

Session VII: Part 2

Veterinarians as Partners

By Dr. Kris Otteman and Dr. Don Polley



Advancing Animal Health, Advancing the Profession

Dr. Kris Otteman

Dr. Don Polley



Advancing Animal Health Dr. Don Polley


The Neutersol "experience"

- Introduction of this new concept:
how, what, when, why
- Acceptance
- Current status of this method in the
industry
- Learnings

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10 lessons learned working with practicing veterinarians:

1. Any sterilization method will be judged based on comparison to surgical sterilization
2. Efficacy
3. Safety
4. Effect on estrogen/testosterone
5. Behavioral effects



Lessons Learned

6. Long-term effects
7. Ease of administration, including level of discomfort
8. Total time involved
9. Cost
10. Comfort zone for new technology

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Advancing the Profession

Dr. Kris Otteman

- Veterinary Medicine continues to evolve:
 - Private practice: horses & food animal medicine, radios, no computers...
 - Multi-location, single or corporate-owned practices
 - Shelters with full-service hospitals on-site



Evolving...

- Technology
- Specialty
- Relationship with pets
- Client expectation

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Why is change difficult?

- Research-oriented
 - Data-driven, want proof, trials, experience by others
- Difficulty in keeping up
 - Drugs, dosages, techniques...easier to keep doing what we always did
- Under-resourced: shortage of doctors and staff



Difficulties with change:

- Cost of business continues to rise
 - Belief that it is expensive to change
- Tendency to think locally, vs. globally
 - "What matters in my practice?"

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How would this change benefit the **veterinarian**?

- Reduced time and cost per patient
 - Supplies, expertise, training
 - Surgical methods are currently undervalued
- More time for secondary and tertiary care
 - Diagnostic work-ups, etc.
- Client satisfaction and perception improves "state of the art"



Benefit to the **patient: pet**

- Reduction in associated pain
- Reduced risk of anesthesia and surgery
- No associated "recovery time"
- Ready for home or adoption without surgery wait
- Could be life-saving: population control
- Behavioral modification

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Benefit to the **client** ...

- Reduction in wait and worry
- Safe, no surgery
- Same behavioral outcomes as surgery
 - This is the goal...expected as outcome
 - This requirement varies geographically
- State of the Art
 - Similar to human technology



For Communities ...

- Population control
 - Decreased birth rates and therefore decreased euthanasia: reduction in cost
 - Increased adoptability
- Control of zoonotic diseases
- Reduction of hazard: bites, sanitation
- May require less cost and less expertise for sterilization

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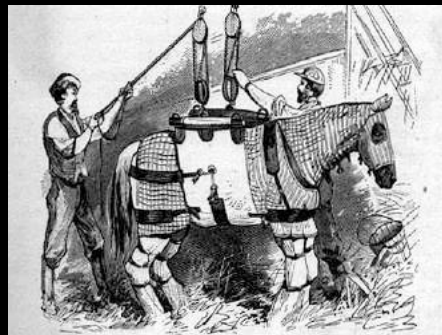
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Moving to This New Frontier:

- Clients will want it
 - Many medical choices are client-owner driven today: educate pet owners
- Value proposition
 - Use of time and talent: attractive to the veterinary profession
- Human-Level Veterinary Care
 - Is widespread today in many countries: not focused on vaccines or spay/neuter
- Needs for this new method vary geographically
 - Global awareness is essential

What if....

- Veterinary medicine was still designed for the horse?



A GOOD WAY TO SLENG A HORSE WHEN IT IS THOUGHT BEST TO DO SO.

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What if....

- We still treated fleas ... by putting the dog out?



What if.....


- Euthanasia was our only means of population control for dogs and cats...



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Veterinary medicine has advanced the quality of animal AND human life.

- This is a unique position that comes with great responsibility.
- We must keep testing the limits and trying new alternative ways to do things faster, safer, cheaper and easier.
- Visualize the future.....



Facilitation of new technology:

- Science and trials to satisfy the end-user
 - Veterinarians, animal control, shelters, owners
- Awareness of availability and the need
 - Acceptance may vary
- Incentives for trial by the end-user
 - Financial, emotional and intellectual

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It's not abilities that make one
great, but choices. Albus Dumbledore



Whether you think you can or
you can't.....

You're right! Eleanor Roosevelt