



CELTIC

Equine Veterinary Practice

NEWSLETTER

AUTUMN 2011 - FIRST BIRTHDAY NEWSLETTER

Out of Hours Answering Service

We now use a specialist veterinary answering service to take our out of hours calls for emergencies. They take all the required information and then contact Alan immediately.

This ensures that your call is always answered and the operators are all trained to handle veterinary emergency calls. Please be aware this service is in operation outside of office hours but still using our normal practice telephone number and is only for urgent veterinary emergencies.

All non-urgent enquires and appointments should be made during our office hours.

Exceptional care - round the clock

Just to reassure our clients, Alan is on duty for the vast majority of nights and weekends. However if he is off duty we generally use Clare Harvey or either of two equine vets both of whom have over ten years pure equine experience.

We are committed to providing our clients with the very best of care and so only use experienced equine vets.



Welcome to our latest newsletter.

Alan, Georgie and all the team would like to say a huge thank you to our clients for all the support we have received over the last year. The business has grown very quickly through all your kind recommendations. We look forward to continuing as the primary vets for your horse(s). We will endeavour to maintain our very high level of customer service.

1st Birthday Offer

As a way of saying thank you to all the clients who supported us when we opened last year we are pleased to offer those clients, who had a visit last October or November, a free visit charge if we come out to see their horse during this October or November. Offer is limited to one visit per client. Please find enclosed a voucher which entitles all clients to 20% off your next visit charge as a birthday gift from us.

Practice News Practice News Practice News Practice News



Jenny joins the team

We are very happy to have appointed Jenny Woodhouse (right) to join Laura Moore as a second administrator working in the afternoon. Jenny used to work at a local feed merchants as well as manage a small local private equine yard. She has many years of equine experience and regularly competes with her own horse. With the addition of Jenny the office is now staffed during all opening hours which are Monday to Friday 8.30am-5.30pm excluding Bank Holidays.

New practice vehicle

Some of our clients will recently have seen we have changed our practice vehicle. We now have a sign written Nissan Pathfinder which has been equipped with specific storage units including a fridge for refrigerated products including vaccines.

Outstanding back-up

On the rare occasion Alan needs to attend a course or have a day off to deal with administration, Clare Harvey, a local equine vet with 25 years experience stands in for us. Some of our clients may have already met Clare and to ensure continuity of care she carries our practice computer and uses our practice vehicle.





Pricing and Visit Charges

We are committed to providing the very best in terms of professionalism and service but due to the fact we don't have a large clinic and numerous staff to finance we can offer our clients substantial savings not just on routine procedures but also on all the clinical services such as x-rays and endoscopy. We do not believe in lowering prices on the routine items and increasing the price of clinical procedures. We do not have hidden extras for procedures and believe in an open and transparent pricing structure. We have the most modern mobile equipment and can provide all the services of a clinic at your stable without the stress of having to transport your horse.

Example	Other practices	Celtic Equine Vets	% Savings
Flu Vaccination	£28.55*	£26.00	8.93%
Flu & Tet Vaccination	£33.55*	£29.50	12.07%
Tetanus Vaccination	£22.64	£18.00	20.49%
Routine dental rasp inc sedation	£73.00	£62.00	15.07%
Microchip	£24.67*	£21.00	14.88%
Pregnancy Scan	£51.66*	£40.00	22.57%
Sachet of Antibiotics	£ 5.05*	£ 2.45	51.49%

*Average price of neighbouring practices

Competitive care, quality care

We are aware some of our competitors introduced various visit schemes after we set up in response to our visits starting at £11. We feel our visit charges are very fair as they are based on miles from our base and help cover the costs of running a practice vehicle which does almost 30,000 miles a year. If we were to copy the other schemes we, like the other practices, would have to pass on the vehicle running costs in the form of price increases on routine items such as vaccinations and dentals.

We are reluctant to do this as with offers such as our "Free visit if four horses seen together" you get the benefit of a free visit as well as the less expensive services and products. Our visit charges are not subject to the numerous restrictions imposed on these other schemes such as no choice of vet or time and our visit charges apply whether we are attending for a routine appointment or a non-routine call.

Example	Other practice	Celtic Equine Vets	% Savings
Visit Out of Hours, examine colic and inject 30mls of Buscopan	£147.99	£87.90	40.60%
Upper respiratory tract endoscope inc tracheal wash, broncho alveolar lavage and materials	£299.59	£177.00	40.92%
Dental X-ray (4 Plates)	£201.60	£123.00	63.90%

Convenience and continuity

We offer our clients the ability to be given a set time that is convenient to them but with the benefits of continuity of veterinary care by an experienced equine vet. In order to maximise the efficiency of our service to you we request that routine appointments for procedures such as vaccinations, dentals, microchips, castrations and pregnancy scans be booked in at least one week in advance.

Cushings campaign

There is an offer of a £15 off Voucher against the cost of blood testing for Cushings running at the moment. If you suspect your horse may have Cushings or you are unsure as to what Cushings is or what the signs are and to obtain your voucher please visit www.talkaboutcushings.co.uk

Special Discounts

We are keen to support members of the numerous horse and pony clubs and societies and we are pleased to offer 10% off annual vaccinations and 10% off the cost of routine dental rasp (if done at same time as vaccinations) to members of the following groups:

Any local Pony or Riding Club, Hunt, Breed Society members or equine workers such as farriers, physiotherapists, yard managers / owners, feed merchant employees etc.

Please contact the office to see if you are entitled to a discount. Proof of membership will be required.

Castration Offer

We are offering 10% off our normal castration price for all ponies and horses from now until the end of November.

Unlike other practices no minimum number of animals are required for this offer and it is not restricted to New Forest Colts. Our castration package price includes the sedation, local anaesthetic and a 5 day course of antibiotics and anti-inflammatories.

Microchipping Offer

We are offering 10% off the cost of microchipping and a free visit if 4 or more horses are microchipped at the one time and venue.

Advanced Dentistry Care

Alan recently attended a further Advanced Dentistry Course for Vets. We perform the dentistry for the vast majority of our clients and we believe our Combined Dental Package of £62 including rasping and sedation offers excellent value for money compared to other practices and Equine Dental Technicians.

We have invested in the most modern dentistry equipment and as a vet with extensive further training in dentistry we are confident we are the very best option for providing routine and advanced dental care for your horse(s).



Payments

We have a mobile chip and pin card machine and we do not charge any handling fees for clients paying with credit cards or debit cards nor do we have a minimum transaction fee. Cash is also accepted but we will be phasing out the

acceptance of cheques as a means of payment over the next few months due to escalating bank charges. We would like to politely remind clients that we can not offer credit and all payment is due at the time of consultation.

Staying in touch

We are keen to help our clients remember when their horse(s) vaccinations and dentals are due. We provide free text vaccination reminders to those clients who have registered their mobile numbers. We also provide e-mail reminders for vaccinations and dentals to those clients who have registered their e-mail addresses. We therefore encourage all our clients who have changed any of their contact details, mobile numbers or where their horses are kept to please let us know.

Email is our preferred means of keeping in contact so if you have an email address and haven't been receiving updates / newsletters / invoices from us please contact us on office@celticequinevets.co.uk. Please check that our emails to



you haven't been sent to your Spam box by adding us to your contacts list. Please follow us on Facebook for regular updates and offers.

Passports

Please be aware we require your horse's passport to be presented at each and every visit.



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Alan Hough GPCertEq MVB MRCVS

Thanks...

We always welcome and appreciate your comments about our service. Please see below a few of the testimonials we have received from our clients in the last year:

"Since starting to use Alan Hough at Celtic Equine Veterinary Clinic, earlier this year, I have to say we have been immensely impressed by him. He is incredibly reliable, caring and sensitive and is always on time or early, he also has a fabulous stable manner. He never does any treatment unless absolutely necessary. His fees are very reasonable and as we have a lot of horses here at the stud, we hardly ever pay for a visit, as it is free for four or more. I decided to use him for artificial insemination on two of my broodmares this year, both were put in foal to German stallions, using chilled semen. It made sense for me to have the mares inseminated at home, rather than go to the veterinary practice and I was not disappointed as he managed to get both of them in foal first time. I would not hesitate to recommend using Alan, whether it is for breeding purposes, teeth or any other type of equine veterinary assistance. We have used him for pretty much everything over the last four months and found him to be the most conscientious vet we have ever had the pleasure to deal with."

"Thanks for a super service today, lovely quick, call back and chuffed my pony could be seen today by a super efficient vet :) Was grateful for the professional advice and a sensible bill. In the nicest possible way, I hope I don't need to book you again until April (jabs) but am very glad I switched :)"

"Hi - just a quick message to say thank you very much for the work you did on Bonnie's teeth. It made an immediate difference to her eating - she has gone from picking to tucking into her feed with gusto. It is quite touching to see the change it has made to her. Thank you."



Free gastroscopy offer

It's estimated that up to 100% of racehorses and 63% of performance horses^{1,2} could suffer from gastric ulcers, but many don't show any clinical signs (see below). The only certain way to check is to examine the horse by performing a gastroscopy.

What causes ulcers?

Travelling³, competing and training^{4,5} can all increase the risk of gastric ulcers developing.

How can you tell if your horse is at risk?

Signs are difficult to spot but they can include: poor appetite, impaired performance, poor body condition, change in temperament and intestinal problems such as colic.

Can they be treated?

If a horse is found to be suffering from gastric ulcers an effective oral treatment is available.

What to do if you suspect your horse could have a gastric ulcer.

As the only definitive way to diagnose gastric ulcers is with an endoscope, this practice is holding a **FREE gastroscopy** day as part of a national health initiative supported by Merial Animal Health.

Our gastroscopy day is: **Thursday 10th November 2011**

To find out more please contact the practice today OR complete the expression of interest form below and post to the practice. The most clinically relevant cases will be chosen for a **FREE Gastroscopy** so please include a brief description of why you think your horse(s) may be at risk.



equine health A health initiative supported by Merial Animal Health and your local veterinary practice

Mitchell RD. Prevalence of gastric ulcers in hunter/jumper and dressage horses evaluated for poor performance. Proceedings of the Association of Equine Sports Medicine Annual Meeting 2001. 2. Nieto JE, Snyder JR, Beldomenico P, Aleman M, Kerr JW, Spier SJ. Prevalence of gastric ulcers in endurance horses a preliminary report. Vet J 2004 Jan; 167 (1): 33-37. 3. McClure SR et al. Gastric ulcer development in horses in a simulated show or training environment. JAVMA 2005; Vol 227 (5): 775-777. 4. Manohar M, Goetz TE, Saupe B, Hutchens E, Coney E. Thyroid, renal and splanchnic circulation in horses at rest and during short-term exercise. Am J Vet Res 1995; 56: 1356-1361. 5. Lorenzo-Figueras M et al. Effects of exercise on gastric volume and pH in the proximal portion of the stomach of horses. AVJR 2002; 63(11): 1481-1487.

FREE GASTROSCOPY Expression of Interest Form

Name	<input type="text"/>
Address	<input type="text"/>
Telephone	<input type="text"/>
Mobile	<input type="text"/>
Email	<input type="text"/>
Reason	<input type="text"/>
	<input type="text"/>
	<input type="text"/>

Post to: Celtic Equine, The Old Barn, Minstead, Hampshire, SO43 7FY
or email the office with the above information to office@celticequinevets.co.uk