

# Spike In Vet Care Demand

**More than 13 million households got a new pet and fewer pets were relinquished in 2020.** This, in addition to a Veterinary Professional staffing shortage, an increasing bond between animals and their owners, longer dog and cat lifespans, and advances in diagnostics and treatment options have combined to place an unprecedented workload on veterinarians and their staff. Of course, revenues in the veterinary industry have correspondingly increased. After pet food and treats, veterinary care and product sales had the highest revenue at \$27.7 billion, \$29.3 billion, and \$30.2 billion for 2018, 2019, and 2020, respectively. It is projected that the veterinary occupations will need to add 51,700 new jobs and grow at a rate of 19% over the next decade, almost 3 times faster than the 9% growth expected for ALL occupations!

Nationally, meanwhile, vet clinics and emergency care facilities are struggling with huge increases in visits and phone calls, while still playing “catch-up”

on routine wellness care such as screenings, immunizations, sterilizations, dentals, etc. that were postponed or skipped during Covid-19 restrictions last year. This “perfect storm” has

resulted in vet practices having to scale back their hours, limit new patients, and, in some cases, close emergency hospitals and offices when they reach capacity. **It is now very common for appointment-based clinics to give appointments 2-3 weeks out.**

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# Expectations in Walk-In Clinics

Walk-in vet clinics do not require appointments for routine care. Services are provided on a walk-in basis, not always in the order of arrival, but according to the urgency of pets’ needs. Elective surgery is scheduled by appointment. Emergency treatment and/or surgery is accommodated right away. At **City Line** patients are seen during doctors’ hours : Sun. 9-11:30AM; Mon.-Thurs. 8-6:30; Fridays 8-5:30; and Saturdays from 8 until 2:30). Arriving prior to doctors’ hours will only extend wait times.

Your wait on any given day will depend on the volume of visits we are experiencing, how many doctors are available, the seriousness of other pets’ needs, available exam and treatment space,

and whether or not doctors are treating trauma, performing surgery, or stabilizing a critically ill animal. **It is wise to call ahead to check on estimated wait times.** On some occasions, it may be necessary to limit new clients or to stop admitting any additional patients if our wait time is expected to exceed clinic hours.

In our treatment area a mounted digital system keeps us aware of how many clients are waiting. Our staff attempts to provide care in a thorough, efficient, and professional manor. We monitor wait times and advise clients when long waits are predicted so they may opt to return at another time. We respect that your time is valuable! Be assured that we are doing our very best.

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## September Pet Observances

- **Animal Pain Awareness Month**
- **Responsible Dog Ownership Month**
- **Happy , Healthy CAT Month**
- **Pet Sitter Education Mo**
- **Nat’l Service Dog Month**
- **Pet Insurance Month**
- **Sept. 20-26 National Dog Week**
- **Sept. 8 National Pet Memorial Day; Dog Walker Appreciation Day**
- **Sept. 28 World Rabies Day**

# Crises in the Vet's Office

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In “walk-in”, extended hour practices such as **City Line Veterinary Center**, demand has skyrocketed due to “overflow” from nearby practices or from our area Emergency Hospital when they are closed, at capacity, or are unable to offer urgently needed appointments .

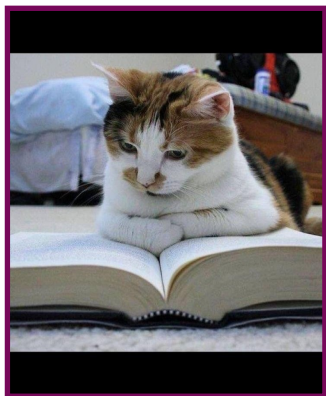
The surge in pet ownership and increased demand for services overworks staff resulting not only in physical fatigue, but also compassion fatigue, anxiety, depression, burn-out, unhealthy stress levels, and staff attrition. Alarming, the veterinary profession worldwide is experiencing the highest suicide rate of all professions-- four

times higher than the general public and double that of doctors and dentists.

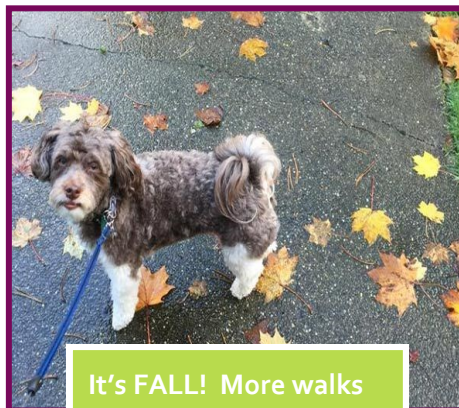
Another troubling national trend is the mis-behavior of pet owners, perhaps a result of longer waits, the unanticipated and un-planned for cost of owning a pet (which has doubled in the last 5 years), or residual frustration and anger from pandemic related personal problems. Regardless of the cause, practices (including ours) are having to “fire” demanding, argumentative, disrespectful, abusive, belligerent, or threatening clients at alarming rates!

**City Line's Dr. Roberta Milas** advises: “We want to extend our gratitude to our clients that have been understanding and supportive in these unprecedented times. **Our staff is working very hard to accommodate as many pets as physically possible while still practicing the best possible medicine.** We welcome any feedback given to us in a calm and courteous manor. This high demand and staffing crisis is not expected to decrease in the foreseeable future. **It is critical that we all work together respectfully as we strive to achieve best outcomes for our clients, staff, and, most importantly.....our patients!”**

## On the Lighter Side.....



Kids are back in school-- got to set a good example. Hitting the books!!!



It's FALL! More walks please???



## The Case for Pet Insurance

Is pet insurance right for you? This is the \$64,000 question many pet owner's grapple with. In August 2018, the **AVMA's House of Delegates** amended their policy on pet insurance to encourage veterinarians to educate their clients about the availability and value of pet insurance “to help defray the cost of veterinary care ....in order to continue to provide high quality veterinary services.” Currently only 1% of US pets

have medical insurance (compared to Sweden at 30%, the UK at 25%, and France at 5%) — a fact thought to be directly related to lack of awareness and understanding — and, unfortunately, too often resulting in “economic euthanasia.”

Pet health insurance decreases the stress and economic burden of illness and injury, helps pets receive needed care, facilitates improved care outcomes, and lessens vet burnout associated with the economic

barriers to providing desirable care. In 2021 the average monthly cost of accident and illness insurance coverage for dogs in the US is \$48.78; for cats \$29.16. **A pet receives emergency care every 2.5 seconds.** Every 6 seconds a pet owner is facing a vet bill for more than \$3000. Over 75% of pet owners file claims during the first 3 years after enrollment. **Over 50% of policy holders file a claim every year!**

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# Pet Insurance 101

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If you are considering the purchase of pet health insurance, you should research the differences among the growing number of providers. The cost of pet insurance will vary depending on your pet's breed, age, health condition, and where you live. Cost, however, is not the only feature to compare. You will need to consider: co-pays and deductibles, any total cost limitations or policy exclusions, coverage

level details (routine wellness care, accidents, long-term care for chronic conditions), premium increases as pets age, reimbursement procedures and timeframe, veterinarian restrictions (YOU SHOULD BE ABLE TO CHOOSE YOUR VET!), and any add-on fees or charges.

The **North American Pet Health Insurance Assoc. (NAPHIA)** represents reputable pet insurance agencies in the US and Canada. Their membership comprises

99% of all pet insurance providers. Go to [www.naphia.org/find-pet-insurance/](http://www.naphia.org/find-pet-insurance/) for assistance. There are also on-line consumer pet insurance comparison charts to help you. Make sure to ask your veterinarian about his/her experience with pet insurance providers. He may be able to recommend a reliable provider that is suitable for you and your pet's individual needs. For instance, **City Line** has had a good experience with **Trupanion** and their "Express Pay" plan. We will be happy to advise you in selecting a budget-friendly plan that will help you provide your pet with the best possible care.

## Quote of the Month

**Animals can communicate quite well. And they do.  
And generally speaking, they are ignored.**

**Alice Walker, American Novelist**

## Fall Reminders.....



**HAPPY LABOR DAY**

We will be closed Monday,  
**September 6th**

If you have an emergency please call Animal Emergency Center of the Quad Cities at (563) 344-9599



Save the Date for our  
**6th Anniversary Event!**  
SATURDAY, SEPTEMBER 18TH  
10AM-4PM



**Rescued's  
ANNUAL  
Fall Event**

Our Halloween Costume Contest is **FAST** approaching! Start planning your costumes. Entries will be accepted the entire month of **OCTOBER**. Contestants with the most Facebook "LIKES" win prizes! The earlier you enter, the more "LIKES" you'll get! Now's the time to get your creative juices flowing!!!

