

INSIGHTS

NEWS AND VIEWS *from*
Dr. Heather, DVM, DACVO



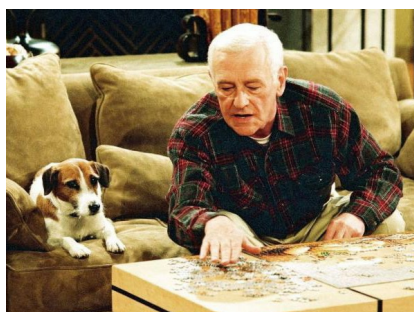
ANIMAL
VISION
CENTER
of VIRGINIA

WHY CHOOSE US | SERVICES WE OFFER | CONDITIONS WE TREAT | REFERRING VETS

SUMMER EDITION: July 2018

From the Desk of Dr. Heather

Have you ever streamed the '90s television series, *Frasier*? Do you remember Eddie the dog, the perky Jack Russell Terrier? The feisty little canine was known for snubbing the show's namesake, Frasier Crane, while proving a devoted and loving



companion to *Frasier*'s elderly father, Marty. It made for great comedy, but perhaps producers knew a thing or two about the link between senior adults and their pets.

Research proves again and again that pets are wonderful companions for seniors, especially those in group living settings. They help to reduce their owners' stress, lower their blood pressure and improve their quality of life. We recognize this bond, and we know that some of our elderly clients find it difficult to arrange transportation for their pets' wellness exams. That's why we now bring our screenings to them through our **Seniority Pet Screenings** program. Since launching this service last summer, we've performed a number of free monthly screening exams at participating assisted living facilities in Hampton Roads. **Over the summer, we'll be at Westminster Canterbury on July 11 and at First Colonial Assisted Living on August 8.** We're excited about this new program, and if you have a recommendation for a facility we can add to our list, let us know by calling us at (757) 749-4838. Just say that Eddie sent you.

With warm regards,

Heather Brookshire

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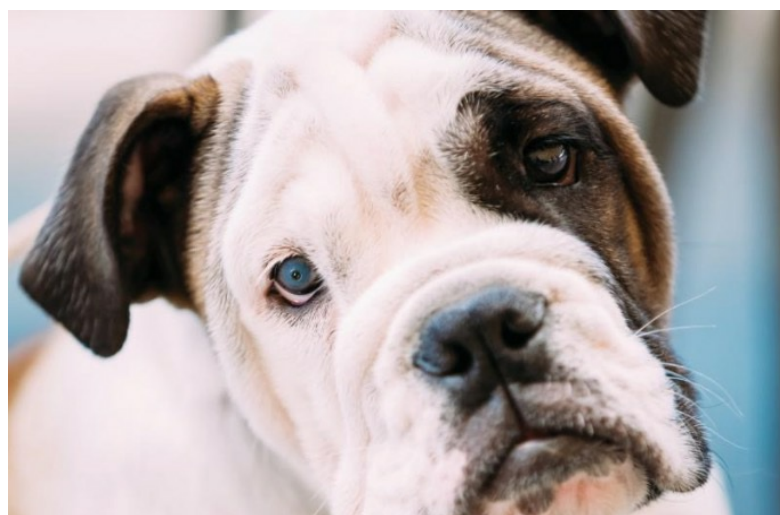
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**Just for Our
Veterinary Partners,
Lunch & Learn, Sept.
14**

Our next [Lunch & Learn](#) program, for our veterinary partners, will be slightly less clinically focused but no less interesting! The topic is "Vision in Animals," and we'll be addressing what a dog's and cat's vision is like and how it compares to our own; vision in other



Keep an Eye Out for Corneal Ulcers

Do your pet's eyes appear irritated, red or watery? Is there discharge? Is he squinting, in pain or rubbing at the eye? These are common signs of corneal ulcers, and it may be time to have your loved one's eyes checked.

Common causes include dry eye (tear deficiency), entropion (rolling in of eyelid margin) and distichia (abnormal eyelid hair). Trauma can also be to blame, when a foreign object or a chemical irritant comes in contact with the cornea. Simple ulcers generally heal within a few days, while others require surgery, medical therapy and a long recovery.

If your pet is experiencing some of the symptoms mentioned above, consider scheduling a wellness exam today. We are offering a special 30 percent discount on wellness eye exams if you book your appointment by July 31. Check for [details here](#) and then call us at (757) 749-4838 to schedule your appointment. Be sure to mention "Wellness Eye Exam."

Tips & Tricks: Applying ointment

Administering pills or eye drops to your pet is one thing, but applying ointment over the surface of their eye? Yes, we know. It sounds impossible, but it can be done when you follow these tried and true instructions. Deep breath. Here we go:



- Place your pet on a table or counter top, with a towel or blanket on the surface so they feel secure.
- Before applying the ointment, use a clean, warm washcloth to remove any mucus or discharge from the eye.
- Hold your pet gently, but firmly, in front of you with their back towards you. If your pet is wiggly, you may try wrapping them in a blanket to secure

creatures, such as insects, fish, sea mammals, and birds; and how the eye has changed to suit different environments and adaptations. Join us as we will hit the highlights of ocular evolution in this one-hour accredited CE discussion. Join us Sept. 14, from 12:00 - 2:00 p.m. here in our office. Please RSVP by Sept. 10 to Dr.Heather@AVCVA.com or call (757) 749-4838.



New to Our Team

We're excited to introduce two new members of our Animal Vision Center of Virginia team. **Veronica Brobst** (left), a Virginia Beach local, was introduced to us through Tidewater Community College's (TCC) Veterinary Assistant Program. She interned with us before coming aboard as our veterinary assistant. She has an Associate of Science degree from TCC and aspires to be a veterinarian in the future. Veronica has a dog of her own, Vance, who inspired her to take on her passion for animals as a career.

Amari Ross (right), also from Virginia Beach, joins us as our receptionist. She graduated from Ocean Lakes High School, attended the Chrism Institute of Esthetics and is in the process of becoming a licensed esthetician. Having worked at The Virginia Aquarium and The Virginia Zoo, she finds comfort being around animals. She frequently dog sits an energetic Maltese puppy, Chase, and together they enjoy long walks on the beach.

What our Clients Say

"I love to be welcomed by sweet

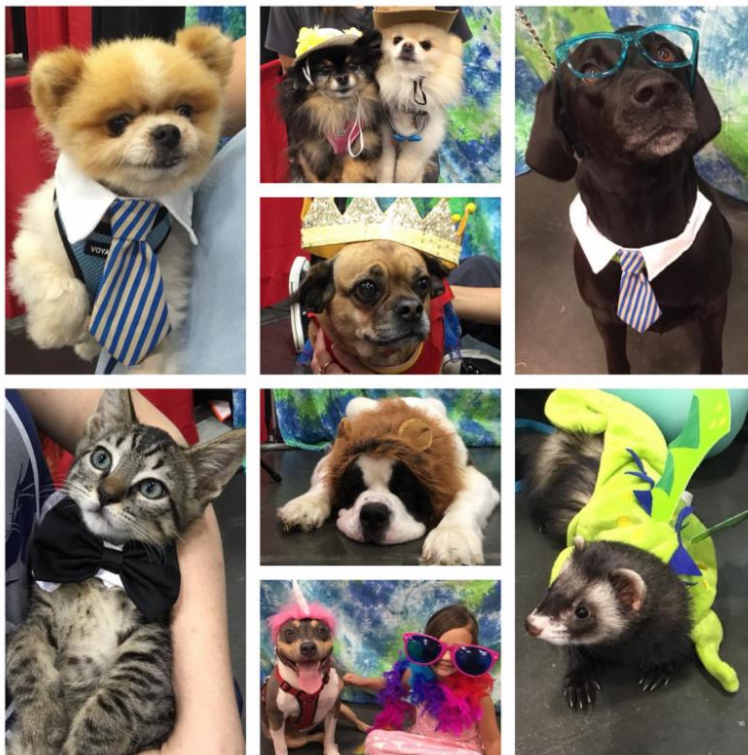
them.

- Using your non-dominant hand, gently compress the tube to allow a small amount of ointment to escape the tip (approximately 1/4 inch in length).
- Using the same hand, manually open the eyelid and drape the released ointment on the surface of the eye, taking care not to make contact with the eye.
- Gently close the eyelid to assist with dispersion of the ointment on the surface of the eye.

And remember - if both drops and ointments are part of your pet's post-care plan, always apply the drop first, and then wait 5-10 minutes before applying the ointment.

Pet Palooza!

We had such a great time at the Virginia Beach Pet Expo in June. Thank you to those who took advantage of our special Orthopedic Foundation of America (OFA) eye screening exams, and to others who inquired about our services or just stopped by to say hello. As you can see, we also had a BLAST taking pictures of pets galore in our super-fun pet photo booth!



*kitty purrs from your front desk
four-paws managers and all the
humans working at AVCVA."*
- Chantal O.



ANIMAL VISION
CENTER of VIRGINIA

521 Old Great Neck
Road, Suite 2
Virginia Beach, VA

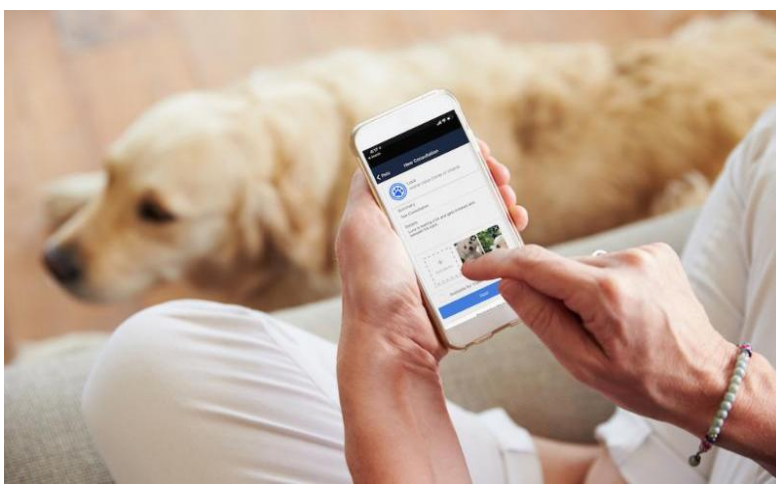
757-749-4838

HOURS OF OPERATION

Monday, Wednesday, Friday
9:00am - 5:00pm




Tuesday, Thursday
10:00am - 6:30pm

One Saturday a Month
10:00am - 2:00pm



Telemedicine Consultations Coming Soon!

Animal Vision Center of Virginia will soon be offering remote telemedicine consultations for our general veterinary partners and our current clients. By using a mobile app that we will provide, you can participate in a two-way consultation appointment in real time with Dr. Heather Brookshire. Check your inbox over the next few weeks. Details will arrive shortly.

 Follow us on Instagram | Review us on  Facebook  Google  Yelp

Visit our Website | Send us an Email | Call us at 757-749-4838



Providing quality ophthalmic care for animals of all shapes and sizes, Animal Vision Center of Virginia is owned and operated by Dr. Heather Brookshire, a board-certified veterinary ophthalmologist.

The Center is located at 521 Old Great Neck Road, Suite 2, in Virginia Beach, VA 23454.

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