



UW Veterinary Care
UNIVERSITY OF WISCONSIN-MADISON

*The best interest of the patient
is the only interest to be considered.*

William J. Mayo, M.D.



MOVING FORWARD FROM DEAN MARKEL

As the new dean of the SVM, it is my privilege to highlight the many ways our school moves teaching, research, and clinical service forward.

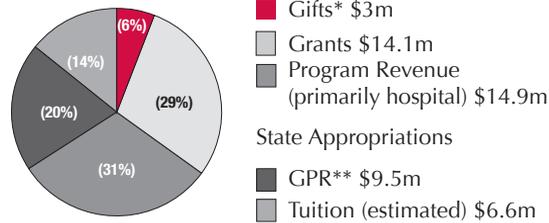
It is with great pleasure that I welcome you to the 2012 annual report for the University of Wisconsin School of Veterinary Medicine (SVM). As the new dean of the SVM, it is my privilege to highlight the many ways our school moves teaching, research, and clinical service forward. Whether it is developing new blended learning opportunities for our students or the development of selective opportunities within the first three years of our professional veterinary medical students' instruction, the teaching we provide is at the forefront of veterinary medical education. In research, our faculty and staff focus on the concept of "one medicine" wherein our research routinely benefits both animals and humans in a broad array fields, such as neurobiology, food animal production medicine, oncology, orthopedics, and infectious disease research. Lastly, our clinical service, provided through UW Veterinary Care, is at the forefront of veterinary medicine, delivering the most specialty services available in the state of Wisconsin along with state-of-the-art technology and advances in research applied to the treatment of our patients. In all of these ways, the School of Veterinary Medicine is moving forward as it pursues its goal of leading the field of veterinary medicine in the coming years.



Mark D. Markel



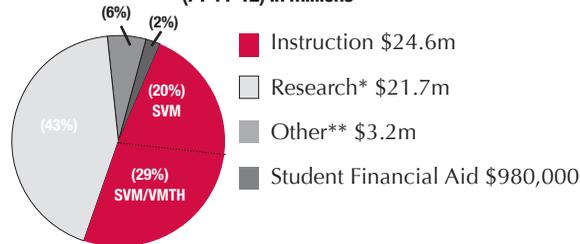
Expenditures by Funding Source (FY 11-12) in millions



*The SVM raised \$6.6 million in expendable and endowed gifts in FY 11-12

**State appropriations (less estimated tuition and fees)

Expenditures by Purpose (FY 11-12) in millions



* Research: primarily research grants/contracts

** Other: student services, public service and academic support

Your Contributions

The School of Veterinary Medicine Annual Fund provides flexibility for strategic investments in programs, projects, and activities that advance, enhance and expand the overall mission of the School of Veterinary Medicine. The School's goal is to "Create the future of veterinary medicine through unparalleled excellence in education, clinical service, and research for the benefit of animal and human health." Please consider giving to the School's Annual Fund and help us meet our greatest needs.

For more information on giving, please contact Colin Nemeth at 608-263-7594 or colin.nemeth@supportuw.org.

MOVING FORWARD IN EDUCATION

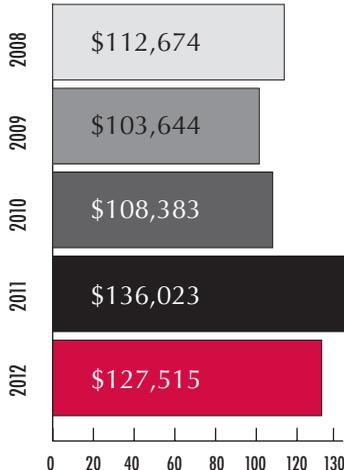
Educating students is one of the great strengths of the University of Wisconsin School of Veterinary Medicine (SVM). Repeatedly, U.S. News & World Report ranks the school among the top 5 of 29 schools of veterinary medicine. But that isn't enough for the SVM faculty and staff, who are constantly looking for new ways to move forward and better prepare the students who walk out the doors with their Doctor of Veterinary Medicine (DVM) and PhD degrees.

For the DVM students, the goal of the professional curriculum is to provide each graduate with a broad veterinary medical education and the skills necessary for the profession. Each year the SVM Curriculum Committee evaluates the students' education and explores new opportunities for learning. In recent years, a special Curriculum Review Committee was formed to take an in-depth look at the present



Class of	GPA	Applicants
2016	3.7	957
2015	3.73	1,183
2014	3.69	1,047
2013	3.7	1,110
2012	3.67	1,413

Student Debt Load Upon Graduation



four-year program. They obtained current academic information through focus groups with students and employers of graduates. They surveyed populations of second- and fourth-year students as well as alumni one and three years out from graduation. From these deliberations, the committee developed what has been described as a “selectives” concept.

“The selectives proposal is the culmination of multiple years of work and a multi-stage process evaluating the current DVM curriculum,” said Lynn Maki, interim associate dean for academic affairs.

The Curriculum Review Committee hopes this proposal will address the following curricular goals:

- enhanced coverage in defined areas of curricular deficiency
- increased student exposure to primary care and hands-on clinical experiences beginning earlier and continuing throughout the curriculum
- flexibility for learning in specific areas of student interests, including wider student exposure to research opportunities.

Like all areas of the SVM, the faculty and staff are constantly looking for new ways to improve education, research, animal health care, and facilities. Our grateful clients are a big part of this improvement. We couldn’t move forward without support from those who believe in our school and our students.

Your Contributions

Over 90 percent of our students face significant debt load upon graduation.

Scholarships make a difference. Each year the debt load these students acquire grows. For these students, scholarships make a huge difference in reducing their debt. The school has grown its scholarship endowment to more than \$10 million, with a goal of reaching \$20 million. This fund will help finance their veterinary medical education. If you would like to make a gift in support of our extraordinary students, please contact Colin Nemeth at 608-263-7594 or colin.nemeth@supportuw.org.

www.vetmed.wisc.edu/giving

MOVING FORWARD IN RESEARCH

Nearly 40 years ago, scientists at UW-Madison made the first conclusive virological demonstration of transmission of swine influenza from pigs to humans. Over the years, Wisconsin scientists have moved virology forward with many discoveries on how viruses transfer from animals to humans.

A study by researchers in the lab of Yoshihiro Kawaoka, University of Wisconsin School of Veterinary Medicine (SVM) professor of pathobiological sciences, shows that just a handful of mutations are required to make the H5N1 virus transmissible in mammals. The study demonstrates that circulating H5N1 viruses could pose a threat of pandemic flu should the mutations observed in laboratory studies occur in nature.



Recently, Tony Goldberg, associate professor of pathobiological sciences at the SVM, has shown that the American Red Robin is the super spreader of the West Nile virus. According to the U.S. Centers for Disease Control and Prevention, the 2012 outbreak of West Nile virus promises to be the largest since the disease was first detected in the United States 13 years ago.

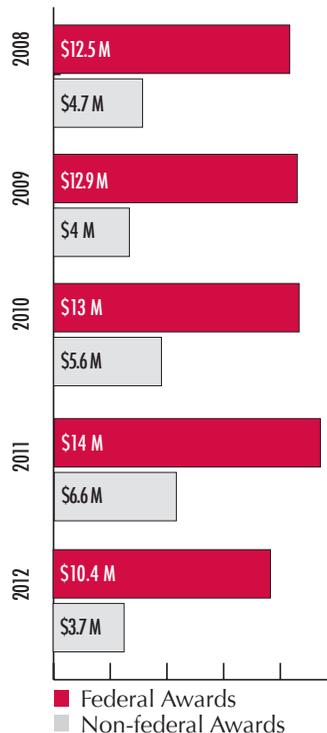
“Robins are in the sweet spot,” said Goldberg. “They are abundant, mosquitoes like to feed on them, and they happen to support virus infection better than other species.”

Goldberg and his colleagues have been prowling Chicago’s western suburbs, a hot spot for the disease, in an effort to accurately profile all the players and dynamics involved in its spread. The work involves trapping feeding mosquitoes and checking their blood meals to see what animals they’ve been feasting on. Since 1999, the virus has infected more than 30,000 people, mostly through the bites of infected mosquitoes. An opportunistic virus, it infects a wide variety of host animals: dogs, cats, bats, horses, chipmunks, squirrels, rabbits, and even crocodiles can acquire it.

Knowledge of how viruses spread helps us better understand and prevent disease. The work of these SVM experts contributes to the health of our global environment and moves this important research forward.

This story includes excerpts from previous stories by Terry Devitt, UW-Madison science writer.

Total Research Awards



* Adjustment for grants pro-rated over five years

Your Contributions

In addition to studies funded by the federal government, the UW School of Veterinary Medicine’s Companion Animal Fund supports start-up research in such areas as cancer, infectious disease, orthopedics, and kidney failure that seek to improve the health and well-being of a variety of companion animals. However, we always have twice as many potential research ideas as we have funding. If you would like to make a gift in support of improving health for all companion animals, please contact Kristi Thorson at 608-265-9692 or kvthorson@vetmed.wisc.edu.

www.vetmed.wisc.edu/giving

MOVING FORWARD IN FACILITY EXPANSION

Last year the University of Wisconsin School of Veterinary Medicine (SVM) opened the Frank and Evelyn Fryer Radiation and Physical Rehabilitation Clinic where more than 1,390 patient treatments of dogs and cats with malignant tumors have been performed using TomoTherapy.

In the school's effort to move forward and continue to have one of the best veterinary hospitals in the country, UW Veterinary Care would like to bring its Magnetic Resonance Imaging (MRI) unit inside the facility, giving veterinarians the option of using this diagnostic tool for large animals. Presently the MRI is in a trailer unit behind the hospital, giving access only to small animals. The hospital also needs an updated Computed Tomography (CT) unit, which uses



special x-ray equipment to obtain cross-sectional images of the body. Both of these units would be housed in a remodeled area of UW Veterinary Care.

During the past year, UW Veterinary Care replaced the MRI trailer unit with another refurbished trailer unit. This was necessary to deliver the superior diagnostics expected from the hospital's veterinarians and clients.

"The new scanner provides amazing image quality," said Randi Drees, clinical assistant professor and residency director of diagnostic imaging. "In the past we often had issues in seeing small lesions. Now we have a clear sight on what the lesions are and this helps us improve our diagnostic capabilities. In our smaller patients we have seen a significant increase in study quality. We are also able to perform new image sequences that help us enormously with brain lesions, enabling us to better distinguish lesions due to the characteristics the lesion demonstrates in the MRI."

UW Veterinary Care also replaced another unit from their Imaging Center Wishlist—fluoroscopy. The old one no longer met the standards of the imaging team and the newly purchased, refurbished unit was fitted to the hospital's specifications. "Initially we didn't know if it would fit through the door, but it did," said Drees.

IMAGING CENTER WISH LIST

CT (~\$1 million)

CT scanners allow for the imaging of bony structures with exquisite detail and are used often by our specialists in oncology, internal medicine, surgery, and dental and oral surgery.

Imaging Center Remodel

(~\$1.5 million)

The Imaging Center will be organized around a central control room that will support large and small animals in both the MRI and CT units. The area will be expanded to accommodate a multi-slice computed tomography (CT) machine and a high-field magnetic resonance imaging (MRI) unit.

This design will provide a coherent alternative to current facilities that are congested and fragmented.

Your Contributions

Diagnostic imaging encompasses the diagnostic modalities of x-ray, ultrasound, nuclear medicine, CT, MRI, and echocardiography (heart ultrasound). Currently, one of our hospital's greatest needs is a new CT unit to replace an older, out-dated model. Donations of all sizes can be put towards the funds necessary to purchase this scanner.

If you would like to make a gift in support of improved imaging capabilities, please contact Colin Nemeth at 608-263-7594 or colin.nemeth@supportuw.org.

www.vetmed.wisc.edu/ImagingCenterWishlist

MOVING FORWARD IN UW VETERINARY CARE

PLAY AGAIN—a popular marketing campaign launched by UW Veterinary Care is one way the hospital is moving forward to increase awareness and patient visits. The first advertisements focused on 24/7 emergency care and coincided with remodeling the emergency triage room, which came just in time as area pet owners responded to wanting their sick or injured dog to “play again.”

“The new ER Triage room has become a vital space to the 24/7 emergency service,” said Jonathan Bach, clinical assistant professor of internal medicine and emergency/critical care. “In it we complete our initial assessments, preliminary diagnostics, and initial treatment plans as well as perform some emergency procedures for our patients.”



PLAY AGAIN

UW Veterinary Care's team of board-certified specialists know first and foremost: the last thing you want is to see your beloved pet feeling less than their best. So next time your pet requires specialty or emergency care, turn to us 24/7. We'll help you get the clear answers, depth of experience and leading-edge treatments you need to help them heal.

Let's get healthy.

UW Veterinary Care
University of Wisconsin-Madison

UWVETERINARYCARE.WISC.EDU
608.263.7600
Save our number in your phone
so it's easy to call in an emergency.

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Increasing caseload for Emergency Services at UW Veterinary Care is just one target of the hospital's new marketing campaign. The "BACK ON TRACK" theme for horses showcases the stellar care offered by the large animal hospital.

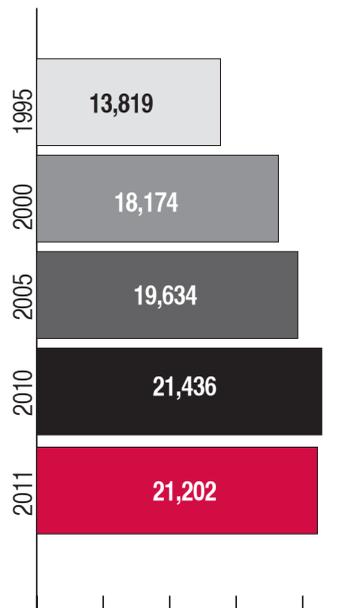
The hospital is constantly improving diagnostics and leading the way with specialized treatments. One recently acquired tool is called a dynamic endoscope, which is a camera that can be inserted into the horse's throat via its nose. The majority of functional problems in the horse's upper airway only occur while the horse is exercising, making it very difficult for veterinarians to diagnose specific problems, such as roaring or displacement of the soft palate.

"It is a huge advantage to have a tool like this at our disposal," said Samantha Morello, clinical assistant professor of large animal surgery. "A lot of our airway diagnoses are based on some educated guesswork, but with the advent of these new dynamic systems, we can be much more accurate with our diagnoses.

Providing animal owners with clear answers and expert treatment is necessary for helping animals heal. This exceptional care does not go unnoticed in the Madison community. In fact, UW Veterinary Care was awarded the silver medal for best veterinary clinic in Madison Magazine's most recent "Best of Madison" readers' poll.

Number of Patient Visits

1995-2011



Your Contributions

UW Veterinary Care is always making strides in the best medical treatments available to clients and their animals. Generous donations made this year's marketing campaign possible, as well as the remodeling of the critical care triage room and the purchase of the dynamic endoscope. Without these gifts, the hospital could not make such advancements in improving health care. In an effort to offer the best of care to our patients, the hospital shares its equipment wish list with the public. If you would like to make a gift in support of an equipment purchase, please contact Colin Nemeth at 608-263-7594 or colin.nemeth@supportuw.org.

www.vetmed.wisc.edu/wishlist



School of
Veterinary Medicine

UNIVERSITY OF WISCONSIN-MADISON

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