Spring is a time of renewal, growth, and change, and we are proud to announce that The Ohio State University Board of Trustees has approved the renaming of the Veterinary Teaching Hospital to the Veterinary Medical Center. The VMC consists of the Hospital for Companion Animals, the Hospital for Farm Animals, and the Galbreath Equine Center. This new name builds upon our strengths of the past and represents our established distinction and continued growth into an exciting future. We are proud to be the most comprehensive veterinary medical center in Ohio and the surrounding area, offering compassionate patient care combined with the leading-edge advancements in veterinary medicine and cutting-edge technology that you and your clients expect from the tradition and excellence of Ohio State.

According to our clients, referring veterinarians, and members of our advancement board, there are many advantages to utilizing an academic veterinary medical center. For example, our faculty members are internationally acclaimed experts. They write textbooks in their fields of veterinary specialty medicine. They are board-certified specialists working as a collaborative team, providing a comprehensive approach to patient care. They are often the first to discover and incorporate new treatments to improve the health and well-being of animals as well as people. We believe that this is a crucial part of our college’s mission to provide a healthier world.

Since the College of Veterinary Medicine was established in 1885, patient care has been an integral component of our program. Consistent with Ohio State’s “One University” vision, we embrace the concept of “One Health” and the “One Team” approach to patient and client care. You are a vitally important member of our care giving team and serve an essential role in helping to provide the very best for your patients and clients. We are pleased and honored to serve you and your clients with the highest quality of advanced referral specialty care available.

Changing our name is only the beginning of our efforts to continue our tradition of excellence in patient care. In this update, you will read about our Small Animal Practitioner Advancement Board, a group of veterinarians who have agreed to generously provide their time and ideas to help us address areas of opportunity to expand and improve our services for you and your clients. I would like to thank all of them for their commitment, ideas and wisdom – we greatly appreciate this group who represent veterinarians from across Ohio and in our neighboring states. During this 125th anniversary of the college we look forward with great optimism to an even brighter future through ongoing learning and continual quality improvement as a result of working collaboratively with the board and each of you.

We invite you to contact us or a member of Small Animal Practitioner Advancement Board to provide us with your candid and constructive feedback regarding our services. With your support, we will continually strive to enhance our services to meet the needs of you and your clients. Our goal is to exceed your expectations.

Respectfully and appreciatively,

Rustin M. Moore, DVM, PhD, DACVS
Chair, Dept. of Veterinary Clinical Sciences
Acting Director, Veterinary Medical Center

The name of our Veterinary Teaching Hospital has been changed to The Ohio State University Veterinary Medical Center. This change reflects consistency with the larger health system of The Ohio State University and more accurately reflects our sophisticated and tertiary animal health care services and specialists available at this center. In addition, we have made a commitment to improve services, become more patient and client focused, and adopt better business practices, marketing strategies, and communications to our referring practitioners.

The Veterinary Medical Center will continue to excel in preparing our veterinary students, interns, and residents to become outstanding practitioners to support our practices and enhance health care delivery across Ohio and beyond. We always appreciate your support, input, and confidence in us and will continue to try to earn your respect and support through exceptional services; yet still maintain high levels of research, teaching, and outreach, which are all commensurate with our new name, The Ohio State University Veterinary Medical Center.
In our continued effort to improve and enhance our referral and consultation services to private practitioners, the recently renamed Veterinary Medical Center formed the Small Animal Practitioner Advancement Board, comprised of experienced veterinarians in small animal private practice, to get their valuable input and perspectives regarding our program and services.

“We value the relationship we have with our referring veterinarians and acknowledge the vital importance of primary care veterinarians, who serve as our partners and as members of the “One Team” approach to excellence in patient care at our hospitals,” said Dr. Rustin Moore, acting director of the Veterinary Medical Center. Patient referrals are also paramount to providing the necessary volume and diversity of cases to provide for contemporary, practical and comprehensive clinical instruction of our students (tomorrow’s primary care veterinarians), advanced instruction of intern and residents (tomorrow’s specialists in academia and private practice), and for the continued growth and development of our specialty services through leading-edge discoveries that help us advance veterinary medicine.

Board members have diverse backgrounds and represent varied demographics across Ohio and surrounding states. VMC faculty and support staff attend these meetings to hear the concerns, positive feedback, and innovative ideas of the board members, and so we can work together to implement their recommendations in a timely manner.

The Advancement Board has initiated an ongoing dialogue to discuss what works well at the VMC and what improvements or additions to the type and quality of services we should consider in order to provide our referring veterinarians and their clients the services that are needed, deserved and expected. Board membership will rotate so that we do not impose too much on our colleagues and to provide others the opportunity to participate and provide their input and ideas. So far the Board has met twice – in October 2009 and February of this year. The next meeting is scheduled for June 4, 2010.

Small Animal Practitioner Advancement Board Offers Insight and Advice
by Kristine McComis

Board’s Suggested Actions Items and Results

• Develop a webpage of clinician schedules to facilitate scheduling

The calendars for each specialty service can be viewed at vet.osu.edu/clinician-schedules. Because schedules can change, clients should be referred to the service rather than a specific clinician. Verification of on-duty clinicians can be made when appointments are made through the Small Animal Referral Coordinator (614-292-0950).

• Create a fact sheet about the Veterinary Medical Center for practitioners to give to their clients

A draft of a new VMC fact sheet has been sent to the Board for their review and input. This fact sheet offers a more thorough description of where to park and what to expect, as well as a map with easy-to-follow directions.

• Provide additional information on our website

Expanded and updated information on our website for clients includes a Google map feature that allows directions from their home to the Veterinary Medical Center. Additional information about the hospital and our patient care team is available at vet.osu.edu/27.htm. Other ideas are currently being explored.

• Establish dedicated email service for questions regarding referrals

An e-mail service was established to facilitate communication and transfer of information regarding referrals and consultations. (This service is not intended for use by clients or animal owners.) The oncology, blood bank, and theriogenology services have piloted the new system, and feedback has been positive. Please visit vet.osu.edu/service-emails for links to these and other service-specific e-mails. Other specialty services will be added in the future.
Clients have expressed their gratitude for the care, concern and compassion demonstrated by the VMC healthcare team, especially their interaction with our students. The greatest concerns include uncomfortable lobby furniture and the challenge of finding parking. We are addressing both of these concerns. First, a parking attendant was hired to collect data about peak parking hours. In addition, the university’s traffic and parking department is working with us to investigate options for expanding parking for our clients, especially as our caseload continues to increase. We are also exploring a re-design of our lobby area, including new seating, to provide for a more comfortable experience for our clients who have longer waiting periods.

We were pleased to learn that private veterinary practitioners often relay to their clients that they entrust Ohio State with the care of their own pets, which provides their clients with a level of comfort and confidence. “We must constantly undergo self-assessment, seek and be receptive to forthright feedback, and earn and maintain the trust and respect of our private practitioner colleagues and clients,” said Dr. Moore. “We cannot rest on our history, tradition or past achievements. We will continue to build upon this strong foundation. We are committed to focusing our attention and energy on each and every patient, client and referring veterinarian as if they are our only one.”

Looking Ahead

We want to take this opportunity to thank the board members for their generosity, time, commitment, interest, active participation and creative ideas in helping us to advance the Veterinary Medical Center.

Now that we have established the format, structure and composition of the Small Animal Practitioner Advancement Board, will plan to establish a similar Large Animal/Equine Practitioner Advancement Board.

We encourage you to provide candid and constructive feedback directly to us or through a board member regarding your experiences and those of your clients. “We are committed to addressing concerns and enhancing the quality of our services to meet and exceed the expectations of you and your clients,” said Dr. Moore.

Quotes From Members of the Small Animal Practitioner Advancement Board

“I have used the Oncology Service email on a number of occasions and my experience has been very positive. I can email histopathology and lab results, and possibly radiographs. Later that day, I am contacted by a DVM in the Oncology Service and we can discuss the case. This service has allowed me to get information regarding treatment options through the Oncology Service, prognosis and information about ongoing clinical trials. This has been extremely valuable, helping clients with the decision to refer or not and to help set up reasonable expectations for their appointment. Additionally, all pertinent information is already in the Oncology Service’s hands, hopefully allowing the referral appointment to be more efficient.” Dr. Robert Knapp

“The Advancement Board has been a refreshing experience for me. The honest and open forum opened great dialogue between faculty, referring veterinarians, and administration to not only identify what needs to be changed, and how it can be implemented to continue teaching students, while at the same time strongly addressing the concerns of referring veterinarians regarding the best patient care and enhanced client service to the referring hospitals and the patients we send for diagnosis and treatment. What was the most pleasant surprise to me was how quickly the Ohio State staff changed and implemented the efforts and actions of the Board --- like the next week!” – Dr. Tod Beckett

“Thus far, my Advancement Board experience has only verified to me that our veterinary school and hospital is evolving and more committed than ever to being the best”. – Dr. Tod Beckett

“Board membership is not only valuable to me personally but to our clients in general. Follow-through of board recommendations is timely and complete --- our ideas are turned into actions. I have a greater perspective of and appreciation for the concern the current administration and staff have with regard to the importance of client care and communication. I have reconnected with the university and as such, I am more likely to refer my clients to Ohio State knowing that they will receive the same level of care and compassion that is often associated with private practice.” – Dr. Leah Carpenter

“It takes a strong group of leaders to ask, ‘what can we do to improve?’ I feel all the suggestions have been received well. I applaud the administration in turning to its own alumni, a group of seasoned practitioners, who has genuine concern and ownership in how the college is perceived. A good organization is always trying to better itself and not rest on its past laurels, and I feel the establishment of this board is moving us in that direction.” – Dr. Rex Riggs

“The willingness of the college faculty and staff to embrace the ideas and criticisms of the board will definitely improve the relationships that all of us referring veterinarians have with the college. The end result of these improvements will directly strengthen the College of Veterinary Medicine and the Veterinary Medical Center’s ability to provide the highest quality of medicine in the State of Ohio. Communications have been very good and the improvements made are excellent. One of my goals of involvement is to keep the learning environment at the college the best in the nation by maintaining high case loads for the veterinary students, which in turn will continue to produce great veterinarians. My experience in hiring and observing Ohio State graduates is their skills are far above graduates of other veterinary colleges.” – Dr. Mark Reineck
Why Refer to an Academic Veterinary Medical Center?

- Largest and most comprehensive veterinary medical center in Ohio and surrounding states
- Provides advanced specialty care for companion animals, horses, and farm animals
- “One Team” approach to patient care led by experienced faculty clinician specialists
- At Ohio State, over 60 board-certified practitioners in 14 recognized veterinary specialties for companion animal, equine, and farm animals
- Faculty work with residents, interns, registered veterinary technicians, veterinary assistants, and fourth year veterinary students in partnership with our clients’ primary care veterinarians
- A one-stop resource for the highest quality, integrated and comprehensive diagnostics and treatment plans
- Advanced diagnostic technologies and equipment include digital radiography, ultrasound, multi-detector computed tomography (MDCT), nuclear medicine services, endoscopy, echocardiography, and access to a 3-Tesla MRI
- 24/7 emergency care supported by emergency/critical care specialists and state-of-the-art intensive care units for ill and injured companion animals, farm animals and horses
- World-renowned faculty pioneers and leaders in their respective fields, including authors and editors of authoritative textbooks
- Clinician-scientists who make meaningful discoveries to advance clinical veterinary medicine
- Clinical Trials Office supports access to the latest advances in veterinary medicine through participation in leading-edge clinical trials, which may include newly developed diagnostic techniques and treatments
- Availability of an onsite licensed social worker through our Honoring-the-Bond program, which assists clients with treatment planning and end-of-life decisions, and provides compassionate support at no additional cost during diagnosis and treatment
- Interdisciplinary collaborations - including access to human medical specialists and researchers - enhance advanced patient care through procedures such as interventional medical techniques, comparative oncology, comparative orthopedics and other disciplines
- "One Health” collaborators include experts from The Ohio State University Medical Center, Comprehensive Cancer Center and Solove Research Institute, Wright Center for Innovation in Biomedical Imaging, Riverside Methodist Hospital, and Nationwide Children's Hospital

Specialty and Ancillary Services at The Ohio State University Veterinary Medical Center

- Anesthesiology and Pain Management
- Behavioral Medicine
- Canine Rehabilitation
- Cardiology and Interventional Medicine
- Clinical and Anatomic Pathology
- Comparative Ophthalmology
- Dermatology and Otology
- Diagnostic and Clinical Microbiology
- Diagnostic Imaging/Radiology
- Emergency and Critical Care
- Internal Medicine
- Neurology and Neurosurgery
- Nutrition and Weight Management
- Oncology and Hematology
- Radiation Oncology
- Surgery (soft tissue/general and orthopedics)
- Theriogenology and Reproductive Medicine

Teleradiology Services

Digital images can be either mailed via a CD or submitted to the radiology service through our DICOM server and the radiographs can be stored in the patient’s file if a referral appointment is made. Please note you can send digital images to: AE Title: CVMDICOM Hostname: 140.254.66.216 PORT: 104.

Newsletter for Clients

The Ohio State Veterinary Medical Center client newsletter will be mailed to clients at the end of May. PDF versions are archived and posted at vet.osu.edu/3590.htm.

Past issues of “Veterinary Medical Center Update” are at vet.osu.edu/5212.htm