WINTER 2014

387 Veterinary Centre NEWS

387 Walsall Road, Great Wyrley,
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Carole is having a baby!

Many of you will have noticed that our vet Carole has been sporting an ever-growing bump under her tunic. Carole is now on maternity leave, and at the time of this newsletter going to press, we are still waiting excitedly to hear whether baby Parsons is a boy or a girl! Follow us on Facebook (www.facebook.com/387vets) to find out! We look forward to seeing Carole at our practice and clinical meetings, and to baby's first visit to 387 Vets.

Justin joins the team

A huge welcome to vet Justin Shere who took over from Carole in October. Justin graduated from Edinburgh University's Royal School of Veterinary Studies in 2002 and has a wealth of experience working in both mixed and, since 2008, Midlands-based small animal practice. Though now living in Shropshire, Justin is no stranger to Great Wyrley: he lived in Pelsall while working at the PDSA PetAid Hospital in Birmingham and coincidentally passed 387 Vets on a regular basis. We are very pleased that Justin is now stopping here!

On a screen near you…

Some of you may have seen features about 387 Vets on screens in various local sports centres, eateries and health centres. Keep looking out for us! We're installing a digital screen, on a trial basis, in our waiting room: the feed will run information about our services, our clinics, topical pet tips, current promotions and things we think you'd like to know. We'd love your feedback. Please pass on your comments to staff on reception.

Better anaesthetic care

We have recently changed our anaesthetic gas system to the newer drug Sevoflurane which offers a big step forward in veterinary patient anaesthesia and care. Sevoflurane causes much less stress on the patient's heart, lungs, blood pressure and body resulting in a smoother, faster and less stressful recovery. It is very sensitive to adjustment which means we can easily alter the depth of anaesthesia and bring round patients quickly from surgery with much less grogginess. We have been very impressed so far and have had feedback from clients with pets in for routine ops, that afterwards, their pets were very bright, alert and happy with no anaesthetic after-effects at all. Great news!

387 Vets put the Va-Va-voom into Vet Charity Challenge!

A big thank you to everyone who supported 387 Vets in Vet Charity Challenge 2014 this Autumn. And to our client Allan Eley, and our 'wild card' Simon Groom, who joined us to make up this year's speedy 387 Va-va-voom team. We couldn't have done it without any of you. We raised an amazing £950 for the event's three designated charities, Cats Protection, SPANA and Hearing Dogs for the Deaf. And we were stunned to discover 387 Va-va-voom was placed 6th out of 47 teams (compared to last year's 15th) by running, cycling and kayaking over 25 miles in 6 hours. Next year we won't stop to take so many photos, and who knows where we'll come!

Dramatic pet rescue on route

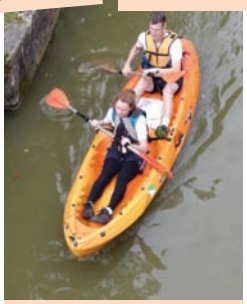
The day was not without drama of a different kind. Mid morning, Hamish and Rachel kayaked past a team with an aged dog lying across their knees in the kayak. Team Kruse had rescued the collie from the canal after they had spotted him struggling to swim. The dog appeared to be ownerless, was thin and badly shocked, and we all feared he had been abandoned. He was taken to a veterinary hospital in nearby Swindon for immediate care.

You can imagine everyone's delight when we heard that 17 year old Barnie, had been reunited with his owners, having escaped from his garden through an unlocked gate. He's now made a full recovery and is one incredibly lucky dog!

They're off! Vet Charity Challenge 2014 begins

Halfway round the cycle

Mental challenges involved quite a lot of laughter!



Kayaking on the canal at Pewsey

Public footpaths can take the strangest routes...

Back where we started 6.5 hours later!

387 charity pet calendars – the perfect gift

The 2015 charity calendar project we launched during April's National Pet Month is complete and calendars are now on sale! All 36 pets that entered are included, and 12 lucky pets get extra special billing as feature pet of the month. As well as heaps of gorgeous photos, you'll find top tips, key advice or useful pet-related ideas for each month, and a quote from feature pet owners about why their pet is so special. At just £5, the handy A5 desktop calendars make great gifts for any pet lover, and you'll be supporting charity as we are donating all proceeds to The Cinnamon Trust.

Pet Insurance Claim Forms

If you are claiming for treatment or a procedure through your pet insurance, we kindly ask that you allow two weeks for us to process your claims forms, although we will do our best to dispatch your claim more quickly. As the administration involves taking a nurse away from practical duties and each form takes between 5 to 40 minutes to complete, we can only process as time allocation allows. We are delighted to continue to offer this service to our clients free of charge.

No mystery about Mystery Shopping

Since June, we've been working closely with mystery shopping company Shoppers Anonymous to help improve your experience at 387 Vets still further – we don't just want to be good, we want to be amazing! We are regularly mystery shopped and receive detailed customer feedback and reports which we use for in-house training. The process enables us to examine the customer journey objectively, from the moment our phone rings, to people's first impressions of the practice, their welcome on arrival, the consultation experience and care right up until the end of the visit. Please do feel free to share any feedback about your own visit with us through our testimonial cards.

Petplan Awards 2015 – Nominations open!

The Petplan Awards are hailed as the Oscars of the veterinary world and are designed to recognise hard work and dedication in veterinary practice. The awards also recognise that great service and making sure your pets are happy and healthy is a whole team effort, from reception to consulting room and beyond.

There are 5 different award categories:

- Practice of the Year
- Practice Support Staff of the Year (receptionists and trainee nurses)
- Vet Nurse of the Year
- Vet of the Year
- Practice Manager of the Year

If you feel our practice or a member of staff at 387 Vets deserves an award, then we would love you to nominate them. Everybody's experience is different, and people will have specific reasons for nominating: these are exactly what the judges would like to hear. How did the team or team member go beyond your expectations? What did they do or say? How did they make you feel? How did they make a difficult situation easier or better?

To make an online nomination, visit www.petplan.co.uk/vetawards. You'll find more information about the annual awards there too. Or ask us for a nomination form next time you are in. Tell your story! Nominations close on 16th January 2015.

No need to stress!

There are many situations where pets can struggle to cope, such as moving house, travelling, having to stay in kennels, being left alone or any changes to routine. And noise phobia can be a big issue now that the fireworks season stretches from October to January. You'll know if your pet feels anxious as their behaviour will change: they may become clingy, restless, toilet inappropriately or try to hide, and dogs might bark or whine incessantly, whilst cats can over-groom, pulling out patches of fur. But did you know there are lots of strategies for helping your pet cope long-term, to make fear-triggers less frightening in future and to avoid negative behaviour become increasingly uncontrolled? Here, in a nutshell, are just a few....

Neutraceuticals: Non-prescription calming supplements made from natural ingredients which you can add to your pet's food.

Pheromone treatment: Synthetic versions of pheromones that animals naturally produce to mark their territory as safe or to comfort and reassure their young, available as plug in diffusers, sprays or dog collars.

Sensory therapies: The Bowen Technique is a non-invasive, gentle, hands-on treatment which involves applying light pressure to encourage the body's nervous system to adopt a relaxed state. Thundershirts for dogs work on a similar principle, where the 'shirt' applies constant gentle pressure for a calming effect.

Sound desensitisation: A controlled programme of training which involves exposing your pet to a tiny amount of sound, and increasing this slowly over time.

Book a FREE appointment for a stress and anxiety management clinic with one of our nurses to find out more and discuss the best strategy for your pet.

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