

ADVERTISEMENT FEATURE

KEEPING PETS IN PERFECT HEALTH



Getting the Inside Story

The recently refurbished Willows Veterinary Centre in Shirley is now one of the most up-to-date animal clinics in the country.

It's combination of expertise and the very latest equipment enables the practice to perform highly advanced and specialised surgery, from spinal treatments for paralysed animals to cataract extraction with plastic lens implants for blind dogs.

The practice, which opened in 1990, sees about 350 animals a week for check-ups, treatment or advice.

The architect-designed premises and recent renovations mean greater facilities for pet care, diagnosis and recuperation and animal lover Rolf Harris, who opened the new extension on February 16, was extremely impressed.

Practice administrator Jenny Tubbs said: "The equipment we have here now is second to none, and Rolf recognised this - he remarked that he had never seen a veterinary centre with such up-to-date equipment."

The centre now has a purpose built radiography unit with a sophisticated TV system for performing specialised X-ray studies.

Two brand new operating theatres offer the latest in surgical treatment, and the practice has specialised orthopaedic equipment for use in both major fracture repairs and also for spinal surgery on paralysed animals.

Microsurgical eye operations such as cataract extraction and lens implants can be performed



using an operating microscope and advanced ultrasonic equipment.

There is also a new preparation room, where animals are anaesthetised in preparation for surgery.

The practice is very proud of its two advisory clinics - 'Weightwatchers' for the plumper dog, and 'puppy parties'. Dog owners receive advice on canine healthy eating at Weightwatchers, which includes a session on the electronic scales. Puppy parties are geared towards new puppies who have received their first vaccination but not their second.

Once a month, the young pups can meet and play together, watched by their families.

The group examines and discusses the puppies' health and development, from teeth and ears to worming and training.

Jenny Tubbs said: "The problem with having to vaccinate puppies is that they cannot go out until they are 13 or 14 weeks old so they do not mix with other dogs. Because of this a lot of important learning and socialising is missed out on, but these parties mean the puppies can play

together in a risk-free environment." At the end of the evening, they all go home with a goody bag.

The practise was bought by Malcolm and Helen McKee in 1990, and Peter Renwick joined Malcolm as a partner two years later.

Both partners are recognised by the Royal College of Veterinary Surgeons as Specialists, Malcolm in the field of orthopaedics and Peter as an ophthalmologist.

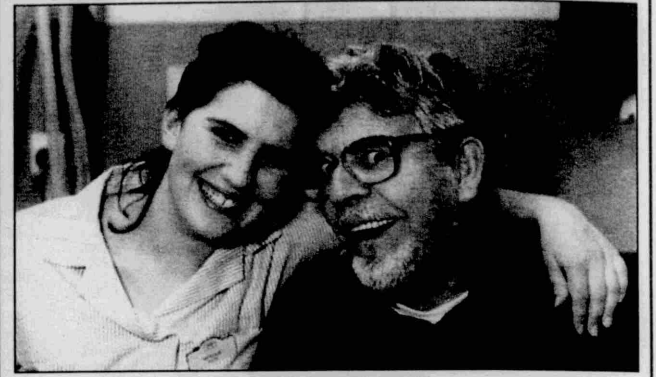
The other veterinary surgeons in the practice are Andrew Miller who is also an Orthopaedic Specialist & Robyn Farquhar who's major interest is in the management of medical conditions, such as sugar diabetes and heart disease.

Jenny Tubbs said "In addition to the veterinary surgeons we have nine support staff, all of whom are highly trained in every aspect of client and patient care, ranging from receptionists at the first point of contact to dedicated qualified nurses.

During the opening ceremony, Rolf commented that he was most impressed by the levels of expertise available at the centre. "This is undoubtedly the way that modern veterinary medicine is progressing" he said.

The practice would like to thank everyone who helped to make the open day such a success especially Rolf Harris, who as you can see throughly enjoyed himself.

Willows Veterinary Centre welcomes viewing of its premises and facilities. For more information and a brochure please call 0121 745 1354. (78 Tanworth Lane, Shirley, Solihull.)



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Rolf meets the team



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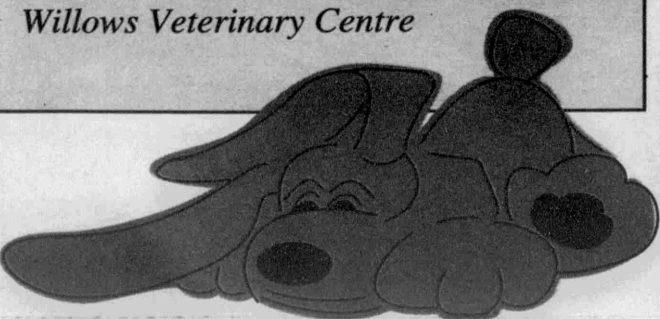
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