

The Hope Line

S U M M E R 2 0 1 7

Greetings! I want to introduce myself – I am the new internist at Southeast Veterinary Oncology and Internal Medicine, located at our Jacksonville location on Beach Blvd. I am from Florida and went to school at UF (Go Gators!) for 8 years so it is nice to be back home! My entire family lives in the north Florida area. I returned back home after living in Iowa and Seattle and am getting settled in nicely in Ponte Vedra Beach with my husband, 3 cats (Triscuit, TidBit, and Atticus Finch), and 2 rescue terriers (Maxx and Mortimer).

I want to make sure we are serving your needs to the best of our ability. The referral process should be as seamless as possible and we realize that you trust us to take care of your valued clients and patients. I have some thoughts on making the experience the best it can be (a sort of pre-referral checklist):

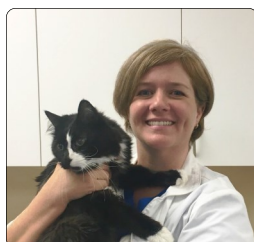
- Please send records at the time the appointment is made, via email or fax. We try to review the records 1-2 days (or more) ahead of the appointment. This helps determine a plan for the patient and allows us to identify any records we don't have (radiographs, records from other clinics, or an ER visit). Reviewing the records ahead of time also allows us to schedule the day appropriately (for instance, if an anesthetized procedure might be needed, we can block some time on the schedule for the procedure).
- A few sentences from you about what you think is the most significant problem is helpful too – we want to make sure all concerns are addressed.
- A complete list of medications and doses the patient is on.
- Send actual radiographs, reports, and blood work in addition to the written records/notes.
- Consider calling ahead of time to discuss a case with us and determine the costs of potential procedures that may be performed to limit client surprise about an estimate.
- Consider calling ahead to determine if we offer a service or procedure. For instance, I131 is only performed at the Orange Park location (however, consultation and initial work-up for I131 treatment can be done at our Jacksonville location). We are happy to discuss logistics of these types of services with you prior to the client making the appointment so they are directed to the appropriate service or facility.
- We love to receive updates about patients. Please do not hesitate to call or email us with updates or if the patient has passed away. We want to recognize the death of a patient, even if it is months after we have seen the patient.

We are also happy to discuss cases with you on the phone. Here are some thoughts on making phone consults as helpful and streamlined as possible:

- Leave all numbers where you can be reached, and let our front desk staff know if it is ok to call you on a cell phone after hours. Or leave an email if that works for you.
- Let us know when leaving a message for a consult if you want to be interrupted in an exam room.
- If there is more than one case you would like to discuss please let us know ahead of time so we can make sure we allow enough time to consult.
- Provide a realistic assessment of urgency of the problem in context to your patient's needs when leaving a message for a consult.
- Alert your front desk staff that you are waiting for a return call from SEVO-Med for a consult. It can help your staff when we call back to leave the name of the specific patient for which you need the consult.

As always, we welcome feedback about the referral process and any ideas or thoughts you have on how we can make the process as easy and streamlined as possible.

Please do not hesitate to call me or email me about a current case, to discuss referral of a case, or for a consult: 904-567-7519 or drdeitz@sevomed.com. I look forward to talking to you!



Cheers,
Krysta Deitz, DVM, DACVIM

WE HAVE BIG NEWS...

Stereotactic radiosurgery (SRS) is now available in Northeast Florida!



SEVO-Med has partnered with national cancer care provider **PetCure Oncology** to bring this life-changing treatment option to *your* patients. SRS has been a standard of care in human oncology for decades, but only a handful of locations across the country are capable of providing SRS for pets. Utilizing unprecedented precision and advanced treatment-planning software, an SRS treatment course entails just 1-3 sessions, results in fewer side effects, and can treat many tumors previously considered “untreatable.”



“Giving New Hope Every Day”

304 Corporate Way | Orange Park, FL 32073
14333-42 Beach Blvd. | Jacksonville, FL 32250
Orange Park 904.278.3870 | Jacksonville 904.567.7519

Place
Stamp
Here

Stereotactic radiosurgery (SRS), when delivered with RapidArc® technology and on-board imaging, is changing the way we approach cancer care for pets. Through advanced imaging and treatment-planning software, PetCure Oncology’s network of board-certified radiation oncologists – **now featuring Dr. Tracy LaDue in Orange Park** – can differentiate radiation dose with sub-millimeter precision. That means a higher dose of radiation is delivered directly to the tumor with minimal radiation exposure to surrounding healthy anatomy. The end result is a noninvasive treatment with fewer anesthetic events that strives to achieve improved quality *and* quantity of life – leading to healthier pets and happier clients!

Find clinical case studies and Pet Hero stories at
PetCureOncology.com



Before & After: An 8-year-old cat with squamous cell carcinoma is pictured both pre-treatment (left) and 1-month post SRS (right).

To the right is 5-year-old Cera’s CT scans indicating remission at her 6-month follow-up appointment. Both patients were treated by PetCure Oncology with just three fractions of SRS.

