



Anesthesia at Brickell Bay Animal Hospital

Anesthesia can bring anxiety to both you and your pet. At Brickell Bay Animal Hospital we ensure your pet's anesthesia the safe and experienced way.

You pet's safety is our priority

We recommend all pets have a blood panel done prior to anesthesia. We also check the health of your pet's heart. Additionally the parvovirus titer is checked for existing conditions such as anemia. All pets are monitored to ensure no problems with their heart, lungs or other organs. Pets are on IV fluids to keep their organs functioning and to maintain good hydration.

It is true that anesthesia is free for people or pets who make it a very comfortable experience.

We utilize the best anesthesia agents and sophisticated equipment. In addition, we give each patient the care and attention possible for our anesthesia.

Does Your Dog Suffer from Anxiety?

Anxiety is something most people experience, but it often remains undiagnosed in dogs. Owners may label their pets "bad dogs" if they urinate, defecate, cry or destroy things when the owners are gone. They are not mad. They are just scared. Many dogs are euthanized or given sedatives because people think they are being aggressive or unruly. What most of these dogs need is understanding, training and medication. Anxiety in a dog can be serious, so serious that many veterinarians treat it as a disease. Do you know if your dog has anxiety? Look for any signs of anxiety. Usually it occurs when pets are left alone (separation anxiety), they can bark, howl, vocalize, urinate and/or defecate inappropriately or destroy things. Not only these activities are done when the owner's absence; however, they can also occur in other high-stress situations like vet visits, large parties or fireworks.

SAMPLE



So your dog has anxiety – now what? Many cases of anxiety can be treated simply with behavior modification. We work on decreasing anxiety by desensitizing the pet to what is triggering the episodes. For example, many people have anxiety with public speaking. With practice in small groups, people can overcome their anxiety and speak to large groups. Occasionally behavior modification isn't quite enough and medication may be needed. **Many dogs that suffer from anxiety can live normal lives if they benefit from a little understanding and guidance.**

If you have concerns that your dog may be suffering from anxiety, your dog should be brought in for a physical exam. We will check his or her health and will work with you on a behavior modification plan.

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IT'S NO SECRET! The simple fact is that educated pet owners understand the value of professional pet care and are more willing to spend their money to keep their pets happy and healthy.



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Behavior Modification Tips

- **Plan your goodbye.** Don't overdramatize your impending departure. Keep it low-key, without elaborate hugs, kisses or fanfare. Calling attention to your departure only increases insecurity and anxiety in your dog.
- **Plan for your pet's boredom.** Your pet does not have the same resources that you do to entertain yourself. Provide plenty of toys or chew bones to keep him occupied. Be certain the toys are not harmful if ingested. Consider leaving a radio on: The sound of voices may give your dog the impression he is not alone.
- **Don't dramatize your return.** A wild "welcome home scene" should be avoided, since your dog will become even more anxious for your return. When you arrive home, ignore your dog until he is quiet and relaxed, then interact with your dog on your own initiative. Do not reprimand your dog for destructive behavior while you were away. Remember that he could not control himself in your absence, and punishment will only increase his anxiety.
- **Exercise your dog frequently.** An exercise regime first thing in the morning, or anytime, can be helpful in reducing anxiety. Since dogs are social animals, taking them out of the home for some exercise and new sights can be a special time for them. It can also enhance socialization and be a time to grow and learn what behavior is acceptable in or out of the home.



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ANIMAL HOSPITAL**

SAMPLE
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The 6"x11" Postcard Newsletter

Conventional thinking says a newsletter is a great way to keep your name in front of clients and potential clients. But if you're going to grab attention in the chaos of the digital marketplace, you've got to think unconventional. **How? By re-inventing big business ideas in small business terms – smart, practical and cost-conscious.**

Need a **QUICK** increase in revenue?

Postcards are the proven "Superheroes" –

Their simple format – with no envelope – postcards do not need to scream "Open Me!" Postcards get your message out because they are an easy read and highly visible on BOTH sides. **A well-designed postcard can mean a great boost to your business and bottom line.**

Emails are **COOL**, but postcards are *Tried and True* –

Emails to clients typically have an open rate of 20% – 45%.

So the majority of your clients are missing your message. **There is NO spam filter on a USPS mailbox!** Unlike with email marketing, with postcards you can reach and educate the majority of your clients on important pet health topics, sell products and drive new clients to your website.

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Postcards raise awareness of your business, products and services. **98%** of all consumers bring in their mail the day it is delivered, and **72%** of people surveyed said they read direct mail.

A Dog's Dictionary



BUMP — REGULAR: The best way to get human attention while the human is drinking a fresh cup of coffee or tea. To execute, maneuver your snout under the arm holding the liquid beverage. When your snout is properly positioned, bounce the human's arm upward with one smooth, flowing action.

BUMP — GOOSE: A more involved maneuver than the **bump — regular**, requiring that you wrap your forepaws and legs around the human's legs and begin climbing up the legs. This is a last resort when the **bump — regular** doesn't get the desired attention. **Please note:** This advanced bump will almost certainly cause an immediate, unintended response, and caution is advised.

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