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January Digital Issue 2016

TVC

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Filling in the Gaps

Total dental care takes a combination of routine care, early detection screenings, cleanings and surgical procedures, says TVC Member Kate Knutson



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What it Means to be a TVC Member

By Dr. Peter Hartman, Chairman of the Board of Directors, TVC, Valley Lakes Veterinary Clinic Owner

I joined The Veterinary Cooperative because I was curious. At the time, I didn't really know what a cooperative was. I didn't know that there was such an organization in veterinary medicine, but I was anxious to see if this way of thinking about business would work in animal health.

To date, TVC's impact as a cooperative, and for me as a member, has exceeded my expectations.

It has benefited me in numerous ways. I can now purchase products for a lower price because TVC does the negotiating with manufacturers for me and the rest of TVC's members. I can either pass on the savings to my clients, or I can retain more profit. There are also programs that help me understand how to run a better business. The truth is, I didn't go to school for business; it was for medicine. Any

help I can get about running a business, I'll take. And anything I learn, I can share with other TVC members.

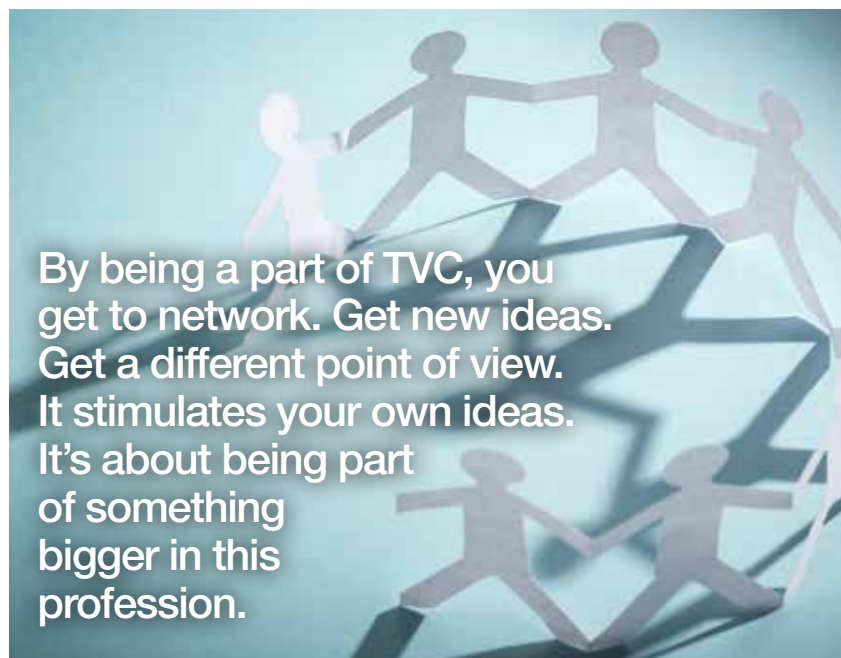
Now is a great time for veterinary practices to join. There are so many vendors involved with TVC that a new member should be able to find something that can help them save money or benefit their practice from day one. Not every deal is going to be good for every practice. But there is something good for every practice.

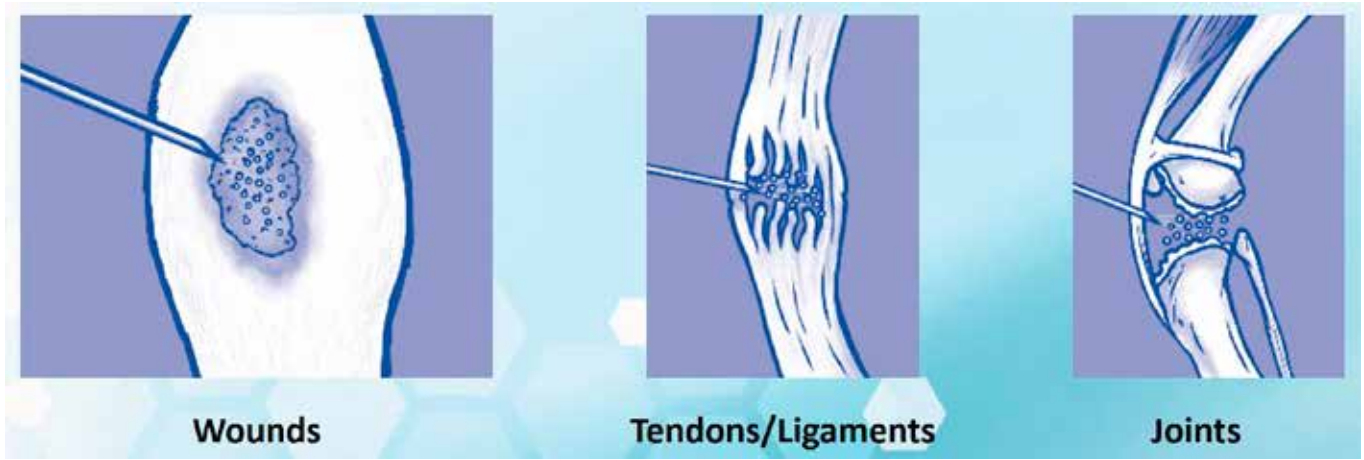
By being a part of TVC, you get to network. Get new ideas. Get a different point of view. It stimulates your own ideas. It's about being part of something bigger in this profession. TVC's online forum, The HIVE, is a great place to do that.

The savings, business education, and marketing expertise will help increase your profits and patient care. But to take advantage of these tools and resources, you have to be an active participant.

Designate an hour this month to explore what is available on the TVC member/owners website. I believe you will find that hour more valuable than attending to the day-to-day of your business or even seeing a couple of patients.

Independent veterinary practices need a way to differentiate themselves from corporate practices and big box stores. I am able to provide a very personal experience for my clients. If I cannot compete with the "big boys," then my clients are going to get a much different experience. One that they might not like. In order to thrive as an independent clinic in an ever-changing industry, we must designate the time to learn and change.





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.



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- Peer reviewed publications (canine OA, equine soft tissue)

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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.

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- 48 hours turn-around time from fresh tissue collection
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Webinar

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!

All TVC webinars are live (mostly on the first Tuesday of the month) at 9:00 a.m., and 1:00 p.m., Central time. 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.

Here is a preview of February's webinars:

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 9 months 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.

Sign up for both webinars at www.tvc.coop/webinars

TVC Dental Month Products

Here is a list of the dental products offered by TVC Vendors.

Ceva/Sogeval

- Clenz-a-dent® Rawhide Chews, Small, 30 ct
- Clenz-a-dent® Rawhide Chews, Medium, 30 ct
- Clenz-a-dent® Rawhide Chews, Large, 30 ct
- Clenz-a-dent® Rawhide Chews, X-Large, 15 ct
- Clenz-a-dent® Food Additive, 40 gm
- Clenz-a-dent® Water Additive/Mouth Rinse, 8.4 oz
- Clenz-a-dent® Chlorhexidine Rinse, 8 oz
- Clenz-a-dent® Dental Gel, 4 oz

Royal Canin

- Veterinary Care Nutrition DENTAL Feline
- Veterinary Care Nutrition DENTAL Canine

Nestle Purina

- DH Dental Health Feline Formula
- DH Dental Health Canine Formula
- DH Dental Health Canine Formula: Small Bites
- Dental Chewz

Hills

- Prescription Diet® t/d® Canine
- Prescription Diet® t/d® Canine: Small Bites
- Prescription Diet® t/d® Feline

Vetri-Science

- Perio Plus Dental Stix for dogs
- Perio Plus Feline Bites
- Perio Support
- Perio Support Pro

Promotions

Animal Dental Care

Contact Tony at Animal Dental Care for a free dental consultation after scheduling an ADC Lunch and Learn Presentation. Phone: 714-697-6237, email: Tony@animaldental.care

Ceva Animal Health

CLENZ-A-DENT® OFFERS MULTIPLE SOLUTIONS FOR BETTER DENTAL HEALTH FOR PETS

Brushing is not the only option. Clenz-a-dent® offers a variety of options for oral health. Stock up now for Pet Dental Month and get ready to offer your clients the Solution that's made for them.

Special Promotion:

BUY 5 UNITS, GET 1 FREE

2016 Clenz-a-dent® Promotion

Valid through March 31, 2016

When you buy 5 units of any Clenz-a-dent® Branded Rawhide Chews, Food Additive, Water Additive, Chlorhexidine Rinse or Dental Gel, you'll get 1 unit FREE. For questions, contact Ceva customer service at 800-999-0297

Hills Pet Food:

If a TVC Member Clinic fully attends prerecorded or Live Hill's Webinar Session of Dental Health in the month of January 2016, that TVC clinic will receive 1 free bag of each 5LB Canine TD (SKU 4013) 4LB Feline TD (SKU 4052). Watch here: www.tvc.coop/to/HillsDentalWebinarPreRecorded.php

Vetri Science

Buy 12 Perio Support Pro Powder, get 4 free Perio Support. Visit www.tvc.coop/vetriscience2016/ for more information

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.

Here are the Drug Shortages for January 2015:

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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 January free shipping use discount code: WBTC0116 at Order.WedgewoodPetRx.com



Filling in the Gaps

Total dental care takes a combination of routine care, early detection screenings, cleanings and surgical procedures, says TVC Member Kate Knutson

Teeth are Kate Knutson's passion. Knutson, DVM, is former American Animal Hospital Association president, and currently a TVC member and co-owner of Pet Crossing Animal Hospital & Dental Clinic in Bloomington, Minnesota. She co-authored both of the dental care guidelines published by the American Animal Hospital Association (AAHA). She leads in-house intensives across the United States creating individualized implementation strategies for increased compliance and higher profitability within the dental service of general practitioners. Knutson has spent her career advocating the importance of oral healthcare to colleagues and pet owners.



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Cautions: Safe use in pregnant animals or animals intended for breeding has not been proven. If animal's condition worsens or does not improve, stop product administration and consult your veterinarian. An examination from a veterinarian is recommended prior to using this product. Warnings: For animal use only. Keep out of reach of children and other animals. In case of accidental overdose, contact a veterinarian immediately.



Yet when she looks at the statistics, she sees an incredibly large gap in effective oral healthcare practices, as well as a sizeable opportunity for veterinary practices to increase their importance in the lives of their patient base.

“Our numbers in dentistry have been fairly stagnant over the last 20 years,” she says. “Veterinarians have gone from serving 2 percent or less of the patient caseload with their oral health needs to maybe optimistically 8 percent. At the same time we have studies showing that 80 percent of dogs and cats over the age of three have some form of periodontal



disease. That indicates if I walked into a hospital and pulled records, every cat and dog three years and older needs to have their teeth charted, probed and X-rayed, along with addressing any found pathology. Only 20 percent would have mouths healthy enough to have a true prophylactic procedure. And yet only 2 to 8 percent of our patients are receiving the oral health care that they need.”

Dental disease and poor oral health care is at epidemic proportions, Dr. Knutson says. “Can you imagine the outcry there would be if we had a virus or bacterial disease causing 80 percent morbidity?”

The dental dividends

Poor oral healthcare of your patients aside, if 80 percent of your cats and dogs need to have a dental procedure, that is a hefty amount of dental revenue that remains uncollected. Since there are studies to demonstrate the amount of poor oral health in your patients, you know on average everyone walking in the door with teeth needs to either have prophylactic dentistry or an oral surgery, she says.

“Do the math on the number of cat and dog patients you have in your practice multiplied by the 80 percent with some form of dental disease, and then multiply what you charge for your various dental services. I suspect you will find it eye opening. Both as a veterinarian committed to health care and as a business practice committed to profitability, the gap between 8 percent and 80 percent cannot be justified.”

Dental disease not only causes the local problems of tissue damage, bone loss, inflammation and pain, it also and perhaps more importantly causes systemic issues that can decrease not only quality of life, but length of life. It has long been demonstrated as a causative factor on the human side in heart, kidney and pregnancy risk, along with other chronic conditions. Studies are indicating it is the same on the four-legged side, Dr. Knutson says. “We know that people who have good oral health have a longer lifespan because of it. If you

have a practice that focuses on wellness or preventative care, it is essential to make oral health an important part of the conversation with the pet owner in order to eliminate or delay systemic diseases caused by poor dental care.”

“If you start looking at the risk-benefit analysis, everybody walking through your door needs to have a dental procedure,” she says. “Anybody with teeth.”

It starts at the home

Dr. Knutson is a firm believer that proper pet dental care starts at home. “The least amount of home care we ask our

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clients to provide is by feeding foods that have a VOHC seal of approval,” she says. For instance, there are many pet food products such as Science Diet Adult Oral Care dog food that is designed to protect dogs from plaque and tartar build-up. VetriScience Laboratories offers Perior Support dental supplements that are designed for use between scheduled cleanings to control plaque and support gum health. Ceva’s Clenz-a-dent chew sticks clean a pet’s teeth while chewing along with special enzyme coating to prevent bacteria from forming plaque and tartar in the mouth. The gold standard for home care is twice a day brushing with toothpaste formulated for pets.

Regular cleanings

Dr. Knutson says the second component involves early detection screenings, where you are examining the patient’s oral structure. It’s similar to the human side of getting your teeth probed, charted and cleaned during a regular visit,

then a follow-up procedure may be scheduled if something abnormal is found.

What’s been debated among veterinarians is how best to go about these cleanings. “We’ve often had the conversation about anesthesia free dental cleanings vs. anesthesia being used, when what we should have been having was a conversation about full mouth X-rays vs. no X-rays, charting vs. no charting, and probing periodontal pocket depths vs. not,” she says.

Full mouth X-rays, which involve anesthesia, should be a regular part of total dental care. Dr. Knutson’s practice recommends them yearly for their patients. “What we also need to be doing is charting the oral structures, which most practices don’t do,” she says. “I’ve been in more than 300 practices in my tenure with AAHA, and even AAHA practices don’t chart teeth appropriately, and some don’t take full mouth X-rays because they don’t own a dental X-ray machine.”

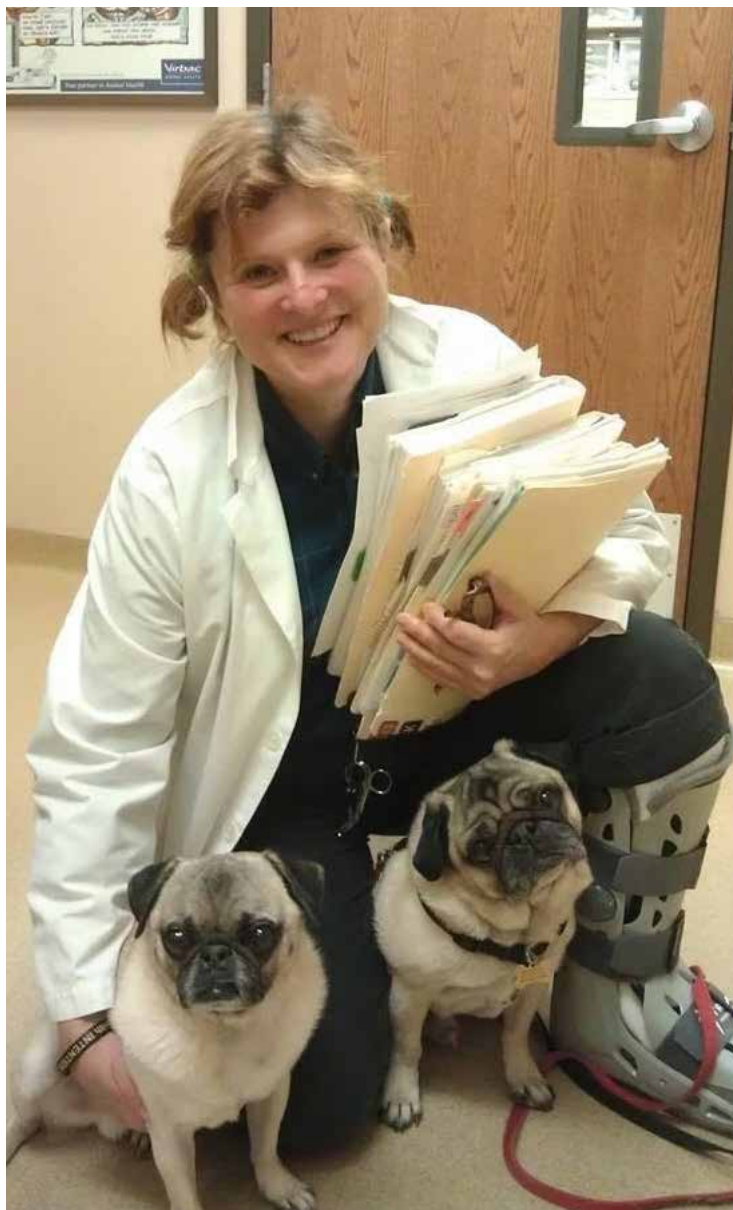
Dental cleanings cannot bridge the gap of total dental care. Only utilizing full mouth X-rays will allow veterinary

The procedure also benefits pet owners who may not understand the importance of oral health. These clients may be reluctant to pay for a surgical procedure because they don't appreciate how it fits in their pet's total healthcare plan. They will, however, do a less costly procedure. Once that is completed there is an opportunity for continued dental healthcare conversation and education which will eventually lead the client to full mouth X-rays.

practices to get a clearer picture of a patient's oral health. Dr. Knutson also believes that if used in their proper place in the spectrum of dental care – as a preventative procedure and early detection screening – anesthesia free dental cleanings done by properly trained technicians can be an integral part of a dental service. Done appropriately it will lead to better individual patient health care and increased profitability.

Not every pet is a candidate for this procedure. "That's the first thing that's important to know, patients are prescreened by their primary care physician," Dr. Knutson says. "For example, if you had a dog with pus coming out of its mouth, this isn't the appropriate procedure. That would be the same as placing a Band-Aid on an infected, oozing skin lesion." The oral healthcare early screening procedure is meant to be the same as what occurs when humans go in to get their teeth probed, charted and cleaned. "They don't have horrible disease, and they have to be patients who are not scared or have conditions which would preclude them from having this service. The service is an early detection procedure or cleaning procedure. Only full mouth X-rays allow a practitioner to make a diagnosis of what lies below the crown."

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Dental product best-sellers

Dentistry can be a renewable resource for veterinary practices, and one they should make a top priority for generating revenue. The following are product segments veterinary practices can highlight and sell to their client base to promote oral health:

Foods

"The least amount of home care we ask our clients to provide is by feeding foods that have a VOHC seal of approval," TVC Member Dr. Kate Knutson, DVM, says. For instance, there are many pet foods specially formulated to protect dogs from plaque and tartar buildup.

Supplements

VetriScience Laboratories offers Perior Support dental supplements that are designed for use between scheduled cleanings to control plaque and support gum health.

Chewsticks

Ceva's Clenz-a-dent chew sticks clean a pet's teeth while chewing along with special enzyme coating to prevent bacteria from forming plaque and tartar in the mouth.

Tooth brushes for pets

The gold standard for home care is twice a day brushing with toothpaste formulated for pets.

completed there is an opportunity for continued dental healthcare conversation and education which will eventually lead the client to full mouth X-rays. This can help clients avoid oral surgical nightmares that could cost thousands of dollars. Early detection and taking care of any issues much earlier will save them much more money in the long run.

Who can do this? Not many people have the expertise and training to probe, chart and clean/polish teeth in awake patients. Dr. Knutson says Animal Dental Care, a TVC vendor, has technicians that are very highly trained and have protocols in place developed from the AAHA dental guidelines.

For instance, when technicians chart the teeth, they may find an anomaly. Any abnormal findings are discussed with the veterinarian and healthcare team along with the client. For instance, they may identify a fractured tooth with pulp exposure. At this point the patient needs to be scheduled into the dental operator for an appropriate oral surgical procedure. An awake oral health care exam and early detection screening allows a risk/benefit analysis of whether the patient needs to be scheduled urgently for a surgical procedure or if the next probing, charting and cleaning procedure needs to be accompanied by full mouth X-rays which will include general anesthesia. Knutson says what trained techs find on their oral exams, most doctors aren't finding. "I've seen this everywhere, including my own hospital," she says.

Anesthesia free cleanings are not intended to be a complete dental program, rather a supplement. If there is a broken tooth or if the veterinarian notices a discolored, dead or dying tooth, there would need to be anesthesia for tooth extraction, or other oral surgical procedure. Because most of periodontal disease is happening below the gum line, any red flags would trigger the need for X-rays to better determine the best route of care.

If the pet patient meets the criteria to perform the anesthesia free dental procedure, there are numerous health and business benefits. Anesthesia is an acceptable risk when doing a cost/benefits analysis of a healthy oral cavity. However, "it is a waste of healthcare dollars for clients to pay for an anesthetic procedure when they don't need one," says Dr. Knutson.

A renewable resource

Many aspects of preventive veterinary care – such as an ovariohysterectomy – are onetime procedures. Dentistry, however, is a renewable resource, and one veterinary practices should make a top priority for generating revenue. Dr. Knutson says at her hospital, the dental service is about 30 to 40 percent of their gross revenue.

And as evidence by studies, dental care is something that 100 percent of the patient base will need, preferably in preventive care rather than crises. "In my mind, every general practice should have a vibrant, healthy, and profitable dental practice within their practice," Dr. Knutson says. ■

Be sure to check out the TVC News section (page 6) and see the promotions available for member/owners specifically for dental month.

CLENZ-A-DENT® OFFERS MULTIPLE SOLUTIONS FOR BETTER DENTAL HEALTH FOR PETS

Brushing is not the only option. Clenz-a-dent® offers a variety of options for oral health. Stock up now for Pet Dental Month and get ready to offer your clients the **Solution** that's made for them.



Clenz-a-dent® Rawhide Chews - One of the easiest ways to clean a dog's teeth. The abrasive texture of the rawhide chews has a mechanical cleaning effect on teeth and helps keep them clean. The palatable poultry flavor makes them a real treat. For dogs only.

Clenz-a-dent® Food Additive - a palatable extract of Ascophyllum Nodosum, a seaweed which helps keep the teeth clean and fight bad breath. Sprinkle on wet or dry pet food. For cats and dogs.

Clenz-a-dent® Water Additive - A 2-in-1 product that can be added to water or used as a mouth rinse. Helps keep teeth clean and freshen breath with a sweet minty taste that's palatable even for cats.

Clenz-a-dent® Chlorhexidine Rinse - This dental rinse with 0.12% chlorhexidine, zinc and cetylpyrdium chloride helps protect teeth and gums and freshens breath. Has a pleasant orange flavor.

Clenz-a-dent® Dental Gel - Specially formulated with enzymes and baking soda to help gently clean the teeth and gums.



Improving Dental Compliance

Everyone at your veterinary practice plays a role in increasing dental compliance

By Mary L. Berg, BS, LATG, RVT, VTS (Dentistry)

Advertisers realize that a potential customer needs to hear a message seven times to ensure the message is received. It is no different for pet health. Pet parents need to hear the message repeatedly to understand the importance of veterinary care ranging from vaccines, heartworm prevention to proper dental care.

is important. This continuous message tells the pet parent the importance of the message and therefore increases the likelihood of compliance.

In the case of dentistry as well as any preventive or wellness program, it is necessary to communicate the importance of dental treatment and home care in many ways. Each visit, wellness or otherwise, should be an opportunity for a dental evaluation and home care recommendation. Soon the clients

Each member of the veterinary office staff must deliver the same message, beginning with the first phone call taken by the receptionist. The veterinary technician meeting the client in the exam room has an opportunity to speak to the client about proper veterinary care. So does the kennel staff handling the pet prior to and following the medical procedures or while boarding, and of course the veterinarian when diagnosing and treating medical problems. Each team member's role is important.

This continuous message tells the pet parent the importance of the message and therefore increases the likelihood of compliance.

Making the most of every opportunity

Each member of the veterinary office staff must deliver the same message, beginning with the first phone call taken by the receptionist. The veterinary technician meeting the client in the exam room has an opportunity to speak to the client about proper veterinary care. So does the kennel staff handling the pet prior to and following the medical procedures or while boarding, and of course the veterinarian when diagnosing and treating medical problems. Each team member's role

will understand the need for regular dental exams and cleanings. This same philosophy can be adapted to all areas of wellness and prevention. The use of proper terminology – delivered in a format that the owner understands – is critical.

Practices can deliver the message beyond just the office visit through social media outlets such as Facebook, on hold messages, the office website, text messages to clients, and even phone apps that can help remind an owner when it's time to give heartworm prevention. Practice management software programs can also be used to track compliance. ■



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On February 23, 2016, The Veterinary Cooperative (TVC) will present an exclusive live webinar presented by **Charity Gottfredsen, DVM, MS**, and **Tangela M. Williams-Hill, DVM**, that will cover the following topics:

- The epidemiology, prevalence, and pathology of Lyme disease
- The tick life cycle
- Lyme disease diagnostics
- Tick prevention
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Attendees will be entered automatically to win a subscription to VetFolio or a copy of *Blackwell's Five-Minute Clinic Veterinary Consult*, 4th ed.



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Also, your IDEXX representative will be contacting you with a special attendee offer.



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Pet oral care market booming

Only 33% of dog owners regularly have their pets' teeth cleaned by a veterinarian, according to *Pet Product News* and highlighted by AAHA NEWS*Stat*. Instead, many of them are replacing those professional cleanings with treats. Indeed, according to a report published by Packaged Facts on Oct. 29, *Pet Oral Care Products and Services in the U.S.*, business in the oral care products market appears to be booming. Some of the report highlights, as reported by *Pet Product News*, include: In 2014, oral care dog biscuit and treat sales reached \$268 million and were 81% of total sales of pet oral care products; Respondents were driven by price (41%) rather than veterinary recommendations (36%) when choosing what brand to buy; When it comes to what's more effective, 43% of respondents believe that cleaning a pet's teeth at home is just as good as a professional cleaning.

Sanofi, Boehringer Ingelheim enter negotiations to discuss asset swap

Sanofi and Boehringer Ingelheim announced that the companies have entered into exclusive negotiations to swap businesses, according to a release. The proposed transaction would consist of an exchange of Sanofi animal health business, Merial, and Boehringer Ingelheim consumer healthcare (CHC) business. Boehringer Ingelheim CHC business in China would be excluded from the transaction. The animal health industry is a very attractive industry in terms of innovation, growth potential and profitability. Combining Merial's and Boehringer Ingelheim's complementary strengths would create the second largest player in the global animal health market with pro forma sales of approximately € 3.8 bn in 2015(e) with the ability to compete for global market leadership, according to the release. The combined portfolios and technology platforms in anti-parasitics, vaccines and pharmaceutical specialities would place the combined company in the key growth segments of the industry. The species portfolios are highly complementary building on Merial's expertise in companion animals and poultry and BI's expertise in swine.

Report: Internet a big part of success in pet market

According to Pet Product Marketing Trends in the U.S.: Technology, Mobile, and Social Media, the latest report by Rockville, Md.-based market research publisher Packaged Facts, pet owners are even more likely to have recently used digital devices and technologies than their non-pet-owning counterparts. According to Packaged Facts, the Internet is especially well suited to "info-centric" pet products, offering myriad opportunities to communicate detailed product information via websites, email, chat groups, blogs, social networking and online advertising. Packaged Facts' April/May 2014 pet owner survey reveals that 41 percent of pet product buyers agree they use the Internet to find information about pet care services, and 39 percent agree they use the Internet to help choose which pet foods to buy. "Success in today's pet market means effectively leveraging the Internet as the nexus where pet owners and all things related to their pet companions – be it products, services or simply general information – converge in an infinite stream of possibilities at the click of a mouse or at a tap of an app," said David Sprinkle, research director for Packaged Facts.



CLARO™

(florfenicol, terbinafine, mometasono 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 mometasono 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 mometasono 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 mometasono 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-VETS 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 mometasono 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. Mometasono 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 mometasono 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 orally 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.

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