

'Dr. Jay' Brings His Expertise To Newly-Formed Vet Practice



Dr. Jay Joyce, sporting the cap of his alma mater, performs dental work on a client – the metal speculum allows access to molars waaaayyy back in the horse's mouth without risk of losing a finger or two. "Floating," or filing sharp edges, is a routine dental-maintenance procedure and one of the many services offered by Total Equine.

by LAUREN R. GIANNINI

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James Joyce DVM – AKA "Dr. Jay" – has launched Total Equine Veterinary Associates after spending seven years with Blue Ridge Veterinary Associates (Purcellville).

Now based in Leesburg, Dr. Jay's equine-centered practice will continue to offer full-service medical and dental care.

"We're really excited about Total Equine," says Dr. Jay. "I learned so much with BRVA and now we have a great opportunity to implement our ideas about equine care that's rich with experience and also adjustable to meet each horse's unique set of needs. We're committed to taking equine health care to the next level."

Dr. Jay graduated with honors from the best veterinary medical school in the country, University of California at Davis. This followed nine years of active service after attending the U.S. Naval Academy at Annapolis. Before joining the Blue Ridge practice in 2004, he interned at the Marion duPont Scott Equine Medical Center. Last year he went to Brazil for the World Equine Veterinarian Association conference, which he attended as a participant and presenter.

"After graduating from vet school, I could have gone anywhere, but two things really brought me to this area of Northern Virginia – nationwide, the diversity and the performance level of the horse people is unbelievable," admits Dr. Jay. "And with its proximity to my alma mater, the Naval Academy, this was just the place to be."

Total Equine's four-legged clients range from breeding stock to performance athletes to pleasure horses. In addition to routine maintenance and prevention, reproduction and diagnostics, Dr. Jay's commitment to staying abreast of cutting-edge technology includes the Versatron. This shockwave therapy and diagnostic tool for chronic pain and lameness stimulates an equine's natural ability to heal and

often reduces the need for prolonged regimens of medication and surgical treatment.

"We've always been on the cutting edge of diagnostics, with the digital X-rays, but the Versatron puts us in a category at the referral level within a mobile atmosphere," explains Dr. Jay. "Usually owners have to take their animals to the facility that has the Versatron. We're going to carry it on the truck so we can offer advanced diagnostics with advanced treatment right there on the spot."

This provides a clear view of the multiple layers of dedicated customer service promised by Dr. Jay, his wife Paula Joyce and vet tech Jill Swiercek.

For those who enjoy a "classroom" atmosphere, Total Equine will continue to offer Dr. Jay's bimonthly open (and free) seminars, which prove to be an effective continuing-education tool.

The event, postponed from early August, will be held Oct. 7 and feature "Back Soreness and Treatments, Fitness and Training Tips from a Vet's Perspective." Past topics include Lyme disease, parasites/de-worming, skin diseases and dentistry.

"Jay works with all the involved individuals, from the horse, rider and trainer to the groom and barn manager so that they implement sensible care that works with the particulars unique to that horse," says Paula Joyce. "He never leaves a barn until he's comfortable that everyone is fully aware of what's going on with their horse."

The cornerstone in Total Equine's philosophy depends on a practice environment that creates a durable bond between the animal and its ground crew of owner, rider, trainer and vet. Dr. Jay also has taken to heart the idea of building Total Equine so that it meets Loudoun County's Green Business Challenge.

The bottom line will be smarter, better-informed and more-knowledgeable owners of "the best-performing, healthiest, happiest horses in the world."