



NEWSMAGAZINE FOR REGISTERED VETERINARY TECHNICIANS AND TECHNOLOGISTS

2017 MEDIA PLANNER

Mission Statement

Canadian Vet Tech reports on new, relevant and practical information presented by experts at leading veterinary technician conferences.

"I enjoy reading Canadian Vet Tech magazine. The articles are interesting and the CE quizzes are great!"

*Tamara McLoughlin, RVT
Saskatoon, SK*

Just wanted to let you know that our (RVTTC) members are very pleased with Canadian Vet Tech magazine!"

*Michelle Moroz, RVT
Saskatoon, SK*

"Love the magazine!"

*Allise Paradis, RVT
Calgary, AB*

"Thanks for all the good work on the magazine you publish!! I am enjoying the CE."

*Linda Muff, AHT,
Pincher Creek, AB*

Continuous learning, improvement, and success

Top tips for managing cancer patients in your practice ^{CE}

DENVER, CO – Cancer is the leading cause of death in pets, but with improved treatments, many cancer patients are living longer and living well. In many cases cancer can be considered a chronic condition that may require chronic therapy, explained Sue Etinger, DVM, DACVIM (Oncology), speaking at the American College of Veterinary Internal Medicine Forum.

Chemotherapy
Conventional chemotherapy is typically given at high dosages, or maximum tolerated dose (MTD). The goal is to kill the rapidly dividing cancer cells. But some normal cells can be temporarily damaged by MTD chemotherapy. As a result there is a break period to allow these cell populations to recover. MTD is typically given weekly to every 3 weeks.
Chemotherapy drugs attack rapidly dividing cells. The normal tissues that are typically most sensitive to chemotherapy are the bone marrow, hair follicles (alopecia), and the GI lining.

Cancer patients continues on page 3

Assessing and treating pain in cats ^{CE}

HALIFAX, NS – Studies have shown that cats receive analgesia less frequently than dogs, and in cats it is often withheld for fear of an adverse reaction. While presenting at the Atlantic Provinces Veterinary Conference, Elizabeth O'Brien, DVM, DABVP (Feline), explained the key to recognizing pain in a cat is to recognize a change in behaviour, and that requires recognizing what the cat's normal behaviour is in the first place, both in the home and in the clinic. While cat owners know that cats get many diseases, pain from diseases and degenerative joint disease (DDD) is overlooked. Therefore, it is up to veterinarians to educate veterinary teams and clients about acute and chronic pain in cats.

Signs of inadequate pain management
In addition to being a welfare issue, inadequate pain management is associated with many detrimental effects in cats including inappetence, cachexia, delayed wound healing, altered respiration, impaired immune function, nausea and fecal retention, self-mutilation of painful sites, and prolonged recovery from a procedure or illness.
Dr. O'Brien said that physiologic parameters, such as heart rate, respiratory rate, blood pressure, and rectal temperature are poor indicators of pain in cats. Some indicators of pain in a hospitalized cat include lack of

Pain in cats continues on page 6

GI parasites of ruminants: treatment, management, and resistance

DENVER, CO – External and internal parasites affect livestock globally, causing economic losses due to decreased production, illness, death, and cost of treatment and prevention. Speaking at the American College of Veterinary Internal Medicine Forum, Melissa G. Ackerman, DVM, MS, discussed the various types of common parasites affecting ruminants in the United States, how they infect their gastrointestinal (GI) tracts, and the treatments available.

Nematode diseases of the GI tract
Parasitic gastroenteritis
As the ruminant grazes it consumes the infective larvae of nematodes, which enter either the gastric glands of the abomasum or the crypts of the small intestine. The parasites develop and moult, and after 18-21 days

GI parasites continues on page 8

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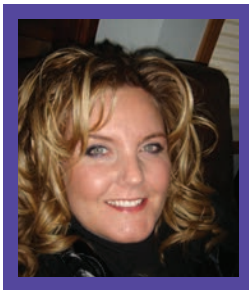
Special Feature columns:

Life of a Vet Tech - articles submitted by registered vet techs

Technically Speaking - by Kathleen Dunbar, BA, RVT

News - from the Registered Veterinary Technicians and Technologists Association of Canada and from the provincial vet tech associations

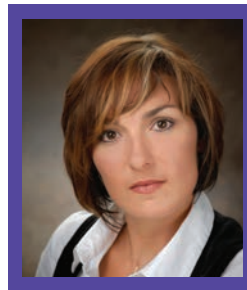
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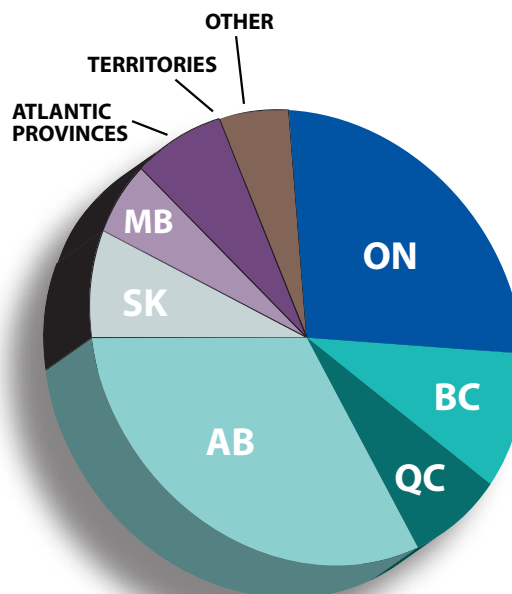
Tamara McLoughlin,
RVT
Saskatoon, SK

"I just wanted to tell you how much I appreciate your article on IMHA/ITP. I'm a vet tech and it helped me understand this disease a lot more than other literature."

Barbara Suozzi, RVT

Circulation

Ontario	1,532
British Columbia - BCVTA	600
Quebec	440
Alberta - AAAHT	1,900
Saskatchewan - SAVT	455
Manitoba - MAHTA	345
Atlantic Provinces - EVTA	425
Territories	9
Total veterinary practices	5,706
Other (teaching, associations, industry)	302
TOTAL CIRCULATION:	6,008



2017 Editorial Calendar

Issues of *Canadian Vet Tech* will report on the following conferences. Information from other meetings and/or interviews with veterinary experts may also be included.

Winter issue (February)

- British Columbia Veterinary Technologists Association Conference
- Saskatchewan Association of Veterinary Technicians Conference
- American Association of Equine Veterinary Technicians Conference
- CanWest Veterinary Conference - Technician Program

Spring issue (May)

- North American Veterinary Conference
- Ontario Association of Veterinary Technicians Conference

Summer issue (August)

- American College of Veterinary Internal Medicine - Technician Program
- Atlantic Provinces Veterinary Conference - Technician Program

Fall issue (November)

- Canadian Veterinary Medical Association Convention/Registered Veterinary Technicians and Technologists of Canada Conference
- Eastern Veterinary Technicians Association Conference

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