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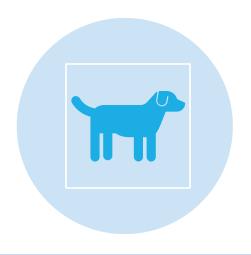
Session sponsor: VetStrategy



Financial Disclosure

I have no commercial relationship to disclose.

Learning Objectives



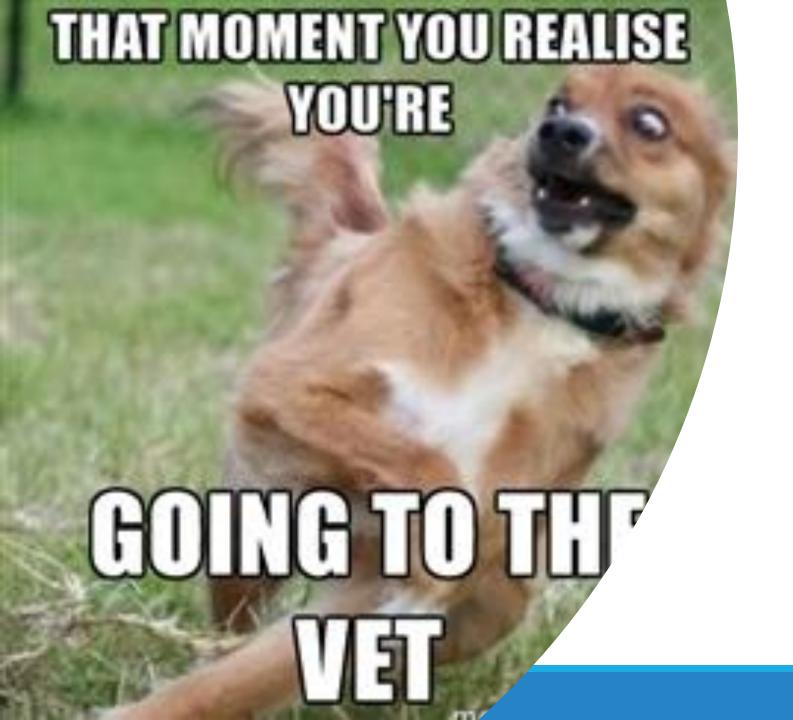
Identify sources of patient fear in a routine veterinary appointment



Recognize handling techniques that effect fear in our patients



Apply behavior modification to procedures to attenuate fear



Veterinarians and the hospital influence patient emotion & behavior

Earlier experiences are associated with fear-related behavior

Study by Doring (2009)
135 healthy dogs visiting a veterinary practice

- 50% wouldn't walk in willingly
- 61% avoidance behavior
- 77% crouched posture
- 75% tucked tail
- 84% pulled to leave the practice



"...dogs with only *positive* prior experiences were significantly *less fearful* than dogs with at least one prior negative experience"

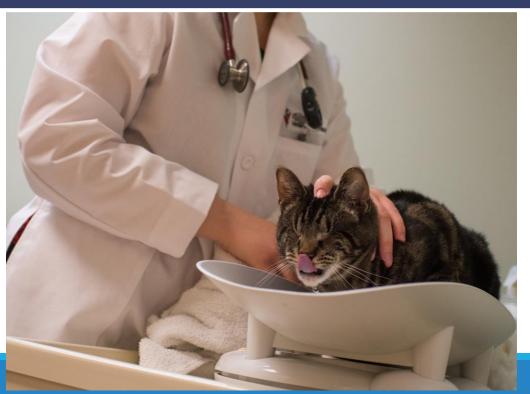


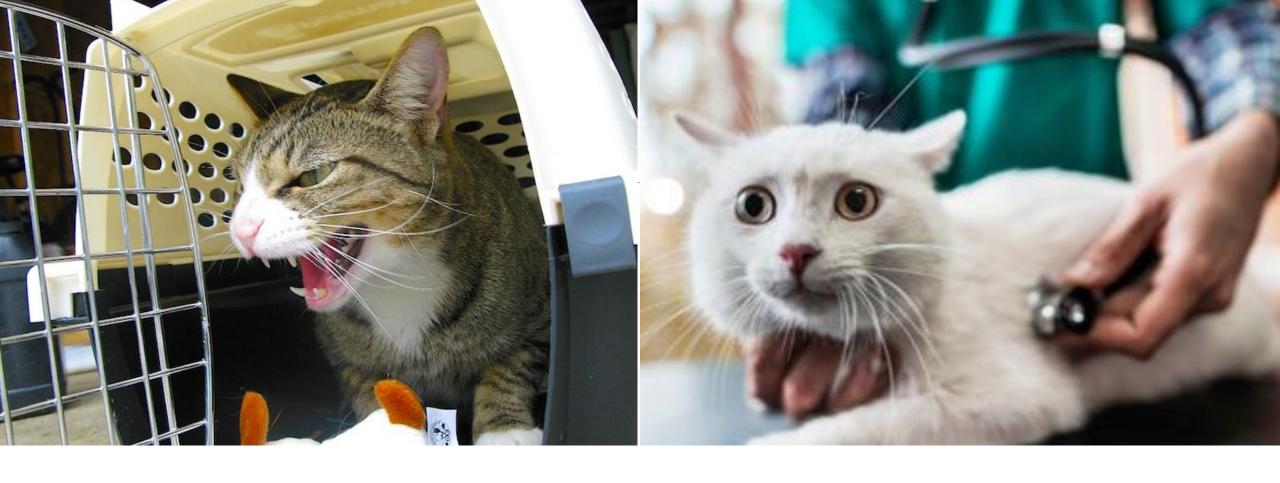
70% of dogs resist entry, attempt escape, or hide

Where are all of our feline patients?

From 2001-2011, only 50% of owned cats received annual veterinary care

--AVMA US pet ownership & demographics





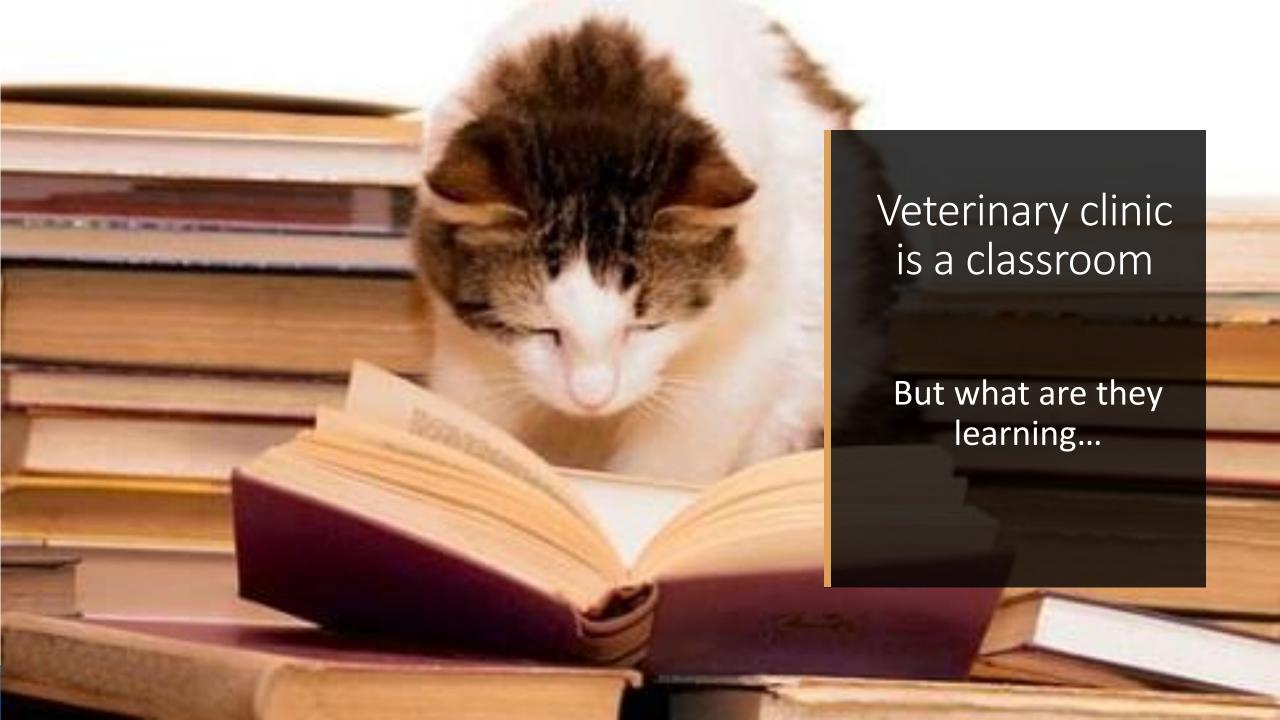
Fewer cats are visiting the veterinarian due to resistance transportation and veterinary exam

Executive summary of the Bayer veterinary care usage study

John O. Volk, BS; Karen E. Felsted, MS, DVM; James G. Thomas, PhD; Colin W. Siren, BA

Journal of the American Veterinary Medical Association

May 15, 2011, Vol. 238, No. 10, Pages 1275-1282 https://doi.org/10.2460/javma.238.10.1275



Consequences of associative learning

Appearance of Veterinarian (

(neutral stimulus)

Restraint/Pain (unconditioned stimulus)

Fear/Anxiety (unconditioned response)







Consequences of associative learning

After several Visits

Appearance of Veterinarian Fear/Anxiety (conditioned stimulus) (conditioned response)





Negative experiences beget more stressful & difficult visits in the future

- Dominating/Overpowering
- Scruffing
- Pinning down
- Wrestling





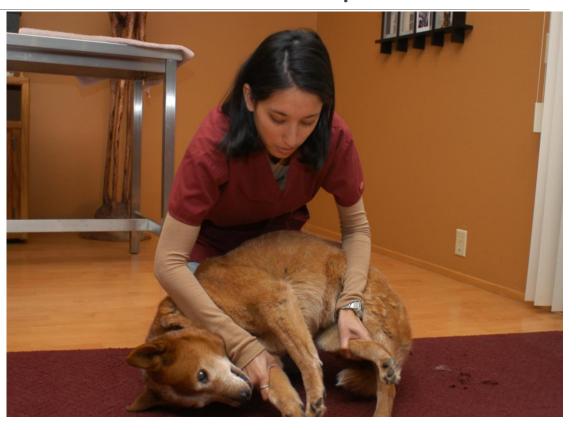
Recognizing fear and anxiety early can prevent escalation to aggression



Humane handling is a manner of interaction that is non-confrontational and non-forceful to reduce patient fear



Avoid forceful handling



Provide opportunities for choice & control



Benefits of the low stress approach



Positive experiences for patient decreases stress for better welfare and more accurate evaluation

Stress in the vet clinic can affect physiological test results

Journal of Feline Medicine and Surgery
Volume 13, Issue 10, October 2011, Pages 733-737
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Original Article

https://doi-org.prox.lib.ncsu.edu/10.1016/j.jfms.2011.07.003

Evaluation of the Effects of Hospital Visit Stress on Physiologic Parameters in the Cat

Jessica M Quimby, DVM, DACVIM^{1,*}, Melissa L Smith, DVM¹, and Katharine F Lunn, BVMS, MS, PhD, MRCVS, DACVIM¹



J Vet Intern Med 2002;16:123-132

Acute Stress Hyperglycemia in Cats Is Associated with Struggling and Increased Concentrations of Lactate and Norepinephrine

Jacqueline S. Rand, Emily Kinnaird, Anthony Baglioni, Judith Blackshaw, and Jan Priest



Humane handling respects client's "family"

APPMA National Pet Owners Survey 2007-2008

68% of clients expect their vets to treat their pets as a family member

Papp, et al 2012

- Less stress & anxiety
- Increased satisfaction & return
- Improved client-doctor relationship
- Reduced euthanasia or surrenders Rodan, 2012



Humane handling increases clinic efficiency, less workers compensation & improved staff morale

Rodan I. 2010

Understanding feline behavior and application for appropriate handling and management.

Top Companion Anim Med



Humane handling grows clinic's business with more client visits and referrals





We want to avoid:

Fear

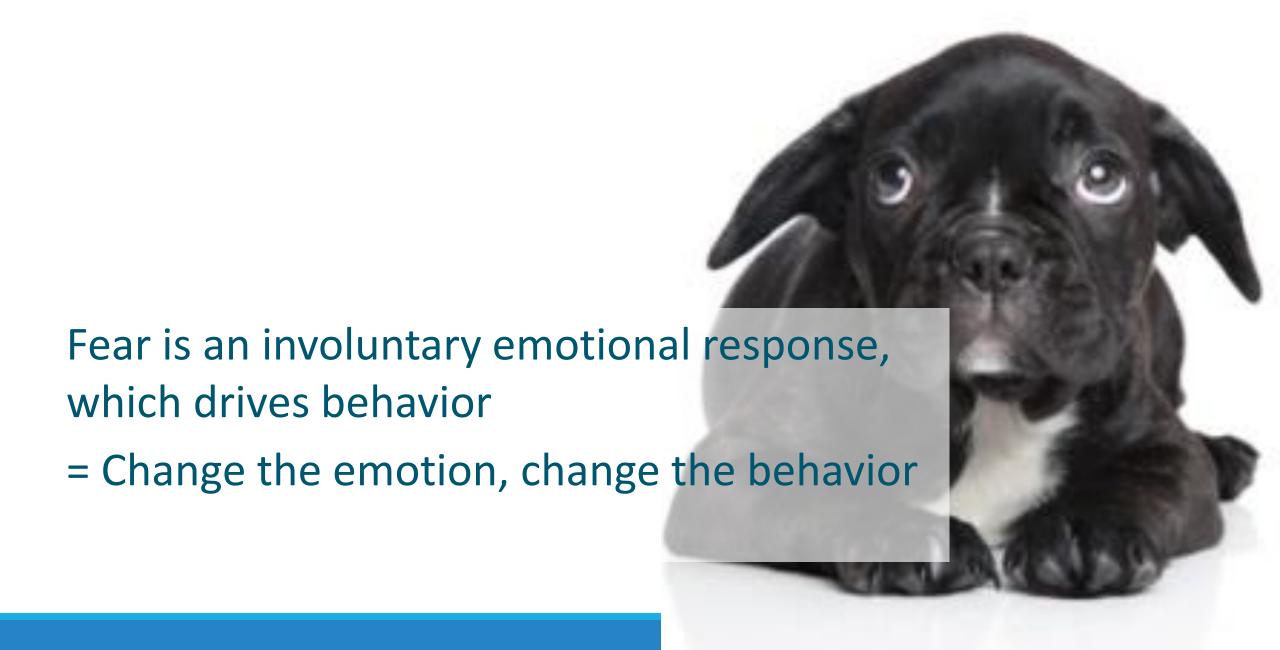
Unpleasant emotion caused by the belief that someone/thing is a threat

Anxiety

Emotional anticipation of an adverse event based on previous experience

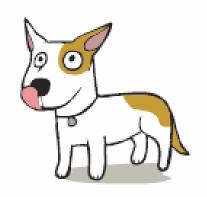
Stress

State of mental or emotional strain

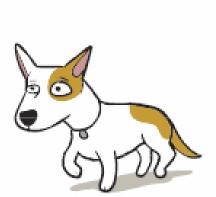




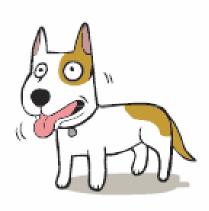
Some fear responses are more subtle



Licking Lips when no food nearby



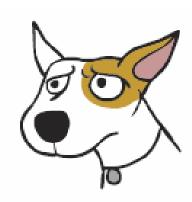
Moving in Slow Motion walking slow on floor



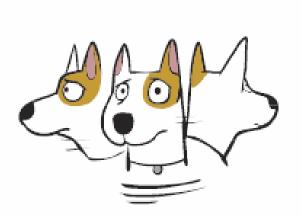
Panting when not hot or thirsty



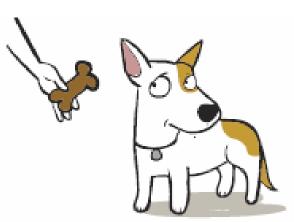
Acting Sleepy or Yawning when they shouldn't be tired



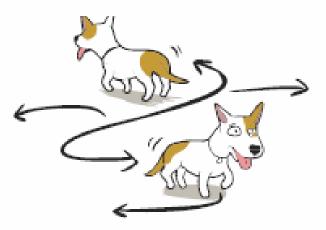
Brow Furrowed, Ears to Side



Hypervigilant looking in many directions



Suddenly Won't Eat but was hungry earlier



Pacing

Basic signs of fear

Flight
Freeze
Fidget (Sniff, groom)
Fight



Signs of fear can be multiple & shift





Increasing levels of arousal in cats



Rodan I. Understanding feline behavior and application for appropriate handling and management

Fighting is a pet's last resort but can become a learned response



Walk through a humane handling appointment

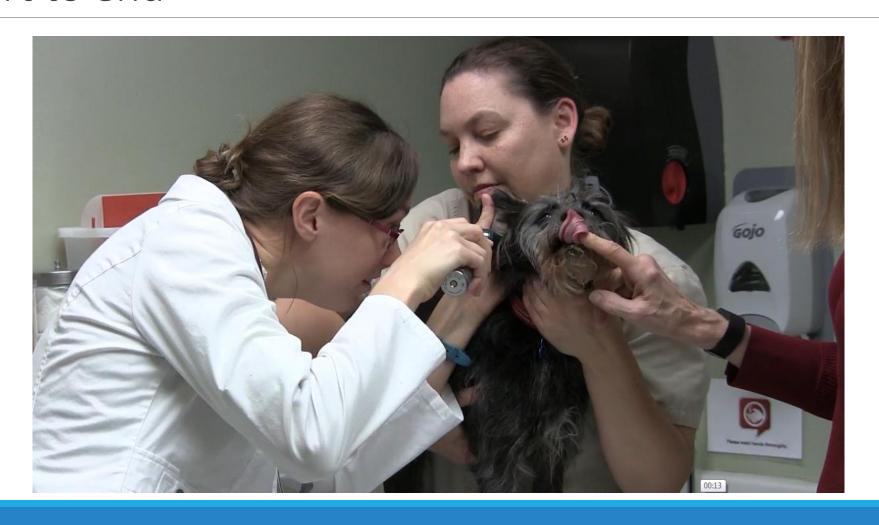
Understand the pet's perspective





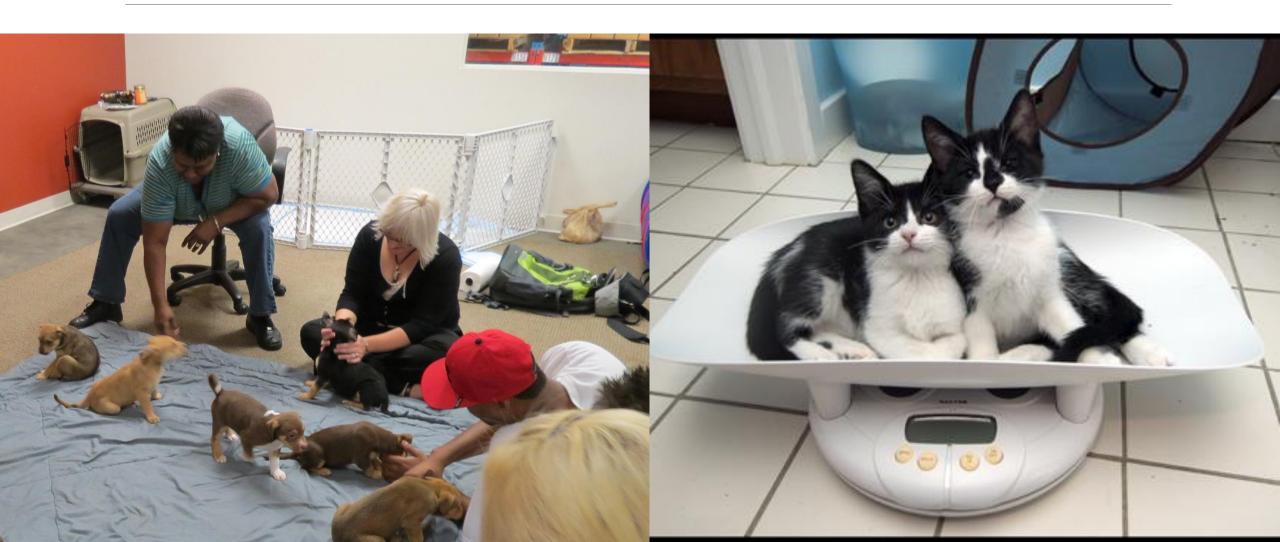
Consider the additive effect of stressors

Train your team to provide a low stress experience from start to end



Before the appointment

Preventative: Owner education in Puppy preschool / Kitten kindergarten









Guidance on desired carrier choice

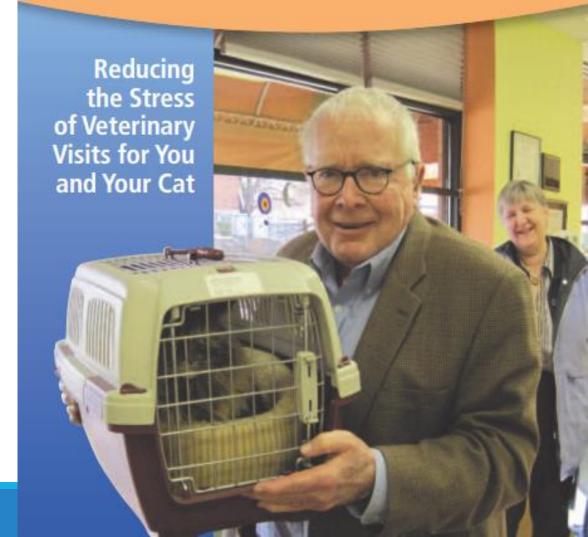
Preparation for travel is as simple as feeding in the carrier



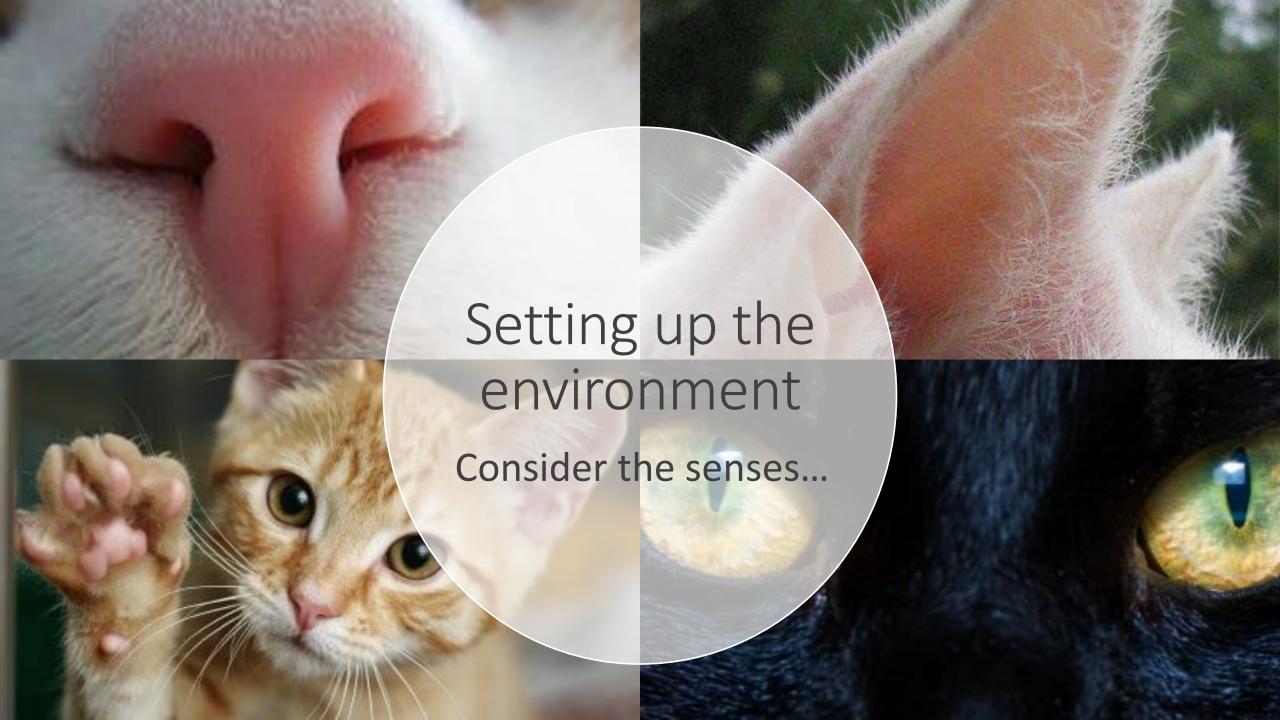
Prepare the patient for travel

AAFP Brochure http://www.catalystcouncil.org/

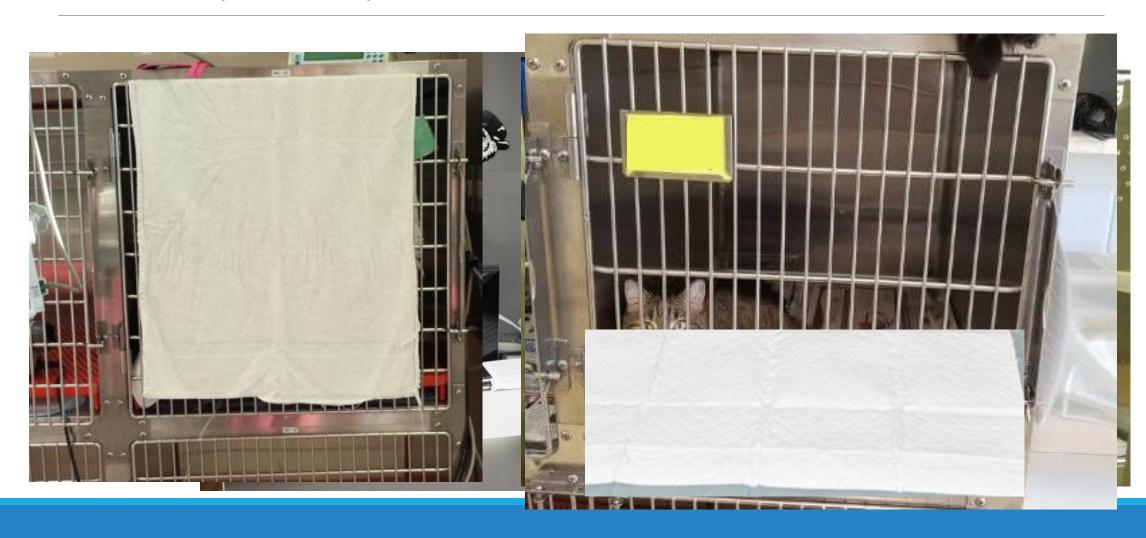
Getting Your Cat to the Veterinarian



How to apply humane handling to appointments



Increase sense of safety with height and visual barrier (especially for cats)









Be cognizant of pet's sense of smell





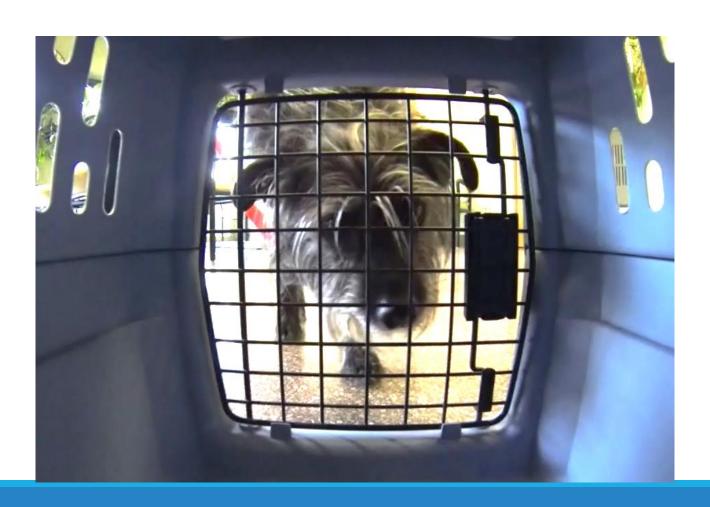


Be cognizant of pet's sense of smell

Kronen et al; Vet Anaesth & Analg 2006 Soares Pereira et al; JFMS 2015

Waiting room

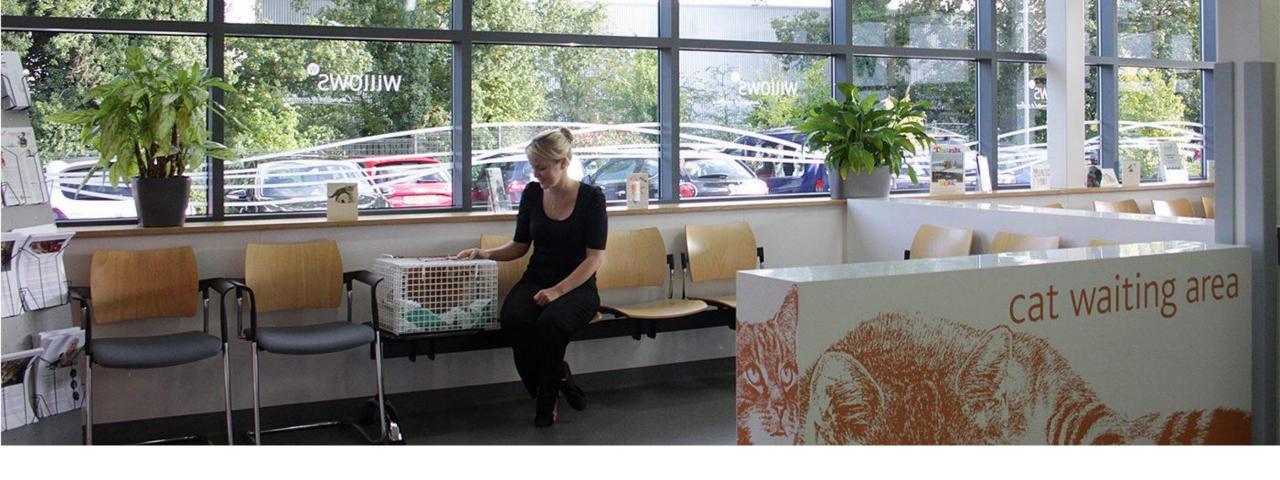
The waiting room is the first experience at the appointment



The waiting room can be an unpredictable environment and poses risk to your patients

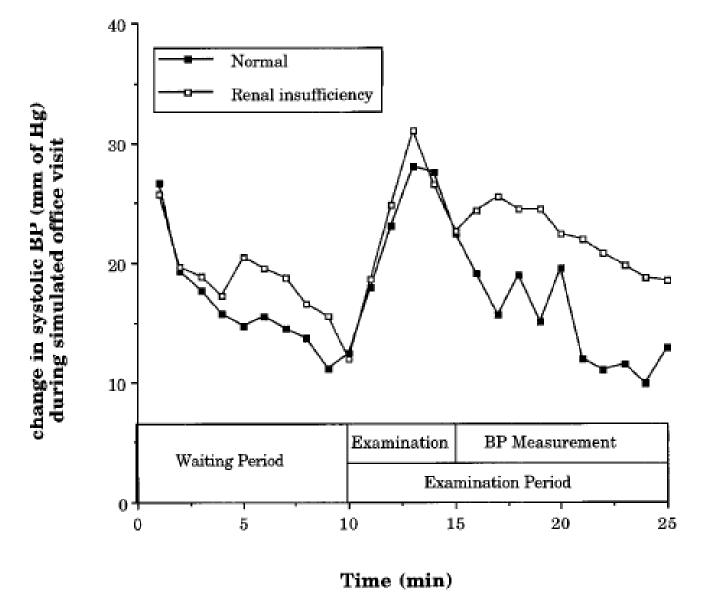






Arrange to separate unfamiliar animals

Get cats out of the lobby ASAP to help BP, HR, & renal insufficiency

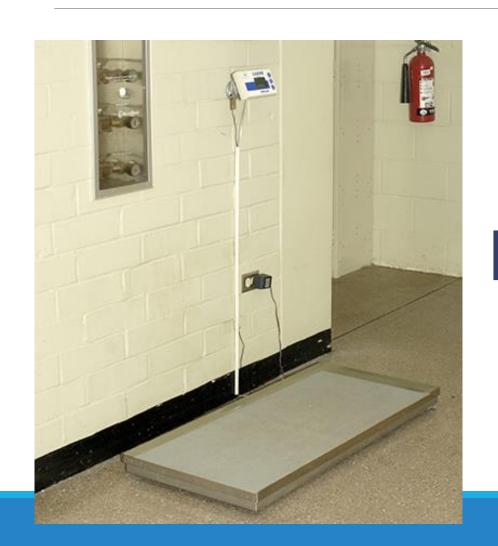


Evaluation of the White-Coat Effect in Cats

Amy M. Belew, Tiffani Barlett, and Scott A. Brown

J Vet Intern Med 1999;13:134-142

Practice positive techniques throughout the visit



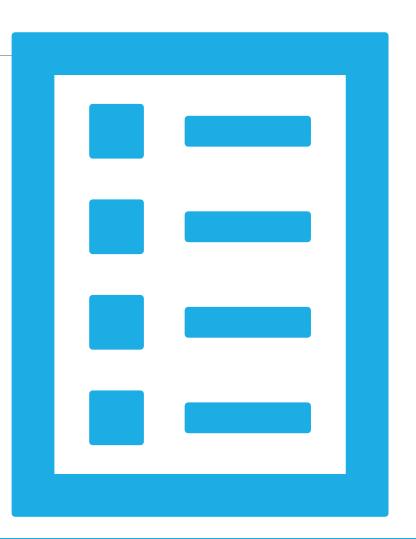




Exam room

During the visit

- 1. Have a plan
- 2. Use tools to assist
- 3. Use "less is more" handling
- 4. Don't be afraid to regroup
- 5. Keep behavior notes about patients





Use tools to assist



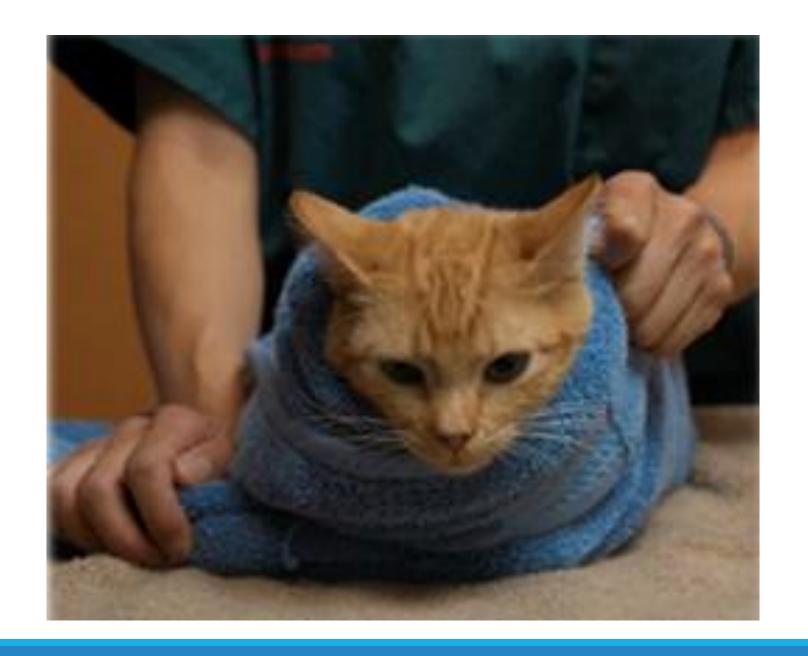












Use humane handling tools wisely

Using tools to do whatever you want are NOT humane







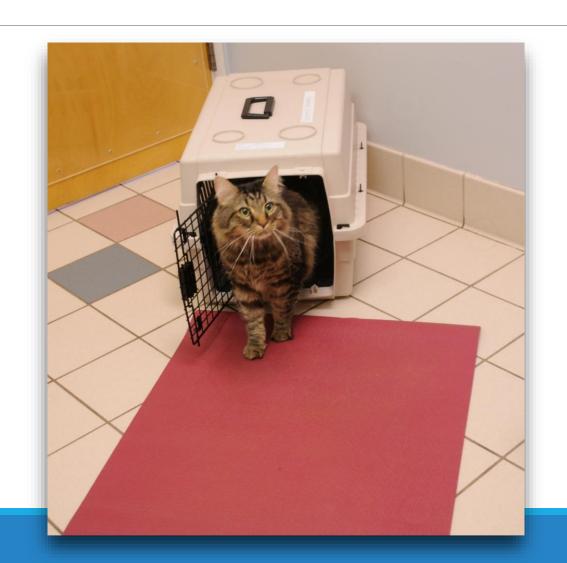
Getting the cat out of the carrier

What NOT to do to get a cat out of a carrier

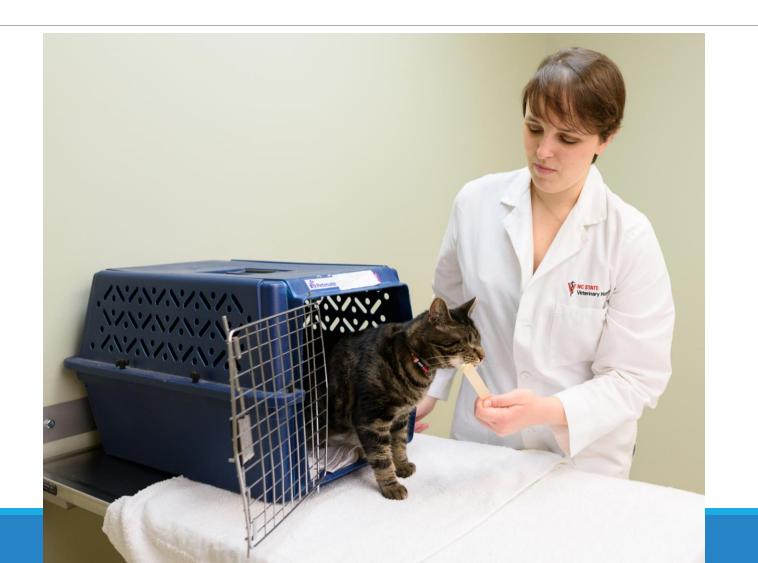




Allow patient to stay where they're comfortable and provide opportunities for choice



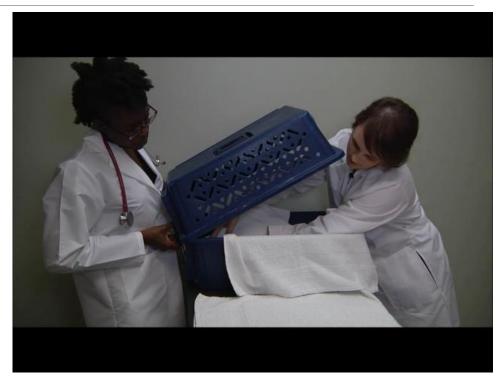
Allow the cat to exit the carrier on own





Kindly remove the carrier from the cat





Have a low key presence and allow the patient to acclimate to your presence



Consider how our behavior influences theirs



DON'T
Lean over the dog & stick
your hand in his face



DON'T
Lean over the dog & stick
your hand on top of his head



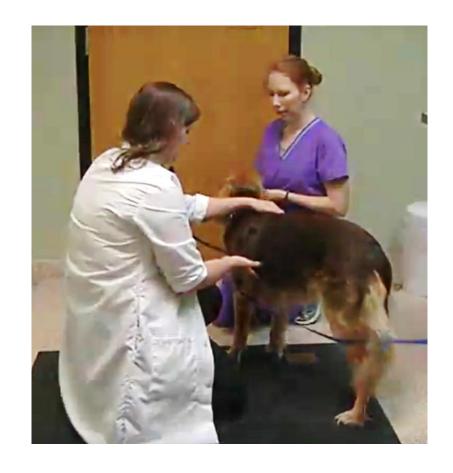
Examinations & procedures (finally!)



80% of dogs exhibit fear on the exam table

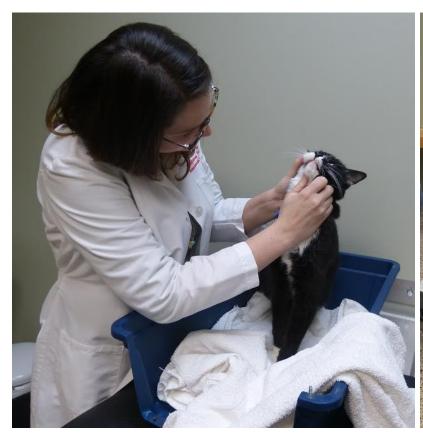


Use a non-slip substrate (mat)





Conduct exam where the patient is most comfortable





Conduct exam where the patient is most comfortable



Use nonthreatening body language

Image: Dr. Sophia Yin

Avoid using face-on approaches

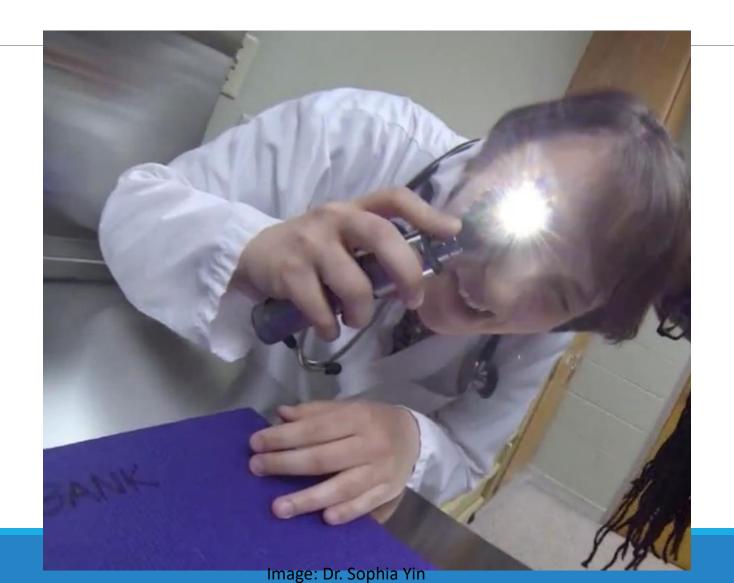


Image: Dr. Sophia Yin

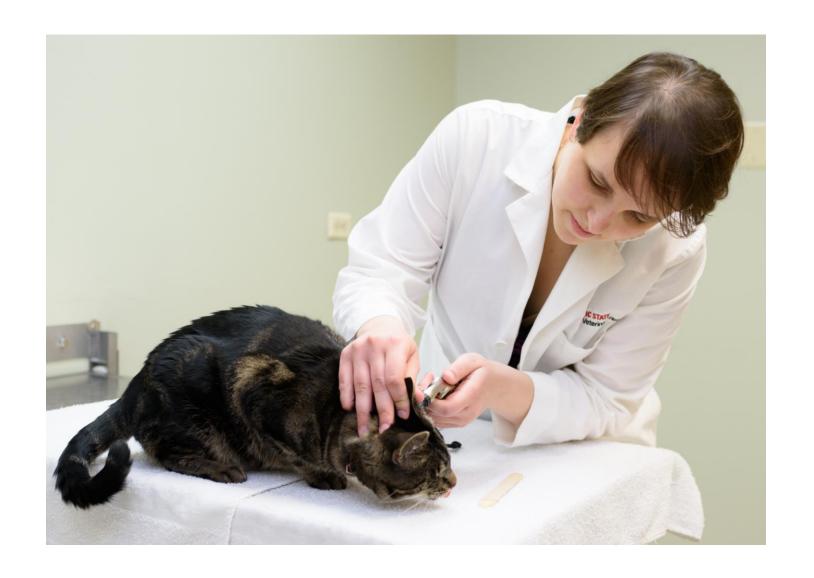


Avoid face-on approaches for procedures too

Image: Dr. Sophia Yin



Go slow to go fast with deliberate, consistent handling



Adapt your approach to the individual and adjust as needed to minimize anxiety

Skip the scruff

"(We) strongly support the view that <u>scruffing</u> <u>should never be used as</u> <u>a routine</u> method of restraint." --AAFP & ISFM

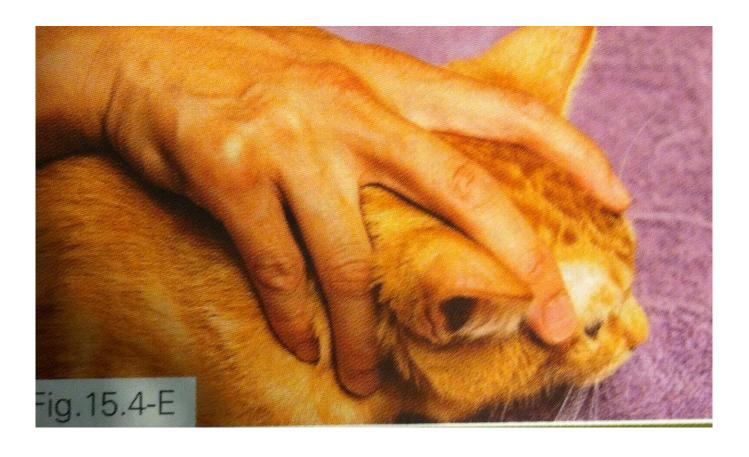




Scruffing increases struggle (8x!), RR, & escape

Moody C, et al., Applied Animal Behaviour Science

Use minimal restraint needed without eliciting anxiety or panic





Less is more, even for procedures



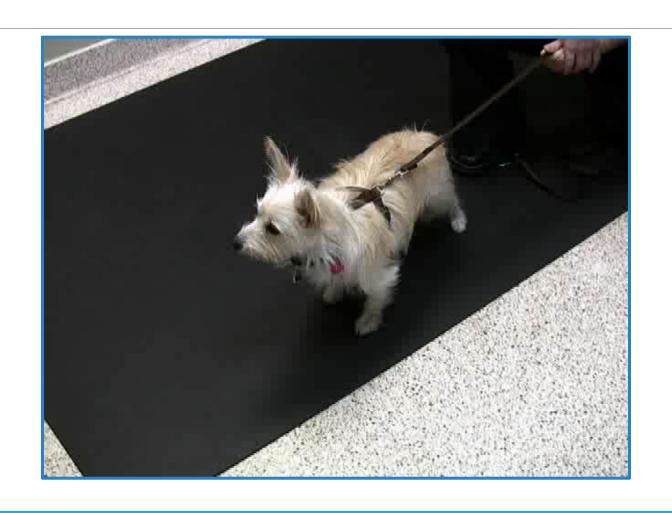






Humane safety tools: towels

Towel can provide sufficient restraint and protection



Humane safety tools: basket muzzles





Choosing a Muzzle

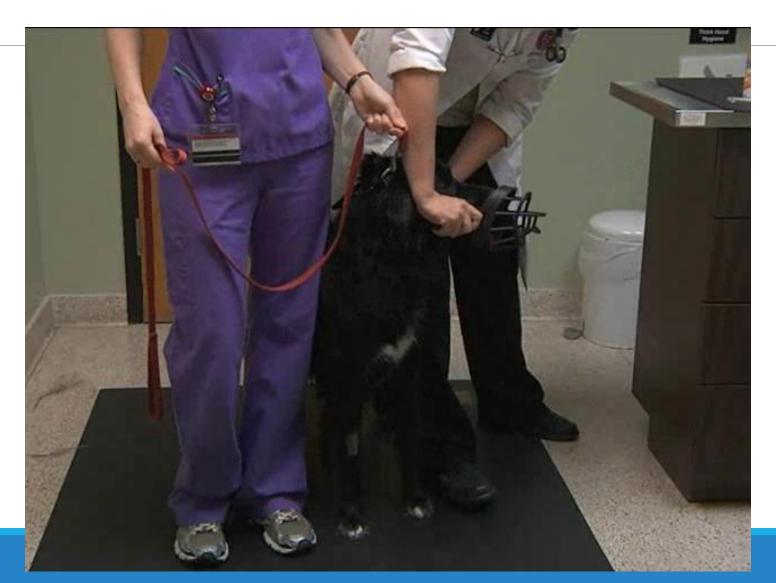








How to safely muzzle a dog



Better yet, teach them to put on their own muzzle





Classical condition by pairing reward throughout the interaction



Operant condition by rewarding the behavior you want





Desensitization & countercondition by gradual intensity with positive pairing

Cooperative care & desensitization/ counter conditioning empower the patient





Provide a variety to meet pet preferences

Have them come hungry

Top tips for food rewards in the clinic

If pet won't eat

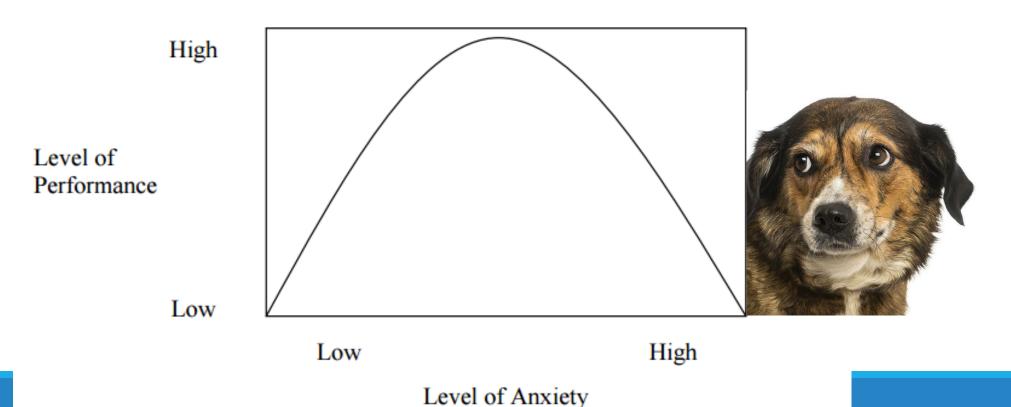
- Up the high value treat
- Change the tactic

Allergic/special diets

- Use hypoallergenic treats
- Have owners bring treats or food

It is difficult to learn when anxious or stressed, especially positive associations!

Relationship between Anxiety and Performance



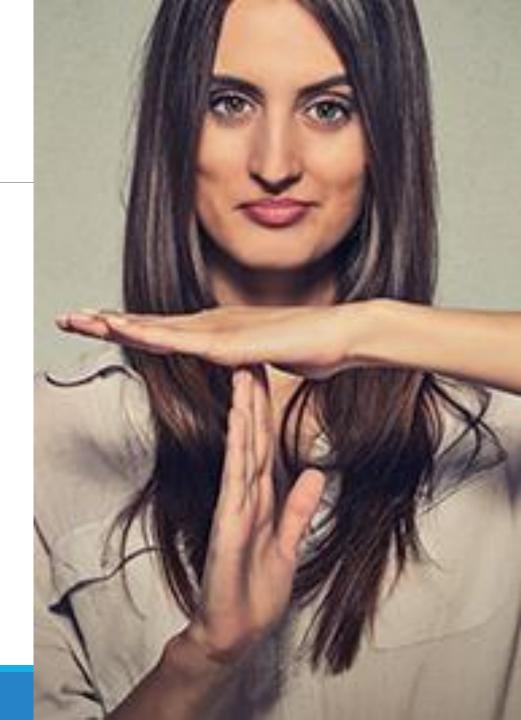
Anxious and aggressive patients

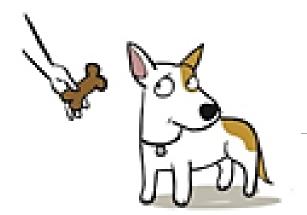


Recognize
early signs of
anxiety and
aggression

If signs of fear, anxiety or stress appear, STOP and reassess







Suddenly Won't Eat but was hungry earlier







Want?

Need?

- Is there a better approach?
- Counter condition
 - Touch
 - Procedure
- Reschedule
 - Technician education
 - +/- Anti-Anxiety Meds

A better approach?

Counter condition

Medications

- Anti-anxiety
- Sedation
- Anesthesia





Your technicians can assist in client education and desensitization and counterconditioning procedures

https://www.youtube.com/watch?v=WWZUcLfHXLE









Pre-Visit
Pharmaceuticals vary
by individual: trial is
recommended



Reach for chemical restraint early





Low Stress Handling: Dog "Ninja" Sedation Technique

<u>https://www.youtube.com/watch?v=kklnVGuPL8s&list=PLmfaCiERznhAwcRKhsvUMBbdscMrZqTwG&i</u>

Low Stress handling: Cat "Ninja" Cat Sedation Technique

https://www.youtube.com/watch?v=VliTIWQgv3U&list= PLmfaCiERznhAwcRKhsvUMBbdscMrZqTwG&index=

ndex=20

Follow up



End on a good note

Note in the chart what worked for this patient

FASHERE FAS Clinic Emotional Record

FAS Emotional Record

Reason for visit: annual

Drcr

Tech

Preferred Location: Floor [y] Table [] O's lap [] Outside [] Other []

Motivated by/Likes: Treats [] Toys [] Petting [] Other []

Gentle Control techniques: Gentle restraint [y] Pheromones[] Muzzle [] Sedation [] Other []

FAS Score: 0/5

Patient dislikes/FAS Triggers:

Additional notes: did very well for exam

FAS: Fear Anxiety Stress

Plan for reintroduction to home



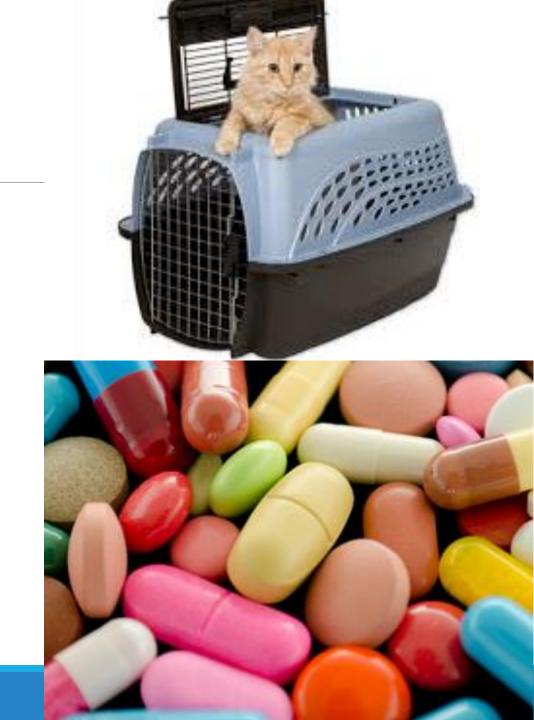
Plan for next appointment

Consider different approach

Pre-medication or chemical restraint

Schedule 'happy visits'

Schedule desensitization and counterconditioning appointments



Resources

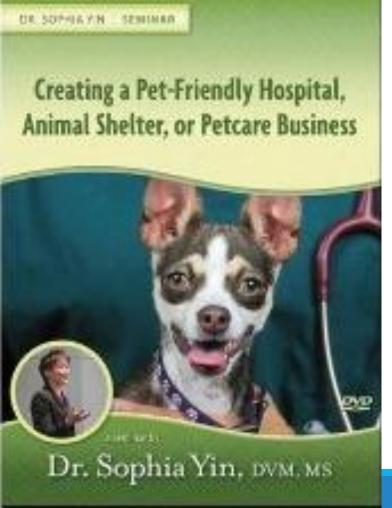
Organizations & Certifications

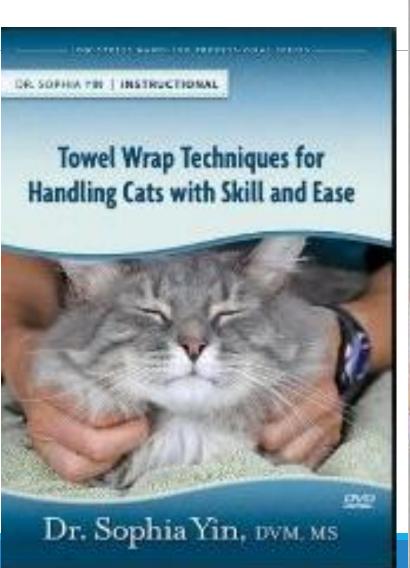


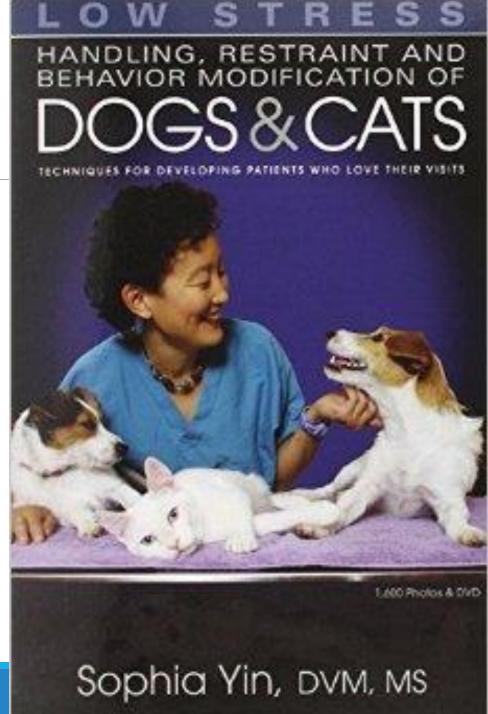


https://fearfreepets.com/

Dr. Sophia Yin Resources







Canine and Feline Behavior

for Veterinary Technicians and Nurses



Canine and Feline Behavior for Veterinary Technicians

Cooperative Veterinary Care

Alicea Howell Monique Feyrecilde



Cooperative Veterinary Care





Thank You!



<u>drpankratz@animalbehaviorclinic.net</u> www.AnimalBehaviorClinic.net