

**2015**  
**MEDIA KIT**



**NORTHSTAR VETS®**

Veterinary Emergency Trauma & Specialty Center

*Leading the Way.*

Backgrounder .....	1
Fact Sheet .....	3
Leadership .....	4



### **Pets deserve the very best medical care**

That's why we've dedicated our practice to providing the most comprehensive and advanced services for all kinds of companion animals – from cats and dogs to exotics, pocket pets, reptiles and birds.

As an American Animal Hospital-Accredited ([AAHA](#)), 24/7 emergency, specialty, and referral practice based in Robbinsville, NJ, we have a team of board-certified specialists in a wealth of disciplines that work as an extension of, and in collaboration with, primary care veterinarians\* throughout the region when cutting-edge care is needed.

### **Our History**

NorthStar VETS' evolution as an advanced-care hospital began in 2000 when our founder, [Daniel Stobie, DVM, MS, DACVS](#), launched a mobile surgery practice. Due to the demand for this level of specialized care, the practice expanded to a fixed location offering multiple specialties. Today, NorthStar VETS is a nationally-recognized specialty referral center with over 170 employees including more than 35 veterinarians housed in a state-of-the-art, 33,000-square-foot facility.

### **Comprehensive Specialty Expertise**

Our veterinarians are board-certified, residency-trained, or have received certification in a particular complementary therapy. This ensures that patients will receive the highest quality clinical care in these disciplines:

- \* [Avian & Exotics](#)
- \* [Behavior](#)
- \* [Cardiology](#)
- \* [Clinical Pathology](#)
- \* [Dentistry](#)
- \* [Dermatology](#)
- \* [Emergency & Critical Care](#)
- \* [Internal Medicine](#)
- \* [Interventional Radiology](#)
- \* [Neurology](#)
- \* [Oncology](#)
- \* [Ophthalmology](#)
- \* [Radioiodine I-131](#)
- \* [Radiology](#)
- \* [Rehabilitation and Pain Management/ Acupuncture](#)
- \* [Surgery](#)
- \* [Theriogenology \(Reproductive Medicine\)](#)

### **\*The Difference Between a Board-Certified Specialist and a Primary Care Veterinarian**

*A board-certified specialist has completed rigorous training comprising four years of undergraduate school, four years of veterinary school, a one-year internship, and a two-to-three-year residency in a chosen specialty. Then, the veterinarian must publish original research and sit for a national examination, known as "boards." Upon successful completion of all requirements, the veterinarian receives the highly distinguished Diplomate status, signifying their expertise and credentials in a chosen specialty. A primary care or family veterinarian has earned their veterinary degree and focuses solely on general preventive care and wellness of pets. They partner with and refer to appropriate specialists when patients have complex or complicated injuries or illnesses.*

(continued)

### Advanced On-Site Services

NorthStar VETS is one of only a handful of elite practices in the entire world to offer such a complete array of advanced veterinary services on site, including:

- \* An in-house clinical pathology laboratory
- \* Sophisticated diagnostic imaging including CT and high field MRI
- \* Intensive care unit
- \* Dental suite w/teleradiology capabilities
- \* Ventilator therapy
- \* Avian and exotic ward
- \* Microbiology lab
- \* Chemotherapy suite
- \* Separate infectious disease and respiratory isolation wards
- \* Animal blood bank
- \* Four state-of-the-art surgical suites
- \* Recovery and ICU areas with radiant floor heating and heated cages
- \* A special "comfort room" for pet owners to visit with their hospitalized animals
- \* Physical therapy and rehabilitation suite
- \* Grief and bereavement services
- \* A spacious multimedia conference room provides a venue for continuing education programs for medical professionals and the pet-owning public
- \* A full-time theriogeonologist (reproduction specialist)

### An Unwavering Commitment to Service

Our growth has been fueled by an unwavering commitment to provide unsurpassed medical care to each and every patient and attentive service to each pet owner and referring veterinarian.

### Respect for Our Environment

We've consciously created a facility that enhances productivity and patient care while minimizing its impact on our environment. Our new hospital was built in 2011 on a 3-acre parcel where a circa-1760 farmhouse and barn once stood.

During construction, we took great care to protect the property's 250-year-old trees. We also built an environmentally friendly building with "green" features that include abundant windows for natural lighting and a closed-loop geothermal heating and cooling system. Plus, some of the bricks and hand-hewn oak trusses from the site's original home and barn were salvaged and incorporated into the wall design of the hospital's reception area.

### Leading The Way

Our tagline, *Leading The Way*, is our daily mantra that each and every team member embraces. We are committed to setting the standard in specialty veterinary care, from the medicine we practice, to the service we provide, to how we partner with the primary care community, and of course, making sure our pet owners have the best and most compassionate experience for their furry, scaly, or feathered family members.

Our commitment to excellence has been recognized nationally as well. In 2012, we earned the prestigious [Veterinary Economics People's Choice Award](#) for Hospital Design, and in 2013, we were awarded the [AAHA-Accredited Referral Practice of the Year](#) award, among others. For a complete list of our awards, please visit <http://northstarvets.com/awards>.

# FACT SHEET

**Who:** NorthStar VETS (NSV) – Veterinary Emergency, Trauma, and Specialty Center

**What:** Located in Robbinsville, NJ, NorthStar VETS is the region's leader in providing advanced veterinary services by board-certified, residency trained, or highly experienced veterinarians 24/7. As an American Animal Hospital-Accredited ([AAHA](#)) Referral Practice, NorthStar VETS continues to set the standard in medical excellence for dogs, cats, birds, exotics, and other family pets.

**FYI:** In human medicine, there are times when a primary care doctor will refer their patient to a specialist for advanced medical care above and beyond their scope of training or services. Veterinary medicine offers the same thing... there are times when a family veterinarian will refer to and partner with a specialty practice such as NSV for complex or complicated cases.

**Where:** 315 Robbinsville-Allentown Road • Robbinsville, NJ 08691 • 609.259.8300 • northstarvets.com

**Why:** Because pets deserve the very best medical care.

**Specialties & Referral Services:**

- \* [Avian & Exotics](#)
- \* [Behavior](#)
- \* [Cardiology](#)
- \* [Clinical Pathology](#)
- \* [Dentistry](#)
- \* [Dermatology](#)
- \* [Emergency & Critical Care](#)
- \* [Internal Medicine](#)
- \* [Interventional Radiology](#)
- \* [Neurology](#)
- \* [Oncology](#)
- \* [Ophthalmology](#)
- \* [Radioiodine I-131](#)
- \* [Radiology](#)
- \* [Rehabilitation and Pain Management/ Acupuncture](#)
- \* [Surgery](#)
- \* [Theriogenology \(Reproductive Medicine\)](#)

**Year Founded:** 2000, as a mobile surgery practice. Current facility built in 2011.

**Size:** 33,000 sq. ft. • 17 exam rooms • 35+ veterinarians • 60+ veterinary technicians • over 170 employees total

**Tagline:** Leading the Way

**Leadership:** **Daniel Stobie**, DVM, MS, DACVS, Founder and Chief of Staff  
**George A. Motley**, VMD, Medical Director  
**Joan Fischer**, Hospital Administrator  
**Rose Pierson**, CVT, Veterinary Nursing Manager  
**Phil Barnes**, Marketing Director

**Medical Team:** Visit <http://northstarvets.com/meet-our-team> for a complete list and bios

**Hours/** Specialty & Referral Services: via referral from primary care veterinarian. Call for hours of availability.

**Appointments:** Emergency & Critical Care Services: 24/7 – no appointment or referral needed

- Awards:**
- \* AAHA-Accredited Referral Practice of the Year (2013)
  - \* Veterinary Economics Hospital Design of the Year (2012)
  - \* American Red Cross Certificate of Appreciation
  - \* American Red Cross "Heroes of the Heart"
  - \* Future Farmers of America Appreciation Award
  - \* Mercer County Sheriff's Office Certificate of Appreciation





## **Daniel Stobie, DVM, MS, DACVS**

### **Chief of Staff and Founder**

#### **Education & Training**

A New Jersey native, Dr. Stobie completed his undergraduate work at Cook College/Rutgers University and is a 1990 *cum laude* graduate of the University of Missouri-College of Veterinary Medicine. He completed an internship in small-animal medicine and surgery at the Angell Memorial Animal Hospital in Boston, then went on to complete a three-year surgical residency at the University of Minnesota and earn a Master's Degree in Veterinary Surgery, Radiology, and Anesthesia in 1994. Dr. Stobie became a Diplomate of the American College of Veterinary Surgeons in 1995. In 2007, he completed the mini-MBA certificate program at the Rutgers School of Business.

#### **Clinical Experience**

Following his residency, Dr. Stobie headed a surgical service at the Animal Medical Center in New York City for two years, joining a specialty practice in New Jersey as a staff surgeon in 1996. In 2000, he formed Veterinary Surgical and Diagnostic Specialists (a mobile surgical and ultrasound practice) that evolved into what is today NorthStar VETS, where he serves as Chief of Staff.

#### **Professional Interests**

Committed to helping advance the veterinary industry, Dr. Stobie participates in many organizations and is a member of the New Jersey Veterinary Medical Association (where he has served on the executive board), the South Jersey VMA, Jersey Shore VMA and the Metropolitan VMA.

He also has served as an adjunct clinical instructor in small-animal surgery at the Veterinary Hospital of the University of Pennsylvania School of Veterinary Medicine. He is widely published in veterinary journals and textbooks, and lectures locally, nationally and internationally. Dr. Stobie also participates in veterinary management groups, providing guidance on veterinary economics and practice management.

In addition, he is involved in development of new and novel surgical techniques including the dome trochleoplasty for patellar luxations in dogs, and is currently helping an implant company to develop a new hip replacement prosthesis. In March 2013, he led a group of veterinarians to Malawi, Africa to help improve animal health in local villages there.

#### **Personal**

Dr. Stobie is a strong advocate for child welfare and the more than 60,000 children in New Jersey's foster care system. He lives on a farm with his husband, their three children, and enough animals to fill Noah's Ark. He enjoys spending time with his family and loves the beach. His hobbies include horseback riding, gardening, and beekeeping.



## **George A. Motley, VMD – Medical Director**

Dr. Motley obtained his undergraduate degree at Penn State University where he graduated from the University Scholars Program with honors in film and video. He undertook his veterinary training at the University of Pennsylvania where he graduated in 1998 as a member of the Phi Zeta Honor Society. After three years as general practitioner in Middletown, New Jersey, and two years practicing in Pennsylvania, Dr. Motley returned to New Jersey where he joined the staff of NorthStar VETS as an emergency clinician in 2003, also serving as supervisor of the practice's emergency service. In 2013, he was promoted to Medical Director of NorthStar VETS and oversees the entire veterinary team.



## **Joan Fischer – Hospital Administrator**

Joan joined NorthStar VETS in 2008 and has been in the veterinary medicine industry for more than 20 years. She oversees the day-to-day operations of the hospital and ensures that every client receives the best experience during their stay.



## **Phil Barnes – Marketing Director**

Since 2012, Barnes has supported the NorthStar VETS mission of providing unrivaled customer service by listening to and building relationships with the regional referring veterinary community and the pet-owning public.

He is responsible for all aspects of communicating with the public about NorthStar VETS and veterinary specialty medicine as well as keeping the hospital front-of-mind for pet owners in need of emergency veterinary care. With more than a decade of professional experience in animal health marketing, Barnes has been a speaker, writer, and consultant on marketing best practices for this field.