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.
When it comes to dewormers, you have a choice.

Choose Profender® — the most complete feline topical dewormer.*

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.

- **Topical treatment** means no more struggles with pilling
- **No injections** or messy pastes
- **One easy application** controls tapeworms, roundworms and hookworms†

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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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Anxious Moments
Veterinarians can help clients allay their cats’ fears about office visits

Industry News

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.

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.

P.S.: 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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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

**Wedgewood Pharmacy**
To get your October free shipping use discount code: WBTVC105 at Order.WedgewoodPetRx.com

**Royal Canin**
ACT NOW AND SAVE 25% on Royal Canin Veterinary Diet® Feline Gastrointestinal and Urinary SO® product bundle order. And on Royal Canin Veterinary Diet® and Canine Gastrointestinal Low Fat™ bundle order.

To place an order, please contact your Royal Canin district manager or email order.usa@royalcanin.com

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
Bronchi-Shield® ORAL is making a happy vaccine experience the new normal.

BRONCHI-SHIELD ORAL is the first to redefine *Bordetella* vaccination without needle sticks, sneeze-backs, or initial boosters!¹

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—Rebecca Ruch-Gallie, DVM, MS

Give dogs and their owners an enjoyable vaccine experience—only with BRONCHI-SHIELD ORAL.
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Reference: ¹Data on file, BRONCHI-SHIELD ORAL package insert, Boehringer Ingelheim Vetmedica, Inc.
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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 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
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, de-worming, 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. “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.
DEWORM WITH CONFIDENCE

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

- Treats tapeworms, roundworms, hookworms and whipworms
- Is effective against NINE species of intestinal parasites
- Is the only treatment with THREE active ingredients labeled solely for intestinal parasites

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

For dogs only.
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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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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*36-month contract required; contact IDEXX for details.

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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For more information, talk to your Hill’s Representative.
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. 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.
**Drontal® Plus**

**(praziquantel/pyrantel pamoate/febantel)**

**Tablets**

Broad Spectrum Anthelmintic Tablets for Dogs and Cats

**Drontal® Plus**

**(praziquantel/pyrantel pamoate/febantel)**

**Taste Tabs®**

Broad Spectrum Chewable Anthelmintic Tablets for Dogs

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**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.

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**INDICATIONS**: Drontal® Plus (praziquantel/pyrantel pamoate/febantel) Broad Spectrum 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 roundworms and hookworms (Toxocara canis, Toxocara cati, and Nematodes (Dirofilaria immitis)) and for prevention of Toxocara infection in puppies. Drontal® Plus Taste Tabs® (praziquantel/pyrantel pamoate/febantel) Tablets have demonstrated the recommended dosage is effective for the treatment and prevention of gastrointestinal nematode infections in dogs and cats.

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**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® Tablets are available in 3 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 11.4 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 34.0 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, the cestode activity is exhibited. Following oral administration, the tapeworm loses its ability to resist digestion by the mammalian host. Because of this, whole tapeworms, including the scolex, are rarely passed immediately after administration of praziquantel. In many instances only disintegrated and partially digested pieces of tapeworms will be seen in the feces. Praziquantel is active against hookworms and ascarids. Pyrantel pamoate acts on the cholinergic receptors in the gastrointestinal tract causing smooth muscle spasm. Disintegrated hookworms are frequently passed after administration of praziquantel. Pyrantel pamoate is active against nematode parasites including whipworms. Febantel is active against nematode parasites including tapeworms, whipworms, and roundworms.

**WARNING**: KEEP OUT OF REACH OF CHILDREN.

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**REFERENCES**:


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