

INVITATION TO A LIVE WEBCAST



Dermatopicals: Why to incorporate a topical recommendation for every derm patient

July 20, 2022 at 7:00 p.m. (EDT)

4:00 5:00 6:00 7:00 8:00 8:30
BC (PDT) AB/SK (MDT) MB (CDT) ON/QC (EDT) PEI/NB/NS (ADT) NL (NDT)



Dermatology cases present both a challenge and an opportunity to approach management collaboratively with clients. The goal is to empower clients to make a difference in managing their pets' skin concerns. This often starts with making a topical recommendation to help them care for their pet's largest organ. **Dr. Cox** will discuss how various diseases can disrupt the skin's barrier function, and how to manage this problem with topical therapies.

Successful management of your derm cases hinges on pet parents executing your prepared treatment protocol. Things can get a little dicey with multimodal treatments and one of the first things to get derailed is topical treatment. **Jennie Tait** will share a few pearls of wisdom from her 22 years working in a dermatology referral practice.

If you are new to selecting topical treatments for dermatology cases, you will likely leave this discussion seeing the value of dermatopicals for patients and clients alike.

Join us for practical tips on optimizing case management with dermatopicals!



Allison Cox
DVM, Dipl. ACVD

Dr. Cox is a self-proclaimed skin care enthusiast and a dermatology nerd. After graduating with distinction from the Western College of Veterinary Medicine in 2009, Dr. Cox enjoyed nearly a decade working in general practice and emergency medicine before embarking on her dermatology journey. She completed a 3-year dermatology residency and obtained Diplomate status with the American College of Veterinary Dermatology in 2020. She now practices with North West Veterinary Dermatology Services, serving canine and feline patients with skin care issues, and is the first Veterinary Dermatologist to serve full-time and exclusively in the Edmonton/Northern Alberta region. Her special interests include otic diseases, immune-mediated dermatopathies and, of course, the management of atopic dermatitis.



Jennie Tait
AHT, RVT, VTS (dermatology – Charter member)

Jennie Tait is an experienced veterinary technician with over 36 years in vet medicine under her belt. She worked in general practice for 3 years, then at the Ontario Veterinary College (OVC) for just shy of 25 years. While at OVC she discovered her love of dermatology when she became the technician for the Derm Service over 22 years ago. She is the proud owner of RVT certificate #4, has the privilege of being the first non-faculty member in the history of the OVC to be an honorary class president, is a charter member and former regent of the Academy of Dermatology Veterinary Technicians, is currently the only VTS (dermatology) in Canada, and is the only vet tech on the executive committee of the Canadian Academy of Veterinary Dermatology. Jennie is enjoying the good life of being semi-retired and continues to work at the Veterinary Allergy Dermatology Ear Referral (VADER) Clinic in Morriston.

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