



## A message from Dr. Petersen: Online Pharmacy



If you are looking for the convenience of home delivery for your pets' medications and food, I encourage you to check out our own online pharmacy. It can be accessed by going to our website, [www.petersenpethospital.com](http://www.petersenpethospital.com), and along the left side there is an **Online Pharmacy tab**, click the tab and it will take you to our online pharmacy.

Our products are priced competitively with other Big Box pet medication online pharmacies and with the rebates only offered on our website, the prices are often cheaper. Also, it is a great way to shop local. We have a wide range of products on our online pharmacy from flea/tick preventative to heartworm preventative to dog and cat food.

*You can combine our prices with the rebates below to increase your savings!!*



## Rebates

There are great rebates on heartworm and flea/tick prevention and we wanted to make sure you knew! Also, if you purchase these preventatives from us, you gain more Petlocity points to earn you more rewards!

These rebates are only available if you order through our veterinary office or our online pharmacy. (Petlocity points are not earned if you order online.)



## Rebates 2019

|                      |   |
|----------------------|---|
| Bravecto             | Buy 2 doses get \$15. Buy 4 doses get \$35. Doses can be mixed and matched. All product must be on one invoice.                               |
| Interceptor Plus     | Buy 12 doses get \$15 rebate – must be the same weight group.   |
| Credelio             | Buy 6 doses get \$15 off. Buy 12 doses and get \$35 off.  |
| Credelio/Interceptor | Buy 6 doses of Credelio and 12 doses of Interceptor get \$35 off <b>OR</b> Buy 12 doses of Credelio and 12 doses of Interceptor get \$50 off. |

## Endoscopy case of the month: Drs McGinty and Petersen prevent a dog from needing surgery



Tess, a 10 year old female German Shepard, presented to Dr McGinty recently for a 3 day history of vomiting bile fluid 1-2 times per day. Tess still had a good appetite and was acting normal otherwise. The owners did report that there was a piece of a bedding sheet missing and that Tess may have eaten it. Dr McGinty decided to take x-rays which revealed foreign material within the stomach. From there, and before

performing a potentially painful and expensive abdominal surgery, he decided that there might be a chance that he could remove the foreign material under anesthesia with our endoscope (a tubular camera that can visualize the stomach without pain and has a working channel in which to pass instruments down into the stomach). With the assistance of Dr Petersen, the 2 doctors were able to visualize the esophagus and stomach which revealed a piece of colored bedding sheet within the stomach near the entrance into the small intestine. The fabric was removed via special graspers. The procedure was completed within 30 minutes and Tess was able to go home that same day. She recovered quickly and uneventfully. We are so happy to be able to offer endoscope procedures for our patients that, at times, can replace more painful, and expensive procedures, and allow a faster recovery time. Below are some pictures of the endoscopy procedure.



View of the inside of the esophagus.



Fabric found within the stomach.



Close up of fabric found within the stomach.



View of the inside of the stomach after the fabric was removed.

## The Importance of Senior Pet Care

It is very important for senior pets to be examined by your veterinarian twice per year, every 6 months, since pets age much faster than people do. Cats and dogs are considered senior pets when they are 8 years of age and older.

It is important for the doctor to monitor your pet's weight as changes in weight may indicate an illness or disease. When we see our pets every day, it may be difficult to notice a change in your pet's weight.



It is also very important for the doctor to perform a physical exam and to listen to our senior pet's hearts. Changes in heart rate may indicate an illness or disease. The doctor will also be able to hear if there are any abnormalities with the heart such as a heart murmur or arrhythmia.

A lot of senior pets experience arthritis. The doctor is able to palpate this age change

through a physical exam and can prescribe joint supplements or pain medications, as well as perform cold laser therapy to help alleviate pain and inflammation.

Some illnesses that are experienced by our senior pets that can be found during an exam: hyperthyroidism, hypothyroidism, diabetes, liver infection, heart and lung changes, arthritis, early detection of cancerous masses, discovery of diseased, loose or fractured teeth. Call us to schedule your senior pet's exam today.

## Dog Owners: FDA Releases an Alert About Grain Free Diets



The FDA launched an investigation into potential links between canine heart disease and diet — specifically grain-free diets. The FDA is investigating a potential dietary link between canine dilated cardiomyopathy (DCM) and dogs eating certain grain-free pet foods. The foods of concern are those containing legumes such as peas or lentils, other legume seeds, or potatoes listed as primary ingredients. The FDA began investigating this matter after it received reports of DCM in dogs that had been eating these diets for a period of months to years. DCM itself is not considered rare in dogs, but these reports are unusual because the disease occurred in breeds of dogs not typically prone to the disease.

Dilated cardiomyopathy (DCM) is a type of canine heart disease that affects the heart muscle. The hearts of dogs with DCM have a decreased ability to pump blood, which often results in congestive heart failure. Some breeds, especially large and giant breeds, have a predisposition to DCM. These breeds include Doberman Pinschers, Great Danes, Newfoundlands, Irish Wolfhounds, and Saint Bernards. While DCM is less common in medium and small breeds, English and American Cocker Spaniels are also predisposed to this condition. When early reports from the veterinary cardiology community indicated that recent, atypical cases in breeds like Golden Retrievers, Labrador Retrievers,

Whippets, Bulldogs, and Shih Tzus all that consistently ate grain alternatives in their diets, the FDA took notice. Currently, there is no proof that these ingredients are the cause of DCM in a broader range of dogs, but dog owners should be aware of this alert from the FDA. The FDA continues to work with veterinary cardiologists and veterinary nutritionists to better understand the effect, if any, of grain-free diets on dogs.



There has also been an update to the research on DCM and emphasized the issue is not just grain-free diets. The suspected diets are called "BEG" diets (boutique companies, exotic ingredients, or grain-free diets).

The possible link between BEG diets and DCM may be due to ingredients used to replace grains in grain-free diets, such as lentils or chickpeas, but also may be due to other common ingredients commonly found in BEG diets, such as exotic meats, vegetables, and fruits.

Although there appears to be an association between DCM and BEG diets, the relationship has not yet been proven, and other factors may be equally or more important.

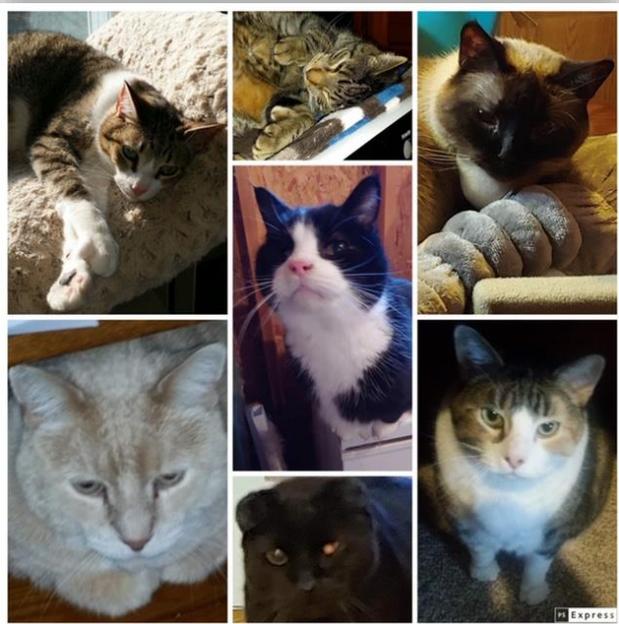
The best thing you can do for your dog's dietary health is to consult your veterinarian, not the internet. With the help of your veterinarian, you and the veterinarian can determine an appropriate diet for your dog.



## Meet Some of Our Team Members' Senior Pets

Dr. Ann Eike has 14 senior kitties...yes that is correct...14. Why you ask? Because someone within their lives couldn't take care of them anymore and she could. Once they are in her care, she has vowed to forever take care of them and make sure they have a happy and healthy life with her as their caregiver....she is their "person"-someone who will never let them down.

Some of the kitties she has had all their lives while others have joined her as recently as 2 years ago. Regardless, of their entrance to Dr. Eike's life, each and every one has their own unique and loveable personality. They truly do make her life better and complete and she can only hope she can do the same for them.

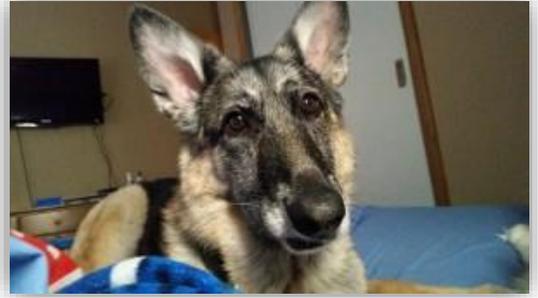




This is Chica. She is the sweet dog of Sarah Lynn, Veterinary Assistant. Chica is 11-years-old and Sarah Lynn adopted her when she was 2.

She was the shelter dog that was assigned to her while she was in the Veterinary Assisting program at Kirkwood Community College.

Sarah Lynn is married now and Chica loves to be anywhere her mom and dad are. Her favorite toy is a stuffed baseball bat which just happens to be the toy with the loudest squeaker in it!



## Pet Health Insurance: *Benefits Outweigh the Costs*



**Nationwide®**

**trupanion™**  
Medical insurance for your pet.

Pet health insurance is a great way to offset the cost of potential future medical costs for your pet. The cost of the insurance is based on age of the pet, species, size, plan type, deductible and state of residence.

We recommend that you purchase pet health insurance for all new puppies and kittens to ensure your pet is protected if/when an illness or medical emergency arises.

There are 2 pet health insurance options that we recommend but there are lots of options available:

**Nationwide: [bestpetinsuranceever.com](http://bestpetinsuranceever.com)**

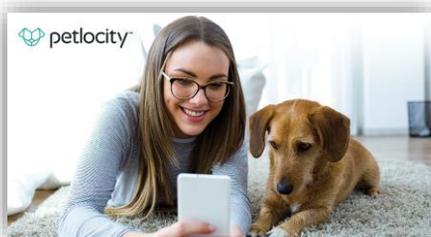
**Trupanion: [trupanion.com](http://trupanion.com)**

Pet insurance can cover things such as: Accidents & injuries, common illnesses, serious illnesses, chronic illness, hereditary conditions, testing & diagnostics, procedures, holistic & alternative, & wellness.

Visit their websites to learn which pet insurance is right for you and your pet and learn about the terms & conditions of each.

## Petlocity

*Are you signed up for our Petlocity Rewards Program?*



We believe that great pet parents should be rewarded for taking care of their pets. So, we've partnered with Petlocity, a program that lets us reward great pet parents like you for staying up-to-date on your pet's exams, medications and vaccinations.

That means you'll save on the big (and small) stuff and get access to special offers and promotions at our practice and some Petersen Pet Hospital logoed merchandise too! Plus, it helps you keep track of your pet's health information and even share it with groomers, boarding facilities, and more!

Ask our team members to learn how you can sign up or visit our website for more information: <https://petersenpethospital.com/rewards-program/>



## Common Client Question: *Can I return my pet's prescription medication?*



Unfortunately, no, **we cannot** accept a return of prescription medications. Common examples of these medications are Interceptor Plus, Rimadyl, Galliprant, Vetmedin, Apoquel, and many more. Since we cannot guarantee how the medication was handled after leaving the hospital, we aren't able to re-prescribe it to another patient in the future. It would be like if you got a prescription medication from a Hy-Vee Pharmacy, and the pharmacy sold you a medication that was kept in a hot car a few days ago or was accidentally spilled on the floor and was placed back in the container and returned to the pharmacy. The pharmacy would not be able to guarantee the effectiveness nor the sterility of the products. ~ **Brad Petersen DVM**



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

Amanda and Ryley Lyons, Craig and Barb Bova, Sherri Condon and Chris Eastburn, Colin and Bethany Gillis, Brian and Jen Hughes, Marilyn and Ronald Davenport, Gail and Jay Danninger, Victor and Kenda Hernandez, Tim and Tina Gull, Tammy and Scott Stines, Lisa and Chris Delaney, Louise and Edwin Downey, Miranda and Paul Niemi, Sarah and Ryan Reisdorph, Dan and Lauren Halter, David Dobroth and Patti Harper, Randy and Trish Roe, Heath Ayers and Kelly McNeil, Brittney and Drew Burmahl, Kevin and Deann Wilford, Calvin Kitch and Samantha Byers, Jamie and Seth Allen, Keri and Matt Taylor, Shawna Roman and Alan Wilhelm, Stephanie Nicolson and William Nefzger, Dustin and Stephanie Wunder, Logan Jerkins and Megan Winnekins, Karsen Miller, Katie Davenport, Craig and Nancy Oehlert, Jordan Kalk and Michael O'Brien, Stephanie and Andrew Kathmann, Megan and Robb Larsen, Lori and Joe Mulherin, Jana and Russell Sears, Becca Gibbs, Amy and Curt Bean, Mike and Sandy Bills, Heidi and Rick Brown, Kirk and Wendy Davis, Courtney and Greg Butler, Jennifer and Steve Hill



## *Thank you for your referrals!*

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/>