



# PATON & LEE

## EQUINE VETERINARY SURGERY

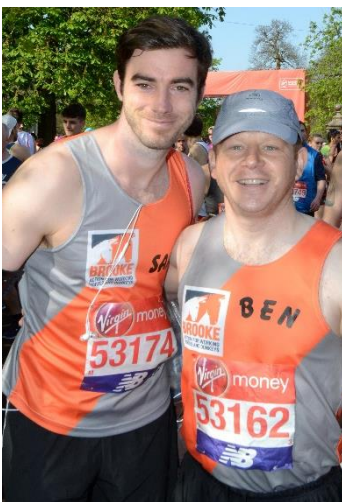
### April Fundraising Success



On Tuesday 3<sup>rd</sup> April we held a charity client evening with guest speaker Richard Davison. This is the first time we have sold tickets for one of our evening talks, to raise funds for local equine charities. The lecture theatre was packed for two great talks on poor performance: first from Tony Lock with a veterinary view-point, then Richard with his wealth of experience as an international coach and competitor. We



received huge amounts of positive feedback from our clients and we also managed to raise **£1025** in the process, which we split between Essex Horse and Pony Protection Society and Greenland Grove Animal Sanctuary. 100% of the ticket proceeds went to these charities, with all costs for the evening met by Paton and Lee and our kind supporter, *Equitop Myoplast*. We were even able to donate some spare sandwiches to The Salvation Army in Witham! Thank you to everyone who came along.

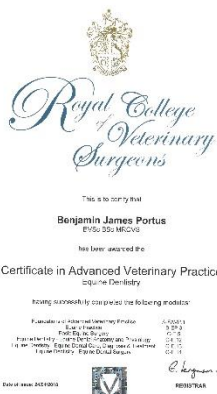


On Sunday 22<sup>nd</sup> April, Ben and Sam completed the London Marathon on the hottest day in the event's history – 24.1°C! Having trained together in freezing conditions and snow-drifts, this warm-spell was a shock to the system to say the least, but they both completed the course safely and in great times of 3h39m and 4h25m respectively. The boys were raising money for Brooke – Action for Working Horses and Donkeys, which is an international charity that helps the hardest working equines from the poorest communities around the world. Last year, Brooke was able to reach and help over 2 million horses, donkeys, and mules across Africa, Asia, Latin America and the Middle East.

The aim was to raise over £6000, which seemed like a very ambitious target. Thanks to the amazing generosity of our wonderful clients, family members, friends, and a few of the companies we work with too, this target has been smashed. At the time of writing the total stands at a brilliant **£8,456.67!**

**HUGE THANKS TO EVERYONE WHO SUPPORTED OUR CHARITY EVENTS!**

### Certificate Achievement



While the practice was busy getting ready for the client talk on 3<sup>rd</sup> April, Ben was up in Liverpool taking his final examination towards Advanced Veterinary Practitioner status in Equine Dentistry. The certificate has now arrived, officially making Ben one of only 13 vets in the country with this designated qualification. It also brings the total number of advanced veterinary practitioners at Paton and Lee to four – Chloe, Charlotte and Zoe already have their certificates, with Zoe being designated Advanced Veterinary Practitioner in Equine Medicine.

If you have any questions about equine dentistry, just call the office on 01376 513369.

## We'd like to stay in touch

Paton and Lee communicate with our clients in several ways: through this newsletter, on our social media (Facebook and Instagram) and sometimes electronically, via text messages and email.

**TEXT MESSAGES – Reminder Service:** One of the important services we provide is a text message reminder service for clients whose horses are due for their annual vaccinations. We occasionally message owners if their horses are due for a dental examination, worm egg count or other preventative health service. We feel this is an important service our clients value highly. It is a service targeted specifically at individual patients and it is important for their continued health, helping to prevent severe diseases such as equine influenza or tetanus. For our existing clients, we will therefore continue to send reminder text messages because there is a legitimate interest in doing so. If you would like to opt out of this reminder service at any time, you can do so by letting the office know on 01376513369, emailing us on [info@patonandlee.co.uk](mailto:info@patonandlee.co.uk), or letting your vet know during any visit.

**Special Offers:** Occasionally in the past (not very often!) we have sent out text messages to our clients to give them information about special offers, or to advertise a practice event. From June 2018 we will no longer send this type of text message to any clients who have not specifically requested it.

**IF YOU WOULD LIKE TO CONTINUE RECEIVING OCCASIONAL TEXT MESSAGES FROM PATON AND LEE ABOUT SPECIAL OFFERS OR EVENTS, PLEASE FILL OUT THE FORM BELOW.**

**EMAIL – Invoices:** Some of our clients choose to have their invoices sent via email rather than post, and we will continue to contact those clients in this way because of the legitimate interest in doing so. Again, you can opt out of email invoicing at any time. If you don't receive your invoice via email and would prefer to, please contact the office and let them know.

**Laboratory reports:** When requested, we will continue to send laboratory reports, clinical histories, and other important patient data via email without the specific need for our existing clients to sign an opt-in form.

**Newsletters:** We occasionally send out an email version of this newsletter. Until now this has contained a combination of news, health information and warnings for horse owners, plus special offers and direct marketing material. From June 2018 we will no longer send this email newsletter to any clients who have not specifically requested it. Where there is a legitimate interest in doing so, we will continue to send health information and warnings for horse owners via email. You can opt out of receiving these health information / warning emails at any time.

**IF YOU WOULD LIKE TO CONTINUE RECEIVING OUR FULL EMAIL NEWSLETTER, INCLUDING PRACTICE NEWS, SPECIAL OFFERS AND MARKETING MATERIAL, PLEASE FILL OUT THE FORM BELOW.**

NAME \_\_\_\_\_

FIRST LINE OF ADDRESS \_\_\_\_\_

MOBILE NUMBER \_\_\_\_\_

I WOULD LIKE TO RECEIVE OCCASIONAL TEXT MESSAGES ABOUT SPECIAL OFFERS & EVENTS  (Tick)

EMAIL \_\_\_\_\_

I WOULD LIKE TO RECEIVE THE FULL VERSION OF PATON AND LEE'S EMAIL NEWSLETTER, WHICH MAY INCLUDE SPECIAL OFFERS AND MARKETING MATERIAL  (Tick)

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Please return the completed form to the office, or if you would prefer, photograph the completed form and send it to us via Facebook messenger ([www.patonandlee.co.uk/patonandlee](http://www.patonandlee.co.uk/patonandlee)) or [info@patonandlee.co.uk](mailto:info@patonandlee.co.uk) or text it to 07894299956.