

Dr. Patrick Melese DVM, Dip ACVB (Behavior)
Veterinary Behavior Consultants

Dear Colleague:

Thank you for your request for referral supplies to help clients obtain specialty veterinary behavioral medicine services. For over 30 years now **Veterinary Behavior Consultants** (VBC) has been seeing clients with companion animal behavior problems that are referred to us by their family veterinarian in Southern California. With VBC you can confidently refer your clients to local, professional, state-of-the-art behavior services provided by an experienced Board-certified specialist who understands all aspects of pet health, as well as the importance of you, the primary care veterinarian. To that end, I've enclosed some new client educational material to make it easy to share information about our behavior services with your clients who may need us. PLEASE NOTE THAT **DURING PANDEMIC WE ARE PROVIDING ALL SERVICES VIA TELEMEDICINE** ALONG WITH brief "curbside exams" as required by law.

With over 13 years of general practice (including hospital ownership) under my belt prior to restricting my practice to behavior problems, I understand how important it is to provide ethical, private referral services to my veterinary community. That's why I **strongly encourage direct referral from a client's family veterinarian**. However, even if the veterinarian does not directly refer a client, we send a visit summary letter to any identified primary care provider after the appointment as a courtesy.

Veterinarian specialists in Behavioral Medicine are unique among animal behavior practitioners and for almost 20 years, I was the only one in private practice in Southern California. I am still the only one based in San Diego County.

Only **Veterinary Behaviorists are licensed**, required by law to uphold practice standards and are supervised by various professional organizations. Only veterinarians are *required* to present their expertise as behaviorists appropriately and cannot *ethically* claim to be a behaviorist or specialize in behavior unless they are board-certified under AVMA guidelines. Furthermore, veterinary behavior specialists (aka "Veterinary Psychiatrists") have the knowledge base to understand, appropriately recommend and prescribe psychotropic medications when indicated, which when appropriate and used along with a comprehensive treatment plan, can dramatically improve outcome of pets' serious behavioral presentations. Our practice adheres to the highest professional standards with humane, cutting edge, effective, high quality and ethically presented services.

As in other veterinary specialties, *clients must make an appointment* to see (or speak to) the doctor but I am happy to speak to referring doctors about their patients. Our professional fees are comparable (or lower) to those charged by other boarded veterinary behavior specialists in private practice. Clients should be directed to the VBC website (www.sdvetbehavior.com) to educate themselves further about our behavior practice, professional fees, specific services we offer, FAQs, and to download & complete and e-mail or fax back the intake forms required prior to an appointment. Clients will then call the office at **858-259-6115** to schedule an appointment where they may be asked to leave a message if an appointment scheduler is not immediately available to take their call.

I appreciate your ongoing support to be able to run a private specialty practice that I own and operate so that it can be dedicated to clinical behavioral medicine and I look forward to continuing to help you and your clients with their pet's behavior problems. Please feel free to call with any questions you may have and check our website for practice referral info updates with the most current referral guides and pricing. We would appreciate an e-mail or call from your staff to request more educational information (business cards, brochure insert, referral forms, etc.) as you need them but please note that ***clinic information and forms are also available on our website for referring practices.***

Sincerely,
Patrick Melese MA, DVM, DACVB (Behavior)
and the staff of the Veterinary Behavior Consultants.

Veterinary Behavior Consultants
5040 Convoy St. Suite B; San Diego, CA 92111
Tel: 858-259-6115 FAX: 858-259-0013 E-mail: info@sdvetbehavior.com Web: sdvetbehavior.com

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GUIDELINES FOR REFERRAL OF DOG AND CAT BEHAVIOR CASES

{Please note referral telephone number: 858-259-6115}

I. **Evaluate** for possible behavior problem **including** but not limited to:

- ❖ **Aggressive behavior** (including "just growling"),
- ❖ **Anxiety/phobias/excessively fearful, etc.**
- ❖ **Destructive** behavior in cats and dogs (chewing/scratching/digging, etc.),
- ❖ **Elimination** disorders (housebreaking mistakes, litterbox problems),
- ❖ **Feeding** disorders (e.g., pica, coprophagy),
- ❖ **Excessive vocalization**, barking & **Stereotypic/Compulsive** disorders

II. **Counsel clients** on availability of a behavioral referral and that professional specialty fees are charged as with other specialty practices. Emphasize we typically have good success for clients who are motivated to solve the problem but there are seldom "quick fixes." Behavior problem diagnosis, treatment and **prognosis** will be part of consultation so **we do not provide no-charge "quick ideas" for clients over the phone** just as we do not diagnose and recommend medical and surgical treatment without examining the patient and working up the problem during an appointment (that would also be against practice act). *Clients can access all the intake forms, fees, FAQs and other information prior to booking an appointment on our website: www.sdvvetbehavior.com.* New patients begin with an extended initial telemedicine appointment/"curbside exam" (time varies but initial visit is typically 3+ hrs., especially during pandemic) with follow-up consults scheduled as needed to accomplish and follow the treatment plan. **It goes without saying that prescription drugs cannot be recommended or prescribed without a behavior work-up of the patient, and the prescribing clinician having a current legal VCPR established "in person" by actually seeing the patient/client, currently briefly with "curbside exam."**

SERVICE FEE LIST

July 2022 (fees subject to change without notice see website for latest pricing)

Telemed/office CALLS:¹	\$725 up to 3 hrs. but many can be longer & prorated
Rechecks (within 1-12 wks.)	\$230 and are typically 40-45 minutes routinely.
HOUSE CALLS (on hold during pandemic):	\$333/hour; (\$1,000 housecall minimum) + travel fees
PHONE Recheck CONSULTS: (<u>Only</u> for follow-up appnts.)	<15 min: \$120 (very brief-med manage only) up to 30 min: \$199 ("short") 30-55 min \$230 (routine- most cases need this)

• Please have clients **go to our web site**, download, complete & e-mail back 6-page signed client intake forms then contact our office (ideally via e-mail during pandemic) where VBC staff will have them make their \$300 scheduling fee/deposit then schedule them to see our behavioral clinician. *If possible, main people involved with pet should be available at time of consultation. **Please e-mail (preferred) or, fax (858-259-0013) any RELEVANT medical/drug history/records-summarize if possible (see patient referral form).***

• Visit summary report is routinely sent by e-mail after the initial appointment.

¹ Clinic hours Monday through Wednesday 9-5 but limited after-hours appointments can sometimes be made for **additional** fees.
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BEHAVIOR PATIENT REFERRAL



This will introduce my client: _____	
& patient named/pet type: _____ / _____	
Referred by Dr.: _____	
Practice: _____	
Address: _____	
City: _____	
Practice Phone: _____	Date: _____
Practice E-mail: _____	Fax: _____

Doctor: Please give a brief history of the case you are referring including duration of problem, relevant signs observed, observations, laboratory results, radiographic results, significant treatments received, diet, etc.

Suggestions and comments (if any) by Referring Veterinarian:

Dr. Melese is seeing cases by TELEMEDICINE appointment in San Diego during PANDEMIC.

Please have client go to website then contact behavior office for an appointment (info@sdvetbehavior.com). Note that we will not contact your client as they must reach out to us in order to make an appointment.

After Dr. Melese sees your case we will e-mail a report summarizing findings & plans.

Please check one option below (default will be option 1 if no checks)

- 1. **The e-mail will be sufficient; I will call Dr. Melese if I have any further questions:**
- 2. **Please also have Dr. Melese call me after he sees this referred case:**

Please feel free to call & briefly discuss your case before or after the specialty appointment if needed.

Thank you allowing us to help your client and patient with specialty behavioral medicine services.

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Clinical Behavior Service

General information

Q: *What exactly is Applied Animal Behavior?*

A: The profession of Applied Animal Behavior is now well over 45 years old and made up of specialist veterinarians, psychologists, and other professionals with advanced graduate degrees in animal behavior and other behavioral and biological sciences. Unfortunately, in the last decade or so, people with minimal to no actual formal degree credentials (may not even have completed high school) have begun to represent themselves as “behaviorists” as a “marketing” term greatly confusing the pet community. Actual Applied Animal Behaviorists and Veterinary Behaviorists have advanced formal degrees & specialize in applying scientific principles learned from the study of behaviors in the wild (Ethology), psychological Learning Theory, and counseling skills to help people deal with their pet’s behavior problems. Humane methods, often involving various behavior modification techniques and sometimes even medications (if provider is a licensed veterinarian), are used to help the owner solve the behavior problems. Only veterinarians who see behavior cases can legally “prescribe” behavioral medications (along with other important treatment plan components) that may help many behavior problems in your pets and general practice veterinarians should NEVER prescribe or dispense any medication based on a layman (e.g., non-veterinarian) advice/prescription. *Veterinary Behaviorists* (term reserved for board-certified diplomates of the American College of Veterinary Behaviorists) have the additional benefit of specific training in psychopharmacology and the medical aspects of the pet’s health and how this affects behavior.

Q: *What are some examples of behavior problems in dogs and cats that are treated?*

A: Common behavior problems for **dogs** include **aggression, barking, destructiveness, fears, phobias & anxieties, digging, house-soiling, jumping-up, compulsive problems, ingestion of inappropriate objects, eating disorders, and unruliness** as some examples. For **cats**, **house-soiling, marking, scratching, aggression, excessive grooming, fighting, suckling and kneading** are common behavior problems. These are just a few of the many behavioral problems treated in cats and dogs.

Q: *What typically happens during a behavior consultation?*

A: During an appointment Dr. Melese meets with the family and pet(s) **CURRENTLY DURING PANDEMIC VIA TELEMEDICINE WITH A LEGALLY REQUIRED BRIEF “CURBSIDE EXAM” IN FRONT OF THE DOCTOR’S HOME IN CARMEL VALLEY**. At appointment doctor obtains a thorough history of the behavior problems (e.g., where did they get the pet, at what age did problem(s) start, how did they progress, when does it occur and with whom, etc.). The doctor also evaluates the pet(s) as appropriate and arrives at a behavioral diagnosis. The final phase of the consultation involves developing a treatment plan and explaining it to the family. The doctor then discusses the plan with the family, answers their questions as time permits, following up with some handouts, and recommend behavioral aids, behavioral medication as appropriate and follow-up help. A visit summary outlining behavioral findings and plan is later e-mailed to the family veterinarian, if identified by the owner (most cases are referred by general practice veterinarians). The techniques, procedures and medications (if any are indicated) used are as safe, humane and effective as possible. The prognosis for success is also discussed at this time as appropriate. Note that it is the pet’s owners who are responsible for carrying out the treatment plan in the vast majority of cases. Ultimately, only the people living with the pet (with our help) can effectively change an unwanted behavior(s).

Q: *What are the doctor’s credentials for treating behavior cases?*

A: Dr. Patrick Melese is a board-certified Veterinary Behaviorist (aka “Veterinary Psychiatrist”). He is a diplomate of the *American College of Veterinary Behaviorists* and former founder and head clinician of the Behavior Program San Diego satellite of the University of California School of Veterinary Medicine, which is now in Sorrento Valley. Dr. Melese is currently one of the very few board-certified Veterinary Behaviorists in private specialty practice in all of Southern California and still the only one based in San Diego. Candidates for Board Certification must already be experienced both in general medicine and surgery, as well as specifically have advanced training and experience in clinical animal behavior. They must have substantial experience and possess very specific qualifications before being allowed to take an extensive set of examinations. Once the examinations have been passed, the veterinarian applicant is then allowed to be admitted to the American College of Veterinary Behaviorists as a Diplomate. Dr. Melese provides continuing education presentations to the local, national and international veterinary community, helps teach senior veterinary students from regional and international veterinary schools and participates in clinical research and publications including being a contributing author for the popular “Decoding Your Dog” book on dog behavior. Dr. Melese is also

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regularly retained as an expert witness in animal-related superior and federal legal cases and performs behavioral assessments on animals for a variety of purposes. Dr. Melese brings over 30 years of experience with behavior cases here in San Diego, along with cutting-edge material from the global field of Applied Animal Behavior, to your pet's specific behavior problem and works with your family veterinarian, as needed, to help you solve the behavioral problem(s).

Q: What services are offered and what is the charge?

A: Although these meetings were at his San Diego clinic or by house call, currently ONLY TELEMEDICINE appointments are offered as long as the ongoing Pandemic presents too much risk to meet for such a long period in small exam room. As is the case with other professional medical specialists, the Doctor's fees are determined by the time spent applying his expertise toward finding a solution to the pet's behavior problem(s). Fees are charged based on the amount of time required, which varies from case to case, so hourly rates are pro-rated after our "standard" new or recheck visit. The initial appointments typically last between 2.5-3.5 hrs. depending on the duration and complexity of the behavior issues and how long it takes the client to arrive for the "curbside exam" after the telemedicine consultation. In the majority of cases, one consultation is sufficient to work up, diagnose and initiate a treatment plan that includes teaching the owners how to begin to solve their pet's problems. However, since most behavioral problems are complex and have taken a while to develop, follow-up consultations are important for successful long-term changes and to assist the family as they continue to learn and carry out the treatment plan. If medications are part of the treatment plan, follow-up visits are legally required to monitor and continue that aspect of treatment. To be successful, pet owners should be ready to invest some time and financial resources to solve their problems, just as would be the case for medical or surgical problems the pet may have. Specific professional fees can be found on our website & any questions should be discussed with the staff member when making your appointment to see Dr. Melese (BEFORE THE APPOINTMENT!).

Q: How successful is Dr. Melese in helping owners solve behavior problems?

A: If the pet's owners are motivated, capable, and have a reasonably workable schedule, the vast majority of behavior problems can be improved effectively with Dr. Melese's help. Success depends heavily on the people carrying out treatment plans (compliance of "pet parents" like with pediatric psychology/psychiatry) and on the individual pet and problem. Thankfully, our ability to help clients/patient has remained consistent even through the telemedicine/"curbside exam" model required during this pandemic. The prognosis for the pet should be discussed with the doctor at the time of the consultation after the case has been evaluated, and again updated during the prescribed recheck exams as appropriate since it greatly depends on what the clients can/will do and how the patient responds to treatment components since each pet is a unique.

Q: Does Dr. Melese see pets other than cats and dogs?

A: Yes. Although cats and dogs currently make up the vast majority of the behavioral practice, Dr. Melese also sees cases involving horses, pet birds, rodents and rabbits and other animals (even the occasional pet pig) and has consulted on zoological animal cases as well.

Q: How do I schedule an appointment with Dr. Patrick Melese?

A: On our website www.sdvetbehavior.com pet owners can view information about services, current fees, download, complete/sign & e-mail back the multi-page client intake forms and then contact us by e-mail or calling **858-259-6115** to schedule a new patient appointment. We currently also require a scheduling fee/deposit especially since the clinic has been very busy (heavy demand) to assure we only hold extended new-patient slots for committed pet owners. Dr. Melese's busy schedule **does not** allow him to come to the phone to speak directly to pet owners prior to an appointment but numerous testimonials from past and existing clients are posted on the website. It is also *not* appropriate to give diagnostic, treatment or prognostic advice without a valid doctor/client/patient relationship established during the appointment. However, your primary veterinarian can e-mail or call and briefly speak to Dr. Melese directly if needed prior to your appointment.