make sure you tell hospital staff if you have given any medications or treatments at home including supplements, special diets or over-the-counter medications.
- Please be patient if you have to wait for an appointment. If your veterinarian is running late, it means we are having to give an animal extra attention. Remember also that emergencies happen and you want a veterinarian who will "work you in" if you do have one. Our staff tries to keep you updated if there are delays. If you wish to be rescheduled, please let our reception staff know.. they will be happy to arrange another appointment time for you.
- If you need prescription refills, please call or email at least 24 hours prior to pick-up. Some medications need to be ordered; please contact us at least 7-10 days in advance of need. Call our office or email reception@parksideanimalhospital.com with refill requests. Please leave a phone number where we may contact you with questions and notify you when the medications are available.

**We want the very best for your pet, and the best, most rewarding relationship with you,
as you strive to assure your beloved pet a long, happy and healthful life.**

**Smiling faces, caring hearts...
Parkside Animal Hospital**