Overview of Partnership for Preventive Pet Healthcare (PPPH)

Dr. Michael Moyer

Our Objectives

Enhance pet owners’ perceived value of preventive veterinary care

Ensure regular veterinary visits become the norm

Our Objectives

Increase the understanding of the veterinarian’s central role in the health and happiness of pets

Make increasing preventive health care of cats a priority
The Decline in Veterinary Visits

- 13% drop in average patients per week
  - DVM, 2009
- Negative percent growth in visits for 9 consecutive months
  - AAHA, 2010
- Dog visits per vet down 21% since 2001
  - AVMA, 2006
- Average number of active clients per FTE down 17%
  - AAHA, 2010
- Cat visits per vet down 30% since 2001
  - AVMA, 2006
- +50% of vets had fewer patient visits during 2010 vs. 2009
  - NCVEI, 2010

A Long-Term Trend

- Started almost a decade ago.
- Started before the current economic downturn.

Overall Plan of Action

A multi-year initiative to:

- Promote, engage, and support the veterinary profession
- Drive pet owner awareness of the value of preventive healthcare
**Overall Plan of Action**

- **2011**
  - Begin building pet owner awareness and engagement via consumer-directed initiatives.

- **2012**
  - Broadly execute educational initiatives, provide practice tools.

- **2013**
  - Widely disseminate Guidelines to healthcare professionals and help ensure adoption into everyday practice.
  - Continue to communicate issue and call-to-action.

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**AAHA-AVMA CANINE AND FELINE PREVENTIVE HEALTHCARE GUIDELINES**

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**Background**

- Authored by a joint AAHA-AVMA Task Force.
- Sponsored by an educational grant from the Partnership for Preventive Pet Healthcare.
- Published September 2011 in JAAHA and JAVMA.
- Can be accessed at [www.aahanet.org](http://www.aahanet.org) and [www.avma.org](http://www.avma.org).
**Why Were the Guidelines Developed?**

Follows a universal trend in medicine of increasing reliance on guidelines to improve the overall quality of care

Intended to improve patient care by emphasizing the value and scope of regular examinations

Veterinarians generally can do a better job of communicating the value of preventive care to pet owners

Provide a basis for the critical veterinarian-client dialogue regarding preventive care

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**Veterinary Visits in Decline Over the Past Decade**

Pet owners are increasingly practicing self-help pet care or avoiding care altogether

More pet owners are turning to the Internet before calling their veterinarian

A veterinary visit can be a stressful experience especially for cats and their owners

Pet owners often do not understand the value of preventive care or the critical role of the veterinarian

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**What is the Value of the Guidelines?**

In 2010 NAVMEC recommended closing curriculum gaps in preventive medicine with renewed focus on primary care, wellness and disease prevention in clinical courses

User-friendly, single-page documents

Specific without being overly prescriptive

Based on the SOAP methodology of patient care to ensure the same comprehensive approach for preventive care that we use for sick or injured patients
What is the Value of the Guidelines?

Comprehensive yet concise and can be easily adopted by veterinary healthcare teams

Can function as a basis for pet owner education

Stress the importance of documentation and of setting expectations for the next visit

Can serve as an excellent teaching tool in the CVM curriculum

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Partnership for Preventive Pet Healthcare (PPPH)

The mission of the Partnership, like the Guidelines, is to ensure pets receive the preventive care they deserve through regular veterinary visits

Creating tools for healthcare teams to implement the Guidelines and improve communication skills

PPPH will create pet owner awareness via direct to consumer initiatives

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Summary

It is important to understand the value of preventive pet healthcare and the Guidelines.

Healthier patients because of earlier disease recognition and intervention.

Happier, better educated clients that understand the value of preventive care and the critical role of the veterinarian and the entire healthcare team.
What’s the Problem with Cats?

Cats
- Have subtle signs of pain and illness
- Don’t like change
  - The carrier
  - The veterinary experience

Cat Owners
- Think indoor cats don’t need care
- Assume they can recognize if their cat is sick
- Experience stress associated with the veterinary experience
What Cat Owners Say

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>My cat hates going to the vet</td>
<td>58.2%</td>
</tr>
<tr>
<td>I don’t take my cat to the vet except for “shots”</td>
<td>40.9%</td>
</tr>
<tr>
<td>I really believed my cat needed exams more often</td>
<td>49%</td>
</tr>
<tr>
<td>I would take my cat to the vet if I knew I could prevent</td>
<td>66%</td>
</tr>
<tr>
<td>problems and expensive treatment later</td>
<td></td>
</tr>
<tr>
<td>If I was convinced it would help my pet live longer</td>
<td>53%</td>
</tr>
</tbody>
</table>

*Bayer Veterinary Care Usage Study

The Health of Our Nation’s Cats is at Risk

Decline in feline visits associated with the increase in Feline Disease Prevalence Rates 2006-2010

- Dental disease 10%
- Internal parasites 13%
- Diabetes 16%
- Flea and tick infestation 16%

Familiarity
- Start at home
- Give the cat a sense of control
  - Increases security
- Prevent fear and pain
  - The 2 most common causes of aggression at the veterinary hospital
Getting the Cat to the Veterinary Hospital
Cats Are Not Small Dogs

Leave the carrier out in a favorite room
Toss treats into carrier
Reward for use of the carrier

Feline Preventive Care Guidelines
Implementation into practice
To improve feline healthcare
SOAP format
Reducing stress of the feline visit
Health Evaluation While Cat Adjusts to Exam Room

S=Subjective
History based on:
Life stage
Behavior & changes
Diet
Medications

Comprehensive Physical Examination

Do where the cat is most comfortable
Value to client:
Respectful handling of the cat
At their level
Verbalize the exam:
Dental exam
Pain assessment
Body condition score
Muscle condition score
Etc.

Lab Sample Collection

Individualized to life stage, life style and health status

The least restraint
Plan Individualized to Patient

Prevention of infectious, parasitic, and zoonotic disease

Microchipping
Genetic and reproductive counseling
Behavior needs
Environmental enrichment

Next visit -- preappoint

SUMMARY

Commonly Asked Questions...
Thank you very much for your participation in our Web Conference.

Questions to the Speakers
Please email your questions to webconference@aahanet.org by Thursday, December 22, 2011.

Drs. Moyer and Rodan will provide written responses to all of the questions and they will be posted on AAHA's website by Friday, January 6, 2012.

Supported by an educational grant from the Partnership for Preventive Pet Healthcare.

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Instructions for CE Certificate

1. To complete the evaluation, please go to the following website:
   http://www.keysurvey.com/survey/387598/3172/

2. After completing the evaluation, you will automatically be linked to the Continuing Education Certificate. The CE certificate can only be accessed after the evaluation is completed.

3. Download the CE Certificate (in PDF format) to your computer and print enough copies for those persons viewing the web conference with you.

Your input is very important! We take feedback seriously in order to provide you with the highest quality experience possible.

If you have any questions about completing the evaluation or accessing your CE certificate, please email us at webconference@aahanet.org or call 800/252-2242.

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Thank you for your participation!