**DVM360 Full Circle E-Newsletter**

**Channel:** KMPS MJH Life Sciences – VCAST

**Customer:** MJH Life Sciences – VCAST – Editorial

**Campaign Item Template:** DVM360 Full Circle

**Message Template:** 1

**Folder Name:** Enewsletters > DVM360 Full Circle enewsletter

**Recipient Details:**

ECN Group Name: DVM360 Full Circle e-newsletter | Weekly

ECN Filter Name: Enews Master Filter

**Google Analytics Tracking:**

* Campaign Source: CustomValue > enl-full-circle
* Campaign Medium: CustomValue > email
* Campaign Name: BlastID

**Mailing: Deploy AB test to 30% of audience at 6am, champion at 1pm; every Wednesday**

**Subject line A: Stress is the root of all evil. Plus: How to handle clients who refuse anxiety meds for their pets**

**Subject line B: An all-in-one monthly parasiticide on the horizon, a decline in grain-free pet food sales and when a client refuses to give pet its meds**

**PREHEADER SUMMARY**

**Is unresolved traumatic stress the key to unlocking the biggest emotional problems inside of the veterinary profession? We dig in. Plus: How to better listen to your clients resisting anxiety meds for their pets and new reports of declining sales of grain-free dog food.**

**LEADERBOARD AD**

Ad tag from HCL

**IN THIS ISSUE**

**Oncology image quiz**

**Support your local veterinary girl gang**

**If your team is afraid of you, read this now**

**Cats are bonded to us, too!**

**SPLASH MODULE**

**The trauma phenomenon in veterinary medicine**

In recent years, the veterinary profession has focused on things like compassion fatigue, burnout, even suicide—but, as our experts argue in this package, these things are actually linked to the end stage of unresolved traumatic stress. Traumatic stress precedes all of these conditions so commonly found in veterinary medicine. The dvm360 team believes that shining a light on the effects of trauma can affect the personal health of veterinary professionals, the health of veterinary practices and the strength of veterinary teams. Read on for our coverage.

<http://www.dvm360.com/trauma-phenomenon-veterinary-medicine-dvm360-leadership-challenge>

 veterinary-trauma-flash**.jpg**

**TODAY ON DVM360.COM:**

**Why pet owners refuse anti-anxiety medications—and what to do about it**

Benzos for my baby? Not a chance, say some pet owners. But is your team you doing all you can to ask why they are resistant and listen?

<http://veterinarymedicine.dvm360.com/drug-resistant-client-why-pet-owners-refuse-anti-anxiety-medications-and-what-do-about-it>

 drug.jpg

**Studies may pave the way for monthly heartworm/flea-tick/intestinal parasite chewable from Zoetis**

Two multipart investigations evaluate efficacy, safety and optimal dosing of monthly oral moxidectin against Dirofilaria immitis.

<http://veterinarymedicine.dvm360.com/studies-may-pave-way-monthly-heartwormflea-tickintestinal-parasite-chewable-zoetis>

chewable.jpg

**Grain-free pet food sales declining after FDA alerts**

Ongoing concerns in the veterinary industry about dilated cardiomyopathy linked to grain-free pet food have resulted in steadily declining sales for some manufacturers.

<http://veterinarynews.dvm360.com/grain-free-pet-food-sales-declining-after-fda-alerts>

 grain.jpg

**TOOLS YOU NEED NOW**

**Support your local veterinary girl gang**

Consultant Danielle Lambert has a mission for you, bold women of veterinary medicine.

<http://veterinarynews.dvm360.com/support-your-local-veterinary-girl-gang>

**lambert.jpg**

**Image Quiz: Test your diagnostic and treatment skills in these oncology cases**

Veterinary patients with masses, abnormal test results and specific clinical signs point to clear diagnoses. How well would you do identifying these patients’ conditions?

<http://veterinarymedicine.dvm360.com/image-quiz-test-your-diagnostic-and-treatment-skills-these-oncology-cases>

 quiz.jpg

**Ask Emily: Why is my team afraid of me?**

If your veterinary team members panic when a boss asks to discuss something, look in the mirror: You’ve conditioned them to fear those conversations. Here’s how to have more productive conversations that help grow—not scare—your team.

<http://veterinaryteam.dvm360.com/ask-emily-why-my-team-afraid-me>

afraid.jpg

**READ THIS NOW...**

**Cats are just as bonded as dogs to their owners, study says**

New research on feline attachment behavior shows that cats bond with their caregivers—your veterinary clients—just as much as babies and dogs do.

<http://veterinarynews.dvm360.com/cats-are-just-bonded-dogs-their-owners-study-says>

**cat.jpg**

**House passes PACT Act making severe animal cruelty a federal offense**

Crushing, burning, drowning, suffocating, impaling and sexually exploiting animals are now named specifically as felonies.

<http://veterinarynews.dvm360.com/house-passes-pact-act-making-severe-animal-cruelty-federal-offense>

 **PACT.jpg**

**Be a veterinary practice builder, not a practice filler**

Congratulations, associate veterinarian! You’ve been hired to fill a position. Now, ask yourself: Who do you want to be? Filling a slot or filling your practice with new ideas and enthusiasm?

<http://veterinarybusiness.dvm360.com/be-veterinary-practice-builder-not-practice-filler>

**builder.jpg**

**LINKS MODULE**

**News**

**Bad MDs, work-life sway, scheduling: Podcasts for veterinary professionals**

<http://veterinarynews.dvm360.com/bad-mds-work-life-sway-scheduling-podcasts-veterinary-professionals>

**Just approved: Generic clomipramine for canine separation anxiety**

<http://veterinarynews.dvm360.com/just-approved-generic-clomipramine-canine-separation-anxiety>

**More veterinarians … who want to work less? Trends from the AVMA Economic Summit**

<http://veterinarynews.dvm360.com/more-veterinarians-who-want-work-less-trends-avma-economic-summit>

**Medicine**

**The microbiota in veterinary GI disease**

<http://veterinarymedicine.dvm360.com/microbiota-veterinary-gi-disease>

**ACVC 2019: 3 key things to look for when interpreting an ECG**

<http://veterinarymedicine.dvm360.com/acvc-2019-3-key-things-look-when-interpreting-ecg>

**Probiotics: How to help your veterinary clients shop smart**

<http://veterinarymedicine.dvm360.com/probiotics-how-help-your-veterinary-clients-shop-smart>

**Business**

**Find marketing distasteful? Get over it with this simple approach**

<http://veterinarybusiness.dvm360.com/find-marketing-distasteful-get-over-it-with-simple-approach>

**3 hacks for a successful veterinary clinic remodel**

<http://veterinaryhospitaldesign.dvm360.com/3-hacks-successful-veterinary-clinic-remodel>

**Make sure your veterinary video is seen**

<http://veterinarybusiness.dvm360.com/make-sure-your-veterinary-video-seen>

**Team**

**Pledge to be a veterinary superhero**

<http://veterinaryteam.dvm360.com/pledge-be-veterinary-superhero>

**3 ways veterinary professionals can reframe negative thinking**

<http://veterinaryteam.dvm360.com/3-ways-veterinary-professionals-can-reframe-negative-thinking>

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