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December Digital Issue 2015

TVC

Digital magazine

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Diagnosing Your Lab Testing

How utilizing testing capabilities in addition to traditional lab services has paid off for TVC Member Steve Manyak-Royzman, DVM.





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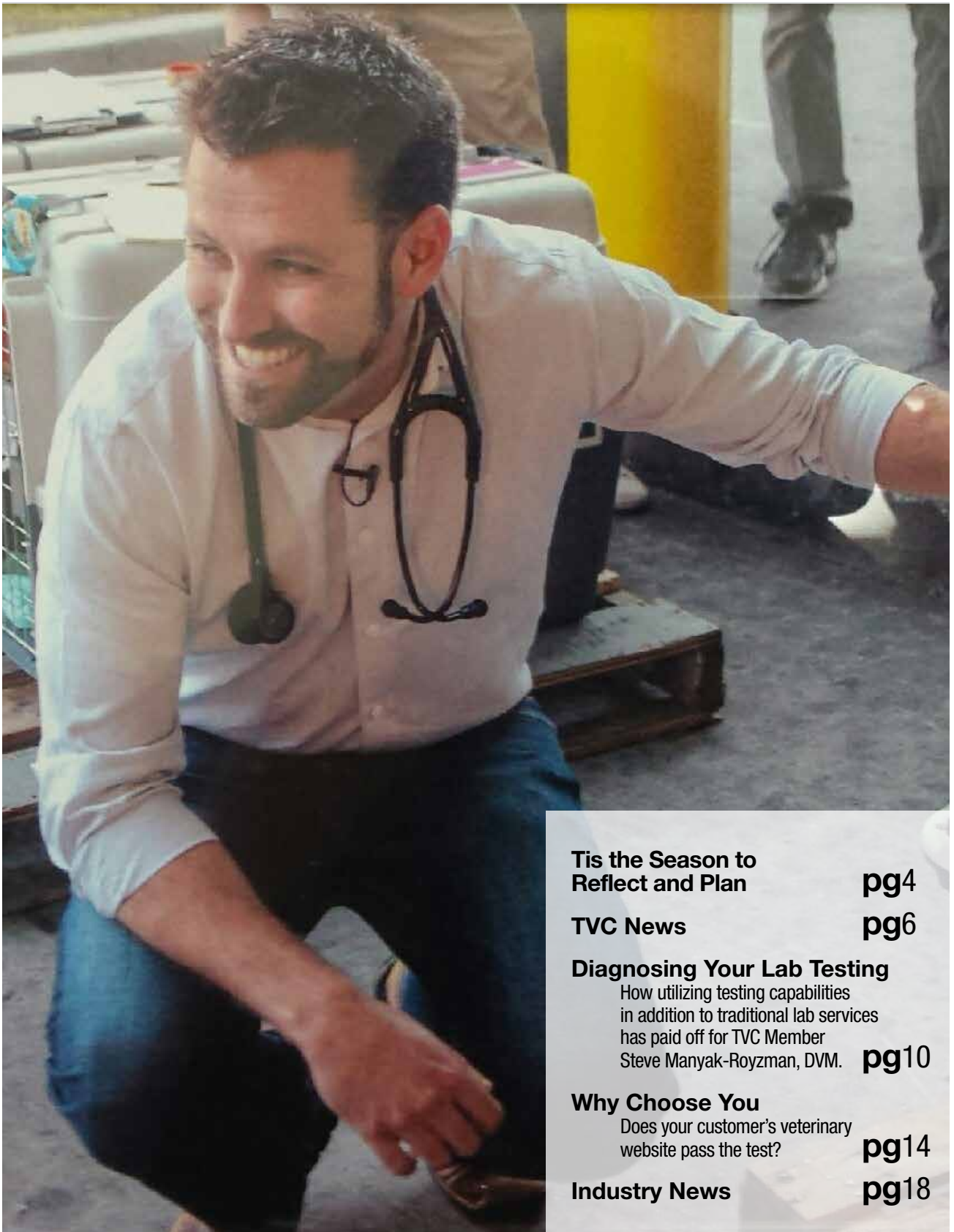


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¹ Cole LX, Liu DH, Rajala-Schultz PJ, et al. (2007). *In vitro* activity of an ear flush containing tromethamine, EDTA, benzyl alcohol and 0.1% ketoconazole on *Malassezia* organisms from dogs with otitis externa. ©2007 *The Equine Journal*. ©2007 ESVD and ACVD. 18:115-119.

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Tis the Season to Reflect and Plan

By Rich Morris

December is a great time to reflect

on what has been accomplished and what needs to happen for the future. In September 2012, The Veterinary Cooperative opened its doors with four founding members utilizing about seven vendors. At the time, I predicted that TVC would grow by 100-200 members a year, and it would take the industry about 12 years before you would see the majority of independent clinics either become part of a group like ours or be purchased by corporate clinics.

A little more than three years later, we've exceeded those expectations, and the market has accelerated considerably. TVC – now at around 1,100 members – has almost doubled in size every year since inception.

The veterinary business has gone from a place to practice great medicine, to the need to become business savvy in order to keep practicing great medicine.

In June 2015, I re-surveyed the marketplace to see how fast consolidation was taking place and found a couple interesting statistics. One is that groups like ours, and corporate entities, are growing at about 20 percent a year. Forty eight percent of all small animal clinics are either in a corporate group or a Cooperative/buying group. When we started in 2012, that number was in the low 20s. Five years from now, if consolidation continues at this current rate, over 90 percent of all clinics will be part of a corporation or a buying group of some fashion. I would encourage you to reach out to veterinary friends in the industry and ask them to look into joining TVC. If the veterinary industry behaves like other consolidating industries with which I have been associated,

there will be no independent veterinary practices within 5 to 10 years that are not affiliated with some group.

A profitable place to be

There are still some veterinarians who believe this is not a profitable space because they are not highly profitable themselves. The reality is, there is a lot of money to be made and business people from outside the veterinary industry see the opportunity.

In 2014, I was contacted by eight different venture capitalists who wanted to pick my brain about this industry, including the largest VC group in the world. They all believe this space is profitable if tweaks are made to the current business model. We would not see consolidation taking place if they didn't believe that.

The veterinary business has gone from a place to practice great medicine, to the need to become business savvy in order to keep practicing great medicine. TVC's goal is not only to bring you pricing that matches the corporate groups across the country, but even more importantly, provide your clinic with business tactics/education and marketing to exceed what the corporates bring to the industry. Those that love animal care may be uncomfortable taking your practice into this new age of veterinary medicine. However, I can tell you from experience in other industries that have been invaded by big money that seek to change the current model of an industry, if you follow TVC's lead, your business will make way more money AND provide superior health care for the animals you love, while allowing you to remain independent. See Dr. Steve's article in this issue as a great example of the positive future we face together.

The animal health industry is indeed picking up the pace. But we believe with the track record already in place and innovative ideas to come, the member/owners of The Veterinary Cooperative are poised to be the trend setters. ■

WHEN

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Webinar

The 2016 Required Annual Meeting RSVP Today!

TVC's Annual Meeting is scheduled for Saturday, January 16, 2016 at the NAVC Gaylord 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. RSVP today, log onto www.tvc.coop and click on the NAVC link on the homepage. Don't forget to visit us at the Booth 2110 in the Gaylord!

Announcing all 2016 webinars in one place!

In 2016 we're changing things up. We're already working hard with our partners to deliver you smart Business Sense strategy, along with informative product information. We've got our entire lineup planned and ready to go. We've also listened to your feedback and will now have two sessions of the webinar – one in the morning, and one in the afternoon. Log onto the TVC website and visit the "Webinar" section to sign up! www.tvc.coop/webinars. Most of these webinars will include an additional incentive for your attendance. Don't miss out!

Here is a preview of these webinars:

All TVC webinars are live (mostly on the first Tuesday of the month) at 9:00 a.m. and 1:00 p.m. CST. If you miss one, you can watch a recorded version a week later, but you will miss out on the incentive offered and the questions you can ask live.

Tuesday, Jan 5

[Start off the New Year with ways to make dental month more profitable for your clinic.](#) TVC will be talking to Best Practice member/owners about how they use Ceva/Sogeval, Vetri-Science, ADC and other products to make pets teeth healthier, which will strengthen your clinics bite on profits as well.

Tuesday, Feb 2

[Want to double your average revenue per client while providing the best health care for your patients that your clients can afford?](#) You won't want to miss the introduction of the TVC Be Well Pet Club™. TVC has been working with a committee of Best Practice TVC member/owners for the past one year to develop a can't miss revenue and profit maker that will delight your customer with whatever you think is the best health care for pets at a price that makes you money and your client can afford. Sounds too good to be true? Well a lot of you said that before you joined TVC! Come see this webinar and decide for yourself.

Tuesday, Feb 23

[Lyme disease: Testing, and Prevention, what are the risks and benefits?](#) Join experts from IDEXX and Boehringer Ingelheim and get your questions answered. TVC Best Practice member/owners will also be at this webinar to provide you their experience with this growing concern for our pets' best care.

Tuesday, March 1

[Flea and Tick Season: Disease, risk management and making the most profit.](#) Are you ready to take advantage of getting the most profit for your clinic while making sure your patients are getting the best protection? TVC Best Practice members will share how they capture the most revenue/profit with the best in marketing and products for their clients.

Tuesday, April 5

[Bayer has a surprise in store for you!](#) It's our own TVC CEO's birthday and Bayer will be helping celebrate by offering a revenue enhancing program you will not want to miss!

Tuesday, May 3

[Are Nutraceuticals part of your clinics formulary?](#) Learn from TVC Best Practice owners/members how these products can add to the health of your clients and your clinics bottom line.

Tuesday, June 7

Feline animals make up over 50% of the pet population. How can you make it 50% of your patient visits? Boehringer Ingelheim and TVC Best Practice member/owners will provide insights on how to attract new customers, increase the health of cats and increase your bottom line.

Tuesday, July 12

Lab testing should be the most profitable service you offer while keeping pets healthy. We decided to wait until after the holiday to show you a TVC best practice more exciting than what you will see on the 4th. Our member/owners and TVC vendor(s) will show you what you may be missing to enhance your clinic health outcomes and make you a Best Practice.

Tuesday, August 2

What is the most profitable product your clinic can sell? TVC member/owners will share with you the best kept secret. We will be looking at the P&L of the best member/owners and showing proof of a way to make tens of thousands in profit with a \$2,000 investment. TVC will guarantee that your investment will pay off or your money back! You cannot afford to miss this webinar!

Tuesday, October 4

October starts holiday season and stress for pets. How can your practice help clients manage the stress of the holidays with their pets? The title for this webinar is: Pheromones, Silent Nights and peace on earth: Pheromones management to reduce stress in pets. Join us for this playful webinar that can have serious positive results for pets, pet owners and your clinics profits.

Tuesday November 1, and November 8

As the year comes to a close, it's time to consider what equipment might be on your shopping list. TVC will have two webinars in November covering a wide range of equipment you might be considering. As we get closer to this date we will let you know exactly what equipment will be highlighted in this webinar. If you have equipment you are considering or equipment that has been the best thing you have ever bought for your clinic, let us know so we can include them in our November Equipment round-up webinar. Contact: Chris Frost chris.frost@tvc.coop

Tuesday, December 6 and December 13

Get a preview of TVC's new vendors and what they can offer your clinic in terms of great health care, discounts, rebates and profitability. As the year progresses we will update these two webinar descriptions and let you know who TVC will have new for 2016.

Promotions

You saw the webinar, now don't miss the Buy one Get one Deal!

Bayer – Claro, Buy One Get One!

- BUY ONE Claro™ 10 ct carton, GET ONE Claro™ 10 ct carton FREE
- Up to 5 free boxes
- More information on Claro available at OneDoseZeroHomework.com

Wedgewood Pharmacy

Back – Order Alert!

Wedgewood Pharmacy may be able to compound preparations that are back-ordered by their manufacturers or otherwise unavailable so that your patients' treatment regimens are not interrupted.

(Continued on next page)

Here are the Drug – Shortages for December 2015

- Amikacin (as Sulfate) 250mg/ml Injection 2ml & 5ml
- Aminopentamide 0.5mg/ml Injection Solution 10ml
- Aminopentamide 0.2mg Tiny Tabs
- Aminophylline 100mg Capsules
- Aminophylline 200mg Capsules
- Ammonium Chloride 400mg Capsules 100ct
- Ammonium Chloride Preservative-Free 5meq/ml Injection Solution
- Barium Sulfate 60% 950ml
- Betamethasone (as Valerate)/Gentamicin (as Sulfate)/ Miconazole Nitrate 0.1%/0.15%/1.51% Otic Suspension
- Calcium Gluconate 10% Preservative Free Injection Solution 100ml
- Chloramphenicol 1% 5gm Ophthalmic Ointment
- Cimetidine 150mg/ml Injection 10ml and 30ml
- Cisapride Formulations
- Clindamycin (as HCl) 25mg Tiny Tabs
- Diclofenac Sodium in Anhydrous Lipoderm 1% Topical Cream 60gm
- Doxapram HCl Injection Solution 20mg/ml 20ml
- Epinephrine 1mg/ml (1:1000) Preservative-Free 1ml vial
- Famotidine 10mg/ml Injection Solution 20ml
- Flumethasone 0.5mg/ml 100ml Injection
- Fluoxetine Quad tabs
- Guaifenesin 50mg/ml IV Injection in Bag or Bottle 500ml and 1000ml
- Ketoprofen 50mg Capsules, 50ct & 100ct
- Ketoprofen 100mg/ml Aqueous Injection Solution 100ml
- Lincomycin (as HCl) 100mg, 200mg and 500mg Capsules
- Medetomidine HCl 1 mg/ml Injection Solution, 10ml
- Reserpine 0.1mg & 0.25mg Capsules
- Reserpine 0.25mg Peppermint Flavored Medi-Mint Tablets 100ct
- Sodium Bicarbonate 50mg/ml (5%) 500ml Preservative-Free IV Injection in Bag or Bottle
- Tolazoline (as HCl) 100mg/ml Aqueous Injection Solution 100ml Vials
- Triamcinolone Acetnoide 0.015% Topical Spray
- Triamcinolone Acetonide 2mg/ml Injection Suspension 100ml
- Triamcinolone Acetonide 6mg/ml Injection Suspension 5ml, 25ml & 100ml
- Trimethoprim/Sulfadiazine 67mg/333mg/ml 30ml Apple flavored Oral Paste

To get your December free shipping use discount code: [WBTV125](#) at Order. [WedgewoodPetRx.com](#)

News

We've added a new vendor!

On December 1, we announced an addition of a brand new vendor partner with The Veterinary Cooperative! Spectrum Labs, SPOT Platinum is an Allergy Testing & Treatment company that has joined our specialty laboratory group dedicated to offering The Veterinary Cooperative members a competitive discount and rebate on their services! If you haven't already, check out the latest webinar on [tvc.coop](#) to see all about their company!

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Diagnosing Your Lab Testing

How utilizing testing capabilities in addition to traditional lab services has paid off for TVC Member Steve Manyak-Royzman, DVM.



Using diagnostic testing beyond

the traditional in-house lab business isn't just an issue of convenience for TVC Member Steve Manyak-Royzman, DVM, President of Long Beach, Calif.-based Pine Animal Hospital, Inc. According to Dr. Steve, it's an essential part of an overall strategy to be a successful, independent veterinary practice.

"The reason why it's essential is because a lot of these diagnostic companies are bringing new technology to animal health, and it's important for independent hospitals to be at the forefront of technological advancements," he says. "When I look at my model of how I want to run the business, it's all about practicing better medicine, always."

That's why when Dr. Steve, a past member of the TVC board, got an opportunity to vet VDI as a potential vendor for TVC, he jumped at the chance. VDI Laboratory is a specialty diagnostics company providing innovative reference laboratory services and in-house diagnostic products for veterinarians. Tests include:

- TK Canine and Feline Cancer Panels (Detection and therapeutic management of cancer in dogs with suspected or confirmed cancer; differential diagnosis of GI lymphoma and inflammatory bowel disease in felines)



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The active ingredients kill susceptible skin pathogens within minutes *in vitro*.^{1*}

Malaseb® Shampoo and Flush have been used by veterinarians for more than a decade to target bacterial and fungal skin pathogens.

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- The aqueous formulation in Malaseb® Flush makes it a good choice for **spot application on hard-to-reach areas**.

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^{1,2} Reference on file, Bayer HealthCare, Animal Health.

^{*} Studies were performed using Malaseb® Concentrate Rinse (0.2% Miconazole and 0.2% Chlorhexidine); *Staphylococcus pseudintermedius* (formerly known as *Staphylococcus intermedius*), *Pseudomonas aeruginosa*, *Malassezia pachydermatis*; The clinical significance of *in vitro* data has not been determined.

Diagnosing Your Lab Testing

- PTH 1-84 Canine and Feline Calcemia Panels (Diagnostic assessment of hyper/hypo calcemia)
- PCNP Canine Infection Panel (Detection and therapeutic management of critical infections)
- INCase (Screen test to detect occult disease and assess cancer risk in canines)
- HPT Feline (Objective determination of systemic inflammation)

Dr. Steve says the vetting process meant speaking to the company, seeing their data on the validity of their tests

“There are people practicing in locations where they can’t get results as fast as they need them, because they are not in an urban setting like I am.”

– Dr. Steve Manyak-Royzman, DVM

and then trying out the tests at Pine Animal Hospital. It just so happened that VDI’s corporate offices were located near Pine Animal Hospital, so the president was able to visit and talk to Dr. Steve’s staff about all the various tests.

Dr. Steve says the tests they’ve been able to bring in have benefited both the treatment of patients and the hospital’s business in general. “It’s been great, because there are certain aspects of medicine where in order to get an answer previously without VDI, we’d have to do some pretty invasive procedures, such as surgery in order to get biopsies,” he says. “Now, because we have a test that can detect cancer markers, it’s



really done wonders for us in the process of diagnosing cancer vs. an inflammatory disease.”

Adding to your repertoire

Dr. Steve says using VDI's tests has added to Pine Animal Hospital's testing capabilities. TVC members won't be replacing traditional lab services offered by vendors such as Abaxis, IDEXX and Heska. Rather, Dr. Steve says utilizing tests from a vendor such as VDI just enhances their repertoire. "It hasn't replaced any testing capabilities, but it has replaced some invasive procedures."



Veterinarians today need to look forward to the future.

I am," he says. "They can't get lab results from a reference lab as quick. So for those veterinary practices, these kinds of products and services are phenomenal because they can now do it all."

Dr. Steve says he thinks doing diagnostic testing in-house is a great option for a majority of hospitals, but it's important for practices to weigh the benefits with the investment, and even the staff hours involved, with bringing in new capabilities.

Where independents fit in

The testing that he has brought in-house gives him an edge in the marketplace. Dr. Steve says animal hospitals need something to stand out against the emerging competition coming from online retailers and pharmacies, vaccine clinics and big box stores.

"To me, wellness and preventative care is not so much about vaccines," he says. "While that's important, it's not as much as a milestone for me as it has been for veterinarians previously. Veterinarians today need to look forward to the future. No. 1, we're being overrun by vaccine clinics. No. 2, we're being overtaken by pharmacies and retailers such as Walmart.

"Where do we fit in?" Dr. Steve asks. "We fit in with diagnostic testing and practicing good medicine by using the latest technology. That's where bringing on new service providers that have advanced technology is so important for the independent veterinarian." ■

TVC members have the option of using two more diagnostics vendors – Kacey, and Kit4Cat, which were added in November. TVC is also bringing on Spectrum in December to round out its lab group with allergy testing. Dr. Steve says each TVC member will have an opportunity to examine which tests are a fit for their patient base, services and location.

"There are people practicing in locations where they can't get results as fast as they need them, because they are not in an urban setting like

Explore your options

Kacey Diagnostics offers the latest in diagnostic systems for in-house use covering hematology, microbiology, toxicology, parasitology, chemistry and is the leader in urinalysis dip technology. Visit the TVC member/owner website or www.kaceydiagnostics.com

Spectrum Labs provides comprehensive allergy testing and hyposensitivity shots. Visit the TVC member/owner website or www.vetallergy.com

VDI Laboratory is a specialty diagnostics company providing innovative reference laboratory services and in-house diagnostic products for veterinarians. Visit the TVC member/owner website or vdiab.com

Kit4Cat is revolutionary hydrophobic sand that keeps cat's urine on top, making sample collection easy and stress free. Visit the TVC member/owner website or Visit www.kit4cat.com

Why Choose You

Does your website pass the test?

Looking at investing in your website? There are at least a half dozen excellent website platforms and marketing systems to choose from, designed just for veterinary practices. This should be great news, right? While many of today's veterinary website platforms are modern and client-friendly, they're based on template designs. This means the content and photos are generic, using messages and photos that aren't customized for each practice. It's fine as a starting point, but if you don't take steps to personalize your site, it'll look like everyone else in town and have trouble winning over local pet owners.



By using the following test, you'll stand apart from other practices and get more business.

Marketing Test: **“Why should I choose your practice for my pet’s care?”**

Unless you serve an extremely rural area, it's safe to assume you have competition for local pet parents. This

competition may include other local independent practices, local practices that are part of a nation-wide animal hospital network (sometimes in a pet retail store), plus mobile practices, species-specific practices (cat hospitals, for example) and more.

The bottom line is – local pet owners have several choices for veterinary care, depending on where they live. When they're searching online for a local practice, they're scanning or quickly reviewing the various options and making a selection based on what they see. It's true that location matters, but in many cases, the most appealing practice wins the business.

As you review your website, ask yourself this question: “Does this set me apart from the rest?” If you feel it looks like everyone else or the website doesn't reflect your unique qualities, use the following “How-To” sheet.

Does Your Veterinary Website Pass the “Why Choose You?” Test?

Use this quick, easy test to see if you're explaining why local clients should call your practice instead of other local options. Even if you use a handy “done-for-you” veterinary website program, make sure you customize it to reflect your



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Feature an “adoptable pet of the month” on your site. This local commitment gives pet owners more reasons to choose you!



practice’s unique personality. Be sure to give pet owners plenty of reasons to choose you.

- You’re introducing your team with friendly, REAL images. On your HOME page, ABOUT US page, NEW CLIENTS page and others, include real photos of your team, your welcoming lobby, your bright, clean treatment areas, boarding area and so on. Always include pets and people in these images to make them more inviting. (Pet owners don’t really care about equipment photos; they’d rather see the folks who work there).
- Your messages are warm and inviting. Be sure the web content speaks to each visitor in a warm, personal and caring way that reflects how your team feels about his/her pets’ wellbeing. For example, “We look forward to giving your pet the best care possible for a long and happy life” is much better than, “We’ve been here

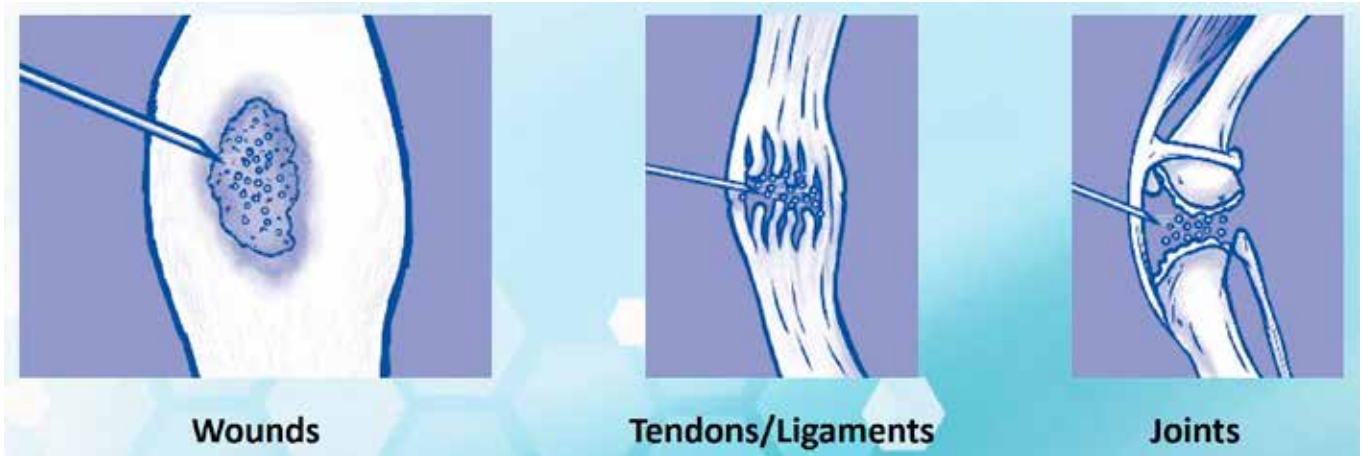
since 1967 and we have the latest equipment.” It’s fine to talk about advanced equipment, but explain how the equipment helps you provide excellent services.

- Your content demonstrates a commitment to local pets. Assuming you support local pet rescue efforts, shelters, the local dog park and other community resources for animals, describe this support on your website. Rally your team to participate in animal welfare fundraisers and talk about this in your blog. Feature an “adoptable pet of the month” on your site. This local commitment gives pet owners more reasons to choose you!

Take a closer look at your website using this “Where Are You?” test. You’ll discover numerous ways to set your practice apart and prompt more calls from pet parents seeking excellent care. ■

Pam Foster, Managing Editor, Community Content & Media for the NAVC, is a Certified SEO Copywriter and the co-author of *Wildly Profitable Marketing for the Pet Industry* – a complete, easy to follow roadmap for veterinary practices. She specializes in helping practices and other veterinary organizations thrive through strategic marketing content, online and offline.

Editor’s note: TVC is looking to add a vendor that will be able to build websites for our members like described above. In 2016, we will be exploring potential vendors and adding the best one we find for members to use and of course get savings as well. If you believe that your current vendor should be reviewed by TVC, please email Allison Morris at allison.morris@tvc.coop with the contact information with your suggested provider.



V-PET™ - Veterinary Platelet Enhancement Therapy system (canine and equine uses)

The principle of platelet therapy is to accelerate lagging internal healing processes by amplifying the biological signals that would naturally occur when platelets aggregate at a site of injury. By concentrating platelets and releasing more of those growth factors than would naturally occur – the intended effect is to attract stem cells and stimulate local tissue repair processes.



V-PET™ Platelet Enhancement Therapy system

- All-inclusive kit (for 30 min procedure)
- Closed sterile system
- No centrifuge needed (gravity filtration)
- Peer reviewed publications (canine OA, equine soft tissue)

Stem Cell Therapy

The principle is to deliver a large number of active and adaptive regenerative cells to the site of tissue injury. Stem cells modulate their responses depending on the signals they receive from their surroundings, with the ability to directly affect pain receptors and down regulate inflammation. Fresh adipose tissue processing has the advantage (compared to cultured stem cells) to make cells quickly available (within 48 hours) when mitigating the on-going tissue degeneration, scarring, and pain is important.

Adipose tissue cell extraction, concentration and processing for autologous (patient is donor) treatment



- 48 hours turn-around time from fresh tissue collection
- Cell banking services included the first year
- Peer reviewed publications (canine arthritis, equine tendons, ligaments and joints)

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Enhanced rebates coming to TVC members in 2016 ... no reason to delay learning more about cell therapy.

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Industry NEWS



Bayer Animal Health launches Share for Shelters

Bayer Animal Health, in coordination with Adopt-a-Pet.com, launched Share For Shelters, a campaign designed to give Bayer's pet products to adoptable animals across America at no charge. Pet owners love to take and share photos of their pets on social media, and this campaign transforms each share into an opportunity to help protect shelter and rescue dogs and cats from pests and parasites at no charge. Additionally, pet photos shared through December 31, 2015 will populate a digital photo collage featured on the campaign hub, www.ShareForShelters.com. Pet owners can get involved in this campaign by: 1. Uploading pet photos tagged with #ShareForShelters on Twitter, Instagram or Facebook; 2. Uploading a pet picture from Facebook or a personal device directly to www.ShareForShelters.com; or 3. Sharing — via social media — one of Bayer's pet health tips or pet facts from the Share For Shelters website.

Patterson Veterinary announces strategic partnership with Vetter Software

Patterson Veterinary announced it has chosen Vetter Software's cloud practice management solution to complement its existing practice management offerings and growing suite of technology solutions for veterinary practitioners while providing another convenient access point for online procurement, according to a release. "While Patterson Companies offers many cloud-based technologies for the veterinary and dental industries, this exciting offering is a first for the Veterinary business in the area of cloud-based practice management," said Dan Holland, Patterson Veterinary's director of technology. "Companion-pet practices are seeking increased mobility so finding a comprehensive solution with a partner who shares our values has been a key strategic initiative for this fiscal year."

Canine influenza cases popping up in Arizona

According to the Arizona Daily Star, a new strain of canine influenza has been confirmed at least twice in Pima County in recent months, and more than a dozen cases have been reported in Maricopa County, data from Cornell University shows. Cities such as Chicago and Atlanta were hit hard with the virus last spring and over the summer, with dozens of H3N2 cases reported in both cities. Reporting canine influenza is not required in Arizona and some other states as it is for human strains, and so it is difficult to get an accurate count. Out-of-state dogs arriving in Arizona for the winter months could bring the virus, which is not always symptomatic, said Michael San Filippo, spokesman with the American Veterinary Medical Association. About 80 percent of the dogs that become infected show symptoms, he said, but one in five do not. "It's popping up across the country, more or less," he said.

Boehringer Ingelheim named one of the top innovative companies worldwide

According to a Pharmacy Times report, Boehringer Ingelheim has been named one of the most innovative companies worldwide in 2015. For the first time, the research-driven pharmaceutical company ranked among the 100 leading global innovators named by news agency Thomson Reuters. To measure innovative strength and determine the winners, the news agency pursued a detailed scientific approach based on four principle criteria: overall patent volume, patent application-to-grant success rate, global reach of the portfolio, and patent influence as evidenced by citations.