

Animal Talk

Healthy advice for you and your pet from the experts at Ingersoll Animal Hospital



Financial Planning & Rewards Designed to Benefit You AND Your Friends With Paws!

*Now unexpected veterinary expenses
don't have to break your bank.*

You shouldn't have to make a decision about your pet's important health care based on cost and your available funds at the moment.

Thanks to a new savings program available through Pawsitive Savings and offered in conjunction with special incentives from Ingersoll Animal Hospital, your pet's health care expenses just became more affordable.



THIS ISSUE

- Pawsitive Savings program plus great incentives from Ingersoll Animal Hospital help make pet health care affordable
- Now available – Comfortis!
- Medical benefits your pet provides for YOU
- The advantages of using OVE over OVH when you have your pet spayed
- Never forget to give your pet its medication again!

YOUR INVESTMENT

To get started, deposit as little as \$100 into a Pawsitive Savings FDIC insured savings account. Earn a competitive rate and rewards. Invest as little as \$25 per month or as much as you wish.

YOUR REWARDS

Besides the interest from your savings account, you will receive rewards – such as coupons and rebates – from participating companies and from Ingersoll Animal Hospital.

YOUR CHOICE

You are in complete control of your pet's fund. You decide how and when your money is spent. Use it for pet food, routine checkups or unexpected vet visits. It's your choice; and your money is never lost.

Q: WHAT IS A PET HEALTH SAVINGS ACCOUNT?

A pet health savings account allows you to decide how much money is automatically transferred from your checking or savings account into your pet's account each month. As a Pawsitive Savings account owner, you will receive a personalized ATM/debit card from an FDIC insured bank with a picture of your pet on it.

Q: WHY SHOULD I CHOOSE PAWSITIVE SAVINGS INSTEAD OF PET HEALTH INSURANCE?

A decent pet health insurance plan averages about \$50 per month per pet, or around \$600 per year. But they all have restrictions for procedures they will not cover.

(continued on page 2)

(continued from page 1)

Pawsitive Savings and Ingersoll Animal Hospital team up for more affordable pet health care

We have always said that you would be better off putting money in the bank than purchasing pet health insurance. Pawsitive Savings allows you to set up your own personal health savings account, so you can earn rewards from both our clinic and participating companies. The best advantage to these accounts is that this is **your** money, you decided **how** and **when** to spend it, and the **money is never lost nor does it expire!**

Q: HOW DO YOU BENEFIT?

As a Pawsitive Savings' pet owner, you:

- Are prepared for any pet health concerns that may arise in the future
- Receive incentives back on all services from Ingersoll Animal Hospital, including routine checkups
- Get rewards on your purchases of quality pet food and name-brand medications from participating companies – Merial (Heartgard, Frontline), Pfizer (Revolution), Royal Canin, and Science Diet
- Earn interest on the money you invest in your pet's health savings account, instead of giving it to a pet health insurance company
- Know your account is FDIC insured up to \$250,000 by The Farmers Bank of Spencer, Iowa
- Receive the PawsitiveSavings.com e-newsletter
- Get a personalized ATM/debit card featuring your pet's picture that can be used anywhere Mastercard is accepted

INGERSOLL ANIMAL HOSPITAL'S INCENTIVE

As partners in our goal for healthy pets and good-quality preventative care, Ingersoll Animal Hospital offers an annual reward for our patients enrolled in Pawsitive Savings. You will qualify for the rebate by being actively enrolled in Pawsitive Savings and by having the services listed in the chart at the right performed at Ingersoll Animal Hospital, or by purchasing products provided by our clinic.



	Requirements for Ingersoll Animal Hospital's Well-Cared-For-Pet Reward	2% Annual Reward	3% Annual Reward
CATS	Comprehensive Annual Exams		
	Fecal – Stool examinations at least annually, recommended semi-annually		
	Vaccinations administered at Ingersoll Animal Hospital per recommended schedule: <ul style="list-style-type: none"> • FVRCP (Feline Distemper Combo) • Rabies • Feline Leukemia – if 2 years or under, or has outside exposure 		
	Flea control for a minimum of 6 months annually		
	Annual Dental Treatments with pre-anesthetic lab work		
	Annual Senior Wellness Screening for pets 8 years of age or older		
DOGS	Comprehensive Annual Exams		
	Fecal – Stool examinations at least annually, recommended semi-annually		
	Annual heartworm blood antigen testing		
	Vaccinations administered at Ingersoll Animal Hospital per recommended schedule: <ul style="list-style-type: none"> • DHPP (Canine Distemper Combo) • Bordatella – Semi-annually • Rabies 		
	Flea control for a minimum of 6 months annually		
	Heartworm preventative and parasite control for a minimum of 8 months annually		
	Annual Dental Treatments with pre-anesthetic lab work		
	Annual Senior Wellness Screening for pets 8 years of age or older		

Your annual reward per individual pet will be figured from the date of your enrollment in Pawsitive Savings until the end of the first year, and then annually from January 1 through December 31. It will be figured on total annual sales at Ingersoll Animal Hospital excluding boarding and grooming and **the reward will be given as a credit exclusively for continued services at Ingersoll Animal Hospital.**

FLEA PROTECTION THAT'S GREASE-FREE!

Our clinic is pleased to now offer Comfortis – month-long flea protection in a beef-flavored chewable tablet for dogs. Only available through veterinarians, Comfortis is an alternative to products such as Frontline that are applied to your dog's coat and leave a greasy residue. Ask about it on your next visit!



Stress RELIEF

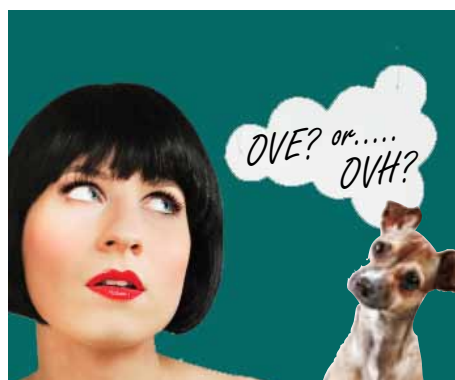
This health tip is for **you**...not just your four-legged friend. It's a fact that having a pet around can *dramatically* reduce your stress levels.

While we all know the power of talking about your problems with a good friend who's also a good listener, recent research shows that spending time with a pet may be even better!

Recent research at the State University of New York at Buffalo shows that, when conducting a task that's stressful, people actually experienced less stress when their pets were with them than when a supportive friend or even their spouse was present! (This may be partially due to the fact that pets don't judge us; they just love us.)



It's important to realize that owning a pet isn't for everyone. Pets do come with additional work and responsibility, which can bring its own stress. However, for most people, the benefits of having a pet outweigh the drawbacks. Having a furry best friend can reduce stress in your life and bring you support when times get tough.



Ovariectomy (OVE) vs. Ovariohysterectomy (OVH)?

They're both a mouthful to say, but they are important procedures that the health care professionals at Ingersoll Animal Hospital believe you should learn more about before you have your pet spayed. Read on to learn more about the differences between the two types of laparoscopic spay surgeries, so you can make an informed decision.

SEVEN REASONS TO CHOOSE OVARIECTOMY (OVE)

1. Shorter surgery time
2. Decreases time under anesthetic by one-half
3. Less risk of bleeding
4. Less pain
5. Less trauma
6. Quicker recovery time
7. No increased risk of uterine cancers

GIVE ME THE BASICS...WHAT DO THOSE LONG WORDS MEAN?

Ovariectomy (OVE)

The surgical removal of the ovaries. The uterus is left in the abdomen but will gradually shrink over time. Only appropriate for a pet with a healthy uterus.

Ovariohysterectomy (OVH)

The complete surgical removal of the female reproductive tract. The ovaries, oviducts, uterine horns, and the uterus are all removed.

OVE has been the procedure of choice in Europe for several decades.

And, based on the published data about OVE now available to veterinarians in the United States, Ingersoll Animal Hospital has adopted the study's recommendations, as well.

The study – published in the *Journal of Veterinary Surgery* in 2006 – compared OVE (removal of the ovaries) to OVH (removal of the ovaries and uterus). The study concluded that OVE causes

less trauma for patients by eliminating the need to remove the uterus.

And, because OVE is performed laparoscopically, pets also benefit from:

- Small incisions instead of a 3- to 6-inch incision
- Less bruising due to controlled, smaller incisions
- Fewer complications
- Gastropexy (tacking the stomach so it cannot twist during bloat), which can be done at the time of spay for large-breed dogs

Need help remembering to give your pet its medication?

RemindMyPet.com was created just for pet owners like you. The automated email reminder service is designed to help you remember to give medications to your pets on time.

It's easy to register. Just visit our website at www.ingersollanimal.com and click on the Remind My Pet logo.

There, you will enter basic information about you and your pet (it takes about a minute), and Remind My Pet automatically sends you an email when it's time to give your pet's medication.



**ONLY 48 PERCENT OF DOG OWNERS
REMEMBER TO GIVE
HEARTWORM MEDICATION
AS RECOMMENDED
BY THEIR VETERINARIANS.**

For instance, if you give your pet heartworm medication on the first of each month, Remind My Pet will send you an email reminder. If you give daily medications, you can set up your account to remind you about those too. The service will even alert you when your supply of medication is about to run out so you can reorder it in time.

The newest enhancement to the service is that you can choose to have reminder messages sent to your cell phone. Just select the text option in your profile in addition to email messages. (Text messages are available as an add-on to your email reminders and not as a stand-alone service.)



Ingersoll Animal Hospital

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Des Moines, IA 50312

515-274-3555

www.ingersollanimal.com

Monday – Friday: 7 a.m. to 6 p.m.

Saturday: 7 a.m. - Noon

Emergencies: 515-280-3051



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INSIDE

- Savings plan for your pet's health care
- Medical benefits pets provide for YOU
- Advantages of OVE over OVH when you have your pet spayed
- Online service helps you remember when to give your pet its medications