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November Digital Issue 2015

TVC

Digital magazine

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CUTTING EDGE

**TVC Member/Owner
Antigo Veterinary
Clinic is investing
in innovative
services for
its current –
and future –
customers**





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NEW

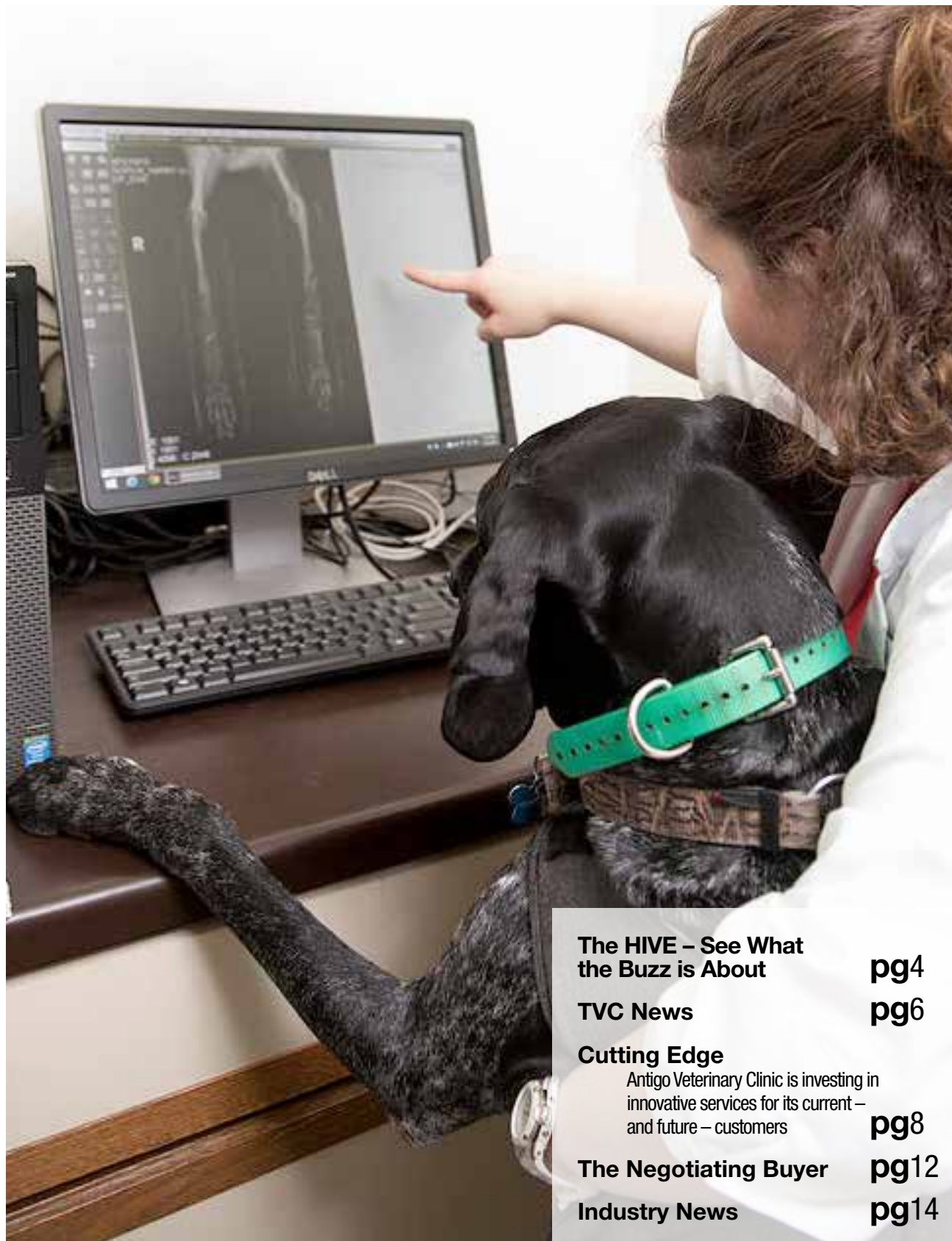
Introducing



(florfenicol, terbinafine, mometasone furoate)
Otic Solution

**the only veterinarian-administered,
single-dose regimen** for canine otitis externa.

CAUTION: Federal (U.S.A.) law restricts this drug to use by or on the order of a licensed veterinarian. CONTRAINDICATIONS: Do not use in dogs with known tympanic membrane perforation. CLARO™ is contraindicated in dogs with known or suspected hypersensitivity to florfenicol, terbinafine hydrochloride, or mometasone furoate.



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The HIVE – See What the Buzz is About

By Nick McCart, Director of Member Experience

You have questions. But in the past, there wasn't always a way to raise them, or find answers.

There are plenty of Internet forums related to veterinary medicine. They serve an important function for clinical idea sharing, awareness of issues and collaboration.

Yet, as valuable as those conversations are, we at The Veterinary Cooperative feel they're limited in terms of what can and can't be discussed. Namely the business side of running your veterinary practice.

That's why we've created The HIVE, an online network of knowledge sharing.

The goal of The HIVE is to connect our members with other members so that they can speak about veterinary topics – and business topics – inside a protected area.

The HIVE allows members to discuss TVC vendors. We have a section for each of our vendors where TVC members can ask specific questions, talk about supply chain issues, provide feedback on vendor webinars, etc. You can get advice on treatment options, discuss medications and efficacy, network on equipment choices and exchange business ideas. We also have a "Question of the Week" section that is TVC-centric.

If the first HIVE interaction is any indicator, the forum is poised to be a valuable tool for members. The first interaction dealt with the onboarding of a new vendor, which was

There are some exciting things we will be implementing in the future. We are rolling out a notification system that will email you when someone responds to your post.

an anesthesia-free dental program. This remains our most talked about topic, because veterinarians are passionate about it. In the discussion you can see arguments from every part of the spectrum on this issue. That's a good example of what The HIVE is intended to do.

There are some exciting things we will be implementing in the future. We are rolling out a notification system that will email you when someone responds to your post. Also, in January 2016, we'll feature Amir Shanan, DVM, as a guest moderator. Dr. Shanan is the owner of Compassionate Veterinary Care, offering in-home medical and consultation services for geriatric and terminally ill companion animals since 1995. He is an expert on end-of-life care and will be available to answer your questions. We plan to feature guest moderators throughout 2016, so be on the lookout for those announcements. If you have

a topic you feel you have some expertise in and would like to share with the TVC community, please contact me at the email address below.

Check out The HIVE and see what all the buzz is about! We'd love your feedback about what is working and what we can improve. Email me your suggestions at Nick.McCart@tvc.coop. For more information, visit <http://www.theveterinarycooperative.coop/membersonly/login/HiveLogin.php> ■

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NEWS

Webinar

Spotlight on Specialty Lab Services

Join us for a webinar with TVC's newest vendors to learn more about lab services that you can't get with the biggest lab vendors.

The vendors involved will be:

- VDI, Veterinary Diagnostics Institute
- Kit4Cat – Urine Collection
- Kacey Diagnostics – Specialty diagnostic

Don't miss this! – www.tvc.coop/webinars

Webinar

TVC and Bayer Animal Health

Happy Holidays from Bayer Animal Health. Join us for the launch of Claro, Bayer's brand new treatment of Canine Otitis Externa that eliminates the need for in-home application by pet owners on Tuesday, December 1, at 9 a.m., or 1 p.m., Central time. The first 100 TVC members at the webinar will be given a \$100 Amazon gift card. Register today! www.tvc.coop/webinars



Promotions

Wedgewood Pharmacy

To get your October free shipping, use discount code: WBTVC111 at Order.WedgewoodPetRx.com

News

This month we're announcing notifications on The HIVE. Now, once you post in The HIVE and someone replies to your post, you'll be notified via email right away. Please take a look and comment on our newest 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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**Relation of vitamin D status to congestive heart failure and cardiovascular events in dogs. Kraus MS et al 2013
Hypovitaminosis D in dogs with inflammatory bowel disease and hypoalbuminaemia Gow AG et al 2011
Circulating 25-hydroxyvitamin D levels in dogs – correlation with health and cancer risk . Selting K, 2014
The effect of diet on serum 25-hydroxyvitamin D concentrations in dogs. Sharp C 2015*

For a full listing of research and complete citations, please visit us online at www.vdilab.com, or contact VDI.



CUTTING EDGE

TVC Member/Owner Antigo Veterinary Clinic is investing in innovative services for its current – and future – customers

The results were undeniable. The 6-year old Labrador Retriever had

orthopedic an allergy issues. His Achilles tendons were essentially breaking down, and Sarah Lautzenhiser, DVM, knew that almost always meant surgery was needed. But the clinic treating her future husband's dog had recommended stem cell therapy. Lautzenhiser remembers watching as the dog not only recovered, but thrived. Three years later, the 9-year old Lab has stabilized ankles, the energy of a puppy, and "jumps around like a kangaroo," Lautzenhiser says.

"After seeing that happen, I knew it was something I wanted to look into for our practice," says Lautzenhiser, a veterinarian at Wisconsin-based Antigo Veterinary Clinic, and The Veterinary Cooperative member.

Improving quality of life

Therapeutic stem cell therapies, such as VetStem, have the potential to give pets a new lease on life. VetStem cells can treat arthritis in dogs and cats, as well as



joints, tendons and ligaments in horses, reducing pain and improving an animal's quality of life. It's gaining interest as an alternative to traditional treatments, such as NSAIDs for pain management, and surgery. Reception from pet owners has been favorable. In clinical data collected from 90-day owner surveys, VetStem reported that 81 percent of pet owners with older dogs (ages 9 to 18 years) who used the VetStem's procedure indicated their pet's condition as having improved.

NEW

CLARO™

(florfenicol, terbinafine, mometasone furoate)
Otic Solution



Introducing **Claro™**,
the **only veterinarian-administered,**
single-dose regimen
for canine otitis externa.



BUY ONE Claro™ 10 ct carton,
GET ONE Claro™ 10 ct carton
FREE through March 31, 2016.*

Purchases of 3 or more Claro™ 10-count cartons will receive net 60 day terms.

*Buy One, Get One offer applicable across multiple invoices up to a maximum of 5 free cartons (per ship-to address) within the promotional period. Free goods may not be returned for credit. Offer ends March 31, 2016. Contact your Bayer Sales Representative for program details.

OneDoseZeroHomework.com

CAUTION: Federal (U.S.A.) law restricts this drug to use by or on the order of a licensed veterinarian. CONTRAINDICATIONS: Do not use in dogs with known tympanic membrane perforation. CLARO™ is contraindicated in dogs with known or suspected hypersensitivity to florfenicol, terbinafine hydrochloride, or mometasone furoate.

What pushed the pedal for Lautzenhiser was a client who asked her if stem cell therapy was something Antigo Veterinary Clinic could do for his two geriatric dogs. After seeing the results in her husband's Labrador, she had also heard endorsements from colleagues at a training event. Lautzenhiser decided to research the procedure and protocols. She contacted VetStem, completed the training provided, and used the VetStem support team to assist with the first couple of treatments.

Lautzenhiser says the pet patients from those procedures, which were arthritis cases, have definitely showed improvement. "The client perceived improvement even within a few weeks of being treated and were very happy with the outcome," she says. She's also done an elbow arthritis case that hasn't had quite the same response, but

"It'll help us get recognized more as the cutting edge practice in the area," she says.

"We have a new competitor, and I think this will set us apart from them. People that want something different, something that they can't get at just a run-of-the-mill practice, they're going to come here."

it was the first time injecting an elbow, and "any time you implement something new you are learning."

Investing in cutting edge

Lautzenhiser says offering procedures and therapies such as VetStem is part of Antigo Veterinary Clinic's approach to be known as an innovative, forward thinking practice. Antigo offers services such as laser therapy, in-depth diagnostic workups, ultrasound, and digital dental X-ray. They are also looking into training for therapeutic and massage therapy for pets, as well as acupuncture training.

"We consider ourselves a clinic with high standards of care," she says.

She says being one of the first local clinics to offer VetStem is an investment in future clients as much as the current customer base. "I think it will get more people interested," she says. "As a practice we are always trying to

promote new modalities of treatment. People like that when they see that in a practice, whether it's on the veterinary side or the human side of health, that you don't stay stagnant, and that you are constantly trying to learn and implement new things."

Client education is key. Lautzenhiser says she informs pet owners that the stem cells come from the dog's tissue, so it isn't something likely to cause rejection. The clinic uses general anesthesia to harvest the cells, which can be a concern to pet owners, but it's also an opportunity for Lautzenhiser to tell them about the AAHA best practices that the clinic uses. Veterinarians using VetStem harvest fat stem cells and send them to VetStem for processing. Then, the pet is injected with the regenerative cells. The entire process and recovery is less invasive than surgery.

The third challenge relates to cost, and that's something Lautzenhiser says may take time for pet owners to come around on. "In our area, people don't have a lot of comparisons," she says. For instance, many times people will compare prices of services that their neighbors may have used. With a relatively new procedure such as VetStem, it's yet to gain that traction from word of mouth. "That's how you get things happening," she says.

"People do it and you start talking about it. That is what makes something really take off."

Antigo Veterinary Clinic offers wellness plans, credit and some internal financing costs to help customers. She says they are also emphasizing pet insurance. "It's important to get someone on board with pet insurance when the pet is young, because they are most likely to comply with treatment recommendations when the pet is older," she says.

Though they just began stem cell therapies this year, Lautzenhiser believes the investments they are making in the clinic today are setting a foundation for their future client base.

"It'll help us get recognized more as the cutting edge practice in the area," she says. "We have a new competitor, and I think this will set us apart from them. People that want something different, something that they can't get at just a run-of-the-mill practice, they're going to come here." ■



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The Negotiating Buyer

By Brian Sullivan, President of PRECISE Selling



Recently, a large company inquired

about doing a Negotiation Skills Seminar for their national meeting. This is one of my favorite sessions to deliver, because if the skills are used, it leads to higher sales margins and quicker deals. As I began questioning the key decision-maker for the meeting, I quickly learned this would not be an audience of salespeople or business owners, but rather a room full of buyers and purchasing agents. In other words, the students I would teach are the very people who negotiate with salespeople every day.

I had a decision to make. Do I reveal the secrets I share with salespeople? But then it hit me. I felt like the Grinch who had suddenly found the true meaning of Christmas. Perhaps sales isn't about winning, gaining higher margins, and dominating the buyer. Perhaps it's about much more than

that. Maybe it's really about putting two people in a room who are looking for much more than winning the short-term deal. Maybe it's about teaching salespeople and buyers how to respect each other, care for each other, be honest with each other with hopes of developing a long-term friendship/partnership that makes them both look good.

After my warm and fuzzy revelation, I got to work preparing the meeting. My objective was to teach the buyer how to find the best long-term partners and how to weed out those unworthiness of their business. In the process, I would teach them how to get as much as possible out of salespeople, but warned them the best salespeople will not be bullied ... just as the best buyers will not be bullied. In the end, I believe the best negotiator, with the best long-term intentions, should win, but only slightly more than the other party. In short, it's a WIN/ win situation.



The following is what I taught the audience.

Buyer negotiation tips

- 1. Prepare:** Make a list of what's important to you regarding suppliers, then do your homework to find companies who match your wants. Call at least three people to learn about that supplier and get real world opinion. If prices are listed on websites, write them down. While the lowest price isn't always the best option, it's the only thing to consider when all suppliers look, sound, act and smell the same.
- 2. Aim low:** Think about what would be a GREAT deal for you. Don't ever make the first offer because

there is a chance the unconfident salesperson will assume all you care about is price. As a result, they'll often slash their margins without you having to do anything. And don't accept the first offer. Again, the unconfident salesperson will often let their urgency to get the order cause them to lower their price even more.

- 3. Always ask for something:** There is a better than 90-percent chance you'll get more than you originally thought if you just ask. Don't stop there. If you get a "no," ask FIVE times. If after five times the salesperson isn't budging, chances are they have gone as far as they can.
- 4. Ask the right person:** Great salespeople who come prepared and have the answers you need are extremely valuable. Because of this, they'll usually have the authority to make "selling" decisions. This means you are negotiating with the right person. But when they tell you they need to get approval, they're often telling you they either lack the knowledge or skill to get the deal done, or the confidence to negotiate. In this case, ask to be introduced to the leader who can help get your answers.
- 5. Be willing to walk:** There are many companies who want your business. While it's often hard to find, the best long-term partner will be the one who fully understands your needs and helps you find solutions that make your life easier. Remember, acquisition price is only one part of the equation. The cheapest price often comes with the worst service.

And the bonus lesson:

- 6. DON'T BE A JERK!** Because the prepared salesperson who has a great attitude, delivers Five Star service, is smart and confident, and is a high-level communicator will also be willing to walk! And because they are so good, they know there are more than enough nice prospects to do long-term business with.



Nominations open for AVMA's Excellence in Veterinary Medicine Awards

According to AAHA NEWStat, on Nov. 1, the American Veterinary Medical Association (AVMA) opened nominations for its Excellence in Veterinary Medicine Awards, to recognize AVMA members and non-members who have contributed to the profession. Nominations will close on Feb. 1. The 11 awards cover multiple categories, including legislation, research, education, community service, public service, and more. Nominees can be both AVMA members and non-members and include both veterinarians and, for some categories, non-veterinarians. Nominations, to be submitted online, include a nomination form, a curriculum vitae of the person being nominated, a letter outlining how the nominee meets the award criteria, and three letters of support regarding the nomination.

Animal Planet show to highlight veterinarian

According to *DVM News* magazine, Animal Planet is adding a new show with a veterinary angle to its programming lineup this November. Dr. Dee: Alaska Vet premiered on Nov. 7. The show centers on Dee Thornell, DVM, who practices in remote Alaska, following her as she travels across glaciers and works in sub-zero temperatures, even flying a small plane to reach her patients if needed. Thornell, a former Midwesterner, started her business out of a pickup truck more than 25 years ago and now owns Animal House Veterinary Hospital in Fairbanks, Alaska, according to a release from Animal Planet. The hospital treats a variety of species that wouldn't necessarily show up on a veterinarian's day-to-day patient list in other areas: ox, moose, bear, beavers, bald eagles, chinchillas and iguanas. Those exotic cases often require her to leave her high-tech clinic and rely on the bare necessities in remote villages, using a small plane, four-wheeler or a horse and carriage to get there, the release states.

Patterson Veterinary representing Voyce Pro

Patterson Veterinary announced that it will now represent Voyce Pro, a remote monitoring service for canine patients that enables veterinary professionals to monitor key vital signs including resting heart rate, resting respiratory rate, activity, intensity of activity and quality of rest. Patterson Veterinary is a key operational business unit of Patterson Companies, Inc. and i4C Innovations (dba Voyce) is a subsidiary of Intersections Inc., the creators of the Voyce Health Monitor™ and Voyce Pro Wellness Monitoring Program™. George Henriques, chief commercial officer of Patterson Veterinary, commented, "We are excited that the veterinarians we serve will now be able to offer Voyce Pro, a state-of-the-art remote monitoring technology, as we work toward our core mission of providing the highest quality products and services to our veterinary customers. Voyce Pro will provide a new level of support to veterinarians in managing client compliance and treatment efficacy. We are confident that this agreement will further the goals of both companies to provide comprehensive resources to the veterinary community in support of animal welfare."

Pet medications to reach more than \$7 billion per forecast

U.S. sales of pet medications are forecast to reach \$7.02 billion this year, a 6.9 percent jump from 2014, according to the market research firm Packaged Facts and reported by Veterinary Practice News. The newly released report "Pet Medications in the U.S., 4th Edition" calculated that sales of prescription and over-the-counter drugs by veterinary hospitals and Internet and brick-and-mortar retailers should rise to nearly \$9 billion by 2019. Excluded are sales of nutritional supplements as well as drugs for horses and food animals. The report's author, George Puro, predicted that veterinarians will end this year with a 59 percent share of the pet medications market, up 1 percentage point from 2014.

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Gum sweetener causing a “surge” in accidental dog poisonings

According to a *Wall Street Journal* report, xylitol, a sugar substitute increasingly used by food manufacturers, has been deemed safe for humans but is extremely harmful to dogs – roughly 100 times as toxic as milk chocolate, a more widely known hazard, experts say. The sweetener is causing a surge in accidental dog poisonings, some fatal, according to animal poison-control centers. “We’ve seen a dramatic increase” in xylitol calls, said Dr. Ahna Brutlag, senior veterinary toxicologist at the Pet Poison Helpline. Her center has had 2,800 calls about known or suspected xylitol ingestion so far this year, up from 300 in 2009. Dr. Brutlag said xylitol has become one of the most dangerous food-related poisons her staff deals with.

NAVC establishes Veterinary Innovation Council

The North American Veterinary Community (NAVC) announced that it has established the Veterinary Innovation Council (VIC), a non-profit 501(c)(6) association with the mission of convening the brightest minds in the profession and industry together to tackle innovation opportunities that lift up all animal health care segments including caregivers, academia, suppliers and consumers. This project-driven, collaborative industry body is aimed at three primary goals:

- Convening talent from across the profession to tackle global challenges facing the animal health industry; challenges that require collaboration and innovation
- Developing realistic, innovative solutions capable of transforming areas of critical value to the veterinary profession and animal health industry
- Collaborating with professional organizations, companies and non-profits to implement the innovations and reforms.

NAVC CEO Thomas M. Bohn, MBA, CAE stated, “Existing veterinary trade organizations perform vital roles in protecting and advancing the interests of their members. But we saw an unmet need for a veterinary organization that works industry-wide to focus on positive change and push the envelope for innovative solutions across professional boundaries. Initially, VIC initiatives will include enhancing the value of veterinary technicians as well as telemedicine standards.”

NAVC President Christine Navarre, DVM, MS, DACVIM (LAIM), added, “We’re proud to initiate this exciting development for our profession. The VIC will carefully leverage the breadth and depth of the NAVC and its relationships within the profession to build the foundation for a long-term engine that drives innovation and reform.”

Massachusetts tops in pet pampering, according to ranking

According to Pet Product News, economic analysis by Thumbtack, a San Francisco-based consumer review website, ranked the states most likely to pamper its pets. Massachusetts came out on top, followed (in order) by Rhode Island, Utah, Colorado, Arizona, Connecticut, Florida, Washington, Maryland and New Hampshire for the Top 10 Pet-Pampering States. Thumbtack looked at the number of consumer requests it got on its website from pet owners in each state for nine dog-related services (grooming, pet sitting, dog walking, etc.) and created a Pet Pampering Index (PPI). The PPI was adjusted for the number of dog-owning households per state based on data from the American Veterinary Medical Association.

**CLARO™****(florfenicol, terbinafine, mometasone furoate)
Otic Solution**Antibacterial, antifungal, and anti-inflammatory
For Otic Use in Dogs Only**CAUTION:** Federal (U.S.A.) law restricts this drug to use by or on the order of a licensed veterinarian.**DESCRIPTION:**

CLARO™ contains 15.0 mg/mL florfenicol, 13.3 mg/mL terbinafine (equivalent to 15.0 mg/mL terbinafine hydrochloride) and 2.0 mg/mL mometasone furoate. Inactive ingredients include purified water, propylene carbonate, propylene glycol, ethyl alcohol, and polyethylene glycol.

INDICATIONS:

CLARO™ is indicated for the treatment of otitis externa in dogs associated with susceptible strains of yeast (*Malassezia pachydermatis*) and bacteria (*Staphylococcus pseudintermedius*).

DOSAGE AND ADMINISTRATION:**Shake before use.****CLARO™ should be administered by veterinary personnel.**

Administer one dose (1 dropperette) per affected ear. The duration of effect should last 30 days.

1. Clean and dry the external ear canal before administering the product.
2. Verify the tympanic membrane is intact prior to administration.
3. Remove single dose dropperette from the package.
4. While holding the dropperette in an upright position, remove the cap from the dropperette.
5. Turn the cap over and push the other end of the cap onto the tip of the dropperette.
6. Twist the cap to break the seal and then remove cap from the dropperette.
7. Screw the applicator nozzle onto the dropperette.



8. Insert the tapered tip of the dropperette into the affected external ear canal and squeeze to instill the entire contents (1 mL) into the affected ear.



9. Gently massage the base of the ear to allow distribution of the solution.
10. Repeat with other ear as prescribed.

Cleaning the ear after dosing may affect product effectiveness.

CONTRAINDICATIONS:

Do not use in dogs with known tympanic membrane perforation (see **PRECAUTIONS**).

CLARO™ is contraindicated in dogs with known or suspected hypersensitivity to florfenicol, terbinafine hydrochloride, or mometasone furoate.

WARNINGS:

Human Warnings: Not for use in humans. Keep this and all drugs out of reach of children. In case of accidental ingestion by humans, contact a physician immediately. In case of accidental skin contact, wash area thoroughly with water. Avoid contact with eyes. Humans with known hypersensitivity to florfenicol, terbinafine hydrochloride, or mometasone furoate should not handle this product.

PRECAUTIONS:

Do not administer orally.

The use of CLARO™ in dogs with perforated tympanic membranes has not been evaluated. The integrity of the tympanic membrane should be confirmed before administering the product. Reevaluate the dog if hearing loss or signs of vestibular dysfunction are observed during treatment.

Use of topical otic corticosteroids has been associated with adrenocortical suppression and iatrogenic hyperadrenocorticism in dogs (see **ANIMAL SAFETY**).

Use with caution in dogs with impaired hepatic function (see **ANIMAL SAFETY**).

The safe use of CLARO™ in dogs used for breeding purposes, during pregnancy, or in lactating bitches has not been evaluated.

ADVERSE REACTIONS:

In a field study conducted in the United States (see **EFFECTIVENESS**), there were no directly attributable adverse reactions in 146 dogs administered CLARO™.

To report suspected adverse drug events and/or obtain a copy of the Safety Data Sheet (SDS) or for technical assistance, contact Bayer HealthCare at 1-800-422-9874.

For additional information about adverse drug experience reporting for animal drugs, contact FDA at 1-888-FDA-VEIS or online at <http://www.fda.gov/AnimalVeterinary/SafetyHealth>.

PHARMACOLOGY:

CLARO™ Otic Solution is a fixed combination of three active substances: florfenicol (antibacterial), terbinafine (antifungal), and mometasone furoate (steroidal anti-inflammatory). Florfenicol is a bacteriostatic antibiotic which acts by inhibiting protein synthesis. Terbinafine is an antifungal which selectively inhibits the early synthesis of ergosterol. Mometasone furoate is a glucocorticosteroid with anti-inflammatory activity.

MICROBIOLOGY:

The compatibility and additive effect of each of the components in CLARO™ solution was demonstrated in a component effectiveness and non-interference study. An *in vitro* study of organisms collected from clinical cases of otitis externa in dogs enrolled in the clinical effectiveness study determined that florfenicol and terbinafine hydrochloride inhibit the growth of bacteria and yeast commonly associated with otitis externa in dogs. No consistent synergistic or antagonistic effect of the two antimicrobials was demonstrated. The addition of mometasone furoate to the combination did not impair antimicrobial activity to any clinically significant extent.

In a field study (see **EFFECTIVENESS**), at least 10 isolates from successfully treated cases were obtained for *S. pseudintermedius* and *M. pachydermatis*.

EFFECTIVENESS:

In a well-controlled, double-masked field study, CLARO™ was evaluated against a vehicle control in 221 dogs with otitis externa. One hundred and forty six dogs were treated with CLARO™ and 75 dogs were treated with the vehicle control. All dogs were evaluated for safety. Treatment (1 mL) was administered once on Day 0 to the affected ear(s). Prior to treatment, the ear(s) was cleaned with saline. The dogs were evaluated on Days 0, 7, 14, and 30. Blood work and urinalysis were obtained on Day 0 pre-treatment and Day 30 at study completion. Four clinical signs associated with otitis externa were evaluated: erythema, exudate, swelling, and ulceration. Success was based on clinical improvement at Day 30. Of the 183 dogs included in the effectiveness evaluation, 72.5% of dogs administered CLARO™ solution were successfully treated, compared to 11.1% of the dogs in the vehicle-control group ($p=0.0001$).

ANIMAL SAFETY:

In a target animal safety study, CLARO™ was administered aurally to 12-week-old Beagle puppies (4 dogs/sex/group) at 0X, 1X, 3X, and 5X the recommended dose once every 2 weeks for a total dosing period of 28 days (3 times the treatment duration). No clinically relevant treatment-related findings were noted in hearing tests, body weight, weight gain, or food consumption. CLARO™ administration was associated with post-treatment ear wetness or clear aural exudate, increased absolute neutrophil count, decreased absolute lymphocyte and eosinophil counts, suppression of the adrenal cortical response to ACTH-stimulation, decreased adrenal weight and atrophy of the adrenal cortex, increased liver weight with hepatocellular enlargement/cytoplasmic change, and decreased thymus weight. Other potentially treatment-related effects included mild changes to AST, total protein, inorganic phosphorus, creatinine, and calcium.

STORAGE INFORMATION:

Store between 20°C-25°C (68°F-77°F), excursions permitted 10°C-30°C (59°F-86°F).

HOW SUPPLIED:

CLARO™ solution is supplied in a single-use dropperette in a blister. Each dropperette contains one 1 mL dose.

CLARO™ is available in cartons of two, ten, or twenty dropperettes.

Bayer

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