



# Animal Care Hospital

NEWSLETTER

SUMMER 2010

Animal Care Hospital  
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## Hot Topic!

Memphis and the Peabody Hotel recently played host to the American Heartworm Society meeting. Since the meeting I have been inundated with questions about heartworm prevention. At the meeting some initial research was presented addressing concerns that our current heartworm preventions are not as effective as in the past. At this time there is **NO CONCLUSIVE EVIDENCE** that one preventative is more effective than another, as opposed to the recent hysteria that has been stirred up. There are some areas of concern, however. The average owner in our area only purchases 6 pills ANNUALLY. Preventative must be given every 30 days, not "once monthly" as we used to say. There is concern that some genetic resistance in the heartworm cycle may be developing. This is true of all the classes of prevention and no recommendations have been made by the Heartworm Society. **Interceptor** and **ProHeart6** are still our choice for solid protection.

Please don't abandon your heartworm prevention and fall prey to the hysteria! Be more vigilant and give that pill every 30 days or get the ProHeart6 injection every 180 days.

### Veterinarians

*Dr. Melanie Galloway*

*Dr. Stephen Galloway*

## Hot Days Ahead

As the temperature moves into the 90's we start to see more overheated dogs.



Everyone knows not to leave their pet in a hot car but what about a hot backyard. Make sure that your pet has plenty of shade and cool water and even a fan. Pets that get wrapped up in chains and then cant get to shade and water overheat quickly when the heat index is 100. Come home at lunch and provide cool water or even a nice rinse in the hose.

Signs of heat stroke include rectal temps. over 104F , excessive panting, disorientation, dark or deep red gums and tongue, vomiting or diarrhea, coma and death. If you find your pet with these signs, wet them down with cool ( not cold) water or get them under a fan and bring them in to the hospital ASAP. Call our office when you are on the way.

**Ready Refills-**  
Please call  
24hours in  
advance so we can  
make sure your  
refill will be  
ready.

**Indoor Cats** Many of our indoor only cats don't need all of the vaccines every year. There are what we call core and non-core vaccines based on lifestyle and risk factors. In our area the Rabies vaccine is required yearly. What they do need is an annual or twice yearly (in older cats) physical exam and consultation. Many problems can be easily managed if they are addressed early. I also encourage you to keep flea control products such as Revolution on you indoor or outdoor cat year round. Fleas and mosquitoes are not "outdoors only"!



Here's an easy way to use text you've already formatted as the basis for a new paragraph, character, or list style:

1. Select the text, on the Format menu, click Styles and Formatting, and then click New Style. You'll see all your style characteristics displayed.
2. Name your new style, check the Add to Template box, and then click OK.

**Company Name**

**Street Address**

**Address 2**

**Phone**

**Fax**

**E-mail**

**We're on the Web!**

**Web Address**

## Fonts

When choosing the fonts that you'll be using for headlines and body text, a good rule is to never use more than 2-3 fonts in a newsletter. More cause confusion and make your efforts look less professional. Be creative with the ones you do choose, though. Use different sizes and colors, and use bold and italics to add variety without confusing the look of the newsletter. You can add these custom styles to your template's style palette so that they're instantly available.

Finally, delete any features that you won't be using. Once you're done with these general changes, save the result as a Word template.

## Add articles and graphics

One distinct difference between a printed newsletter and an e-mail version is the amount of text to include. Unless you know that all your readers will be interested in a longer version, you should keep the amount of information to about 1,000 words or less. Anything more becomes tiresome to read online, and you may lose their interest before they read the items you really want them to see.

### What to include

Some items to think about including might be introductions to new employees, recent awards presented to your company, specials and discounts on products or services, announcements of new products, and information on new ways to take advantage of your products or services. Don't include items that might be of interest to only a few customers; you want to capture and hold the interest of as many readers as possible.

### Add graphics



Add graphics or pictures with captions to help break up the text and create some visual interest. But make sure that whatever you add relates to the adjacent text. A picture of the company dog might be cute, but if the story surrounding it is about a new product, the picture will only serve to confuse your readers.

### Contact information

Be sure to include contact information in more than one place. Not only should it be part of your master template, you should include "For more information..." contacts in every article where it's appropriate.

### Web links

Include links to the company Web site wherever you can. Be sure to update the site to include the information you are referring them to. It's easy to include hyperlinks in your newsletter that will take customers right to your Web site or get them started with an e-mail to your sales staff.

### Proofread

When you've completed your newsletter, it's time for one of the most important steps of all—proofreading. Take several passes through the material, looking for different things each time.