

The Role of Bovine Colostrum in Dog & Cat Nutritional Health Module 3

This program is divided into three modules of approximate equal length. In the first module, we review the science of nutrition as it affects pet health with an emphasis on the gut and conditions that are driven by dysbiosis, immune dysregulation, and inflammation. In the second module we present the science behind ingredients in bovine colostrum and show how it can be used to bolster and balance the immune system, improve barrier function in the intestines, downregulate inflammation, and serve as an anti-infective agent. The third module covers strategies for practice building aimed around the major pillars in the digital world.

Disclosures:

This program is sponsored by GastroDefense® from Sovereign Laboratories. Dr. Kangas, Dr. Tager, and Mr. Erickson were compensated as consultants by GastroDefense® to produce the content of this program.



Speaker Bios:

Katie Kangas, DVM, CVA, CVCP, consultant, clinical content provider, on camera talent

Dr. Kangas is a licensed veterinarian in practice in San Diego. In addition to her traditional veterinarian education, she has completed training and has certifications in pain management, advanced acupuncture, and veterinary chiropractic. She is a highly regarded speaker and trainer of veterinarians.

Mark Tager, MD: producer, script writer, and narrator

Dr. Tager is one of the leading healthcare educators in the country. He received his medical degree from Duke University Medical School and trained in Family Practice at the University of Oregon. He has written or co-written 11 books, produced more than 300 training courses, and conducted more than 1200 lectures for health and wellness colleagues. He is CEO of ChangeWell Inc. in San Diego.

Chad Erickson: digital marketing strategist

Mr. Erickson brings a crisp, refreshing balance of theory and practicality to educating practitioners on the nuances of practice building in the digital age. He is VP of Strategy for MyAdvice, headquartered in Salt Lake City, Utah.

Learning Objectives:

1. Understand the mechanisms of action that impact the nutritional status of dogs and cats including: genomics, dysbiosis, and increased intestinal permeability.
2. Learn how the components of bovine colostrum impact gut health, immune status and the regulation of inflammation, provide support for growth, and development and provide anti-infective protection.
3. Learn how bovine colostrum can complement traditional veterinary treatment.
4. Identify current nutritional standardization for supplementary bovine colostrum.
5. Be able to assess their digital management strategy for gaps and opportunities.

Agenda:

MODULE 3: Practice Management

The Pyramid of Success Model: How to create an effective digital strategy with examples:

- Website
- Local search
- Review & Reputation
- Social Media
- SEO
- Paid Advertising