

# Petersen Pet Hospital Newsletter - 4th Quarter

*Merry Christmas & Happy New Year!*

## Small Business Saturday Event



Thank you to all those that came out on Small Business Saturday, November 24<sup>th</sup>, to enjoy the cinnamon rolls, pumpkin bars, hot apple cider, coffee & hot cocoa. We hope you all had fun spinning the wheel for prizes, enjoying the treats for you and your pets and visiting with us. We sure enjoyed our visit with you! We appreciate your business and your loyalty to us and shopping locally.

*Did you know that you have some mighty impressive power? Spend a dollar locally and--bam!-- it returns an average of three-times more to our community than spending it somewhere else. 'Buy Here' to have a direct, positive impact on all of us!*

## Dr Petersen's Corner

Dear clients of Petersen Pet Hospital:

We need your help! We know that there are many pets in the Cedar Rapids corridor that are in need of our veterinary care and we ask that if you are happy with our services to please pass on our name to your friends, family and/or anyone else that is looking for a veterinary care provider. In doing so, if the referred client provides us with your name as the referrer, we will send you a gift certificate to be used at your pets' next veterinary appointment. Thanks again for your continued business and lets spread the word so pets in need of veterinary care can find us.



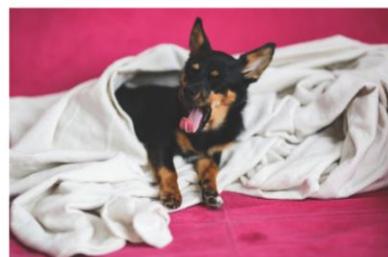
Sincerely,  
Brad Petersen, DVM

## Why Do Dogs Yawn?

There are two main reasons why dogs yawn, both to charge themselves up and to calm themselves down.

A yawn increases the flow of oxygen and boosts the heart rate which energizes the brain. You'll sometimes see dogs yawning while at the veterinarian's – a sign that they are stressed and trying to calm themselves. In training classes, dog owners often interpret a yawn as a sign the dog is bored. The dog who's yawning is more likely stressed than bored; either from nervousness or from wanting to please.

Yawning can be contagious to dogs, like it is with humans. If you catch your dog's attention and yawn, you may well get a yawn back. Some experienced dog handlers actually use this to their advantage. They train their dogs to yawn on cue as a way to get them either focused or relaxed.



## Why do we, at Petersen Pet Hospital, recommend teeth cleanings for your pets?

Did you know that 85% of all pets have periodontal disease by the time they are 3 years of age?

Periodontal disease is a progressive disease of the supporting tissues surrounding teeth and the main cause of early tooth loss, bad breath, and painful chewing. It starts when bacteria combine with food particles to form plaque on the teeth. Within days, minerals in the saliva bond with the plaque to form tartar, a hard substance that adheres to the teeth. The bacteria work their way under the gums and cause gingivitis — inflammation of the gums. Once under the gums, bacteria destroy the supporting tissue around the tooth, leading to tooth loss. This condition is known as periodontitis. Gingivitis and periodontitis make up the changes that are referred to as periodontal disease. The bacteria associated with periodontal disease can also travel in the bloodstream to infect the heart, kidneys, and liver.

A professional veterinary teeth cleaning under anesthesia is the **only way to remove tartar from the teeth and under the gum tissue to protect your pet's health**. With a professional teeth cleaning and follow-up care, gingivitis is reversible. Periodontal disease is not reversible, but diligent at-home teeth care, and regular veterinary cleanings can slow down the progression of the condition.

Our own dentists recommend a twice-yearly teeth cleaning and most of us humans brush our teeth 1-3 times per day. Can you imagine if we didn't brush our teeth for 6 months, or 1 year, or even longer like many of our pets? YUCK. Therefore it is so important to keeping your pets' teeth clean and healthy.

Call today to schedule your pets' teeth cleaning so we can be sure we are doing everything possible in keeping your pet healthy.

Before teeth cleaning



After teeth cleaning



Digital x-ray

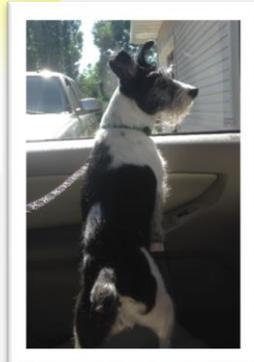


## Employee Spotlight



Nadia is a kennel assistant at Petersen Pet Hospital and started with us in June. She was born and raised in Iowa and graduated from Linn-Mar High School and is currently attending the Veterinary Assistant program at Kirkwood Community College.

Nadia has a hyper rat terrier named Rosey, a schnauzer-mix named Clementine, and a grey and white cat named Persi. To learn more about Nadia; visit our website: [petersenpethospital.com/team/Nadia/](http://petersenpethospital.com/team/Nadia/)



## Dog & Cat Boarding

Did you know we offer cat and dog boarding? Our luxury dog boarding suites are equipped with a bed for your dog and views of the woods and pond. The cat suites are spacious, with multiple rooms so your cat can sleep, eat and use the litter box in different areas. Your pet will be taken care of by our trained veterinary staff. Have piece of mind knowing that your pet is well looked after while you are away! Each dog gets individual walks multiple times each day with lots of pets, love and snuggles too!

Schedule your pets' stay today!



## How to Feed a Cat



How to feed your cat. Seems simple, right? Think again. What we feed our cats is very important, but an often-overlooked aspect of cat health is how we feed them. Providing the proper environment for feeding will make your cat happier and help them avoid overfeeding or underfeeding.

On an instinctual level, cats have certain preferences for feeding that should be considered by caregivers. First, cats prefer to eat multiple small meals throughout the day. Unfortunately, many cats are frequently fed in one location with relatively large volumes of food once or twice a day. Some cats even have food out and available at all times. Both of these can lead to inactivity, obesity, and stress for your cat.

Cats are hunters. To help mimic natural feline feeding behaviors and satisfy that instinct, puzzle feeders can also be used. Puzzle feeders hold food and must be handled by the cat to get the food out, which increases activity, and provides mental and physical stimulation. You can learn more about puzzle feeders at [foodpuzzlesforcats.com](http://foodpuzzlesforcats.com).

Another consideration you should take when feeding your cat is their preference to eat alone. This can be especially challenging for homes with multiple cats. Forcing cats to eat together can cause anxiety, stress, obesity, and health problems. To reduce these concerns, each cat should have a separate feeding station with distance and visual separation between cats. You can also provide elevated feeding spaces.

If you are concerned that your cat is overeating or undereating, or if you are having trouble feeding one or multiple cats in your home, our veterinarians can provide additional advice and evaluate your cats' weight and health.

For more information regarding feeding your cat and other credible information about cat care, visit [catfriendly.com](http://catfriendly.com). It is a wonderful website for cat owners.



Having trouble finding that perfect gift for that special pet owner? What about a Petersen Pet Hospital gift certificate? Stop in and get your gift certificates today!

# Ultrasonography and Laparoscopy

At Petersen Pet Hospital, we strive to provide our clients and their pets with the latest advances in technology, so we can better care for our patients. Two types of advanced technologies that we utilize are Laparoscopy and Ultrasonography. Drs. Petersen and Saunders have participated in advanced training and education and have become quite knowledgeable and skilled in the use of Laparoscopy (Dr. Petersen), and Ultrasonography (Dr. Saunders).

Ultrasonography (also called ultrasound or sonography) is a noninvasive, pain-free procedure that uses sound waves to examine a pet's internal organs and other structures inside the body. It can be used to evaluate the animal's heart, kidneys, liver, gallbladder, and bladder; to detect fluid, cysts, tumors, or abscesses; and to confirm pregnancy or monitor an ongoing pregnancy.

We may use this imaging technique in conjunction with radiography (x-rays) and other diagnostic methods to ensure a proper diagnosis. Interpretation of ultrasound images requires great skill on the part of the clinician.

Laparoscopic surgery is a state of the art, minimally invasive surgical technique that permits direct visual examination of your pet's abdominal cavity without the need for a large surgical incision. In turn, it minimizes soft tissue trauma and allows for a faster and less painful recovery. We use laparoscopy for such things as spaying female dogs, neutering male dogs that have a retained abdominal testicle (cryptorchid), liver biopsies, and abdominal exploratories.

We are proud to be able to provide these services to our clients so we can provide the best care possible for our pets.



*Thank you to all that referred their friends and family to us last quarter!*

Bradley and Lisa Rizzio, Mike Fox, Hannah Thurston, Nick and Jill Mastascusa, Heidi and Zach Williams, Joe and Hannah Lenz, Mandy and Kirt Norris, Karen Delaney, Jim and Jodi Cox, Rebecca Price and John Porter, Karol and Daniel Hoffmann, Carrie Crain and Kim Decker, Julie and Chad Koutny, Kate Bell and Nick Delagardelle, Ella and Grace Frazier, Stephanie and Michael Sheriff, Chad and Pamela Groth, Nikki Higgins, Jill and Scott Sievers, Jenny and Ray Ratcliff, Ben Ward and Katielyn Edwards, Robert and Nancy Davis, Ernest and Deborah Snider, Rodney and Jennifer Rowley, Sara and Rob Walstrom, Tonya and Mike Deberg, Mary and Chuck Barnes, Dana and Andy Freymark, Ray and Lori Harken, James and Charlesy Bennett, Tyler and Ashley Yearous, Colleen and Mark Daniels, Barb and Tom Klein, Jennifer Beall, Rebecca Eiben and Dennis Karamitros, Paula and Ian Thornhill, Tyler Lemon, Douglas and Charla Boe, June and James Tipton

*This is the greatest compliment you could give us!  
We appreciate you!*

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/>