

**FOR IMMEDIATE RELEASE:**

**Bayside Animal Medical Center Celebrates 20 Years  
Serving the Greater Severna Park Area**

**Severna Park, Maryland - May 20, 2016** – It’s hard for Dr. Larry Steinberg to imagine it’s been 20 years since they established Bayside Animal Medical Center in Severna Park. In 1996, he opened in a small unit, next to a video store, with 4 employees. That same year, the DVD was introduced, Charles and Diana got divorced, and a gallon of gas was \$1.22. Twenty years later, Bayside Animal Medical Center is three times as large, with five doctors, over 20 employees, and a leading provider of veterinary care in Severna Park, Arnold, Millersville, and surrounding areas.

When ask what his business plan was when he opened the doors to the new clinic, Dr. Steinberg makes it sound pretty simple, “good medicine and great service.” Dr. Steinberg already had a loyal following of clients that served as the foundation of the business. While their approach hasn’t changed, the practice and the veterinary industry has changed over the years.

Bayside, like most clinics in the area, was focused primarily on providing traditional western medicine when it first opened. Since then, Bayside has expanded into acupuncture and herbal medicine to complement its core western medicine offering. “We’ve found that there is growing demand for clients looking specifically for acupuncture and herbal medicine to treat their pets. We have people come all the way from Baltimore and DC for acupuncture,” says Dr. Bray, Dr. Steinberg’s current partner and a certified veterinary acupuncturist. “It’s like having extra tools in your tool box,” says Dr. Bray. “Sometimes acupuncture or herbs provide better outcomes when a traditional approach isn’t as effective.”

The types of animals Bayside treats has also evolved. According to Dr. Steinberg, “when we first opened, we treated primarily cats and dogs and occasionally a hamsters or ferret.” Now it’s not unusual to see sugar gliders, snakes, ducks, and lizards. Dr. Buchanan, who joined Bayside in 2012, has been primarily responsible for the growth in exotics. It’s been one of her passions since vet school. In fact, she interned at the Los Angeles Zoo prior to graduating and joining Bayside.

Technology has changed dramatically over the last 20 years as well, according to Dr. Steinberg. “When we started, we had very few pieces of diagnostic equipment, relied on paper charts, used a scalpel in surgery, and developed our x-rays in a dark room. Now we have three times the diagnostic capabilities, paperless records, digital radiography, and surgical lasers.” Bayside was one of the first clinics in the area to use CO<sub>2</sub> lasers for surgery. “The laser technology enables animals to have quicker recovery time, less pain, and less complications from surgeries,” according to Dr. Steinberg.

Not all the changes in the industry have been good for Bayside. “Over the years we have seen people shift away from focusing on good service and quality medicine to just price.” The advent of online pharmacies and low-cost clinics have hurt traditional veterinarians according to Dr. Steinberg. “People lose sight of the fact that your local veterinarian is the one who ultimately takes care of your cherished

pet. We focus on the highest medical standards and service, not the highest volume and lowest cost.” Dr. Steinberg and Dr. Bray are not daunted by the challenges. “We have wonderful clients who want the best for their animal companions,” says Dr. Bray.

What do they see for the next 20 years? “We have clients that have been with us for 20 years. I hope we will still be seeing them for the next 20 years,” says Steinberg.

### **About Bayside Animal Medical Center**

Bayside Animal Medical Center is a full-service veterinary hospital that provides its patients and clients with a gentle, compassionate approach to exceptional medical care. Our professional and dedicated staff is committed to the best preventive, medical, surgical, and dental care for our highly-valued patients.

Located in Severna Park, Maryland, Bayside is centrally positioned to serve the Arnold, Millersville, Annapolis, Pasadena, and Glen Burnie communities. Our dedicated staff provide a unique combination of advanced medical care and individual attention and commitment to our clients and their pets. As a community leader in veterinary medicine, Bayside offers:

- Comprehensive preventive medicine and diagnostic capabilities;
- State-of-the-art surgical facilities and expertise;
- Ultrasonography and Digital Radiology;
- Acupuncture and Chinese herbal alternative remedies;
- Exotic animal care;
- Ultrasonic dental cleaning and polishing;
- Nutritional consultation and prescription diets;
- Grooming; and
- A full line of pharmacy and pet supplies.

Bayside has been serving the community for 20 years and is rated 5-stars on Google, Facebook, Angie’s List, Yellow Pages, Yelp, and SuperPages. The Clinic has consistently received the coveted Angie’s List Super Service Award and been recognized by the Voice’s “Best Of” and Gazette’s Reader Choice Award as one of the best veterinarian in the area. To learn more about Bayside, visit: [www.baysideanimal.com](http://www.baysideanimal.com).

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