



As most of you know, we started construction on a new veterinary hospital in September of 2017 to better serve and care for our patients and clients. It is located just down the road at **1031 Kacena Road, Hiawatha, Iowa** and we plan to move and open sometime in June/July of this year. You can follow the construction progress of the hospital by following us on Facebook where we post weekly updates and pictures. <https://www.facebook.com/PetersenPetHospital/>



Arial view of the new hospital before sheeting and roofing.



Walls being framed and duct work being hung.



South side of the new hospital.

Petersen Pet Hospital became **AAHA (American Animal Hospital Association)** accredited this year. We completed and passed over 900 different standards of veterinary care. We are now among the only 12-15% of small animal veterinary hospitals in the nation that are accredited.



The Standard of  
Veterinary Excellence

Making you and your pets' visit to our hospital less stressful and safe is a high priority for us. The majority of our team is now **"Fear Free Certified."** What this means is that each certified team member has completed additional education and training on techniques to make the visit for your pet less stressful and fearful. We concentrate on giving lots of treats, praise, and gentle handling during treatments and examinations. ***Please remember to bring your pet(s) hungry to their veterinary appointments.***

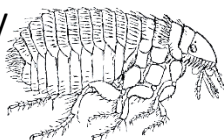


Fear Free Certified Team Members:  
Top left: Briana, Jessika, Dr. McGinty, Dulcie, Sarah  
Lynn, Stacy, Jessie  
Front from left: Kyla, Kelli, Sarah, Sheldon

As we continue to grow and serve more and more pets and clients, **our team has to grow** to keep up with the demand and continue to provide great care to our patients and clients. We take pride in our team members and I am confident that they will serve you and your pet well.

## *Pet Health Summary for 2017*

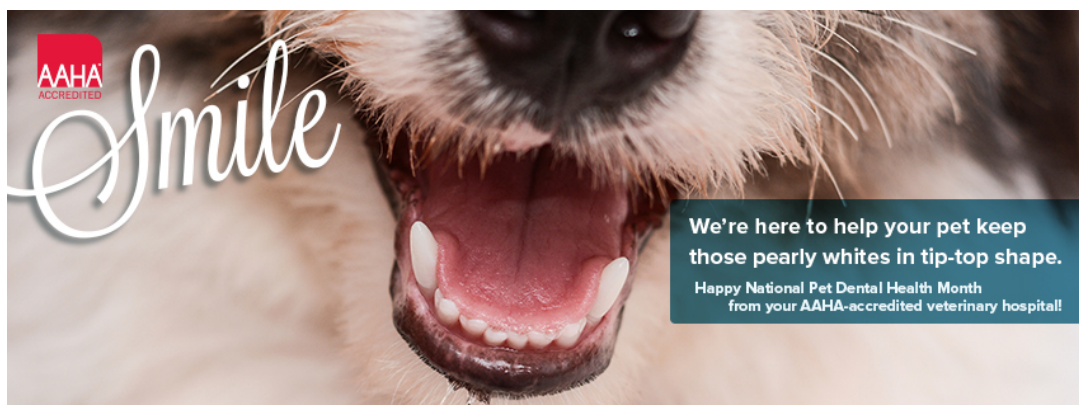
Now that 2017 is behind us, I want to provide everyone an overview of what our veterinary team saw last year regarding the health of our patients and your furry family members.



First of all, the number of flea and tick infestations on cats and dogs was quite high. The majority of the tick infestations occurred between March through June, and the flea infestations were between August through December. These parasites can be found throughout the entire year so we recommend year-round prevention. **Interceptor Plus** (monthly) for heartworm and intestinal parasite prevention, and **Nexgard** (monthly) or **Bravecto** (every 12 weeks) for flea and tick prevention.

Second, we diagnosed 5 dogs in 2017 that were infected with heartworm parasites. **Heartworm disease** is a preventable condition and could have been avoided if the dogs had been on Interceptor Plus on a monthly basis. Each dog required hospitalization and treatment at our hospital and I am happy to report that all of them survived and are doing well.

Lastly, we diagnosed 12 cases of **Leptospirosis infection** (a bacteria spread in wild mammal urine – causing kidney and liver failure) in dogs in 2017. This is a preventable infection. Fortunately, all dogs were diagnosed early and no deaths occurred this year, unlike in 2016, in which we had 2 deaths relating to Leptospirosis infection. If your dog is not currently vaccinated, call us today to set up an appointment.



## A Look Ahead to 2018

This year we hope to launch a **Client Reward Program**. This program will likely be tracked on your smartphone and for every dollar spent at our hospital, you will accumulate reward points which can be used for future visits and purchases. Stay tuned for more information.

During this year we will also be working towards being certified as a **Feline Friendly Practice**. This involves our team obtaining further training and education regarding handling and examining our feline patients. Another



important aspect is that our new facility will be designed and organized in a way to limit your cats' exposure to dogs and other unfamiliar cats.

Finally, with the completion of our new hospital, we will be able to provide additional services such as **boarding for your dog**. We will have 6 luxury dog suites and each one of them will have their own elevated dog bed and window to the outside.



Marie and Kevin

## Employee Spotlight

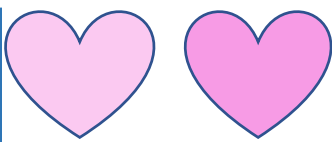
### Marie, Client Care Specialist

- \***What I do:** Client Care Specialist
- \***Time in position:** 3 months
- \***Favorite PPH memory:** Anytime puppies come in is a good memory!
- \***Favorite Cedar Rapids/Marion attraction:** Cedar River! We love to fish!
- \***Guilty pleasure snack:** Doritos

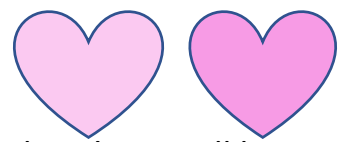
- \***Secret talent:** Cooking
- \***Describe yourself in one word:** Original
- \***Huge fan of:** The Chicago Blackhawks, Good Food, & Jeopardy
- \***Bucket List item:** Travel to Tokyo, Japan
- \***Makes me smile:** Boyfriend Clay, Family, Friends, & Kevin
- \***Pets in my life:** Kevin!
- \***I could beat you at:** Rummy
- \***Song stuck in my head:** All On Me by Devin Dawson
- \***Countries I've visited:** France, Italy, British Virgin Islands, Bahamas

To learn more about Marie, visit our team page @ [petersenpethospital.com/team](http://petersenpethospital.com/team)





# Spread the Love



*This Valentine's Day help us spread the love to pets in need!*

We are gathering donations for **Fur Fun Rescue** (a dog organization) and **Witty Kitties** (a cat organization).

These great organizations are providing dogs and cats with rescue services, shelter, medical aid for special needs, and most importantly, love.

Please help us, help them! We will be accepting donations from January 17<sup>th</sup> – February 14<sup>th</sup>. Donations can be dropped off at our office or you can order them on our Amazon wish list (go to Amazon and search Petersen Pet Hospital under lists). You can have them shipped direct to our office and we will handle the rest! Here is a list of the items that are needed.

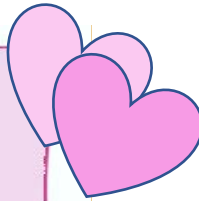
## Fur Fun Needs:

- Small & medium collars
- Small & Medium leashes
- Dog toys – especially for larger dogs
- Dog beds



## Witty Kitties Needs:

- Scoopable unscented litter
- Paper towels
- Liquid laundry detergent
- Bleach
- Dishwashing liquid
- Liquid hand soap
- Murphy's Oil Soap
- Hand sanitizer



*Just for Fun!*

Visit the event page @ [petersenpethospital.com](http://petersenpethospital.com) to learn more



Kida, a 14 yr. old terrier mix, was in for her senior exam. Her owner's daughter brought in her 7 stuffed kitties to be examined by Dr. Petersen, also.



Izzy & Gidget (Kyla's pups) enjoying the snow!

## *Thank you to all that referred their friends and family to us this fall!*

Vicki and David Knipper, Steve and Kris Gogg, Kerry and Phil Barnes, Debbie and Alan Rosenthal, Ken Klein, Janelle and Eddie Hurkett, Whitney and Matt Hinz, Kirby Dreher and Jennifer Skogman, Heath Ayers and Kelly McNiell, Marcia and Jim Buresh, Barb and Rick Kregel, Aaron Johanson, Rachel and Houston Campbell, Bryan and Cindy Lower, Jessica Roloff, Kara Horn, Ainsley and Josh Snyder, Gina and Mike Gary, Carey and Jamie Buresh, Rebecca and Justin Humke, Lois and Ted Kahler, Tammy and Timothy Cleveland, Darlene and Larry Lahr, Darrell and Cathy Braack, Deb Wink, Kara and Kelly Kirk, Jared Benson, Karen and Dennis Francis, Sara and Brian Farrell, Lindsay and Aaron Lehman, Molly and Noah Martin, Dean and Susan Jacobson, Kaylyn Kimmel, Esther and Ollie Santel, Angela and Johnathon Sievert.

Present this card at your first appointment and receive \$25 off your initial pet's exam.  
(For New Clients Only)

Referring Pet Owner

New Pet Owner

Call for your appointment today!

319-743-0554

[Petersenpethospital.com](http://Petersenpethospital.com)

Your business and referrals are extremely important to us so we designed a referral program just for you! This is how it works: For the first new client that you refer to us, we will send you a \$5.00 Petersen Pet Hospital gift certificate. The gift certificate can be used towards any veterinary service and products. Every time you refer another client to us we will increase that gift certificate by \$5.00 (so next time you refer you will get a \$10.00 gift certificate, next a \$15.00 gift certificate and so on). And the pet owner you refer to us receives \$25 off their initial exam!

We have created this handy referral slip for you. Just print, fill out your name, cut and give them to friends and family! See more details here:

<http://petersenpethospital.com/referral-program/>

## More pics of the new hospital.



Pictures showing the entryway into the new hospital being constructed.