

## Your Healthy Horse Source



Spring 2010

From the Desk of  
Dr. Jeff Bunn

### Recommendations for Spring:

- **Enroll in Wellness Program.**
- **Have an annual wellness exam performed on your horse.**
- **Yearly immunizations.**
- **Fecal Exam followed by deworming with the proper product.**
- **Dental Care**
- **Coggins Test.**

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### What's New

Once again I am putting pen to paper (or text to screen) in my efforts to disseminate information to the masses! As always, things are in a continual state of change. But with that being said, all of the changes that are to be reported here are for the good.

To begin with I am happy to report that Dr. Rubie along with her husband and two dogs are doing well in their doggy obedience classes. They have moved from the "Class Clowns" to be the exemplary models of K-9 obedience! Having a handful of terriers in a dog social get together not only takes considerable patience but a tremendous amount of courage! Kudos to Dr. Rubie, and Jim, her husband for their continued bravery, may they be an example to us all!

In regard to Equine Medical, we are in the process of acquiring a new digital ultrasound, which will enable us to perform more accurate diagnostic tests on horses with internal diseases affecting the chest and abdomen. It will also aid in our diagnoses of soft tissue lameness, specifically issues pertaining to the pelvis, back, and neck.

I have recently attended a continuing educational (CE) meeting on lameness' in horses, held here in Michigan. I will also be participating in another CE, at MSU, on diagnostic tests pertaining to lameness, and lower limb surgical procedures.

Dr. Rubie has begun her studying for the acupuncture classes. She has recently confided in me that she enjoys the obedience classes much more than the "book work" associated with the acupuncture. Please give her your support when you see her next. This class is a very vigorous and difficult class that will require a significant number of hours of study. She will need all the help she can get.

I would just like to take a brief moment and mention the Michigan Equine Welfare Coalition. This is a grass roots organization made up of equine veterinarians; humane groups, equine rescue groups, and horse enthusiasts, which I am proud to say I am participating with. As many of you are aware, we are seeing an increase in the number of unwanted or neglected horses in our state that have no where to go for help. It is the goal of this organization to help these horses by whatever means we can so as to ensure they have a quality of life. We will keep you posted on our website as this information becomes available. If you know of horses that may need help, let us know so as we can network the parties in need with the parties that may be able to help.

## Annual Client Seminar



Our Annual Client Education Seminar was once again a big success. We had 200 attendees whom all sat on the edge of their seats being filled with wisdom on the mysteries of *Poop!* Please understand that it was not me spreading my typical *B.S.* but Dr. Wendy Valaa from the Intervet Company explaining today's real concerns of parasitism and resistance build up, and how to best attack it. She also discussed the technology used to create our newer vaccines, and why they are so good at protecting our horses from disease.

## Equine Wellness

As our economy continues to struggle, we have decided to institute a few ideas to help ease some of the financial burden of horse ownership. We have revamped our "Wellness Program" to better fit the needs of our horse owners and offer more freedom as to what is included. For those that are unaware of what our "Wellness Program" is, let me explain. It is a years worth of preventative care at significant savings. Payment for the Wellness Program is made at the beginning of the year. This year our "Wellness Program" includes:

- A comprehensive annual physical exam.
- Immunizations of
  - Eastern and Western Encephalomyelitis
  - Tetanus Toxoid
  - Potomac Horse Fever
  - Rabies
  - West Nile Encephalomyelitis
- An annual dental prophylaxis in the fall including sedation and reversal of sedation.
- A fecal exam will be performed at both the spring and fall visit. The fecal exam includes a parasite egg count and an evaluation for the presence of sand in the abdomen.
- **Any and all additional services provided by our veterinarians during the enrollment period are 10% off, including but not limited to:**
  - Additional farm calls
  - Emergency fees
  - Additional vaccinations
  - Lameness Evaluations
  - Radiographs
  - Blood work including Coggins testing
  - Interstate Health Papers
  - Endoscopy
  - Reproductive Services
  - Surgery

**Savings Tip for  
the Season:**  
Enroll in the  
Wellness  
Program and  
save 10% off  
additional  
services this  
calendar year.



Dewormers will not be included this year, so that we may tailor a program for your specific farm.

The cost is \$360.00 for the first horse enrolled and \$270.00 for each additional horse you own, which is enrolled. To take advantage of this special pricing, your enrollment needs to be paid by March 31, 2010.

We will also be having our "**Drive by Shooting Event**" on Saturday, March 27 from

9:00 to 12:00. We had such a successful participation last year, that we felt obligated to repeat it this year. For those of you who did not participate, we will provide your horses' annual immunizations at our clinic with **no** office call (i.e. you drive by, and we shoot)! Coggins testing & physical exams may also be done at this time. Please RSVP by Wednesday, March 24 if you will be coming so that we may have all the appropriate paperwork completed.

It seems here of late, we have been treating a number of horses for colic associated with sand ingestion. It's a shame because many of these cases may have been prevented, had we been allowed to perform a physical exam on these patients during the spring immunizations. Not only may we have been able to diagnose the accumulation of sand in the horses' colon, but also examined their teeth for sharp enamel points (interfering with proper chewing) and possible parasitism by performing a simple inexpensive fecal exam in our office. To encourage you to have a fecal exam performed we have lowered the price to \$10. We perform the exam and recommend a deworming product. Two weeks after the first fecal, bring us some more "poop" and we will do the followup exam for free. One to two fresh fecal balls in a labeled, Ziploc baggie is all we need. Keep refrigerated until delivery, within 24 hrs.

We feel so strongly about our physical exam, that we will be dispensing "10% Discount" coupons to all of our clients that elect to have a physical exam performed at vaccination time. The coupon can be used for any one veterinary service following our spring visit within the calendar year. The exam is already priced at a reduced rate when applied during the spring immunizations (\$25.00 vs. \$48.90). For example; if we deem it necessary for your horse to have a dental prophylaxis (floating), which on average costs with the farm call over \$200.00, you will save \$20.00 or more! Or you could apply it to an emergency fee (God forbid!) which on average costs \$300.00-\$400.00, thus saving you \$30.00-\$40.00. Be sure to ask about this program during our visit.

## Dr. Bunn's Soapbox

I'm certain that all of you have suffered recently, in one fashion or another, due to the challenging economic environment which we live in. Recently I read a book by Ellen Ruppel Shell by the title "Cheap", which helped me understand some of the reasons why Michigan and the USA is in such an economic pickle. The bottom line is that because of our insatiable desire for cheap goods, we have effectively eliminated the working middle class, which are the people necessary to buy other American goods and services. For those of you that are connected to the automobile business, in any way, I'm sure this message hits home. As this group of workers becomes smaller, their needs for goods and services becomes smaller, thus a never ending viscous circle.

Just recently we lost one of our Chevy dealerships here in Lowell. A dealership that invested tremendous amounts of money, time and resources into our local community by donating vehicles for our annual high school homecoming parade, sponsoring local charities for the poor, and paying local taxes to help support the local municipalities', just to name a few. There are also 12 more people receiving Michigan unemployment benefits, whom bought and sold goods that helped stimulate our local economy and help our state with tax revenue. My hope is while you are looking at the veterinary

**Would you like to save some green?**

*Do you know about our client referral program?*

*We will send you a gift certificate for \$10 off your next bill when you refer a new client to us that makes an appointment!*

*"No hour of life is wasted that is spent in the saddle."*

*Winston Churchill*

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catalogs, either the mailed hard copy or on-line, that you pause to consider what you are actually buying. Consider that the money you spend will go to whatever city/state the business originates. Also consider that unless you contentiously and willingly pay the 6% Michigan sales tax, there will be no revenues taken in by the state from your purchase to help fund essential services, such as police protection, fire protection, and public education.

It is more obvious than ever that the recovery from this recession will be due to the desire and determination of the small businesses throughout the state. For the sake of all of our small businesses. I hope you think twice about buying your vaccines or wormers from a catalog or on-line. Unlike the catalogs or on-line outlets, we will stand behind any and all of our products. With years of experience and knowledge, who better to ask a health question to than your local veterinarian and who knows you and your horses better than us. And as much as I would like to have your business, if you can not support me, please support my colleagues and other local small businesses! Dr. Berends, Dr. Trippany, Dr. Fitzgerald, Dr. Hicswa, Sparta Animal Clinic, Tractor Supply Company, Morr Western Store, Millbrook Western Store, Blue Ribbon Feeds, Cedar Springs Mill, to name a few, all pay substantial taxes to the state in order that essential services and education are available to us. Do you want your money to stay within your community or would you rather have it go to someplace like Kansas City?

- We want you as a fan on Facebook. Check us out today!
- As a note to all of our clients that are using the product "Assure" to manage their

## Housekeeping

horses with sand colitis: You can receive a 5% discount when ordering if you use our clinic code: PRP – 64430. You can order it on the web site:

[www.arenus.com](http://www.arenus.com).

- For additional information on deworming, check out Intervet's website: [www.getrotationright.com](http://www.getrotationright.com).

We hope that you have a wonderful spring and summer season with your equine companion. Enjoy!

**The Staff of Equine Medical**



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