



Your trusted partner
in specialized veterinary care.

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BACKGROUNDER



Overview

Care Center is one of Ohio's leading veterinary emergency and specialty practices, with 27 highly trained veterinarians who provide advanced care at locations in Cincinnati and Dayton. In addition to being the Tri-State area's first 24-hour veterinary emergency, trauma and critical care hospital, Care Center is a prominent referral hospital, giving the region's primary care veterinarians a trusted resource to which they can refer their severe, complicated, or challenging cases.

History: The Hometown Connection

Four local veterinarians founded Care Center in 2000 on the principles of top-quality care, integrity, and transparency. As an independently owned practice that has served the Tri-State region for over a decade, Care Center established its hospitals in locations that allow its founders to serve their hometown communities and operate at the highest level of the veterinary profession.

Founding Partners:

- [Douglas Hoffman, DVM](#), CEO, CFO, Emergency Clinician
- [Michele Muldoon, DVM, DACVS-SA](#), Board-Certified Surgeon
- [Sharmila Ruparel, DVM](#), Emergency Clinician
- [Daniel Carey, DVM](#), Emergency Clinician

Accreditation: A Higher Standard of Quality

In 2014, Care Center's Cincinnati and Dayton locations earned both Traditional and Referral accreditation from the American Animal Hospital Association (AAHA), the only veterinary hospitals in the region to hold this dual-accreditation distinction. Unlike human hospitals, animal hospitals are not required to be accredited. Veterinary hospitals are evaluated on approximately 900 standards of veterinary excellence in order to become accredited. Only 12 – 15% of all small-animal hospitals in the U.S. and Canada have earned this prestigious AAHA accreditation, which requires an onsite evaluation every three years.

Further, Care Center has met the stringent care standards of the American College of Veterinary Emergency and Critical Care (ACVECC) for emergency and critical care hospitals, and the American Veterinary Medical Association (AVMA) for specialty care as delivered by board-certified veterinary specialists.

Specialty Services Available at Care Center

Care Center currently offers the following veterinary specialty services provided by board-certified veterinarians:

- [Cardiology/Mobile Cardiology](#)
- [Diagnostic Imaging](#)
- [Emergency/Critical Care](#)
- [Internal Medicine](#)
- [Interventional Radiology](#)
- [Oncology](#)
- [Radiation Oncology](#)
- [Radioiodine \(I-131\)](#)
- [Rehabilitation](#)
- [Surgery](#)



BACKGROUNDER

Stereotactic Radiosurgery: Revolutionary Cancer Care Technology

Stereotactic radiosurgery (SRS) is an advanced form of radiation therapy with a 40-year track record of effectiveness in treating humans with cancer. Today, however, fewer than 10 specialty centers in the entire nation offer radiosurgery for pets, so only a small percentage of animals with cancer can be treated with this technology.

To address this unmet need, PetCure Oncology is forming partnerships with leading specialty animal hospitals across the country to establish a national network of comprehensive cancer care centers that specialize in SRS and advanced radiation therapy. With this industry-leading expertise in radiation oncology, PetCure Oncology at Care Center is the only location within 250 miles of Cincinnati that is providing pets in the Tri-State region with access to this revolutionary treatment - delivered with the intent to cure, rather than merely ease, the symptoms of cancer.

Blood Bank & Donor Program

Like humans, there are times when our canine and feline companions may have an urgent need for blood or plasma. This could include trauma, blood clotting disorders, autoimmune diseases and some cancers, certain poisonings, and/or excessive bleeding from illness or surgery. We are committed to having a full assortment of blood products easily accessible for pets and our local veterinary community to avoid detrimental treatment delays that are inevitable when we have to order these products from far away.

The [Care Center Animal Blood Bank](#) is a well-established, full-service, non-profit veterinary blood bank located at Care Center in Cincinnati. We are pleased to partner with Hill's Pet Nutrition to provide this valuable, life-saving service. Hundreds of lives have been saved because of the kindness of our animal donors.

Sharing Expertise Through Continuing Education

Care Center has earned the respect and loyalty of the Tri-State referring veterinarian community not only with its high-quality clinical care but also its robust continuing education program. Every other month, Care Center hosts lunch-and-learn CE programs that grant 2 hours of credit. Topics range from veterinary medicine to practice management.

What Sets Care Center Apart

- **A commitment to the community** – As an independently owned practice with deep local roots, Care Center's care is tailored to the needs of each patient and pet owner, not an outside corporate entity
- **Transparency** – We hold ourselves accountable to our referring veterinarians, our patients and their owners, and take a truly collaborative, open and honest approach to our clinical care and service
- **Leading-edge technology** – Care Center became the first practice in the Midwest to offer stereotactic radiosurgery (SRS) for pets in 2015 and remains the only practice within 250 miles of Cincinnati to offer this revolutionary cancer care technology
- **Nationally recognized for quality care** – We are the only practice in the region to achieve dual accreditation from the American Animal Hospital Association (AAHA) as well as recognition from two other national organizations



FACT SHEET

Who: Care Center – Specialty and Emergency Animal Hospital

Founded: 2000

What: Four hometown veterinarians built Care Center in Cincinnati and Dayton, Ohio, where over 100 professionals provide advanced care for companion animals and their families. In addition to providing 24/7 emergency services, Care Center is a prominent referral and specialty AAHA-accredited hospital, providing the Tri-State's general practice veterinarians with a place to refer their critical, complicated, or challenging cases. Care Center's medical team is comprised of board-certified and highly trained veterinary cardiologists, criticalists, internists, oncologists, rehabilitation experts, and surgeons.

Services:

- [Blood Bank & Donor Program](#)
- [Cardiology/Mobile Cardiology](#)
- [Diagnostic Imaging](#)
- [Emergency/Critical Care](#)
- [Internal Medicine](#)
- [Interventional Radiology](#)
- [Oncology](#)
- [Radiation Oncology](#)
- [Radioiodine \(I-131\)](#)
- [Rehabilitation](#)
- [Surgery](#)

State-of-the-Art Technology:

- Computed Tomography (CT)
- Digital Radiography
- Echocardiography
- Fluoroscopy
- Ultrasound
- Varian Trilogy (Radiation Therapy)

Founding Partners:

- [Douglas Hoffman, DVM](#), CEO, CFO, Emergency Clinician
- [Michele Muldoon, DVM, DACVS-SA](#), Board-Certified Surgeon
- [Sharmila Ruparel, DVM](#), Emergency Clinician
- [Daniel Carey, DVM](#), Emergency Clinician

Where: 6995 E. Kemper Rd., Cincinnati, OH 45249 • 513.530.0911 | 6405 Clio Rd., Dayton, OH 45459 • 937.428.0911

Size: Cincinnati: 20,800 sq ft [9 exam rooms] | Dayton: 5,000 sq ft [4 exam rooms]

Website: CareCenterVets.com

Tagline: Your trusted partner in specialized veterinary care.

Hours/Appointments:

- Emergency & Critical Care: 24/7, 365 days • No appointment or referral necessary
- Specialty & Referral Services: M – F, 9am – 5pm • By appointment via referral from primary care veterinarian

Accreditation: American Animal Hospital Association ([AAHA](#)) – Referral and Traditional Categories (2014)

Community Partnerships:

- SPCA Cincinnati
- Humane Society of Greater Dayton
- Cincinnati Police K9 Unit (health screenings, first aid kits, safety & CPR training for K9 officers/handlers)



LEADERSHIP

Doug Hoffman, DVM

Chief Executive Officer/Chief Financial Officer
Cincinnati Animal Referral and Emergency (CARE) Center
Co-owner/Chief Executive Officer
Veterinary Specialty Management Services, Inc. (VSMS)

Doug received his Bachelors in Biology from Xavier University in 1989. From there he went to The Ohio State University where he received his DVM degree in 1993. Doug went on to private practice for five years before finding his true passion, Emergency Veterinary Medicine.



Dr. Hoffman worked as veterinarian in an after-hours emergency clinic in Cincinnati for three years before co-founding the Care Center in 2000. After many years managing the practice and shift work as an emergency clinician, Dr. Hoffman has devoted his full attention to management and oversees the management team for both of Care Center's locations, which includes over 25 doctors and 100 staff members.

For the last several years, Dr. Hoffman has served on the executive committee of the Veterinary Specialists in Private Practice conference overseeing the ER/Critical Care Pre-conference and has spoken on many topics regarding financial management of specialty/ER practices. Dr. Hoffman also serves on the executive committee of Veterinary Management Group (VMG) 19, which was the first ER/Specialty management group in the VMG family.

In 2012, Dr. Hoffman's management company Veterinary Specialty Management Services (VSMS) was hired by The Ohio State University College of Veterinary Medicine to help design, build, staff and manage the college's 24-hour emergency and specialty satellite facility, which opened in April of 2013.

Doug is married with 3 children and, when not at work, enjoys coaching baseball and basketball.



LEADERSHIP



Michele Muldoon, DVM, DACVS-SA – Co-Founder

Diplomate, American College of Veterinary Surgeons – Small Animal

Another Cincinnati native, Dr. Muldoon received her Doctor of Veterinary Medicine degree from The Ohio State University in 1993. She completed a small animal medicine and surgery internship at Oradell Animal Hospital in New Jersey before returning to OSU as a small animal surgical resident. Upon completion of her residency in 1997, she practiced surgery at a referral practice in New Jersey, Garden State Veterinary Specialists. Dr. Muldoon became board certified in small animal surgery in 1999 and eagerly took on the challenge to build and launch Care Center in 2000. She has a special interest in orthopedics, especially canine total hip replacement. Dr. Muldoon is a graduate of McAuley High School and Miami University.



Sharmila Ruparel, DVM – Co-Founder

Emergency Clinician

Dr. Ruparel received her Bachelor of Science and Doctor of Veterinary Medicine degrees from The Ohio State University. She practiced small animal medicine in Toledo, Ohio, for three years before moving to Cincinnati to work in an emergency clinic. After three years, Dr. Ruparel relocated to northern Virginia to again work in a general practice. While there, she realized what she enjoyed most was seeing the emergency cases that came in after hours. With this new revelation, she decided to move back to Cincinnati where she returned to her true calling – emergency and critical care. In 2000, along with her three partners, Dr. Ruparel proudly opened Care Center.



Daniel Carey, DVM – Co-Founder

Emergency Clinician

Dr. Carey received his Doctor of Veterinary Medicine degree from The Ohio State University in 1989. He spent three years practicing small animal and exotic medicine in the Washington, D.C. area before entering emergency practice in 1992. He has since been focused on emergency medicine exclusively, culminating in the establishment of Care Center with his partners. Professionally, Dr. Carey's special interests lie in critical care and exotic animal medicine. A Cincinnati native, Dr. Carey is also an alumnus of Walnut Hills High School and Miami University.



MEDICAL TEAM

Emergency & Critical Care

[Marlo Anderson, DVM, DACVECC](#)

Diplomate, American College of Veterinary Emergency and Critical Care
Medical Director

[Dana Brandenburg, DVM](#)

Emergency and Critical Care

[Daniel Carey, DVM](#)

Emergency and Critical Care

[Erin Colvin, DVM](#)

Emergency and Critical Care

[Patrick Farrell, DVM](#)

Emergency and Critical Care

[Sarah Graham, DVM](#)

Emergency and Critical Care

[Caitlin Hokanson, DVM](#)

Emergency and Critical Care

[Irene Lavigne, DVM](#)

Emergency and Critical Care

[Julia Maitland, DVM](#)

Emergency and Critical Care

[Jennifer Miller, DVM](#)

Emergency and Critical Care

[Matt Noble, DVM](#)

Emergency and Critical Care

[Mary Ormsby, DVM](#)

Emergency and Critical Care

[Ann Peruski, DVM, MS, DACVECC](#)

Diplomate, American College of
Veterinary Emergency and Critical Care

[Sharmila Ruparel, DVM](#)

Emergency and Critical Care

[Allison Shepherd, DVM](#)

Emergency and Critical Care

[Tracy Walters, DVM](#)

Emergency and Critical Care

Cardiology

[Megan McLane, DVM, DACVIM](#)

Diplomate, American College of Veterinary Internal Medicine (Cardiology)

Internal Medicine

[Crystal Doyle, DVM, DACVIM](#)

Diplomate, American College of Veterinary Internal Medicine (SAIM)

[Beth McElravy, DVM, DACVIM](#)

Diplomate, American College of Veterinary Internal Medicine (SAIM)

[Eric Mears, DVM, DACVIM](#)

Diplomate, American College of Veterinary Internal Medicine (Radioiodine – I-131)

Oncology

[Neal Mauldin, DVM, DACVIM, DACVR](#)

Diplomate, American College of Veterinary
Internal Medicine (Internal Medicine & Oncology)

Diplomate, American College of
Veterinary Radiology (Radiation Oncology)

Radiation Oncology, PetCure

[Rebekah Lewis, DVM](#)

Practice Limited to Medical Oncology

[Kelli Sloane, R.T. \(R\)\(T\)](#)

Radiation Oncology, PetCure

Rehabilitation

[Ginger Jones, CCRP](#)

Canine Rehabilitation

Surgery

[Michael Kraun, DVM, DACVS-SA](#)

Diplomate, American College of Veterinary Surgeons – Small Animal

[Michele Muldoon, DVM, DACVS-SA](#)

Diplomate, American College of Veterinary Surgeons – Small Animal

[Eric Rowe, DVM](#)

Practice Limited to Surgery

[Steven Schrader, DVM, DACVS-SA](#)

Diplomate, American College of Veterinary Surgeons – Small Animal






STYLE SHEET



Your trusted partner
in specialized veterinary care.

Primary Colors

	PANTONE 2935	C: 100% M: 46% Y: 0% K: 0%
	60% PANTONE 2935	C: 60% M: 27.6% Y: 0% K: 0%
	PANTONE 1797	C: 0% M: 100% Y: 99% K: 4%

Font Usage Logo:

"care" - Georgia - Lower Case



"center" - Helvetica Neue Thin - Lower Case

"Your trusted partner in specialized veterinary care." - Helvetica Neue Condensed
Capitalize first letter "Y" then Lower Case (in two lines centered)



Your trusted partner
in specialized veterinary care.

Grayscale

	BLACK
	PAW & TAGLINE BLACK 70%

PANTONE 2935 (10%)

