



**Franklin Farm
Veterinary Clinic**

MARCH, 2018

NEWSLETTER

Fear Free Veterinary Care For Your Furry Friend. That's Franklin Farm.

HOURS:

Monday - Friday: 7:30am-6:30pm

Saturday: 8:00am-1:00pm

Sunday: Closed



FROM THE DOCTOR'S DESK

No More Scared Pets - Franklin Farm is **Fear Free!**

**How many people love
bringing their dog or cat
to the veterinarian?**

While this is the case for some patients, we know that the majority of pets and owners visiting a veterinary hospital experience some level of fear, anxiety and stress. This is not what those of us who have dedicated our careers to animal health and well-being ever intended. With that in mind, we are excited to share that we are embracing a Fear Free philosophy at our hospital. All of our team members are undergoing Fear Free training or are already certified in Fear Free practices. We are incorporating Fear Free techniques and strategies into all of our healthcare protocols and into every pet visit. Our goal is to help all pets and their families enjoy a calm, stress-free experience every time they visit Franklin Farm Veterinary Clinic.

How can we transition from nervous and scared patients to

calm, happy pets? We need your help to make the process less of a chore and more of an adventure!

Please withhold food before your visit and bring your pet's favorite treats and toys. We want the office to be a happy, positive place. Giving treats constantly when medically appropriate can make all the difference between a successful or distressing visit. Be sure to let our staff know about any food allergies or sensitivities before your appointment.

We take extra care to be gentle by keeping our voices calm and quiet and refraining from using force to examine or treat your pet. We hope to ensure your pet's emotional well-being is not sacrificed for the sake of medical care. Special calming chemical signals, known as pheromones, are infused throughout the hospital and exam rooms. The music in the room is also specially designed to ease tension and promote relaxation.

For patients who are very scared, we may discuss postponing a scheduled test or procedure until your pet is more relaxed. We can help by recommending calming treats, pre-visit supplements or sedatives or sedation in the veterinary hospital. Prevention of fear, stress and anxiety in patients gives us all a better experience and makes test results more accurate.

We look forward to discussing with you all of the benefits of Fear Free Practice. Please call with any questions! More information can be found at www.fearfree.com or at www.fearfreehappyhomes.com.



PET DENTAL AWARENESS



Did you know that many pets have traces of very serious dental diseases by the age of 3? These dental diseases are often found in association with other serious health problems in the kidney, liver and heart and can mean big trouble for your furry friend.

In honor of February being **Pet Dental Awareness Month**, Franklin Farm Veterinary Clinic is giving you and your pet **\$100 off their dental assessment**, through the end of March!



Make an appointment online at: www.franklinfarmvet.com/contact or call us today at (703) 435-3335 to take advantage of this limited-time offer!



Did you know...

- Cats are the most "popular" pet in the US. There are 88 million pet cats and 74 million pet dogs.

- A group of cats is called a clowder.

- When cats grimace, they are usually "taste-scenting." They have an extra organ that, with some breathing control, allows the cats to taste-sense the air.

- Owning a cat can reduce the risk of stroke and heart attack by a third.

- Many cats are lactose intolerant!

- Cats and humans have nearly identical parts of the brain that control emotion.

- Cats sleep 70% of their lives.

Buzzfeed



Maggie

PET OF THE MONTH

Miss Maggie was presented to us because her owners noticed that she was having some trouble eating her kibbles at home. She appeared to be eating on only one side of her mouth, which was unusual.

Dr. Phillips performed a thorough physical and oral exam, and with our Fear Free approach, Maggie was very relaxed and enjoyed all of the love and treats she was given.

During the oral exam, Maggie showed discomfort on one side of her mouth; an infected or broken tooth was thought to be the cause. Dr. Phillips and Maggie's parents came up with a plan that was best suited for everyone, and Maggie was scheduled for a Dental Cleaning the following week.

During the Dental Procedure, Maggie had her gum line thoroughly evaluated under anesthesia, and then ultrasonically scaled and polished to remove any plaque or tarter. Full mouth radiographs were also taken to determine if the root was viable.

The broken premolar was then surgically extracted by Dr. Phillips. Now Maggie is pain free, and happy that she can eat her kibbles again!

Did you know...

- A dog's sense of smell is 10,000 times stronger than that of a human's.

- Speaking of which, Bloodhounds are able to trace scents that are over 300 hours old!

- The word "Corgi" is Welsh for "dwarf dog."

- Dogs can recognize more than 150 words.

- Dogs curl up when they sleep because of an age-old instinct to keep themselves warm and protect their vital organs while they sleep.

- You can lower your blood pressure by petting your pup!



Buzzfeed



RUFFeral Program



At Franklin Farm, we believe "RUFFerals" are the greatest form of flattery. That's why, when you refer a furry friend to Franklin Farm, everybody gets a treat!

YOU

Once your referral has had their appointment with Franklin Farm, you will receive **\$25 off** of your pet's next visit!

YOUR PET

Your pet will receive a **FREE goody-bag** of treats at your first appointment after your referral has mentioned you!

YOUR REFERRAL'S PET

Your referral's pet will also receive a **FREE goody-bag** of treats at their first appointment with Franklin Farm!