

Put in same folder following files:

value of next question.wav  
who wants to be a millionaire.wav  
new question.wav  
Lets play theme.wav  
Regis walks in .wav

## Before I was 'Reported as deceased'

When I did relief work for 18 years, had over  
85% return rate for clinics.

Before corporate consolidators throwing  
money around.

Before shortage of veterinarians.

Before signing and retention bonus'

Before 'relief services'.



50:50

Welcome to

**Who Wants to  
be a Relief  
Millionaire**

15	\$1 Million
14	\$500,000
13	\$250,000
12	\$125,000
11	\$64,000
10	\$32,000
9	\$16,000
8	\$8,000
7	\$4,000
6	\$2,000
5	\$1,000
4	\$500
3	\$300
2	\$200
1	\$100

Raymond J Ramirez DVM  
University of Illinois 1986

15	\$1 Million
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3	\$300
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RAYMOND J. RAMIREZ  
108 OTTAWA CT  
EAST PEORIA, IL 61611

Driver's License No.: R562-7306-1108  
Expiration Date: 04/15/2024

Dear Motorist,

Federal law requires the Secretary of State's Office to check your information with the National Driver Registry Problem Driver Pointers System (PDPS) to ensure States share key information to combat fraud and identity theft as well as improve road safety. Unfortunately, the PDPS system is showing that the Illinois driver to whom this notice is addressed has been "reported as deceased" (RPD) in the State(s) below. If the addressed Illinois driver is deceased, please inform the Illinois Secretary of State's Office by sending this letter to you prior to your driver's license expiration date in an effort to give you time to resolve the issue in the other State(s).

To be a 'relief'  
veterinarian, you  
first must have this.

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50:50

A: 20 pets

B: Veterinary License in IL

C: computer

D: DEA license

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4	○	\$500
3	○	\$300
2	○	\$200
1	○	\$100



The official name of a relief veterinarian by legal and medical and IRS terms.

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1	○	\$100

50:50



A: Pro bono

B: Relief

C: Temp agency

D: Locum tenens

When seeing clients & pets, as a locum tenens doctor, this is the best amount of time to spend with them.

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4	○	\$500
3	○	\$300
2	○	\$200
1	○	\$100

50:50



A: Clinic norm

B: 60 min w client  
—no testing

C: always bring pet to 'back'

D: 15 min exam w client



55 You get to choose between your ego and your wallet: the bigger one is, the smaller the other will be.

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This is NOT the best reason to do 'relief' locum tenens work.

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1	○	\$100

50:50



A: Practice my way

B: Flexibility of schedule

C: Get to see many things

D: Max days off (without pay)

When interviewing a locum tenens doctor, in addition to the initial pleasantries, this is the best answer to: "What are your favorite new protocols for treatments and vaccineations?"

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1	○	\$100

50:50



A: Only do 3 yr vx protocols

B: Alfaxalone only for anesthesia & sedation

C: willing to try new things

D: Only follow Taylor Swift songs

**Congratulations!**

**You've Reached  
the \$1,000  
Milestone!**

The following IRS  
form is needed by  
the IRS to prove you  
are an independent  
contractor.

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50:50			
A: Contract w dates/ times		B: Federal Identification Number (FEIN)	
C: LLC signed		D: W-9	

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The opinions  
expressed here are  
my own and may  
not necessarily  
reflect the views or  
practices of others  
in the field. They  
are intended for  
informational  
purposes and  
should not be taken  
as professional  
advice.

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This is one of the  
places least likely  
to find good  
potential relief  
doctors.

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50:50			
A: Nearby colleagues		B: Local bar	
C: vendor representatives		D: Association newsletter	

This is why how you  
dress as a relief  
veterinarian might  
be important.

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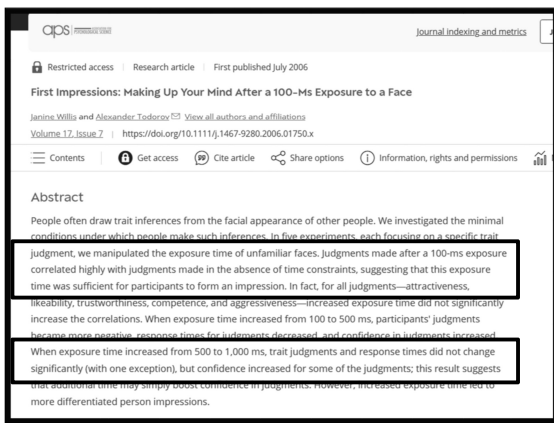
50:50			
A: clients will trust no matter what		B: How dressing does not matter	
C: lab coats have no bearing		D: First impressions matter	

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### How First Impressions Work

People often say "you  
never get a second  
chance to make a  
first impression",  
and that's actually  
quite true—which is  
why it's so  
important to start  
on the right foot.





## What about the human studies

### BMJ Open Understanding patient preference for physician attire: a cross-sectional observational study of 10 academic medical centres in the USA

Christopher M Petrilli,<sup>1,2</sup> Sanjay Saint,<sup>1,2</sup> Joseph J Jennings,<sup>3</sup> Andrew Caruso,<sup>4</sup> Latoya Kuhn,<sup>1,2</sup> Ashley Snyder,<sup>5</sup> Vineet Chopra<sup>1,2</sup>

To cite: Petrilli CM, Saint S, Jennings JJ, et al. Understanding patient preference for physician attire: a cross-sectional observational study of 10 academic medical

**ABSTRACT**  
**Objective** Several large studies have shown that improving the patient experience is associated with higher reported patient satisfaction, increased adherence to treatment and clinical outcomes. Whether physician

**Strengths and limitations of this study**  
► This is the largest study to date that examines patient preferences for physician attire.  
► The study design and survey instrument were careful.

## But what about??

- JAVMA study June 2020

Special Report

### Investigation of the effects of veterinarians' attire on ratings of trust, confidence, and comfort in a sample of pet owners in Canada

Jason B. Coe DVM, PhD  
Rachel O'Connor MS  
Christina N. Pizzolon MS  
Kimberly A. Hester DVM  
Leandra J. Nogueira Borden DVM, MS  
Derek Haley PhD  
From the Department of Population Medicine, Ontario Veterinary College, University of Guelph, Guelph, ON N1G 2W1, Canada.

**OBJECTIVE**  
To examine companion animal owners' perceptions of appropriate veterinarian attire and investigate potential associations between a veterinarian's attire and clients' ratings of trust, confidence in, and comfort with a veterinarian.  
**SAMPLE**  
449 pet owners.  
**PROCEDURES**  
Participants were randomly assigned to complete a questionnaire containing photos of a male or female model veterinarian photographed in 8 at-

## BMJ open – March 2018

- 4062 patients

### Measurements

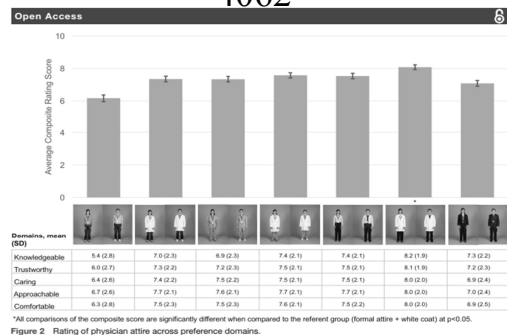
Ratings regarding how knowledgeable, trustworthy, caring and approachable each physician appeared, as well as how comfortable the physician made the respondent feel, were measured using a 1–10 scale, where 1 indicated 'somewhat preferred' versus 10 'extremely preferred.'

## JAVMA June 2020

In human medicine, physician attire has been found to affect patients' trust,<sup>6,9,10</sup> confidence,<sup>4,6,8,11</sup> and comfort,<sup>5,8,9,11</sup> with most research identifying patients' perceptions of trust or confidence being positively impacted when physicians are seen in attire that includes a white laboratory coat.<sup>4,6,8–10</sup> In addition,

Although patients' perceptions of physician, nurse, psychiatrist, and dentist attire have been investigated extensively in the literature,<sup>3,4,6,8,15–17</sup> to the authors' knowledge, research focused specifically on clients' perception of veterinarians' attire has only just begun to receive attention.<sup>18,19</sup> Given the unique

## BMJ open – March 2018 4062



\*All comparisons of the composite scores are significantly different when compared to the referent group (formal attire + white coat) at p<0.05.  
Figure 2 Rating of physician attire across preference domains.

## JAVMA June 2020 449 participants

Pet owners were recruited for study participation by 2 methods. In the first method, participants were recruited at various dog parks located in 3 cit-

Participants were also recruited by use of snowball sampling methods through social media. A notice including a link to the survey and encouraging distribution of the link to others was posted on a social me-

## BMJ open – March 2018 4062

A total of 4062 questionnaires were completed by patients across 10 academic medical centres in the USA. Respondents represented all parts of the USA including the Northeast, Midwest, South and West. Most patients were surveyed while admitted to the hospital (n=2616 (64%)); however, a substantial proportion of outpatients were also included (n=1446 (36%)). Respondents were most often

BMJ open – March 2018

4062

- These patients were stressed at a hospital – over 2/3 hospitalized.

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6	○	\$2,000
5	○	\$1,000
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1	○	\$100



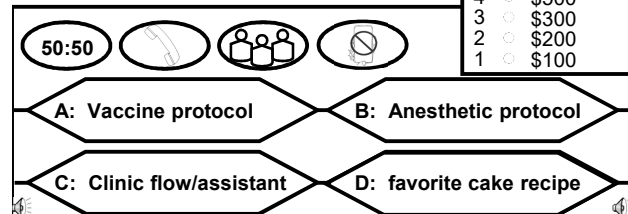
BMJ open – March 2018

4062



This is the only thing that would not be helpful for a new doctor in a practice:

15	○	\$1 Million
14	○	\$500,000
13	○	\$250,000
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Example of what I used prior to 2007

Treatment form for Lakeview Veterinary Clinic - sent August 25, 2015

Ear infection, first time: Ear smear: then appropriate treatment in ear bid x 10. phone check in 3 day. if severe possible, recommend inj of vetolog - have staff give price before doing

Ear infection, recurring: smear, and above, but discuss food trial and why food relates to skin/ ears, and go over food trial handout

When do you recommend any surgery (Modified Zaps? test all ears?)

\*\*\* not needed any more

Treatment for Ear Mites: Clean ears, Revolution 3 x, then check ears in 6 weeks.

Allergic Dermatitis: discuss with client either Depo if seasonal or oral Pred. Go over steroid sparing strategy handout

Full anal glands: express - if necessary infuse with antibiotic ointment

Mismating: rec OHE or have pups

Upper Respiratory Infection: felix: Inj AB, then Rx either liquid Clevox or tablet check back in 7-10 day

Anesthetics/ pain management: Premed with Rindyl

Dog OHE: Premed Rindyl/ ace glyco and induce with Ket/Midazolam, Intubate and maintain on Iso. In surg if not laser, local with lidocaine/ bupivacaine.

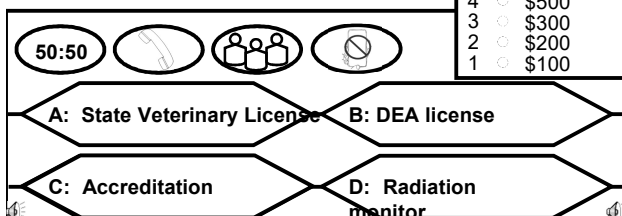
Cat Debow: Anesthetic same as cat OHE

Cat OHE: Inj Ket/dex/rob IM. Metazone at 1/2 dose on



This is the license Not needed if you need to take an x-ray on patient seizing and but not traveling to Canada

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2	○	\$200
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Congratulations!  
You've Reached  
the \$32,000  
Milestone!



15	○	\$1 Million
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## JESP Jan 2012

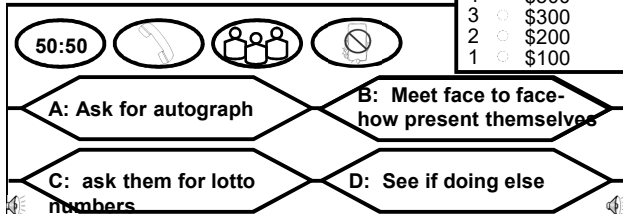
- Nobel Prize winner 1978 Literature

"What a strange power there is in clothing."

~Isaac Bashevis Singer

**A step most would consider prior to letting a total stranger into your million dollar facility would be:**

15	○	\$1 Million
14	○	\$500,000
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JESP Jan 2012 99, 67, 45, 87 students



Study on how smart with Dr coat

JESP Jan 2012 99 students



Find all differences between the two pictures

## Can a lab coat make you smarter?



Reports  
Enclothed cognition  
Hajo Adam, Adam D. Galinsky\*

### ARTICLE INFO

Article history:  
Received 19 January 2012  
Revised 7 February 2012  
Available online xxx

### ABSTRACT

We introduce the term "enclothed cognition" to describe the systematic influence that clothes have on the wearer's psychological processes. We offer a potentially unifying framework to integrate past findings and capture the diverse impact that clothes can have on the wearer by proposing that enclothed cognition involves the co-occurrence of two independent factors—the symbolic meaning of the clothes and the physical experience of wearing them. In a first test of our enclothed cognition framework, we present research

## JESP Jan 2012

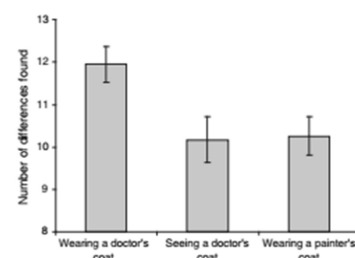
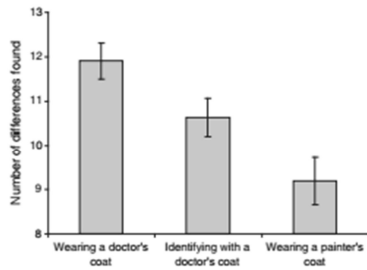


Fig. 2. Sustained attention (number of differences found in the comparative visual search tasks) as a function of experimental condition. Error bars represent  $\pm 1$  SEM.

## JESP Jan 2012



3. Sustained attention (number of differences found in the comparative visual search tasks) as a function of experimental condition. Error bars represent  $\pm 1$  SD.

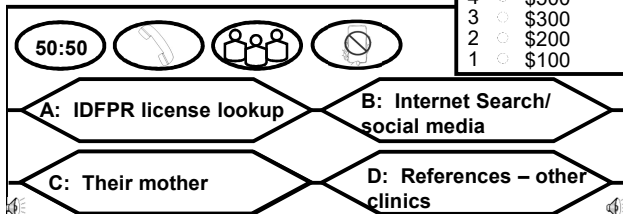
Select "Veterinarian"  
Ramirez last name, 'state' = IL—but no other is required...

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Name	License Status	Credential	City/State	Original Issue Date	Current Expiration Date	Ever Disciplined	DOB / AKA
RAYMOND J RAMIREZ	ACTIVE	00000555	East Peoria, IL	07/01/1986	01/01/2027	N	
SANDRA A RAMIREZ	ACTIVE	000005812	YORRIVILLE, IL	08/23/2001	01/01/2027	N	
RAYMOND J RAMIREZ	NOT RENEWED	30****35	MARION, IL	10/16/1990	01/01/2009	N	
RAYMOND J RAMIREZ	ACTIVE	30****19	EAST PEORIA, IL	11/26/2007	01/01/2027	N	
CHELSEY B RAMIREZ	ACTIVE	00001006	MALDENVILLE, IL	03/23/2015	01/01/2027	N	
CHELSEY B RAMIREZ	NOT RENEWED	30****24	Mt Pleasant, IL	03/19/2013	01/01/2018	N	
JOSE RAMIREZ	ACTIVE	00001430	WEST FRANKFORT, IL	05/16/2005	01/01/2027	N	
MICHAEL P RAMIREZ	NOT RENEWED	00001402	MINOOKA, IL	08/12/2004	03/09/2005	N	
JOSE RAMIREZ	ACTIVE	30****24	WEST FRANKFORT, IL	05/16/2005	01/01/2027	N	

When considering a relief veterinarian, these are the places to look up information

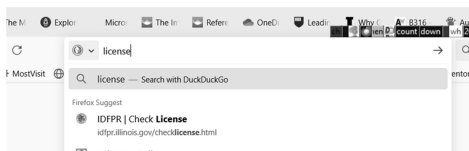
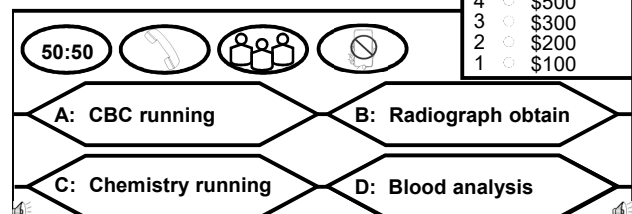
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When having a relief Dr it is best to have them learn how to do the following:

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1	○	\$100



What about...

- An Illinois Controlled Substance License?
  - Needed per location the Dr will be administering or prescribing drugs from
  - Locum tenens can use their home office location as the CS license in IL.



**As an Independent Contractor under IRS rules, a 1099 should be issued if someone is paid more than:**

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3	○	\$300
2	○	\$200
1	○	\$100

50:50

A: \$600

B: \$1,200, index 4 inflation

C: \$1,500 index 4 inflation

D: \$2,500

**YOU WIN \$1 MILLION DOLLARS!**

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**This is what you are allowed to do if you do NOT have a DEA license.**

15	○	\$1 Million
14	○	\$500,000
13	○	\$250,000
12	○	\$125,000
11	○	\$64,000
10	○	\$32,000
9	○	\$16,000
8	○	\$8,000
7	○	\$4,000

50:50

A: Euthanize pet in clinic with clinic meds

B: Script out CS meds to Walgreen/ CVS

C: Direct CVT to administer CS while in with next patient

D: Direct VA to administer while in room filling out record.

E: Dispense CS med from clinic pharmacy

F: Administer CS anesthesia in clinic to a patient of clinic.