



State of the Practice || January 2017

### Thank you for an amazing 2016!

Dr. Hyman and I, along with our terrific TEVA team and supportive families are truly honored to have the opportunity to take care of your horses. Our appreciation runs deep for the special trust you place in us.

Since 2010, it's been a TEVA tradition for me to take a moment to reflect on the past year and share exciting news for the year to come. I sincerely believe that we are all in this together and share the common goal - **to keep your horse healthy and sound for the long-term.**

### Looking Ahead to 2017:

#### 1. Local Leader of Rehabilitative Services

In our continued efforts to provide your horse with the latest technology, we have expanded our lameness rehabilitation services through the purchase of 3 therapeutic lasers and a therapeutic ultrasound. The use of these devices is proven to decrease pain and inflammation while speeding the healing process. One of the best features of this new equipment is

### Jump to a Topic

[Looking Ahead to 2017](#)

[Local Leader of Rehab Services](#)

[Improved Online Packages](#)

[Referral Rewards](#)

[Clone Verna!](#)

[Winter Seminars](#)

[Adding a Senior Vet](#)

[Surveys](#)

[Website Update](#)

[On-Farm Gastrosocopy](#)

[Proud of Our Firsts](#)

[More to Come...](#)

[2016 TEVA Highlights - Small Business of the Year](#)

[Best Parade](#)

[New Office Manager](#)

that following the initial treatment by us, we can leave the device on the farm with you for 1-2 weeks so you can perform treatments once or twice a day as prescribed. We are now the only regional 100% mobile vet practice with the Versatron shockwave, laser and ultrasound available to you on the farm.

## 2. Improved Online Bundled Care Packages

Our online care packages are designed to make caring for your horse(s) easier and more cost effective. Save some cash and purchase services online! [Shop here.](#)

## 3. Referral Rewards

We want you to help us grow. With growth comes sustainable high quality services, steady prices, and quality personnel. We want your assistance to simply promote our practice. Look for additional information in early 2017.

## 4. Clone Verna!

We will likely add another Client Care Specialist and we'll try to find another like Verna because she is just so awesome.

## 5. Winter Seminars - Jan. 19, Feb. 16, & March 23

Join us for our 6th Annual Seminar Series at Morven Park. Seminars are free to attend and begin at 7pm. Review the topics and register online [here.](#)



## 6. Senior Veterinarian - A New Addition?

TEVA is considering adding a Senior Vet in late 2017 or early 2018. Another Senior Vet would contribute to our consistent boutique practice mindset focusing on outstanding patient and client care.

## 7. Surveys

We want to better understand what you value most in a veterinarian and a veterinary practice. We want to listen and adapt to what you want most. Critical analysis based on thoughtful client feedback is essential to the way we want to grow. Look for our surveys throughout the year. Your candid participation is greatly appreciated.

## 8. Website Revision and Facelift

We want to make our online services, shopping cart, and informational resources even easier to navigate. We remain the only local veterinary practice with online purchasable services and bundles. We just want to make the process easier.

[New Client Care Specialist](#)

[Go Navy! Beat Army!](#)

[Lameness Locator #2](#)

[Internationally Published](#)

[TEVA's Mascot: Prince Zuko](#)

[Always Learning](#)

[Previcox vs. Equioxx](#)

[Rio Olympics](#)

## Winter Seminars

### Equine First Aid (411 or 911) and Basic Trailer Emergencies

Thursday, January 19  
7pm - Free to Attend  
Morven Park  
Equestrian Center  
Hoffman Classroom  
[More Information and Registration Here](#)

### Interactive Lameness: You Call the Shots

Thursday, February 16  
7pm - Free to Attend  
Morven Park Equestrian Center - Hoffman Classroom  
[More Information and Registration Here](#)

### Eat This, Not That! Pasture Management and Toxic Plants

Thursday, March 23  
7pm - Free to Attend  
Morven Park Equestrian Center Hoffman Classroom  
[More Information and Registration Here](#)

Follow Us on Facebook

## 9. Gastroscopy

Nobody wants to wonder whether their horse is suffering from ulcers or treat a horse for ulcers that aren't there. We want to be able to detect gastric ulcers on the farm and we'll be one of the first local practices to offer on-farm stomach scoping. This level of convenience to you paired with competitive pricing will make this a great service. Stay tuned!

## 10. Notable and Growing List of TEVA FIRSTS

- a. No emergency fees
- b. Referral level technology brought to the farm
- c. Online services for purchase through our website
- d. Sustained and regular seminars and workshops
- e. **And introducing... TAILORED Performance Packages.** We'll work with you to create a maintenance package to keep your horse sound, serviceable, and minimize down time.

## 11. More to come...

Look for more case studies on facebook and in our monthly newsletters, improved service packages available on the website store, and an overall stronger focus on prevention!

## Help Us Hit 1000

At 965 "Likes" on our TEVA Facebook page, we're pretty sure there's at least 35 of you reading this that aren't following us. Help us out! Let's hit 1000 to start the new year off right!



## Some of TEVA's 2016 Highlights:

### 1. Small Business of the Year

Selected by both popular and committee vote, TEVA won the small business of the year for Loudoun County. We are the *first-ever* veterinary practice to win. It is a tremendous honor underscoring both our commitment to our clientele and our sustainability as a business in this unique county. [Read the rest of the story here.](#)



### 2. Best float in the Leesburg Halloween Parade

We were just aiming to have fun and look cool in the process. What an incredible surprise to be recognized on such a fun day. [Check out the pictures here.](#)



### 3. Christie Kimberlin, MBA

TEVA's first Office Manager. TEVA aims to continue to find new ways to better serve Loudoun and neighboring equine communities and place more emphasis on customer satisfaction and patient care. Christie has all the right qualifications to help TEVA grow and meet our goals. Christie is taking charge of the practice and welcomes client feedback at any time. Welcome Christie! We are excited to have you onboard. [Read about our TEVA team!](#)

### 4. Verna Yrure

Our newest Client Care Specialist. You've likely spoken with Verna. She ensures your concerns are conveyed to the doctors and that your scheduling needs are met. She does a lot to make sure the 'back office' processes are working smoothly so our clients have the best experience possible. Welcome Verna! We are thrilled to have you as a member of the TEVA team. [If you haven't met Verna yet, read more here!](#)

### 5. Go Navy! Beat Army!

Fifteen consecutive years of winning would just be too many. Well played Army. As a Navy grad, I love my Navy, the armed forces and all my fellow Veterans. Maybe you saw some spirited banners around Leesburg??



### 6. EL2 Lameness Locator

In 2014, we purchased our first computerized gait analysis system. It is revolutionizing lameness evaluation, soundness preservation, and rehabilitation. I am committed to bringing cutting-edge options to the farm - and that includes the ability for all of our vets to have the same capabilities to provide this level of care. Dr. Hyman and I are extremely dedicated to this instrumentation; so much so that we purchased a second unit. TEVA trucks roll with all the gear- we're fully equipped all the time. [Learn more about EL2.](#)

## 7. Internationally Published!

Dr. Hyman published 2 articles this year in "The Horse" magazine. We are very proud of her being recognized worldwide as an expert in the field by both horse owners and fellow veterinarians. Here is one of them: [12 Miniature Horse Health Risks](#)

## 8. TEVA has a mascot! Meet

"Prince Zuko" our 8 year old, OTTB gelding. He's a little bit hunter, a little bit dressage, a little bit jumper, a little bit medical dummy, and a little bit educational tool; but mostly he's just a big lovable fella that keeps Paula VERY happy. Look for Zuko representing TEVA at local shows and clinics as well as at our summertime workshop volunteering himself!



## 9. Always Learning!

Dr. Hyman and I attended this year's AAEP continuing education event for 5 days. Teaming with new research, treatments, and knowledge, we will disseminate this information on the farm and in periodic emails. Paula also attended AAEP focusing on the practice management lectures. TEVA's #1 focus is patient care but we also place a strong emphasis on effective business practices.

## 10. Previcox/Equioxx

We are transitioning to Equioxx tablets. There is reasonable evidence that the ½ tablet Previcox strategy is no longer ideal. We will switch most horses to Equioxx tabs. Don't worry - they are similarly priced and still carry rebate coupons. A separate article will be published about the switch from Previcox to Equioxx soon.

## 11. Rio Olympics

While honored to be selected to go to the Olympics as an equine veterinarian, I had ultimately had to decline the offer - I just couldn't commit to 3 ½ weeks away.

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I hope you found usefulness in this State of the Practice update and are as excited about 2017 as all of us at TEVA are. Personally, I treat you and your horse exactly how I would like to be treated (and if I'm not, let me know). Thank you for your continued trust and confidence in the TEVA team, and the opportunity for us to assist you in keeping your horse healthy and active.

Your Horse's Life is My Life's Work.

Best wishes,  
Dr. Jay Joyce

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**Total Equine Veterinary Associates**

703.505.2320 | [info@TotalEquineVets.com](mailto:info@TotalEquineVets.com) | [www.TotalEquineVets.com](http://www.TotalEquineVets.com)

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