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TVC

Digital magazine

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The Preventive Imperative

An emphasis on prevention has led to healthy clients and a successful practice for TVC Member/Owner Dr. Anna Coffin and Guthrie Pet Hospital



Profender® Topical Solution (emodepside/praziquantel)

When it comes to dewormers, you have a choice.

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Profender® is the first and only topical dewormer that treats and controls **tapeworms**, as well as both adult and larval stages of **roundworms** and **hookworms** in a single dose.

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*Based on label comparison for intestinal parasites

†Reinfection due to exposure may require repeat dosing. Profender® can be reapplied after 30 days.

Federal law (U.S.A.) restricts this drug to use by or on the order of a licensed veterinarian. Children should not contact application site for twenty-four (24) hours.

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The Margin Myth

By Laurie Gonzalez, Financial Experience Manager, TVC

When it comes to choosing the best products

for your veterinary practice, efficacy has always been the top priority. But, at The Veterinary Cooperative, we believe you've got options with the advances in veterinary medicine. In many cases there are products that have similar efficacies for successful, healthy outcomes.

If you are
matching
market
price, you
are being
reasonable
in the
marketplace.

So once you've chosen a product with great efficacy, what's the next step? In the past, a typical DVM or practice manager would ponder what kind of margin they'd make on the product, based on what kind of discount they were getting. But in today's marketplace, emphasizing margin could get you in trouble. You'd be better served looking at market price and the dollars of profit you can make.

For example, one popular flea and tick product can be purchased from a manufacturer for about \$33. At \$66, your practice makes 50 percent margin. However, the same product sells at retail stores and online for about \$38. If you sell it for \$66, what are your clients going to think? The price you need to charge to maintain trust and customer loyalty on this brand is \$38 (only \$5 of profit) – a very low margin.

Another popular product also sells in retail stores, but the manufacturer wants to support veterinarians with a decent profit. You buy the product at about \$35. However, at the lowest price we could find this product, it

sells for about \$50 – a \$15 profit and a 31 percent margin.

Another popular product can be purchased by your practice for about \$60. You can find it in retail stores for about \$85. If you matched this price, you would make \$25. However, the margin is only 30 percent.

If all three of these products have similar efficacy, which should you sell? The \$60 product, right?

Don't focus on your acquisition price and the margin. Instead, focus on what your client sees the products selling for in the marketplace, and the dollars you make in profit. For accurate marketplace pricing, check out the Price Index on the Vet-Advantage website (http://www.vet-advantage.com/msds_labels.php). See what the prices are and compare them to your purchase price.

If you are matching market price, you are being reasonable in the marketplace. Your customers will think of you as being a reasonable businessperson, and a good businessperson. You're somebody they would buy a lot of stuff from, and somebody they can trust. You're also putting your practice in a better position financially by offering products that will ultimately lead to more profits. ■

PS: Go to the TVC HIVE and tell us what products you use to make the most profit, and learn from the answers that other TVC Members give.

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NEWS



Webinars

TVC and Bayer Animal Health

Join TVC and Bayer Animal Health on Tuesday December 1st at 1:00PM Central for an introduction to a brand new Canine Otitis Treatment. Claro is an Otic Solution provides veterinarians an effective first-line therapy that eliminates the need for in-home application by pet owners. Register today! www.tvc.coop/webinars

IDEXX Telemedicine Cardiology Webinar

Join us for a live presentation on Tuesday, November 10 for a presentation from IDEXX Telemedicine on their Cardiology products. Members in attendance will receive a FREE case from an IDEXX Cardiologist! Don't miss out. www.tvc.coop/webinars

Promotions

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News

On November 1, TVC is launching partnerships with a few new vendors!

- Veterinary Diagnostics Institute
- Kacey Diagnostics
- Kit4Kat
- Veterinary Credit Plans
- Embrace Insurance
- PetPlan Pet Insurance

Don't forget! Our required annual meeting is on Saturday, January 16, 2016 at the NAVC conference hotel, and simulcast live for members not in attendance. The meeting will be held from 3 – 4 p.m., EST.

Attend LIVE or Virtually. For more information, log onto www.tvc.coop and click on the NAVC link on the homepage



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The Preventive Imperative

An emphasis on prevention has led to healthy clients and a successful practice for TVC Member/Owner Dr. Anna Coffin and Guthrie Pet Hospital



Dr. Anna Coffin, DVM,
with Floyd

For Anna Coffin, DVM, owner of Oklahoma-based Guthrie Pet

Hospital, prevention isn't a preference with her clients' health. Prevention is paramount. That's why when it comes to wellness checks, the AAHA Certified, small animal veterinary practice takes a unique approach.

"I do things a little bit different than a lot of practices," she says. "A lot of practices will tell clients to bring in a fecal sample so they can do a fecal test to check for parasites. While I think that it is fine to do a fecal check, my problem there is we're typically checking a very small sample size. Just because we don't see parasite eggs in the sample doesn't mean that the pet doesn't have a parasite problem."

Even if the pet gets a test that's negative, Coffin says she is still going to recommend that the client deworms. There is strong evidence to back up her parasite protocol. In a 2009 study, it was found that veterinary students using passive fecal floatation techniques failed to diagnose almost 46 percent of dogs infected with whipworm. One reason parasites can be challenging to detect is the sample size. There are also varying ways to do the fecal test. "If you don't do it with the centrifuge, with the right type of enzyme, your test isn't going to be as successful," Coffin says. Most veterinary practices use a general solution in testing, and it's not very effective at picking up parasite eggs, she says.

Guthrie Pet Hospital's protocol is simple — take no chances. "I don't typically do annual fecal exams, I just recommend the owner deworm their pet with Drontal® Plus."

Good sense

The parasite protocol has led to healthy outcomes for clients, and is part of a healthy bottom line for the business. Guthrie



"Just because we don't see parasite eggs in the sample doesn't mean that the pet doesn't have a parasite problem."

Pet Hospital is a best seller of Bayer's popular dewormer. For the health of the pet, Coffin says she uses Drontal® Plus because it kills every intestinal parasite that the pet could have. "When they come in with their annual vaccines, I recommend doing it at that point in time. It's something we're seeing the pet for every year. Instead of just randomly doing a test at any point of time in the year we try to recommend Drontal® Plus with annual vaccines. They are going to come in, I'm going to do vaccines, a heartworm test and I'm going to do deworming."

Even though Drontal® Plus is more expensive than some other products, Coffin is able to explain the benefits to clients of a product that keeps their pets parasite free. "In general, prevention is a lot more inexpensive than if they have a problem," she says. If a pet tests positive for parasites, they could have issues such as vomiting, diarrhea, weight loss, hair problems, etc. Dealing with parasites could get

costly, with exams, fecal tests, treatment plans, plus any secondary issues that parasites are going to cause.

"The Bayer product is a little more expensive than other dewormers out there, but it's one of the only products that kills every single intestinal parasite, including tapeworms. It's a one-time pill. Some of the other products you have to do three days in a row. So it's a convenience factor for the client."

Tracking trends

Guthrie Pet Hospital has kept a watchful eye on factors that influence client's purchasing behaviors. For



Veterinary medicine has suffered from a “this is the way it’s always been, so this is the way we’re going to do it” mentality.

instance, a Bayer Veterinary Care Usage Study from a few years ago indicated that more than half of pet owners believe costs of veterinary services are usually higher than expected. The sticker shock can be especially so when paying for a once-a-year wellness checkup, where tests and vaccinations are included in one visit. While pet owners are spending more money on pets than ever before, Coffin says the survey results indicated pet owners want options when it comes to payments for services.

Based off of this trend, Guthrie Pet Hospital began offering prevention plans to clients two years ago. “It’s

basically a wellness plan where people can pay a monthly fee,” Coffin says. The plan includes all their vaccinations, and any testing as far as heartworm or feline leukemia, deworming, spay and neuter for puppies, dental cleaning for adult dogs, etc. The wellness plan allows the customer to save a lot of money in the long run.

“Instead of the client having to come up with a big chunk of change all at once to pay for those things, the wellness plan allows them to pay a monthly fee. Then they get those services provided for that year.”

Veterinary medicine has suffered from a “this is the way it’s always been, so this is the way we’re going to do it,” mentality, Coffin says. “That has kind of been our strategy at things as veterinarians.

To be successful in the future, veterinary practices will need to embrace innovation. “We need to start changing how we’re thinking, how we’re doing things, because clients are changing.” ■

Editor’s note: Does your veterinary practice have a best practice that you would like to share with other members of The Veterinary Cooperative? We’d like to hear from you. Share your insights with TVC by emailing Nick McCart, Director of member experience at Nick.McCart@tvc.coop; or call our main line at (847) 328-3096.



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*Drontal® Plus is the dewormer that treats **MORE** species of intestinal parasites than any other dewormer for dogs.**



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Drontal® Plus, the most comprehensive broad-spectrum dewormer for dogs.*

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CAUTION: Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian.

DOSAGE: Not for use in puppies less than three weeks of age or weighing less than two lbs.

WARNING: Keep out of reach of children.

*Based on label comparisons for intestinal parasites.

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D15217


Drontal® Plus
(praziquantel/pyrantel pamoate/febantel)

Anxious Moments

Veterinarians can help clients allay their cats' fears about office visits

By Laura Thill

Perhaps you can lead a horse to

water, but when it comes to a cat, it's not so easy – particularly when their owners need to take them to the veterinarian for a checkup.

When it comes to feline veterinary visits, the issue isn't only client compliance, but compliance of the cat as well, according to Jane Brunt, DVM, executive director, CATalyst Council, Inc. "If they are not used to it, transporting cats to the veterinary clinic definitely can be challenging," she says. "Cats get scared by new circumstances and can become aroused and even aggressive, hiding from – or even harming – their owners."

At the clinic, the front-desk person should ask clients if they need suggestions for transporting their cats, says Brunt. "They should find out whether clients have an appropriate carrier," she says. "It's not only a matter of getting the cat

into the carrier, but also making the carrier more cat friendly." Sometimes, that requires placing a familiar toy or blanket in the carrier, or using pheromones inside the carrier. Having the clients give the cat anxiety medication is another option. "If the cat is still aroused when it arrives at the clinic, the veterinarian should proceed slowly and quietly, and when necessary for the safety of both the cat and people, administer a short-acting anesthetic or sedative," she adds.

There are many tools, resources and suggestions for educating clients. For instance, veterinary clinics might recommend a pheromone, as well as a video (http://catalystcouncil.org/resources/health_welfare/cat_carrier_video/) – which can be posted on the clinic's website – demonstrating how to habituate the cat to the carrier and use pheromones correctly, she says.

"Another common barrier to getting cats into the veterinary clinic is that the practice is dog-friendly, but not cat-friendly," she says. "Some practices may not have a cat-friendly culture. In fact, some veterinarians may not even like cats or want help attracting them to the practice. Having a person or team committed to being cat-friendly – and supporting them – is critical. Veterinarians can alleviate clients' nervousness by explaining what is done at the practice to limit cats' anxiety."

Finally, some cat owners are unaware that even younger cats that appear to be healthy require annual checkups. Client education, along with incentives such as monthly preventive care plans and basic coverage for cats, can motivate them to bring in their cat more often, notes Brunt. ■



Editor's note: The CATalyst Council is a non-profit coalition dedicated to connecting and collaborating to advance the health, welfare and value of companion cats. As a diverse, dynamic and data-driven organization of thought and action leaders, CATalyst Council has developed and distributed proven programs and resources, available at www.catalystcouncil.org.

The new CardioPet™ ECG Device makes it easier than ever to capture and submit diagnostic-quality ECGs—and as a member of The Veterinary Cooperative you could get one at no cost.*

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In the United States, there are 86 million owned cats compared to 78 million owned dogs, according to the American Pet Products Association. Yet, cats are taken to the veterinarian less frequently than dogs. Almost twice as many cats than dogs never visit the veterinarian. Not only can it be stressful for cat owners to transport their cats to the veterinary practice, they often are unaware of the need for wellness and preventive care. The American Association of Feline Practitioners (AAFP) cites the Bayer Veterinary Care Usage Study and reports that:

- Forty-one percent of cat owners visit the veterinarian only for vaccinations.
- Fifty-eight percent of cat owners report their cat dislikes going to the veterinarian.
- Thirty-nine percent of cat owners say they would only take their cat to the veterinarian if it were sick.
- Thirty-eight percent of cat owners report getting stressed just thinking about taking their cat to a veterinary checkup.

Source: <http://www.catvets.com/cfp/cfp>.

AAFP's Cat Friendly Practice program is designed to help veterinarians increase feline visits and improve the health of cats. For more information visit <http://catfriendlypractice.catvets.com>.



Boehringer Ingelheim Vetmedica partners with Vet Tech Group to raise awareness, education

According to a Veterinary Practice News report, raising awareness about kennel cough is among the goals of a new partnership between drug maker **Boehringer Ingelheim Vetmedica Inc. (BIVI)** and the **National Association of Veterinary Technicians in America**. Under the arrangement, BIVI will provide educational material on a range of topics that veterinary technicians may use in-clinic and access on the NAVTA website, said **Leslie Ferguson, RVT**, a brand manager with the **St. Joseph, Mo.**, company. “Technicians play a critical role in veterinary medicine and supporting the profession is important to me personally and BIVI as an organization,” Ferguson said. The partnership is being kicked off with an online video contest focused on kennel cough, a highly contagious upper respiratory infection in dogs. Entries are being accepted through Nov. 14. More information is available at <http://bit.ly/1L3Z1Jv>.

ACVIM, ACVS launch VetSpecialists.com

The **American College of Veterinary Internal Medicine (ACVIM)** and the **American College of Veterinary Surgeons (ACVS)** have together launched **VetSpecialists.com** as an education and awareness resource for animal owners. The new website is one of the most comprehensive searchable databases of board-certified veterinary specialists worldwide, enabling animal owners to find local specialists for potential consultations, and to bolster the triad of veterinary care to best care for their animals, according to a release. **VetSpecialists.com** features useful tools for large and small animal owners, such as: Comprehensive directory of board-certified veterinary specialists; Education about the triad of veterinary care and the collaboration that occurs between primary care veterinarians and board-certified veterinary specialists; A video describing the benefits of the triad of veterinary care; An article library of small and large animal diseases, conditions, treatments and procedures, authored by board-certified veterinary specialists.

Industry should market more toward cat owners

A recent **Pet Food Industry** article examined pet ownership trends and the need for the industry to market toward people who own or may own cats. According to the **Spring 2015 Simmons National Consumer Study** from **Experian Marketing Services**, 52% of US households (or 61.8 million) have dogs or cats, with 39%

(or 47.1 million) keeping dogs and 25% (or 30.2 million) keeping cats. Pet ownership among women has veered to the dogs – between 2005 and 2015, 7.7 million additional households with women became dog owners, compared with a gain of only 0.9 million households with women as cat owners. Higher-earning households are also trending more toward dogs. “Given the increasing divergence whereby about half of higher-earning households keep pet dogs, but only a fourth keep pet cats, there is surely a call for pet market participants to more effectively make the case for cat ownership, and that marketing should especially send a message to women,” the article said. “Packaged Facts survey data for 2015 show consumers overwhelmingly agreeing that their pets are good for their physical and mental health. By gender, the distinction is that women are more likely to strongly agree, while men are more likely to somewhat agree. And by type of pet, this gender skew is stronger among cat owners than dog owners.” Among cat owners, 40% of women (compared with 25% of men) strongly agree that their cats are good for their physical health, and 52% of women (compared with 28% of men) strongly agree that their cats are good for their mental health.

AVMA develops communications on pet prescriptions

The **AVMA** has developed new communications regarding prescriptions for pets, comprising a message to AVMA members about working with pharmacies, a model letter to a pharmacist, and a client handout on pet prescriptions, according to a post on its website. “Like you, pharmacists are trained professionals who want to do what’s best for their clients,” states the message to members. “They receive training in advanced chemistry, biochemistry, and human physiology and pharmacology. But your local pharmacists may or may not be aware that animal physiology and pharmacology can differ significantly from that of humans, and this can lead to unintentional prescription errors and conflict.” The AVMA has been working with pharmacy organizations to emphasize the need for pharmacists to establish and maintain a working rapport with veterinarians when it comes to filling prescriptions for pet medications. The message also asks members to oppose federal legislation that would require veterinarians to write prescriptions even when the veterinarian dispenses the medication and encourages members to develop positive, collegial relationships with local pharmacies. For the full article and links to resources, visit: <https://www.avma.org/News/JAVMANews/Pages/151001p.aspx>



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Topical Solution

profender®

(emodepside/praziquantel)

For the treatment and control of hookworm, roundworm, and tapeworm infections in cats and kittens that are at least 8 weeks of age and weigh at least 2.2 pounds (1 kg).

Brief Summary:

Before using PROFENDER Topical Solution, please consult the product insert, a summary of which follows:

CAUTION:

Federal law (U.S.A.) restricts this drug to use by or on the order of a licensed veterinarian.

Product Description:

PROFENDER Topical Solution is a ready-to-use solution, packaged in single unit dosing applicator tubes for topical treatment of cats. Emodepside, a semi-synthetic molecule is a cyclic depsipeptide. Praziquantel is an isouquinoline cesticide.

INDICATIONS:

PROFENDER Topical Solution is indicated for the treatment and control of hookworm infections caused by *Ancylostoma tubaeforme* (adults, immature adults, and fourth stage larvae), roundworm infections caused by *Toxocara cati* (adults and fourth stage larvae), and tapeworm infections caused by *Dipylidium caninum* (adults) and *Taenia taeniiformis* (adults) in cats.

HUMAN WARNINGS:

Not for human use. Keep out of reach of children.

To prevent accidental ingestion of the product, children should not come in contact with the application site for twenty-four (24) hours while the product is being absorbed. Pregnant women, or women who may become pregnant, should avoid direct contact with, or wear disposable gloves when applying, this product. Studies performed in rats and rabbits suggest that emodepside may interfere with fetal development in those species.

PROFENDER Topical Solution may be irritating to skin and eyes. Reactions such as facial, tongue and hand swelling have been reported in humans in rare instances. Avoid contact with the application area while it is wet and wash hands thoroughly with soap and warm water after handling. People with known hypersensitivity to butylhydroxyanisole, emodepside or praziquantel should administer the product with caution. If the product accidentally gets into eyes, flush thoroughly with water. May be harmful if swallowed. In case of accidental ingestion or if skin or eye irritation occurs, call a poison control center or physician for treatment advice.

For customer service or to obtain product information, including the MSDS, call 1-800-633-3796. For medical emergencies or to report an adverse reaction, call 1-800-422-9874.

PRECAUTIONS:

Safe use of this product has not been evaluated in cats less than 8 weeks of age or weighing less than 2.2 lbs (1 kg), in cats used for breeding, during pregnancy or in lactating queens. The effectiveness of this product when used before bathing has not been evaluated.

Use with caution in sick or debilitated cats. Oral ingestion or exposure should be avoided. Use with caution in heartworm positive cats.

ADVERSE REACTIONS:

In a controlled, double-masked field safety study in which owners administered PROFENDER Topical Solution, the most common adverse reactions reported by the cat owners included licking, excessive grooming, scratching treatment site, salivation, lethargy, alopecia, agitation/nervousness and vomiting.

POST APPROVAL:

The following adverse events are based on post-approval adverse drug experience reporting. Not all adverse events are reported to FDA CVM. It is always possible to reliably estimate the adverse event frequency or establish a causal relationship to product exposure using this data. The following adverse events are listed in decreasing order of reporting frequency in cats: Application site reaction (hair loss, dermatitis, pyoderma, edema, and erythema), hypersalivation, lethargy/depression, vomiting, ataxia, anorexia, trembling/twitching, diarrhea, mydriasis, fever, hyperactivity/nervousness. In some cases, death has been reported as an outcome of the adverse events listed. For a complete listing of adverse reactions for Profender Topical Solution reported to the CVM see: <http://www.fda.gov/ADEReports>.

The listing includes Adverse Events reported to CVM for products, such as Profender, that contain the combined active ingredients emodepside and praziquantel. Listings by active ingredient may represent more than one brand name.

ANIMAL SAFETY:

In a field study, PROFENDER Topical Solution was used in cats receiving other frequently used products including: analgesics, anti-fungals, non-steroidal anti-inflammatories, anthelmintics, antimicrobials, flea and tick products, sedatives, anesthetics, cardiac medications, anxiolytics, hormonal treatments, steroids, otic and ophthalmic preparations, and vaccines.

General Safety Study in Kittens: PROFENDER Topical Solution was topically applied at 0X (vehicle control), 1X, 3X and 5X the maximum dose to 48 healthy 8-week-old kittens every two weeks for six doses. One 5X kitten experienced salivation and tremors and another 5X kitten experienced salivation on the day of dosing. A third 5X kitten experienced tremors the day after dosing. Three cats vomited within 24 hours of dosing, one each in vehicle control, 3X and 5X groups.

Profender is protected by the following U.S. Patents: 5 514 773 and other patents pending.

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March, 2015
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Industry NEWS

Private practice veterinarians have financial head start over interns, residents

According to a Veterinary Practice News report, veterinarians who pursue post-graduate training aren't making piles of cash. The Association of American Veterinary Medical Colleges this month reported that interns employed at U.S. veterinary schools were paid an average of \$26,572 during the 2014-15 academic year and the average resident earned \$32,707. The pay was far below what newly graduated veterinarians grossed in private practice in 2014: about \$67,000 on average. "I think that students and new graduates have lots of decisions ahead of them, and naturally income will be an important factor in any employment choices," said Lisa M. Greenhill, MPA, EdD, the associate executive director for institutional research and diversity at AAVMC. "I would say that all students should research the costs and benefits of seeking additional training as it pertains to salary differentials and personal goals."

Pets can now fly first class at one airline

American Airlines has specially designed travel compartments designed for small dogs and cats on select transcontinental American Airlines flights popular with business travelers and entertainment industry VIPs, according to a CNBC report. The pet cabins – two per plane – are at the front of the first-class section of the 17 Airbus 321 aircraft the carrier uses on flights between New York's JFK International and both San Francisco and Los Angeles International Airports. The planes' full lie-flat seats in first class don't allow for under-the-seat storage of a pet carrier during takeoff and landing. Still, "we knew the clientele on these flights would love the ability to travel with small pets in that cabin," said American spokeswoman Barb Delollis. "So during the design process, our team created a ventilated compartment certified for a pet carrier." For \$125 each way, passengers booking first-class tickets may reserve a pet compartment for their furry companion.

New Products

Bayer introduces new single-dose treatment for canine otitis externa

Bayer HealthCare LLC Animal Health announced the approval of Claro™ (15.0 mg/mL florfenicol, 13.3 mg/mL terbinafine, 2.0 mg/mL mometasone furoate) Otic Solution, the first single-dose therapy proven to effectively treat susceptible strains of common pathogens found in canine otitis externa, according to research. The product is expected to be available for sale exclusively to veterinarians in November. Claro™ is intended to be a first-line otitis externa therapy that addresses the needs of veterinarians and dog owners. It is a clear liquid solution featuring a fixed combination of antibacterial, antifungal, and anti-inflammatory ingredients that requires only one, veterinarian-administered treatment. The unique single-dose treatment regimen eliminates veterinarian uncertainty about pet owner compliance and spares pet owners the frustrations of in-home application and multiple treatment visits.



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Drontal® Plus

(praziquantel/pyrantel pamoate/febantel)
Tablets
Broad Spectrum Anthelmintic for Dogs

and

Drontal® Plus

(praziquantel/pyrantel pamoate/febantel)
Taste Tabs®
Broad Spectrum Chewable Anthelmintic Tablets for Dogs

CAUTION: Federal (U.S.A.) law restricts this drug to use by or on the order of a licensed veterinarian.

DESCRIPTION: Drontal® Plus and Drontal® Plus Taste Tabs® (praziquantel/pyrantel pamoate/febantel) Broad Spectrum Anthelmintic Tablets for Dogs are available in three tablet sizes. Each size is scored for convenient oral administration.

Each Drontal® Plus and Drontal Plus Taste Tabs Tablet for Puppies and Small Dogs contains 22.7 mg praziquantel, 22.7 mg pyrantel base as pyrantel pamoate and 113.4 mg febantel.

Each Drontal® Plus and Drontal Plus Taste Tabs Tablet for Medium Sized Dogs contains 68.0 mg praziquantel, 68.0 mg pyrantel base as pyrantel pamoate and 340.2 mg febantel.

Each Drontal® Plus and Drontal Plus Taste Tabs Tablet for Large Dogs contains 136.0 mg praziquantel, 136.0 mg pyrantel base as pyrantel pamoate, and 680.4 mg febantel.

ACTION: Drontal® Plus and Drontal® Plus Taste Tabs® Tablets contain three active ingredients having different modes of action and spectra of activity. Praziquantel is active against cestodes (tapeworms). Praziquantel is absorbed, metabolized in the liver and excreted in the bile. Upon entering the digestive tract from the bile, cestocidal activity is exhibited.¹ Following exposure to praziquantel, the tapeworm loses its ability to resist digestion by the mammalian host. Because of this, whole tapeworms, including the scolices, are very rarely passed after administration of praziquantel. In many instances only disintegrated and partially digested pieces of tapeworms will be seen in the stool. The majority of tapeworms are digested and are not found in the feces.

Pyrantel pamoate is active against hookworms and ascarids. Pyrantel pamoate acts on the cholinergic receptors of the nematode resulting in spastic paralysis. Peristaltic action of the intestinal tract then eliminates the parasite.²

Febantel is active against nematode parasites including whipworms. Febantel is rapidly absorbed and metabolized in the animal. Available information suggests that the parasite's energy metabolism is blocked, leading to energy exchange breakdown and inhibited glucose uptake.

Laboratory efficacy and clinical studies conducted with Drontal Plus Anthelmintic Tablets demonstrate that each of the three active ingredients act independently without interference. The combined tablet formulation provides a wide spectrum of activity against the indicated species of intestinal helminths.

INDICATIONS: Drontal® Plus (praziquantel/pyrantel pamoate/febantel) Broad Spectrum Anthelmintic Tablets and Drontal® Plus (praziquantel/pyrantel pamoate/febantel) Taste Tabs® Broad Spectrum Chewable Anthelmintic Tablets are indicated for removal of Tapeworms (*Dipylidium caninum*, *Taenia pisiformis*, *Echinococcus granulosus*, and removal and control of *Echinococcus multilocularis*) and for removal of Hookworms (*Ancylostoma caninum*, *Uncinaria stenocephala*), Ascarids (*Toxocara canis*, *Toxascaris leonina*), and Whipworms (*Trichuris vulpis*) in dogs.

CONTRAINDICATIONS: DO NOT USE IN PREGNANT ANIMALS. Dogs treated with elevated levels (6 consecutive days with 3 times the labeled dosage rate) of the combination of febantel and praziquantel in early pregnancy demonstrated an increased incidence of abortion and fetal abnormalities.³ The effects of Drontal® Plus Anthelmintic Tablets on pregnant animals have not been determined.

There are no known contraindications against the use of praziquantel or pyrantel pamoate in dogs.

PRECAUTIONS: Strict hygienic precautions should be taken when handling dogs or feces suspected of harboring *E. multilocularis*. Infected dogs treated for the first time with Drontal® Plus and Drontal® Plus Taste Tabs® Tablets and dogs treated at intervals greater than 28 days may shed eggs in the feces after treatment. The animal should be held in the clinic during this interval and all feces should be incinerated or autoclaved. If these procedures are not possible, the eggs can be destroyed by soaking the feces in a sodium hypochlorite (bleach) solution of 3.75% or greater.⁷ All areas where the animal was maintained or in contact with should be thoroughly cleaned with sodium hypochlorite and allowed to dry completely before reuse.

WARNING: KEEP OUT OF REACH OF CHILDREN.

USE DIRECTIONS

DOSAGE: The presence of parasites should be confirmed by laboratory fecal examination. Weigh the animal before treatment. Administer the proper dosage as specified in the following table as a single oral treatment.

DRONTAL® PLUS AND DRONTAL® PLUS TASTE TABS® TABLETS DOSAGE CHARTS

for Puppies and Small Dogs* (2 - 25 lbs.)		for Medium Sized Dogs (26 - 60 lbs.)		for Large Dogs (45 lbs. and greater)	
Body Wt. (lbs.)	No. of Tablets	Body Wt. (lbs.)	No. of Tablets	Body Wt. (lbs.)	No. of Tablets
2 - 4	0.5	26 - 30	1.0	45 - 60	1.0
5 - 7	1.0	31 - 44	1.5	61 - 90	1.5
8 - 12	1.5	45 - 60	2.0	91 - 120	2.0
13 - 18	2.0				
19 - 25	2.5				

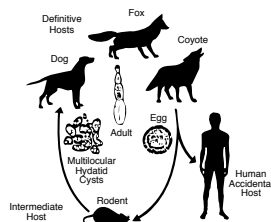
*NOT FOR USE IN PUPPIES LESS THAN 3 WEEKS OF AGE OR DOGS WEIGHING LESS THAN 2 LBS.

ADMINISTRATION: Most dogs find Drontal® Plus Taste Tabs® Tablets palatable. Drontal® Plus and Drontal® Plus Taste Tabs® Tablets may be offered to the dog by hand. Alternatively tablets may be given directly by mouth or offered in a small amount of food. Fasting is neither necessary nor recommended prior to or after treatment.

RETREATMENT: For those animals living where reinfections are likely to occur, clients should be instructed in the steps to optimize prevention; otherwise, retreatment may be necessary. This is true in cases of *Dipylidium caninum* where reinfection is almost certain to occur if fleas are not removed from the animal and its environment. In addition, for control of *Echinococcus multilocularis*, a program of regular treatment every 21 to 26 days may be indicated (see *E. multilocularis* section below).

ECHINOCOCCUS MULTILOCULARIS: *Echinococcus multilocularis* is a tapeworm species usually found in wild canids, including foxes, coyotes and wolves. The parasite has also been identified in domestic dogs and cats and is potentially a serious public health concern because it may infect humans.

The life cycle of the parasite is based on a predator-prey relationship as depicted.



The adult tapeworm is small (1-4mm) and resides in the intestinal tract of the definitive host (wild or domestic canids). Eggs from the adult tapeworm are shed in the feces. Rodents such as mice and voles serve as the intermediate host. Eggs ingested by rodents develop in the liver, lungs and other organs to form multilocular cysts. The life cycle is completed after a canid consumes a rodent infected with cysts. Larvae within the cyst develop into adult tapeworms in the intestinal tract of the canid. Eggs may be passed in the feces of the canid approximately 28 days later.

This parasite poses a serious public health problem because of the possibility for human involvement in the life cycle. If eggs shed by an infected canid are accidentally ingested, a highly pathogenic condition (Alveolar Hydatid Disease) results from development of the cyst stage in humans.

The original geographic distribution of *E. multilocularis* was primarily confined to northern areas of North America. Current evidence indicates migration of the parasite well into the continental United States.^{3,4}

Domestic dogs living in *E. multilocularis* endemic areas that roam freely with the opportunity to catch wild rodents are at risk of infection. Pet owners should be advised on how to minimize this risk. Proper restraint of dogs should be encouraged, along with regular treatment with Drontal® Plus or Drontal® Plus Taste Tabs® Tablets, following the dosing schedule aforementioned and precautions indicated below.

Additional information on the life cycle and epidemiology of this parasite is available in veterinary parasitology texts.^{5,6}

DIAGNOSIS: Diagnosis of *E. multilocularis* in canids is difficult. The adult tapeworm produces no clinical signs of infection. Tapeworm segments (proglottids) are usually not observed in the feces. *E. multilocularis* eggs, observed using microscopic fecal examination procedures, are similar in appearance to those of common species such as *Taenia pisiformis*.

Assistance in the diagnosis of *E. multilocularis* may be available from a state veterinary diagnostic laboratory. Additional information regarding areas where *E. multilocularis* is suspected or has been confirmed may be obtained from area veterinary schools or the Centers for Disease Control in Atlanta, GA.

TREATMENT: Dogs infected with *E. multilocularis* should be treated to prevent exposure of humans to infective eggs and to break the parasite's life cycle.

The dosage of Drontal® Plus and Drontal® Plus Taste Tabs® Tablets for removal of *E. multilocularis* is the same as that indicated for the removal of the other tapeworm species listed on the label. Laboratory efficacy studies conducted with Drontal Plus tablets have demonstrated the recommended dosage is 100% effective.

Under condition of continual exposure to wild rodents, retreatment of the dog at 21-26 day intervals is recommended to prevent the shedding of infectious eggs.

EFFICACY: A total of 176 dogs and puppies with naturally acquired or experimental parasite infections were included in 4 well-controlled laboratory studies to establish the efficacy of Drontal® Plus Anthelmintic Tablets. In addition, 103 dogs and puppies were included in clinical field studies conducted in 5 veterinary clinics at different geographic locations throughout the United States to further evaluate safety and efficacy. These studies included dogs of various sizes, ages and breeds. Data from these studies demonstrated Drontal Plus Anthelmintic Tablets are safe and efficacious for the removal of the parasite species indicated on the label when used as directed.

Results obtained in the laboratory and clinical studies indicate small numbers of hookworm or roundworm eggs may be passed in the feces for up to 7 days after treatment although the worms themselves were eliminated. A follow-up fecal examination should be conducted 2 to 4 weeks after treatment to determine the need for retreatment.

Palatability: Palatability studies with Drontal® Plus Taste Tabs® Tablets were conducted at 3 different veterinary clinics in the United States. These studies included a total of 151 dogs (65 males / 86 females) representing 34 different breeds with body weights ranging from 3.8 - 190 lbs. The tablets were offered free-choice to the dogs by their owners and over 89% of the dogs willingly consumed the tablets.

ADVERSE REACTIONS: None of the 103 dogs treated with Drontal® Plus Anthelmintic Tablets in the clinical field studies exhibited drug-related side effects. Of the 40 dogs treated with Drontal Plus Taste Tabs® Tablets in laboratory studies, two dogs exhibited vomiting, one puppy exhibited bloody/mucoid stool and one puppy exhibited watery/profuse stool.

For customer service or to obtain product information, including Material Safety Data Sheet, call 1-800-633-3796. For medical emergencies or to report adverse reactions, call 1-800-422-9874.

ANIMAL SAFETY: Controlled safety evaluations have been conducted in dogs with Drontal® Plus (praziquantel/pyrantel pamoate/febantel) Anthelmintic Tablets. Dogs receiving up to 5 times the label dosage (35 mg praziquantel, 35 mg pyrantel pamoate and 179 mg febantel per kg of body weight) for 3 consecutive days (3 times the label duration) showed clinical signs of vomiting and non-formed stools. One dog receiving a 3 times labeled dose had elevated SGPT, SGOT, CPK and GGT readings (outside of normal range) at 6 days post-treatment. No additional findings were noted in hematology/clinical chemistry parameters nor were there any treatment-related histological lesions. Vomiting was the only side effect observed when dogs received a single treatment of 61 mg praziquantel, 61 mg pyrantel pamoate and 305 mg febantel/kg with one dog having an elevated SGPT reading (outside of normal range) at 24 hours post-treatment which had returned to normal by 7 days.

STORAGE CONDITIONS: Drontal® Plus Taste Tabs® Tablets should be stored at or below 77 °F (25 °C).

Drontal® Plus Tablets should be stored at controlled room temperatures between 59-86°F (15-30°C).

Un-biestered whole or partial tablets should be stored in a tightly sealed container.

HOW SUPPLIED:

Drontal® Plus Taste Tabs® Tablets are available in three tablet sizes:

Code 08758428: 40 tabs/box for Puppies and Small Dogs
Code 08892051: 40 tabs/box for Medium Sized Dogs
Code 08892078: 30 tabs /box for Large Dogs

Each Drontal® Plus tablet size is available in bottles of 50 (puppies and small dogs, medium sized dogs) or 30 (large dogs).

Code 08713130-176099 50 Tablets/Bottle (Puppies and Small Dogs)
Code 08713149-177099 50 Tablets/Bottle (Medium Sized Dogs)
Code 08724639 30 Tablets/Bottle (Large Dogs)

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Drontal Plus Taste Tabs label - October, 2013

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