

phil winter's



marketing communications
Visual Communication Material Design

phil winter's marketing communications

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CUSTOMIZED

PARASITE REPORT CARD

ORDER FORM

Zoonotic Alert & Parasite Report Card

(You can edit any elements to meet your unique practice requirements)

Legal experts advise ...

"Veterinarians must inform clients about zoonotic risks or face malpractice claims."

"I'll tell you folks, our profession is unprotected, truly unprepared."

— Dr. Jim Wilson, Priority Veterinary Consultants

"It's the practitioner's duty to inform."

— Dr. Charlotte Lacroix, Attorney, Veterinary Business Advisors

NEW REPORT CARD DESIGN

- A** Select Size, Quantity & Parasites
- Size 5.5" x 8.5" - 10pt card stock (limit 5 parasites)
- 1000 - \$319 + \$99 setup fee
 - 2000 - \$449 + \$99 setup fee
- Size 8.5" x 11" - 100 lb text paper stock
- 1000 - \$364 + \$99 setup fee
 - 2000 - \$487 + \$99 setup fee
- Roundworms
 - Tapeworms
 - Hookworms
 - Whipworms
 - Heartworm
 - Giardia
 - Fleas
 - Ehrlichiosis
 - Lyme
 - Anaplasmosis
 - _____

- B** What monthly prevention medication(s) would you like featured on the backside? (Some suppliers may be willing to support your client communication efforts - ASK THEM!)
- _____
- _____

- C** Include AAHA logo YES NO
- Include your practice logo YES NO

PLEASE EMAIL YOUR LOGO OR PHOTOS TO:
phil@philwinter.com

LAYOUT PROOF You will be sent a layout proof for your review. This Report Card is customized for YOU - which means you can include your logo, change any elements, photos and text copy to meet your practice requirements

Practice Info - fax to 888-302-8832

Practice Name: _____

Veterinarian: _____

Circle Credit Card Type: VISA MASTERCARD AMX DISCV

C.C. #: _____

Exp. Date: _____ CVC# _____

Address: _____

City: _____

State/Zip: _____

Phone #: _____

FAX #: _____

Contact Person: _____

Signature: _____

Zoonotic Alert & Parasite Report Card
Stockdale Animal Hospital • ph. (619) 987-6543
1234 Any St. • Any Town USA 98765 • www.mywebsite.com

Date: _____ Patient: _____

When they are this close you want them both protected. Boxes checked indicated your pet has tested positive for this parasite.

ZOONOTIC ALERT - What is zoonosis and why you should care?

Zoonosis refers to a parasite or other disease, like rabies, that can be passed from animals to humans. Members of your family can unknowingly pick up a zoonotic disease at the park, on a sidewalk, or even in their own backyard. Children are especially vulnerable to zoonotic disease, mostly because children play outside and sometimes have a tendency to put objects in their mouths. The most common zoonotic parasites are roundworms and hookworms. *In fact, in the U.S. alone, the Centers For Disease Control (CDC) reports that almost 14% of the U.S. population is infected with Toxocara (Roundworms).*

Stockdale Animal Hospital takes parasites and zoonotic disease transmission very seriously. We strongly recommend annual parasite testing for your pet.

ROUNDWORMS This parasite is very common and also a human health concern. Signs include diarrhea, vomiting, stunted growth, however some pets may be asymptomatic. **A Roundworm infection in humans can result in blindness.**

TAPEWORMS This parasite is very common. Infections normally occur when your pet eats tapeworm larvae. Tapeworms do not generate an infection may cause your pet to sit down.

HOOKWORMS This parasite is a tiny razor-sharp mouth parts that pierce your pet's skin, blood loss, anemia, and diarrhea. Eggs are deposited in the stool of the soil becomes contaminated with these eggs. The way that hookworm eggs that are in the soil penetrate your pet's feet after a walk through present a health risk to family members if they are not protected.

WHIPWORMS This infestation occurs in contaminated soil. Whipworms cause diarrhea and loss of appetite. A female whipworm can live in feces, and can survive for years in the soil.

GIARDIA Giardia are protozoa, a microscopic single-celled organism with a flagellated teardrop shape which can take up residence in the small intestine. Both animals and humans can contract these organisms by drinking contaminated water from streams and ponds. For your dog, just one lap of contaminated water or a bite on a contaminated stick is all it takes to contract Giardia. Pets may also become infected by eating the droppings of contaminated animals or by licking their paws/fur after walking in an infected area. Clinical signs of Giardia range from intestinal discomfort to explosive bloody diarrhea sometimes accompanied by foul-smelling gas.

HEARTWORM Heartworm disease in animals is a serious health threat that can ultimately result in heart failure and death. ONE BITE from an infected mosquito can transmit heartworms to your pet. Dogs are the most common victims, but cats, ferrets and other animals are also susceptible. The heartworms restrict blood flow and cause organ damage and ultimately death. Symptoms include: coughing, labored breathing, and heart failure. Treatment is available for dogs, although it is expensive and may cause complications. Prevention is the key to your pet's protection against a heartworm infection. Once a month prescription medication is required to protect your pet during the year. This medication destroys any immature heartworms that exist in your pet's bloodstream.

FLEAS Fleas transmit a number of diseases, including epidemic typhus, and bubonic plague, and they are also a carrier for tapeworms. In addition, flea saliva has been called one of the most irritating substances known to man. Many dogs and cats are allergic to it, causing a reaction called flea allergy dermatitis, the most common allergic disease among pets.

The risk of zoonosis should not scare anyone away from the unique and rewarding experience of owning a pet. It is, however, a reminder of our responsibilities toward our pet and toward our families and community.

You can learn more about pets and parasites at: www.petsandparasites.org

We recommend the following monthly parasite prevention products:

Revolution® for cats & dogs with (selamectin) is a topical parasiticide used in the treatment and prevention of fleas, heartworm, intestinal worms and ear mites in cats. Revolution® for cats & dogs is effective in controlling flea by killing adult fleas and its eggs on your cats. It is also effective in controlling the infestation of roundworms (Toxocara cati) and hookworms (Ancylostoma tubaeforme) in your cats. Revolution is applied to the skin on the back at the base of the pet's neck once a month.

Sentinel® for dogs contains Milbemycin Oxime and Lufenuron. It is a flavored oral tablet for the prevention and control of flea populations, the prevention of heartworm (Dirofilaria immitis) disease and the treatment and control of roundworms (Toxocara canis, Toxascaris leonina), hookworms (Ancylostoma caninum) and whipworms (Trichuris vulpis) in dogs.

Backside -
With your product
recommendations