

MARCH NEWS

March 2008

DISPENSING OF PRESCRIPTION DRUGS—DR. PETER CULLEN

In November 2006 Mansfield Veterinary Clinic was assessed by Human Services Victoria who regulate the dispensation of controlled substances, which includes veterinary medicines. During the assessment we were informed that many rural veterinary clinics, including us, were dispensing medicines in a manner that did not comply with the regulations. As veterinary practitioners we are required to comply with the act or risk disciplinary action for non-compliance.

Please note that before a vet can dispense any of these drugs there is a need to establish a therapeutic need, ensure that you are an established client (bona fide by definition) and to have examined the animal (s) recently. This means the animal (s) must have been examined at least within the last 6-12 months.

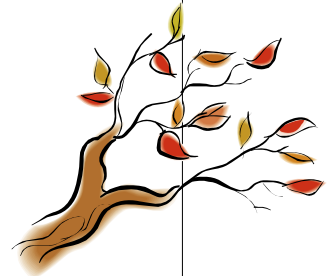
Please ring or notify the clinic when you require medicines because a vet is required to establish compliance and to prepare the drugs and there may not be a vet on the premises. Reception/nursing staff cannot authorize or prepare the drugs but they may hand them over once authorized and prepared by a vet.

Please do not take offence if your request for prescription medicines is refused on these grounds.

EMERGENCIES

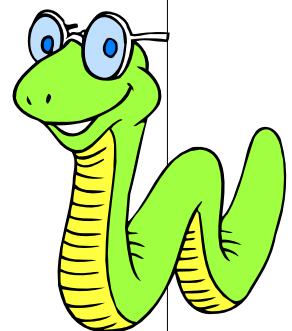
We pride ourselves on our ability to act rapidly in emergency situations. However, it is a good idea to ring the clinic if possible to notify us so we can make sure we are properly prepared.

Emergencies such as road accidents, snakebites, seizures etc require rapid instigation of treatment to achieve a good outcome. We are well equipped to deal with emergencies and have a great team here at the clinic, allowing us to deal with emergencies in a cool, calm and professional manner.



**AUTUMN
CHANGE
OF
SEASON**

**WORM
YOUR
PETS**



LONG SERVICE LEAVE

There will be a face missing at the vet clinic over the next three months with Dr. Andrew Jacotine taking long service leave. Having worked at the clinic now for 10 years, Andrew is taking a well deserved break. His plans include lots of fishing, some locum work at other vet clinics to have a look around, and orthopaedic surgery both here when required and at clinics around Victoria.

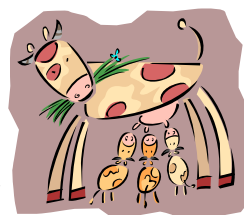


As mentioned last newsletter, Dr. Kate Martin will be locuming at Mansfield for the three months Andrew is off.

IT'S THAT TIME OF YEAR AGAIN.....

MMmmmmooooooo! Yes, calving season has began again!

The normal gestation period for cattle is 283 days (9 months) +/- 10 days. In the last few weeks/days of pregnancy, the size of the udder and teats will increase and the vulva may enlarge and soften. The first stage of labour is marked by the relaxation and dilation of the cervix. This usually takes place over 6-24 hours in a cow. During the second stage of labour, the cow will strain and expel the calf which usually occurs over a period of 30mins to 4hours but may take longer in heifers. The expulsion of the foetal membranes is the final stage of labour.



Dystocia is the word used to describe abnormal labour or parturition. There are many causes of dystocia in cattle including foetal developmental abnormalities, nutritional factors and disease, however, the most common problems are foeto-pelvic pelvic disproportion (in other words, the calf is just too damn big too fit through the hole) and abnormal calf presentation.

Any cow or heifer that is showing signs of straining, expulsion of foetal fluids and/or part of calf presented that **DOES NOT PROGRESS WITHIN 2-4 HOURS** needs veterinary assistance. Intervention sooner rather than later usually ends with a better outcome for both the cow and the calf.

After calving, the foetal membranes should be expelled. Please call the vet if the **MEMBRANES HAVE NOT BEEN PASSED WITHIN 3 DAYS** or sooner if the cow seems unwell.

It is very important that the calf stands and has a drink soon after birth. Colostrum is produced by the mammary gland for several days before and after parturition. It is rich in antibodies and plays a very important role in keeping the calf healthy for the first few months of life. A newborn calf's intestine can only absorb colostrums for about the first 24hours after birth which is why it is so important that they drink quickly. It may be necessary to milk the cow and feed the calf manually if the calf fails to drink itself.

LATEST ON LOLA

If you read last months newsletter you will know there's a new addition to the back paddock at the vet clinic. Lola, a black Standardbred cross Quarterhorse, was born on January 23rd and after receiving intravenous plasma due to not getting any colostrum, we began working on a contracted tendon of the front leg. Lola was restricted to a yard for the first 2 weeks of her life and several different splints and toe extensions were used to try and straighten her leg.

After 2 weeks she developed an infection around the coronet due to knuckling and it was then decided to use an injection of high dose antibiotics which causes the tendons to relax. This injection had the desired effect and now Lola is galloping (and rearing and bucking) happily around the back paddock. Much to her mum Shady's dismay.

INSIDE STORY HEADLINE

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

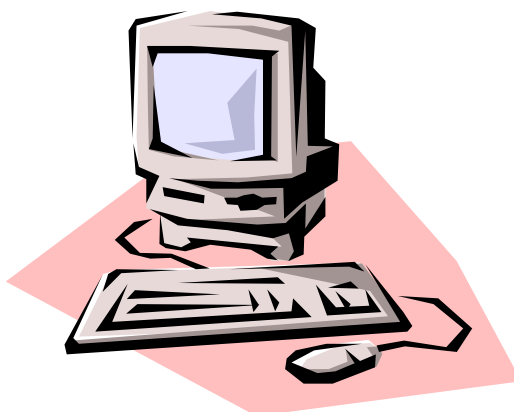
A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety

of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a

simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

INSIDE STORY HEADLINE

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top

customers or vendors.

INSIDE STORY HEADLINE

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands

of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the



Caption describing picture or graphic.

image near the image.

MANSFIELD VETERINARY CLINIC

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E-mail:

Your business tag line here.

We're on the Web!
example.microsoft.c
om



This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

BACK PAGE STORY HEADLINE

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to

refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast

meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.