



PURPOSE IN ACTION


NORTHSTARVETS®
Veterinary Emergency Trauma & Specialty Centers
Leading the Way.

PURPOSE IN ACTION

IF IT'S YOUR CALLING, IT WILL KEEP CALLING YOU.

The past few years have certainly been a challenge for our hospital. The unprecedented demand created by COVID for exceptional veterinary care has pushed all in our field to the precipice and back. Together as an industry, we've weathered illnesses, loss, and burnout. Outpourings of love and frustration from clients went hand-in-hand as wait times grew, but so did our diligence in providing unsurpassed care and attention to each and every patient that arrived through our doors.

The strength of character and perseverance of NorthStar VETS® staff allowed us to remain true to our oath of healing sick and injured animals 24-hours a day, 365 days a year. We are hopeful to be nearing the end of the pandemic, refocusing our efforts on being a national leader in veterinary medicine, and maintaining our excellent industry reputation. I'm amazed every day by the talents and dedication of our team, and am proud to see the culmination of all the years of hard work and commitment to our mission and core values.

This "Purpose in Action" brochure highlights our professional and personal growth and accomplishments over the past 12 months. We are excited to expand and spring forward stronger than ever this year, with the addition of new services: Integrative Medicine, Pet Nutrition, Interventional Cardiology, and the return of Dialysis and Medical Oncology. The launch of our successful "Quick Care" department now schedules appointments for minor pet issues to reduce ER wait times. We purchased **a new C-Arm (fluoroscopic X-ray system) and a 3D printer** for improved accuracy during surgical procedures. Our Education & Training team is "Leading the Way" through our robust Social VETworking™ continuing education **(CE) lectures**, allowing our doctors to share their expertise within our referring veterinary community. To further promote the NorthStar VETS® brand, several of our veterinary team are also speaking throughout the year at upcoming industry conferences, meetings, and pet events.

Our commitment to improving the quality of life for our patients, clients, referring veterinarians and staff is as strong today as ever. Join us on our journey to a bright future as New Jersey's leading veterinary emergency, trauma and specialty practice. We thank you for the trust you place in us each and every day — as it is truly a pleasure to serve you.



Daniel Stobie
DVM, MS, DACVS
Founder and Chief of Staff



CONGRATULATIONS DR. TAMMY ANDERSON

dvm360 VETERINARY HEROES WINNER

Awarded to those making a significant impact in improving patient outcomes, Dr. Anderson was selected in the Internal Medicine category based on the following criteria:

- Aptitude to go above and beyond in patient care
- Knack for showing patience, compassion, and perseverance in the face of difficulties
- Understanding of the science and how treatments are designed

This prestigious honor was based on five key characteristics of a leading veterinary hero: courage, humility, selflessness, patience, and caring.

In her acceptance speech, Dr. Anderson shared that, "I've always loved animals, but went to nursing school because I admired my mother and wanted to be like her. After several years, I decided to become a veterinarian. It was during my veterinary oath and hooding ceremony at graduation that my mother told me she became a nurse with the goal of working with a veterinarian. I knew from my first exposure to Internal Medicine that I wanted to be an internist."

"I am especially pleased with this award and I know my mother would be proud. My sadness about this award is that many people are deserving. Those of us who worked through these challenging times in our field, from reception, technicians and assistants, and every veterinarian, ALL deserve appreciation."

Inductees were honored on August 25, 2022, in conjunction with Fetch dvm360 conference in Kansas City, Missouri. All of us at NorthStar VETS® are extremely proud of our colleague and celebrate her for advocating for our profession and the animals we serve!

Tammy Anderson, DVM, DACVIM
INTERNAL MEDICINE
Team Member Since 2004

THE SECRET LIFE OF OUR AWESOME VETS

Above and beyond caring for sick pets every day, our veterinarians are constantly giving back to their communities in a number of ways.

Dr. Kanika Singleton (Emergency/Critical Care) launched God's Soldiers United a non-profit that aggregates fragmented church/community aid programs (food pantries, womens' shelters, etc.) around NJ. She is also commissioning urban mini gardens which improve communities, provide food, and improve quality of life for many.



Dr. Urshulaa Dholakia (Anesthesiology) is on the Educational Resources Committee for the American Association for Laboratory Animal Science (AALAS), an organization that helps advance scientific medical studies. Additionally, she is an ad hoc consultant and speaker for anesthesiology in laboratory animal research with two different universities. Further, she's writing a book chapter for primate anesthesia to be published soon.



Dr. Christopher Shapley (Integrative Medicine) is a member of the Free and Accepted Masons, a community organization that performs charity work, offers scholarships for families/children in need, and is a Chaplain in his local Lodge.



Dr. Andrea Winkel (Avian & Exotics) currently holds a board position with the Association of Avian Veterinarians (AAV), is their Aviculture chair, and is an alternate delegate to the American Veterinary Medical Association (AVMA) Welfare Committee which discusses, drafts, updates policies and standards for veterinarians in the US.



Dr. Steven Berkowitz (Emergency/Critical Care) volunteers with Mickey's Kids™, a nonprofit that connects children in need with service animals. For the animal health industry, he sits on the Diversity, Equity, and Inclusion committee for the American College of Veterinary Emergency and Critical Care (ACVECC), which is committed to ensuring that more people have access to practicing veterinary medicine. On top of that, he also speaks at veterinary conferences around the US.



Surgeons, Drs. Gregory Zuendt and Timothy Ericksen have recently published or are working on peer-reviewed journal articles and studies that advance veterinary medicine. It's this level of professionalism and excellence that demonstrates more than just our commitment to excellence, but speaks to the character and level of care they have for the people and pets in their communities.





C-PETS PHILOSOPHY

NorthStar VETS® exists for one, fundamental purpose: to improve the quality of life for our patients, clients, family veterinarians and our staff. We do this by adhering to a set of core values that guide every aspect of what we do - and how we do it - that translates into our “C-PETS” philosophy:

COMPASSION

We will interact with our clients, patients and community with kindness and empathy.

PROFESSIONALISM

We will conduct ourselves in a moral and responsible manner and treat our clients, patients and colleagues with respect and integrity.

EXCELLENCE

We will provide the highest-quality care and state-of-the-art knowledge in the practice of veterinary medicine.

TEAMWORK

The staff at NorthStar VETS®, along with our clients and their family veterinarian, will work as a cohesive unit by recognizing the equal contributions and value of every team member.

SERVICE

We are dedicated to exceeding our clients' expectations through timely and effective communication, exemplary customer service, outstanding patient care and promoting a learning environment.

WE'RE GRATEFUL TO OUR TEAM

Practicing gratitude is a healthy way to go through life. With that in mind, NorthStar VETS® recognizes all of our staff for fulfilling our shared core values. Whether saving lives on the overnights, managing a group at a satellite hospital, or greeting clients at the front desk, our hospital only works when everyone brings their best to their role on the team. For every gentle touch, snuggle, and calming whisper veterinary technicians give to patients, they bring a degree of compassion that improves their quality of life. For every tough prognosis and every upset client, our doctors are exceptional in their calming professionalism. Every day, our team brings excellence in the work of serving others that is unmatched. For that, we are all grateful for each other.



WHAT WE VALUE

There's a saying, “If you don't know where you are going, any road will take you there.” This is why every good organization has a vision. A statement that inspires and motivate us around a concept or idea and establishes a focal point on the horizon that challenges us to stretch ourselves, but is still attainable. It clearly indicates the direction in which we want to move. Your purpose statement is centered around why you and/or your organization exists.

The NorthStar VETS® core values, vision, and purpose are the backbone of what we do, how we do it, and why what we do is important. These things are essential to the success of our hospital.

OUR VISION

Our vision statement paints the picture of who we aim to be in the world. Our purpose to improve quality of life, along with our C-PETS values, inform all of our decision-making by giving us a north star and a model for how to act. Below, six key themes have been pulled from our vision statement with a focus on how each tie into our core values and the kind of hospital we want to see in the world.

1 BEING THE BIGGEST IS NEVER OUR GOAL . . . IT'S BEING THE BEST.

In a time when the industry is consolidating, NorthStar VETS® stands in stark contrast. Having the most locations is not the metric by which we live. Rather, we seek to be the best in everything we do. We see and value things differently. It's this attitude that brought us our long list of awards like Hospital Design of the Year, AAHA® Referral Practice of the Year, VECCS Level I Trauma Center, Gold Level Cat Friendly Practice, and others. Additionally, teams like Ophthalmology and Rehabilitation, consistently rank among the top five in the US in nationally-benchmarked industry surveys. They have clinicians at the top of their game who are also warm, friendly human beings with great communication skills. We want to be the best at what we do, which is why excellence is one of our core values.

2 WE STRIVE TO SET THE STANDARDS IN VETERINARY MEDICINE, CORPORATE CULTURE, AND CLIENT SERVICE.

We aim to be the benchmark of excellence and the prime example of how a great veterinary team operates and provides the best client service. Through clinical trials and continuing education, NorthStar VETS® pushes the envelope in terms of what is possible for patients. We measure client and referring veterinary satisfaction, then constantly tweak processes to improve experiences for both groups. Even our facilities are designed to improve those experiences from how our lobbies are designed to the fact that we send reports to referring veterinarians in “near-real time” as opposed to the next day. In the spirit of being the best, we are always looking for ways to improve our medicine, culture and client service, because we exist to help others and want to do it well. This is why service is a core value of ours.



3 TEAMWORK AND COLLABORATION ARE CENTRAL TO HOW WE OPERATE.

All of our NorthStar VETS® locations are designed with a doctors' corridor running through the center of the hospital. This conscious decision ensures that teams have the swift ability to collaborate on delicate cases. Patients **benefit from multiple specialists and brilliant minds working together**, to elevate our level of veterinary medicine. This is why teamwork is an important core value of NorthStar VETS®.



4 GIVING BACK TO THE COMMUNITY WILL ALWAYS BE OUR STANDARD.

It's no secret that our staff are generous and kind – this has been evidenced over our history in many ways. Global examples include the time we aided the people of Malawi, Africa. We helped them collect colonies of wild bees so they'd have honey to eat and wax to sell at market. Our team developed a new goat that would produce enough milk and be a healthy, useful animal. We also set up aquaculture so they'd have fish to eat.



Regional examples include the veterinary care we gave to “Burton”, a therapy dog at Children's Specialty Hospital who brightened the days of children with terminal illnesses, in addition to being a friend to the staff. Because of these hospital connections, we were able to lend assistance during the COVID-19 Pandemic. It was the quick thinking of Dr.

Steven Berkowitz to lend our Servo-I Ventilator to RWJ University Hospital when equipment was unavailable. This small gesture saved the lives of five critically ill respiratory patients during this catastrophic event.

Our Critical Care team also equipped area first responders with pet oxygen masks in honor of Buddy, a service animal that died from smoke inhalation after a condominium complex fire.



Further, this same team equipped drug-sniffing police dogs from Connecticut, New York, New Jersey, Pennsylvania and Delaware with auto-injector NARCAN kits because service dogs can be affected in the field when detecting drugs laced with Fentanyl and opioids.

In local examples, our veterinary technicians bring their pets to senior centers and school libraries to offer comfort and support. This is why compassion is a core value here, and why our team is made up of awe-inspiring people.

5 OUR COMMUNITIES WILL ALWAYS IMPROVE.

We all want to make the world a better place, and use our skills and talents to interact with different communities. No matter your role, you have tremendous knowledge and experience that you apply to your job, edifying one of those groups. An important group is our referring veterinary community. When NorthStar VETS® writes an article or gives a veterinary lecture, we improve that audience's ability to treat their own patients. Our continual medical training improves the quality of life for clients by educating them in the exam room, healing their pets, and comforting/reassuring them — improving the general community in which we live. There are numerous ways, both large and small, that we give back to our communities and fulfill our purpose. We are always using our knowledge and skill to give back, and because of this, professionalism is a core value here.

6 WE PROVIDE A CAREER TO THOSE COMMITTED TO HELPING US ACHIEVE OUR VISION.

If you work at NorthStar VETS®, it's because you have what it takes to help us bring this vision into reality. Although ours is a rapidly growing team, we have plenty of staff who have been with us for ten, fifteen, and close to twenty years! If you know someone who believes what we believe about veterinary medicine and feels similarly about how to behave in this world, invite them to check us out! (northstarvets.com/careers). People like that have both a career and a future here!

When we keep our vision, purpose and values front of mind, striving toward them each day, we take steps closer to bringing all of this into reality, improving it, and bringing their benefits to bear. The impact we have on this world is huge, even larger than we sometimes realize, and among some of the most important and noble work you can ever do!



THE POWER OF PURPOSE

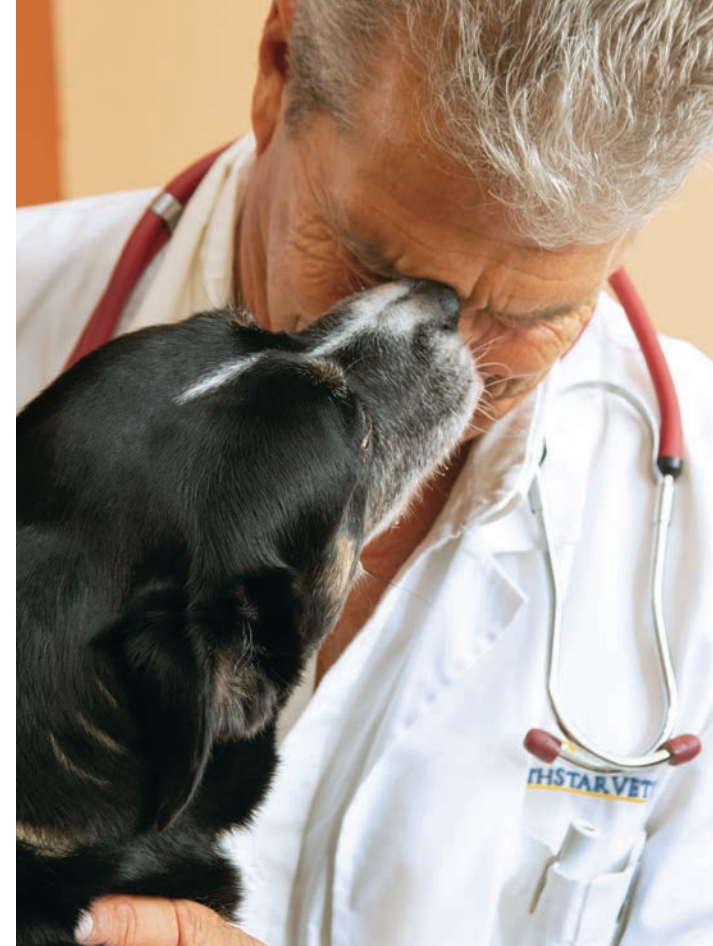
HOW HISTORY WILL REMEMBER NORTHSTAR VETS®

Those in our line of work can all agree that we endured what was arguably the most difficult period in the history of veterinary medicine, and are still navigating through it. As the world looks back at our profession, and specifically at this hospital, history will remember us favorably. During the last couple years, NorthStar VETS® never closed its Robbinsville location, and no locations ever turned a patient away. Everyone remained dedicated to their shared purpose by working tirelessly together and supporting each other. Day in and day out, we helped tens of thousands of animals, their families, and even their family veterinarians under the most difficult of circumstances.

In May, 1961, President John F. Kennedy announced his famous moon shot, a national goal to put a man on the moon by the end of the decade. In 1962, he visited NASA for the first time. During his tour of the facility, he famously met a janitor who was carrying a broom down the hallway. The President then casually asked the janitor what he did for NASA, and the janitor replied, "I'm helping put a man on the moon." Our proximity to the objective is not determined by an organizational chart or distance from the action, it is determined by our mindset. We are the ones who choose to go to work each day with the mindset of either "I sweep the floors" or "I help put a man on the moon." Everyone's work matters.

An organization's purpose is its reason for being, beyond what it does, makes, or sells. A strong sense of purpose can unleash superior performance, but only if it is authentic, inspiring, and embedded throughout the organization. Purpose creates a sense of meaning, inspiring people and unlocking discretionary efforts to transform and grow. It promotes strategic focus, alignment, and guardrails for decision-making. Productivity and performance skyrocket as a result. Without a sense of purpose, no company, either public or private, can achieve its full potential.

NorthStar VETS® purpose is to improve quality of life for the patient, client, referring veterinarian and staff. The obvious example would be a doctor giving a client a solid plan to medically manage their cat's kidney disease, which makes the patient much more comfortable while extending its life, and also ensures that the important bond between pet and client continues for as long as possible. Less obvious, but equally important, are examples such as cleaning up a work space, restocking equipment, and taking time to teach a skill to a coworker. Know that no matter the role, our purpose is to improve quality of life for others. You bring comfort where there is pain, joy where there is fear, and connection where there is loneliness.



WE'RE CHANGED, BUT STILL THE SAME

A difficult shared experience can significantly reshape peoples' outlook on life, and front-line workers like veterinary team members will have a different perspective than they otherwise would without the Pandemic. We had no choice but to dig deep and work hard even when we were tired, and learned to value relationships with each other (especially those who missed out on time with family and friends).

NorthStar VETS® will likely come out of this learning experience with a stronger sense of purpose and a greater dedication to our core values. If we can improve quality of life as well as we did for tens of thousands of patients, clients, and referring veterinarians in the worst of times, how much more will we be able to do so as things get better? This is because we deemed improving quality of life for others using our skillset as our most important contribution to our community. Even as the world changed, we doubled down on our commitment to being compassionate, professional, excellent, remaining a team, and serving others. Our outlook and attitude may have changed, probably for the rest of our lives, but we at our core are more certain than ever about what we stand for.



Recently, Dr. Britton became increasingly nervous as her day developed. Her morning technician had to leave unexpectedly, despite three patient CTs on the schedule. A second vet tech came to assist, but also was called away for an urgent matter. In the moment of Dr. Britton's despair, technician Heather stepped up and said she'd help, and she did. At 7:22 PM (well after her shift), they got started. The CTs went well, but the final patient's feeding tube came loose and they had to go back in and fix it. Heather stayed with Dr. Britton till the end, and even helped another doctor by demonstrating medical administration to a client.

Another story worth noting is a true account from Nursing Manager, Tara Cravens, of why veterinary nursing is more than a profession — it's a way of life.

"Saturday night, I received a text message about an 8-week old female puppy in desperate need of rescue. This pup was in pretty bad shape, completely riddled with parasites literally sucking the life out of her. So much so, she needed a blood transfusion to survive. Dr. McKenna was optimistic that this pup would have a good prognosis after treatment and a blood transfusion. Unfortunately, the owners had no money and would have no choice but to euthanize their pet.

That's all our nursing staff had to hear -- word soon traveled and they immediately started a phone chain to find resources. Knowing that time was not on this little girl's side, they acted fast. Within minutes, three veterinary nurses had multiple options for this pup to get the medical care she needed! Thankfully a rescue group agreed to take the dog, and today that baby girl is doing fantastic! She's a normal healthy puppy and is going to have a long healthy life thanks to our wonderful team."

This willingness to help one another is a hallmark of the kind of teamwork found at NorthStar VETS®, and one of the best ways we serve one another.

WHAT TEAMMATES LOVE ABOUT NORTHSTAR VETS®

Numerous team members have worked here for many years and continue contributing to our hospital's growth and overall history. Why we're able to keep a cohesive team at a time of unprecedented industry turnover is a topic worth exploring. Our purpose and core values are the backbone of our culture and how we approach caring for pets. At this time, the entire veterinary industry is short-staffed and hospitals are doing everything they can to hire the best talent. NorthStar VETS® has been growing every year and continues to hire new team members, but what's our secret? First, our team is truly special and has accomplished amazing things, but there is more! Hear from four of our most-tenured team members, and three of our newest about their experiences here. In their interviews, you'll learn why people in animal health are attracted specifically to our hospitals, and just as important, why they stay.

Stacey Rebello, DVM, MS
ER/Critical Care • Director of Emergency Services
Team Member Since 2009
Dr. Rebello and Her Dog "Snacks"

On Starting and Staying at NorthStar VETS®

Whether it's to further their career, find the right challenge, or they simply fell into it, people join our team for many different reasons. Gillian, an overnight technician, falls into the latter category. "I had an opportunity after high school to come in as a veterinary assistant," she said. "I had no career plans at the time, and it seemed fate brought me here. I've worked my way up with help from so many different coworkers and never looked back." For some, it's the promise of working at a higher level that brings them aboard. Take, for example, Jessica, a veterinary technician working primarily in Cardiology these days. She shared that, "After working in general practice in northern New Jersey for two years, I decided that I needed more of a challenge. So, in 2004 I applied to a variety of emergency/critical care veterinary hospitals and NorthStar VETS® welcomed me with open arms." Similarly, Jenn, a veterinary technician who works primarily in anesthesia in the location in Brick, said, "I originally came to NorthStar VETS® because I wanted to work at a hospital that practiced exceptional medicine." For others, they knew where they wanted to take their career and needed the right environment to make it happen. This was certainly true for Dr. LoScudato of the Rehabilitation and Pain Management team, who said, "I originally came to NorthStar VETS® as an Emergency doctor. While working in ER, I became certified in acupuncture, rehabilitation, and pain management, and I've been a part of that service since its inception."

Joining the team is one thing, but to make it five, ten, fifteen, and even twenty years takes the right mix of elements: namely good people and a clear vision. Being surrounded by the right people did it for Jess, who relayed, "The one big thing that has kept me here for more than eighteen years is the group of people with whom I enjoy working." Gillian felt similarly when she remarked, "The amazing people with whom I work both **closely (and in passing) are a big reason why I've** stuck around so long. I am also proud of the 5-star medicine we provide to our patients and clients." That last comment led into the things that were important to Dr. LoScudato: good medicine and collaboration which both lead to continued learning. She stated, "Working with the best specialists in multiple disciplines provides me the opportunity to continue to learn on a daily basis. It's exciting to be part of an incredible team providing cutting-edge treatments and diagnostics." For Jenn, it was more personal. "NorthStar VETS® has become my family. When I started, we were in our original location, and we all worked so closely together, especially in the surgery department."



WISDOM AND EXPERIENCE

AN INSIGHTFUL CONVERSATION ON CAREER
SUCCESS WITH OUR MOST-TENURED STAFF

What's Changed and What Hasn't Over the Years

With a perspective close to two decades long, it's easier to see what has changed and what hasn't. This is important in being able to identify what truly matters. From milestones like facility upgrades to world events like the pandemic, change is constant, but on the other side, our team's love and commitment to pets never wavered. Regarding the hospital, Jess had this to say, "Over the years, the biggest change I've seen is when we expanded from our small hospital in Millstone into this large hospital in Robbinsville. Sometimes, I think we have even outgrown this space!" Jenn remarked along the same lines when she said, "The biggest change is the size of NorthStar VETS®! I never thought there would

be three locations. Astonishing!" The pandemic most assuredly changed things, as Dr. LoScudato observed. "The past two years have challenged us to provide quality care under very different circumstances and stress. Accepting the need for changes, and navigating technologies which communicate with and serve clients was initially overwhelming, but like most things, has become part of the everyday. Flexibility, creativity and out-of-the-box thinking allowed us continue providing patient care."

When it comes to that through-line that has been our constant north star through the decades, Dr. LoScudato captured it best, "People's commitment to their beloved pets." Jess made a similar observation with, "The one thing that I feel that has stayed constant over the years is the TRUE love we have for the animals. Especially for the ones we see and treat over an extended period."

Hope for the Future

When asked to look forward, these tenured team members are filled with optimism. Gillian shared her vision for the future of the hospital with these words, "My hope for the future of NorthStar VETS is that it continues growing and adopting new and advanced medical care for patients." She also has a strong sense of where she'd like to see the animal health industry move, too. "What I hope for the future of the veterinary field is that we receive greater respect and are appreciated by others in-and-out of the field. It takes very special people to stay here long-term as it leaves a toll physically, emotionally, and mentally. For those of us who are fully committed, our goal will always be helping and healing animals, and I want more people to understand and respect that."

On Career Success

Are you relatively new to animal health? This section is for you, because the right attitudes and behaviors make all the difference between having a short, tough career, and a long, satisfying, successful one. So, what specifically does it take? "Compassion, dedication and humility," says Dr. LoScrudato. She continued with, "Bringing your A-game to every patient, providing them with exceptional care every day, and interacting with each client with understanding, patience, care and concern." Gillian had a slightly different take, but with some key overlap. "The perspectives that continue to bring the greatest success in my own career are positivity, compassion, professionalism, and a strong work ethic." She went on to discuss her personal purpose, "Over the last 17-plus years, my number one goal at NorthStar VETS® has always been to provide my patients with the best care I possibly can. No matter what life has thrown at me over the years, as soon as I walk through those doors, my priority is my patients. No matter how busy a shift, how demanding a client may be, and no matter what's going on with my peers, my goal will always be to provide my patients the best care and comfort I can to help them heal and recover." Knowing your personal mission and how it fits in with the hospital's can make all the difference. Striking a different note, Jenn's advice is self-compassion. "Always go home knowing you did the absolute best job you could for your patients, your co-workers, and yourself. Stay positive. Choose to be happy, and keep healthy boundaries between your work life and your personal life." Jenn went on to give more advice around finding joy at work, and shared her favorite memory from her time at NorthStar VETS®, "I remember when I became a part of the total hip team with Dr. Stobie. It's a unique surgery that helps dogs walk again, and to be a part of that was a blessing."

Advice for Newer Team Members

Dr. LoScrudato wants you remember: "We are a team – working together and complementing each other." Your team has your back, even while you're still building your confidence. We've all been there, as evidenced by Jess' top tip. "Just be willing to learn and don't be scared to ask questions. We would rather you ask than pretend you know what you are doing, simply because you fear what we will think." She added, "Come with an open mind. Remember that we were all scared when we first started working at NorthStar VETS®." In addition to relying on and trusting your team, have patience in your journey, which was Gillian's number one piece of advice for newcomers. "Be patient and stay strong. Demonstrate patience in settling in and learning the ways of the hospital. Show strength in overcoming high caseloads **and difficult and often heart-breaking** cases. Some days can be overwhelming, but our patients and clients need us, and we need the strength of each other to get through." Jenn wants you to remember that you're human. "You'll make mistakes, and when you do, learn from them so you never make them again." She continued by advising, "Ask questions, even if they seem silly, just ask! Take advantage of working with seasoned team members because they know a lot of information and have a lot of advice." She also wants you to maintain a good perspective. "Don't be intimidated by the size of the hospital. Connect with the people and see them as one working unit with one common purpose." Finally, Dr. LoScrudato encourages you to never stop learning. "Grow every day, and don't get complacent. Challenge yourself. Rely on your teammates and be reliable in turn. Work together for the best outcome for your patients. Remember, for every animal you're caring for, there are people missing them and wanting them back home." The top takeaways from this group are to work well with your team, show compassion to everyone you serve, and build your professionalism and excellence through growth and learning.

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BRINGING YOUR
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EVERY DAY, AND
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AND CONCERN.”

Rosalie LoScrudato
DVM, CVA, CCRP

REHABILITATION & PAIN MANAGEMENT
Team Member Since 2007



THE FUTURE IS NOW

REFLECTIONS & OBSERVATIONS ON THE NORTHSTAR VETS® EXPERIENCE FROM SOME OF OUR NEWEST TEAM MEMBERS

For insight into what brings people onto the NorthStar VETS® team right now and what matters most to them, we sat with three new-hires: a CSR, an Assistant, and a Veterinary Technician, to find out what brought them to us, how things are going so far, and their expectations for their futures.

The Value of Industry Experience

Just about everyone on the medical side of NorthStar VETS® comes with prior experience and future ambition. Nina, a veterinary technician, said, "I'm not new to this industry at all. I began working in the field in 2002. My husband got me a job working with him at Associated Humane Society/Popcorn Park Zoo. I started working in the office there, then helped out in the shelter. Eventually, I was trained to be the shelter technician, taking care of the sick animals, and vaccinating new cats and dogs as they came in. I was there until 2005, then became a technician at a small clinic until 2009 when I had my twins." Nina also told us about her stint in human health which sealed her decision to stick with pets. "I needed something more after being accepted into nursing school. Even after getting back on the waiting list, I decided I didn't want to work with humans. Animals are my passion, and I wanted to further my career saving animal lives." Similarly, Veterinary Assistant, Sarah reported, "I've been in practice for about five years." Continuing that theme, Client Service Representative in Maple Shade, Amanda, made that claim, too, when she said, "I have been in the veterinary field since 2009



working as both a technician and receptionist in private practice, animal shelters, and emergency medicine. I'm currently working to get my bachelor's degree in Animal Sciences online."



Why NorthStar VETS®?

The big question we want to know right now is what attracts new team members to NorthStar VETS®. The good news for us is that our reputation precedes us, but we also offer something in return. For those looking to level up, like Sarah, they see potential at our hospital. She said, "I applied for the learning experience and for a higher fast-paced level job." That sounds reminiscent of what brought Technician Jessica, on board more than eighteen years ago! Amanda echoed Sarah with her sentiment, "It's a good time to be here as this industry expands and more people adopt pets. NorthStar VETS® has a great reputation and I wanted the experience of learning new things!"

First Days Set the Tone

When we asked these newbies to recount their first days with us, they had a lot to share! For Sarah, it was the personal interactions and small perks that sealed the deal for her. "What impressed me was how everyone introduced themselves to me and were so helpful with all my questions. If they didn't have an answer, they pointed me in the right direction. Also, they have snack and soda machines!" Amanda noted that welcoming atmosphere as well in her statement, and has already latched on to one very special coworker. "Everyone was so nice and helpful my first week here," she stated, "and, I'm looking forward to learning, gaining experience, and getting more comfortable with emergency medicine. Seeing more exotic animals is also a plus! But the big thing for me is I also love seeing Shady, the hospital cat, every day!" Nina had a few thoughts as well. "Everything impressed me right off the bat, from all the different specialties, how the ER, ICU, and wards functioned, to the way everyone works together. There are so many different types of cases, it is delightful! Once seeing the knowledge of the techs and assistants and the equipment they use, I was so excited to be a part of it!" Nina also shared her experience during one of her first days that she will always carry with her. "Recently, we

had a 'STATurday.' There were so many stats in ER that day, sometimes coming in two at a time. The Emergency doctors and nurses all banded together and did an amazing job handling it all. That type of teamwork and passion is something I will never forget."

Hopes for their Time Here

All new team members at NorthStar VETS® want to travel along a path that brings them growth, and there are many different paths available these days! Sarah wants to grow both personally and professionally, with big goals. "I see myself as a licensed veterinary technician and a practice manager someday. I'm looking to gain knowledge and experience around the ins-and-outs of the industry. Further, I hope to learn how to detach my anxiety from high-stress situations at the hospital (that's more of a personal thing)." Like the rest, Amanda has big plans for her future career and intends to take her first steps right here with us. "Once I finish my bachelor's degree," Amanda stated, "I'm thinking about applying to vet school, so fingers crossed!" Nina is also looking long-term. "I really see myself settling in at NorthStar VETS® and becoming a CVT. I have always wanted to work here for the longest time, but was very intimidated about pursuing it. My excitement is around learning so many new things, helping animals, and I feel like I pick up something new every day!" We wish our new team members all the best in their journeys and are honored they chose NorthStar VETS® as the place to make these dreams happen!



WHAT IT MEANS TO IMPROVE
QUALITY OF LIFE

We do what we do to improve quality of life for others. It's our purpose in life to care for the pet that's suffering, help the client who relies on their relationship with their pet, collaborate with the referring veterinarian who needs additional expertise on a case, and to support to each other. Business doesn't motivate people, but purpose does. Here are two stories of people whose lives were changed as a direct result of our purposeful actions.

It was a terrible day for Laura and her son when she had to put their 12-year-old cat, Thorn, down. The boy was only eight when they adopted Thorn, and he was the sweetest cat. Dr. Callejas was empathetic as she took them through the process, treating them warmly and allowing them to set the timing. That respect was an obvious way to improve quality of life for everyone involved, but it didn't stop there. After Thorn passed and Laura was ready to leave, she stepped into the hall as one of our team members walked by with a stack of towels. Laura asked if someone could take Thorn because they did not want to leave him alone in the room. This NorthStar VETS® teammate immediately set down the towels and retrieved the cat in the gentlest manner. Laura spent a few silent moments in our garden processing things before driving home, and truly appreciated all the ways we made an awful day bearable for her and her son.

When Annette's 13-year-old Labrador, Chloe, was five, she severed a tendon in her hind foot. Annette was told her dog would heal, but would always walk with an altered gait. This dog was a promising obedience competition dog, so that meant the end of her career. They consulted with an orthopedic specialist at NorthStar VETS® who suggested an experimental treatment of placing her leg in a splint for several weeks to form scar tissue that would hold her foot in the correct position. The splinting worked, but in the process, she lost muscle tone in that leg. Afterward, they worked with Dr. LoScudato for several months to get her in competition shape. Eventually, Chloe stepped back into the ring to not only compete, but finish the obedience trial championship, compete in masters obedience at Westminster, and finish her career in the national rankings! Giving clients hope where they couldn't see it before is always a gratifying moment, and can change the course of the lives you touch.

Sometimes, it's the tiniest things that make all the difference.



M. Joy Weinstein
VMD, DACVS
SURGERY
Team Member
Since 2003

WHAT LEGACY WILL YOU LEAVE?

You WILL leave a legacy. It's the intangible thing you leave behind after you're gone, for better or worse. However, you get to decide the legacy you leave. It comes from your actions, behavior, commitments, effort, and creation. Leave your world - family, friends, team and others better off than when you got here. Leave a lasting footprint that will be remembered by those whose lives you touched. Here are five steps to help you be more intentional about your legacy starting today.

- 1. Decide what is most important in life
- 2. Support those things
- 3. Pursue your passions
- 4. Be generous to others
- 5. Mentor others

HISTORY OF NORTHSTAR VETS®



Our evolution as an advanced-care hospital began as a mobile veterinary surgery practice in 2000. Due to the demand for this level of specialized care, the practice has expanded continuously ever since. Today, NorthStar VETS® is an established, award-winning, emergency, trauma and specialty referral center headquartered in Mercer County (Robbinsville, NJ).

2000

This hospital started as a single doctor mobile surgery practice working out of local veterinary clinics and was originally named Veterinary Surgical and Diagnostic Specialists (VSDS).

2003

VSDS moved into its first home in Clarksburg, NJ. Soon, a 24/7 emergency service was added and internists were brought on to offer additional services with board-certified specialists.

2010

VSDS officially changed its name to NorthStar VETS®.

2011

NorthStar VETS® moved its growing practice into a brand-new, 33,000 square foot, state-of-the-art facility in Robbinsville, NJ.

2015

The first satellite location opened in Maple Shade, NJ to make life easier for its many South Jersey clients. The new facility allows clients to utilize the same doctors available in Robbinsville, but conveniently located in Burlington/Camden County.

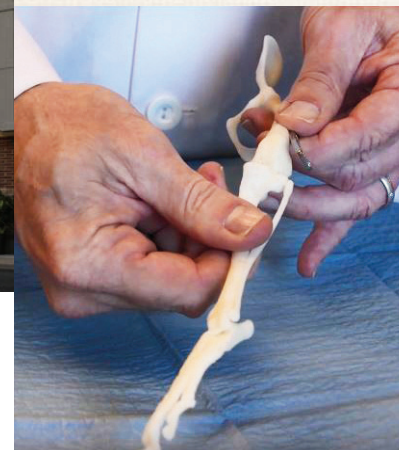
2020

As NorthStar VETS® celebrated its 20-year anniversary, the second satellite opened in Brick, NJ to meet demand at the Jersey shore. This new facility allows clients in Ocean County to see the same specialists available in Robbinsville, but conveniently located near them.



WE'VE BEEN A LITTLE BUSY THIS YEAR...

A LOOK AT SOME OF OUR MOST MEMORABLE ACHIEVEMENTS



3D PRINTING IS HERE!

By purchasing a 3D printer, NorthStar VETS® now has the capability to produce diagnostic aids in house and on-demand. Bone models printed from CT scans allow our surgery team to successfully plan, test, and perform complex operations on a patient's own anatomy. This invaluable technology helps to increase surgical precision, decrease operating time, and help reduce any post-operative complications.



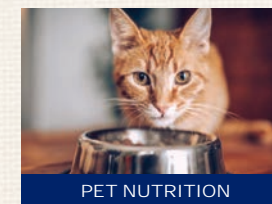
WE ADDED NEW SERVICES



INTEGRATIVE MEDICINE



MEDICAL ONCOLOGY



PET NUTRITION



WE STARTED A NEW MAGAZINE

In partnership with NJ Monthly™, we launched our first magazine. With over 8,000 distribution in homes, Pet Perspective is 36 pages of amazing true stories, pet parent articles, seasonal tips, and expert veterinary advice.
northstarvets.com/pet-perspective

WE ARE VETCOT® RE-CERTIFIED AND PROUD!

Being a VetCOT® Trauma Center Means We Are Committed To:

PREPAREDNESS: Ensuring our facility is ready for any trauma that comes through our doors.

COLLABORATING: Internal exchanges between our own specialty departments as well as external trauma centers.

LEARNING: Continued education for everyone involved in the handling of trauma cases (from our reception staff to our ER veterinarians).

IMPROVEMENT: Continual process improvement in our trauma care.



WE DID IT AGAIN...

WE TOTALLY NAILED OUR AAHA® RECERTIFICATION!

NorthStar® VETS was recently evaluated on more than 900 stringent quality standards of veterinary excellence. With only 15% of veterinary practices in the US and Canada being AAHA® accredited, our recertification is solid proof of gold standard patient care.



IN THE PRESS

In the past year, NorthStar VETS® staffers have been featured in 28 online news outlets nationwide.



WE NEVER STOP LEARNING

BECAUSE LIFE NEVER STOPS TEACHING



Continuing education (CE) is critical for veterinary professionals seeking to remain at the forefront of their profession. As new techniques, research, and trends emerge, NorthStar VETS® doctors and veterinary technicians provide RACE® approved topics that are relevant, convenient, and practical. Since 2012, our highly successful Social Vetworking™ Lecture Series has provided the perfect opportunity to share knowledge, network with fellow colleagues and foster professional relationships with our referring partners.

We are committed to educating future doctors and offer hands-on opportunities to gain skills in an in-patient setting. Because NorthStar VETS® is a teaching hospital, we bring years of experience to each case and have a vast and highly specialized knowledge base from which to draw answers. Clinical experience is a core component of veterinary education, and our hospitals teach students, interns, and residents, highly specialized skills. In 2022 we celebrated the completion of our very first clinical resident (Small Animal Surgery) and our first clinical intern (Small Animal Ophthalmology) – helping veterinarians gain board certification in their chosen specialty.



LIFE-SAVING PET EMERGENCY TRAINING

For years we've partnered with state and local police, fire departments, rescue squads, and first responder units. Our Emergency/Critical Care Department offers a specialized K9 First Aid and CPR lecture for professional working dog handlers and emergency rescue personnel. Should a dog accidentally come into contact with an opioid in the field, our team demonstrates how to properly and quickly administer the antidote Narcan®. Swift action on the scene stabilizes the animal, allowing for transport to the treating veterinarian for evaluation and continued care.



EDUCATION

ISN'T SOMETHING YOU CAN FINISH

We understand the growing demands in the veterinary landscape and believe strongly in supporting the development of the next generation of veterinary professionals. NorthStar VETS® is proud to host and educate student externs from Veterinary Schools, Veterinary Technician/Assistant Programs, and Animal Science/Pre-Vet Programs. While many of our students are from right here in the New Jersey area, others travel from other parts of the country and internationally to observe and learn with our team.

Our amazingly talented and knowledgeable staff continually deliver in-house training workshops on a variety of topics. Whether it's how to triage and handle a bird, calculating medical math, or dealing with challenging clients, we strongly believe that everyone should be strengthening their skills every single day.



We know a thing or two about emergencies and you can be certain that they'll always strike when least expected. In addition to emergency veterinary training for our patients, NorthStar VETS® staff recently received human CPR certification that could potentially save the life of a stranger, a client, or fellow co-worker.





OUR COMMITMENT TO MOTHER EARTH

NorthStar VETS® was built on a 3-acre parcel where a circa 1760 farmhouse had stood. During construction, great care was taken to protect the property's 250-year-old copper beech tree as well as the mature oaks and other species dating back to the 18TH and 19TH centuries. In fact, the hospital was intentionally designed around those trees. Although the farmhouse was too dilapidated to save, some of the original bricks and hand-hewn oak trusses were salvaged and these materials were incorporated into the design of the hospital's reception area.

When we opened in Robbinsville in 2011, it was designed to help fulfill the purpose of improving the quality of life of others through a number of green architectural features and team practices. To reduce heating and cooling needs year-round, a geothermal loop system was installed. Geothermal energy uses the earth's subterranean temperature of 55° to heat and cool water circulated through the system and pumped back into the building. Geothermal systems help to remove more than 1.5 million metric tons of carbon emissions from the atmosphere every year.

The beauty and power of natural light was harnessed to reduce the need for artificial lighting. Health benefits of sunlight create a stimulating and positive work environment by utilizing a scientific process called "Daylighting"—allowing the controlled admission of light into the interiors of our building. Light tubes were built into our patient wards, and massive skylights installed above the in-patient treatment area. The overall design allows windows on exterior walls to direct light through dark corridors. To ensure minimal use of electricity in our 24-hour hospital, automatic lights turn off when a room is not occupied.

We enforce recycling initiatives with specifically marked receptacles throughout the building. Our Pharmacy department switched to reusable paper bags, and recycles cardboard cartons for hospitalized feline patients. Our IT department participates in ink cartridge/battery recycling programs and our Inventory Management monitors and forecasts stock to reduce unnecessary waste. CUBEX® automated dispensing machines maximize efficiency, lower inventory spend and improve regulatory compliance so our team can focus on patient care.

For the better part of a decade, we've been a paperless practice, reducing tons of paper waste every year. Saving trees was also an important theme during initial hospital construction. Our Robbinsville building and parking lot were thoughtfully built around many of the 300+ year old trees on the property. In 2011 NorthStar VETS® planted new trees at a nearby community park to offset the loss of any landscapes removed to make room for the new hospital.

Today, solar panels installed in an adjacent property supply 20% of our hospital's energy needs, further reducing our carbon footprint. These green efforts are responsible for reducing greenhouse gas emissions — proving how committed we are to improving quality of life for others.



SAVING PETS' LIVES...

WITH THREE NEW JERSEY LOCATIONS TO SAVE TIME!

Minutes matter in an any animal emergency, and our three convenient locations are equipped with exceptional doctors, veterinary nurses, and staff to handle the most severe traumas and emergencies for dogs, cats and other small mammals.



CENTRAL JERSEY MAIN HOSPITAL
NORTHSTAR VETS®
— ROBBINSVILLE, NJ —

Built in 2011, NorthStar VETS® is an award-winning, emergency, trauma and specialty referral center with over 200 employees, including more than 50 veterinarians housed in a state-of-the-art, 33,000 sq. ft. facility headquartered in Mercer County (Robbinsville, NJ).



SOUTH JERSEY SATELLITE
NORTHSTAR VETS®
— MAPLE SHADE, NJ —

The Burlington County emergency and trauma satellite in Maple Shade, NJ is all about convenience for clients in South Jersey. Built in 2015, this hospital has five exam rooms and an operating suite. This 4,746 sq. ft. facility is centrally located and easily accessible by two major high-ways — **Route 38 and Route 73.**



JERSEY SHORE SATELLITE
NORTHSTAR VETS®
— BRICK, NJ —

To serve clients near the Jersey Shore, a second 10,000 sq. ft. satellite location was built in Brick, NJ in 2020. This emergency facility allows pet parents to utilize the same veterinarians available in Robbinsville, but with the convenience of an Ocean County location. — **Route 70.**



CENTRAL NJ: 315 ROBBINSVILLE-AlLENTOWN ROAD, ROBBINSVILLE, NJ 08691

SOUTHERN NJ: 2834 ROUTE 73 NORTH, MAPLE SHADE, NJ 08052

JERSEY SHORE: 507 ROUTE 70, BRICK, NJ 08723

(609) 259-8300

NORTHSTARVETS.COM

