



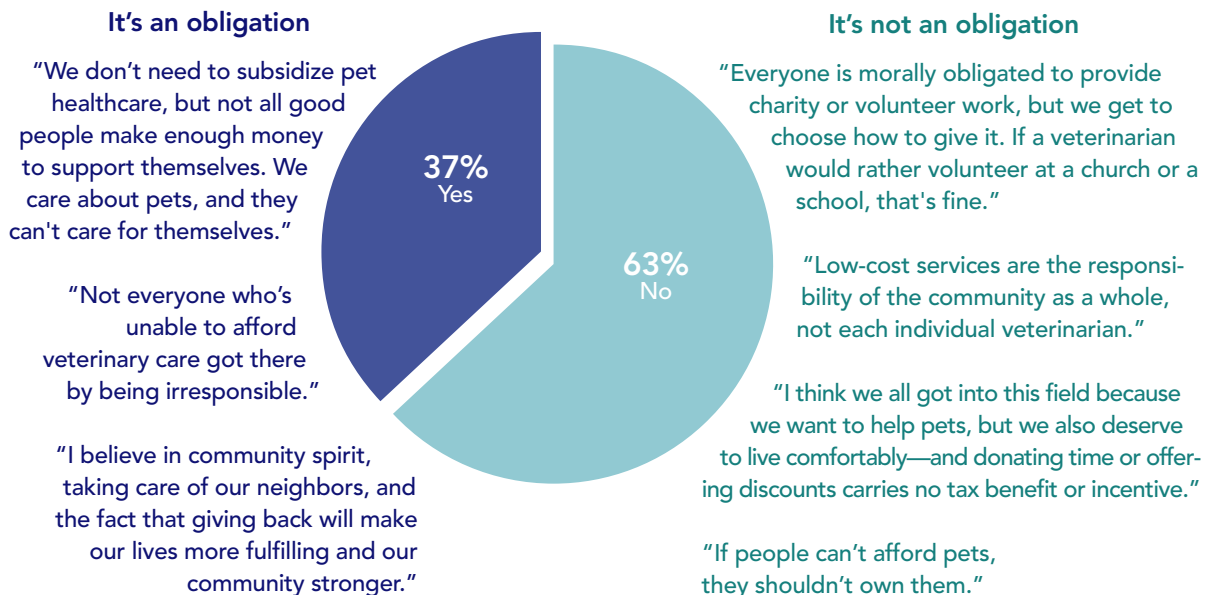
# IS GIVING BACK A Moral issue?

Most of you say you're not obligated, yet many of you also offer discounted care.

Sometimes it feels like everyone is knocking on your door asking for free or discounted care. And, unlike in human medicine, Uncle Sam won't foot the bill. But you care. Some of you devote your lives to animals' impact on public health, while others make a difference in private practice. And many of you give in other ways. So, how do you choose to give and to whom?

## Do the right thing?

Do you think veterinarians are morally obligated to provide no- or low-cost services in some capacity for the community? Here's what respondents say:



Source: 2007 Veterinary Economics Business Issues Study



**Dr. Kate F. Hurley, MPVM**  
**Director, Shelter Medicine**  
**Program at University**  
**of California-Davis**

**Her work:** Dr. Hurley worked as an animal control officer before going to veterinary school. Once there, she fell in love with a new idea: shelter medicine. Her boss's successful application for a grant got her the money she needed to start a new program to use food animal ideas in the "herds" of shelters.

**Her passion:** "Practicing shelter medicine is a cheap and easy way to be a hero. Some shelters get so full of sick animals that they can't serve the communities, and necessary euthanasia runs rampant. When I was in animal control, we couldn't place all the cats we had, sick or healthy. But if we could spend less money on dealing with illness and disease in a shelter by using better medical practices, we could spay and neuter more pets. That's the potential reward."

**Her reason:** "When I was an animal control officer, we euthanized every dog that coughed. We knew it was a death sentence. And we didn't think we could do anything about kennel cough. When I went to veterinary school, I saw how much effort students were spending on a single pet, and I figured I could save 5,000 animals in the same amount of time. I could give 100 people a lecture on herd health for their shelters. Each could prevent 50 cases of parvo. That's 5,000 animals in just two hours of work."



## Seeing a need

These three veterinarians serve different communities in their own ways. Their lifestyles and business choices may not be yours, but their passion speaks for itself.



**Dr. W. Marvin Mackie**  
**Owner, Animal Birth Control**  
**Clinic, San Pedro, Calif.**

**His work:** Previously a relief veterinarian, Dr. Mackie opened his own spay-neuter clinic in Lomita, Calif., in 1976.

**His passion:** "I set out to show the profession you could make a decent living just spaying and neutering. I can charge less because I'm more efficient and can reach a large segment of the population who want the service, but not 'at that price'—the legitimate charge of a full-service spay or neuter. Shelters need cooperating veterinarians who'll do it for them at a good price. The way to do that is to get better and faster. Short spays and neuters are elective and you can schedule them, so your day can start and end when you want."

**His reason:** "The reward is the thankfulness from the public and the community that comes in. I know I'm making a difference in people's and animals' lives."



**Dr. Kevin Concannon, DACVA**  
**Co-founder, Veterinary Specialty**  
**Hospital of the Carolinas**  
**in Cary, N.C.**

**His work:** Dr. Concannon's specialty hospital has been helping the community in an organized way for more than two years. Dr. Concannon and his team provide free work for local police. The team also provides pro bono care for select adoptable animals—so far, a dog with a noncancerous bony mass and a kitten with a liver problem—for the SPCA of Wake County.

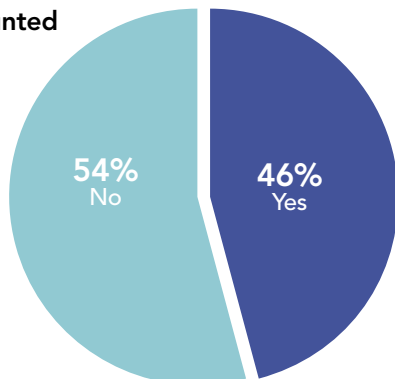
**His passion:** "My staff and I have a huge commitment to animals. We want to be helpful. It's a helping profession. We know we're doing something to benefit animals, and we enjoy doing it."

**His reason:** "Cary started a K-9 unit, and a local veterinarian approached us and asked if we'd help with specialty and emergency services if they were needed."

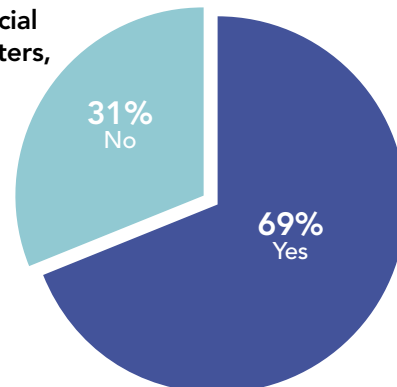
"With the SPCA, we publicize its work and events, and it publicizes ours. The SPCA brings us the difficult cases—adoptable animals that need more complicated specialty work. We want to do good. Our partnership makes the public aware of our capabilities as well as the outstanding work the SPCA does."

## Special favors

Do you offer discounted care to clients?



Do you offer special discounts to shelters, rescue groups, or other animal-health organizations?



### How you give

**35%** volunteer with a shelter, rescue group, or other animal-health organization.

**39%** make regular financial contributions to those organizations.

**31%** have an angel fund, and 46% of those fund it with client contributions.

*Source: 2007 Veterinary Economics Business Issues Study*