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Health Copywriter

CLIENT: Abbotsford Veterinary Hospital
PROJECT: 8-Panel Brochure
JOB #: DCC-051

(Outside Front Panel)

[PHOTO - ?]

[Text] Abbotsford Veterinary Hospital

“You and your pet are part of our family.”

[Intro Text]

When choosing a veterinary clinic, there’s a lot of things you may be thinking about. Will they take good care of my pet? Will my pet be comfortable and secure while undergoing treatment? Do they offer the services my pet needs?...

(End of Front Panel)

(Inside Panels)

[Subhead] The Experience, Service and Facilities To Make Your Pet -- And You --Feel Right At Home

From our friendly front desk staff to our experienced pet health specialists, Abbotsford Veterinary Hospital works hard to earn your trust. We want to be your one-stop source for your pet’s well being. Our wide range of services, first-rate facilities, and top-notch products deliver peace of mind to any pet owner.

[PHOTO - Dr. Taylor with a pet]

[Caption] *Dr. Chris Taylor brings over a decade of experience in veterinary medicine.*

David Coyne www.healthcopywriter.net

Leading our team is Dr. Chris Taylor. He obtained his veterinary doctorate from the Ontario Veterinary College at the University of Guelph in 1994. After honing his skills at several BC veterinary hospitals, Dr. Taylor decided to strike out on his own. He purchased the Abbotsford Veterinary Hospital in 2004.

As well as general veterinary medicine, Dr. Taylor has an extensive background in animal reproduction techniques. He would be happy to assist you with your cat and dog breeding programs, including artificial insemination, mismating assistance, and litter exams.

If your pet has a particularly difficult health problem, Dr. Taylor can consult on-line with other specialists. If necessary, he can also visit your home to provide medical attention to your pet. (Extra charges apply).

In addition, dental services are available for pets, including cleaning, polishing and dental x-rays. We can bring in a dental surgeon for more complex procedures.

[Subhead] Stringent Procedures Help Ensure Pet Safety

If surgery is required, we take an aggressive approach to pain control so your pet is as comfortable as possible. We also conduct stringent anesthetic monitoring throughout the procedure. This is especially important with older pets or those considered high risk. While undergoing surgery, the patient's vital signs are monitored carefully.

[Subhead] A Spacious, All-In-One Facility

The Abbotsford Veterinary Hospital has a spacious reception area and two large, fully equipped exam rooms. As well as an in-house lab and modern X-ray equipment, we also use digital technology to get rapid review from other experts around the world.

[PHOTO - Client Room with pet owner visiting with pet and/or Dr. Taylor]

[Caption] Our Client Room lets you visit with your pet or consult with staff in private.

Our kennels include three runs with heated concrete floors. Plus, we have an isolation ward for pets that may have contagious cases. This helps minimize the possible spread of infection. And our cozy Client Room assures privacy when you meet with staff or visit your pet. If you would like to be on premises while your pet undergoes a procedure, you may watch through our observation windows.

[PHOTO – Pet owner looking through observation window]

[Caption] You're welcome to observe your pet's procedure from our observation windows.

[subhead] Everything You Need For Your Pet's Lifelong Health

To keep your pet as happy and healthy as possible, we provide comprehensive advice and quality products.

- **Counseling:** For your pet's nutritional requirements so they maintain proper weight and the best health possible through each stage of their life. We can also develop individualized flea control programs and advise on behavioural issues.
- **Pharmacy:** We have a full inventory of pharmaceuticals, vitamins, and other products to meet your pet's health needs. And we can access specialty pharmacies to produce difficult to obtain medications or alternatives for the hard to medicate pet.
- **Bathing and de-matting:** Don't have time to bathe your pet? We do both routine and therapeutic bathing. And if your favourite, longhaired feline needs a trim to

remove matted hair, we'll be happy to oblige.

- **Retail and Special Order Program:** We carry an excellent selection of pet products. If you can't find what you need, ask us about our special order program.

We're Here For Your Pet When You Can't Be

One of the difficulties encountered by people whose pet is receiving medication is administering the medication at home. If you work long hours, you may find it difficult to give your pet the medicine on a timely basis. We provide a pet boarding service for those patients requiring medication or diabetic monitoring. You can drop your pet off during regular business hours Monday through Saturday.

Help Us Help Your Pet

To make your visit safe and relaxing, please note the following:

Appointments: Although walk-ins are welcome, appointments are preferred. Emergency cases get top priority, followed by scheduled appointments. Surgical patients may be dropped off at 7:30am on Tuesdays, Thursdays, or Fridays.

Full payment required at time services are rendered. Cash, debit cards, Visa, and MasterCard accepted.

Patient arrival: Dogs must be leashed and properly controlled in the waiting area or exam rooms. Ask us if you require a leash or muzzle for your dog. Cats must be in an appropriate cat carrier. Cardboard carriers are available at the reception desk for a nominal fee. *(Please let us know ahead if you believe your pet will act aggressively.)*

[PHOTO - Exterior of Abbotsford Veterinary Hospital]

[Caption] We have ample parking and our building is wheelchair accessible.

Abbotsford Veterinary Hospital

100 - 33648 McDougall Avenue
Abbotsford, BC V2S 1W4

Phone: (604) 853-1633

Fax: (604) 853-4949

Email: reception@abbyvet.com

Monday-Friday, 8:00 a.m. to 5:30 p.m.

Saturdays 9:00 a.m. to 4:00 p.m

(For after-hour emergencies, please call the Fraser Valley Animal Emergency Clinic
at 604-514-1712)

Keep Up To Date On Pet Health

Visit our web site often for pet health articles and resources.

www.abbyvet.com