



IN PARTNERSHIP WITH BAYER ANIMAL HEALTH



April Digital Issue 2016

TVC

Digital magazine

WWW.THEVETERINARYCOOPERATIVE.COOP

Business \$ense

**Practical
strategies to
enhance your
bottom line**





How far does your patients' heartworm disease prevention go?

Advantage Multi® (imidacloprid + moxidectin) pushes prevention forward*

Advantage Multi® not only works **reactively** to kill heartworm larvae acquired during the previous month, it also goes a step further to **proactively** prevent heartworm disease by killing newly acquired heartworm larvae all day every day all month long.†



advantage multi®

(imidacloprid + moxidectin)

Pushing prevention forward.

†After four consecutive monthly product administrations of Advantage Multi®.

*Proactive prevention of heartworm infection means that after four consecutive monthly administrations of Advantage Multi®, blood levels of moxidectin are continuously at or above the concentration required to kill newly acquired heartworm larvae and are maintained between continued monthly administration of this product. Therefore, new exposure of the pet to infective heartworm larvae between monthly administrations of the product results in killing of the larvae and inhibiting successful establishment of a heartworm infection.

Learn more at PushPreventionForward.com

CAUTION: Federal (U.S.A.) law restricts Advantage Multi® for Dogs (imidacloprid + moxidectin) to use by or on the order of a licensed veterinarian. WARNING: **DO NOT ADMINISTER THIS PRODUCT ORALLY.** For the first 30 minutes after application ensure that dogs cannot lick the product from application sites on themselves or other treated animals. Children should not come in contact with the application sites for two (2) hours after application. (See Contraindications, Warnings, Human Warnings, and Adverse Reactions, for more information.) CONTRAINDICATIONS: Do not use this product on cats. CAUTION: Federal (U.S.A.) law restricts Advantage Multi® for Cats (imidacloprid + moxidectin) to use by or on the order of a licensed veterinarian. WARNINGS: Do not use on sick or debilitated cats or ferrets. Do not use on underweight cats. (see ADVERSE REACTIONS). Do not use on cats less than 9 weeks of age or less than 2 lbs body weight. Do not use on ferrets less than 2 lbs body weight. PRECAUTIONS: Avoid oral ingestion. HUMAN WARNINGS: Children should not come in contact with the application site for 30 minutes following application.

Don't let 40% of the flea & tick business walk out the door. This is truly low hanging fruit. These are products your client needs, so it may as well come from you.



Hand in Hand

How good business practices can lead to good medicine for your clients

pg4

TVC News

pg6

Guide Your Revenue Using a MAP

pg8

The Power of Choice

A healthy perspective of what your clients see when making their purchasing decisions will help you sell more products

pg14

Industry News

pg20

Hand in Hand

How good business practices can lead to good medicine for your clients

This time of the year, money is top of mind for everybody because of taxes. As a business owner, making sure the numbers trend your way is even more important.

So how did you do this past year? Did you see growth? Decline?

TVC believes good medicine and good business go hand in hand. As such, we've dedicated this issues to good "Business Sense."

In one article, we examine the importance of understanding the dynamic between what you are offering and the client choice process. Clients want three main things when it comes to the products they buy. We examine those, and how you can build a successful strategy, so you're the go-to source for both medical care and animal health products. In a recent TVC Poll, we found that most practices allow 40% of their customers to walk out without purchasing needed flea & tick

products. These are profits to your business walking out the door. In this issue of TVC magazine, we will explore how to keep those sales.

We also do a deep dive into an effective pricing strategy called Minimum Advertised Price (MAP). It'll help you compete, even with online and big box retailers.

We also look at diversion, and why it's important to do your research on the companies you partner with.

TVC Members are some of the best in the profession at practicing good medicine. But in today's super competitive market, practicing good medicine is only one part of running a healthy practice. We're here to help with the business side, bringing you the right products and strategies to help hone your practice into an indispensable part of your community. ■



NEW



A MAGNIFICENT COMBINATION

For over 45 years we've partnered with veterinarians who share our obsession for bringing out the best in cats and dogs. We discovered nearly 1 in every 2 pets suffers from multiple health conditions. That's why, through science and research, we developed a new, precise MULTIFUNCTION line.

When you prescribe Royal Canin, you have the power to transform the health of each cat and dog.

Find out more at royalcanin.com/multifunction.



Available in 3 formulas:

- Urinary + Hydrolyzed Protein
- Urinary + Satiety
- Renal Support + Hydrolyzed Protein



Available in 4 formulas:

- Urinary + Hydrolyzed Protein
- Urinary + Satiety
- Urinary + Calm
- Renal Support + Hydrolyzed Protein



The TVC Veterinary Cooperative NEWS

We would like to announce the addition of a few new vendors at The Veterinary Cooperative! Log into www.tvc.coop for more information about the rebate and discounts!

- Datamars and Petlink
- Veterinary Practice Success Network
- Amerinet is now Intalere:
 - Lowes
 - Pitney Bowes
 - Airgas
 - Caterpillar
 - Sherman Williams
 - Encompass
 - Orkin

Webinars

Natural solutions have been utilized for thousands of years as a non-toxic method of achieving optimal health. Combine nature with science, and today's health-conscious client trending toward choosing natural medical solutions for their own needs, and you have a recipe for healthy patients and healthy profits! You don't want to miss this opportunity to learn how adding these unique products to your pharmacy could help set you apart in the eyes of your clients.



Join us on **Tuesday, May 3, at 9 a.m. and 1 p.m. Central** for a unique webinar exploring Vetri-Science's Vetri-Repel flea and tick repellent formulated by nature, and Derma 3.6.9. Pro skin health support formula.

Vetri-Repel combines Brazilian oils derived from certified forests, which act as a natural force-field to shield pets from unwanted pests.

The oils have been used for centuries by the indigenous people of the Amazon forest to keep pests from detecting a

desirable scent on their skin, thus creating avoidance.

Derma 3.6.9. Pro is an advanced skin health support formula in a palatable chew for easier delivery. It is recommended for overall skin health and for normal recovery after surgery.

Attendees will receive one free unit of each of the 4 items pictured we will be talking about, shipped directly to your clinic just for attending the webinar!

Visit www.tvc.coop/webinars to sign-up and learn more.

Promotions

Boehringer Ingelheim

GET A 25% DISCOUNT
ON SHORT-DATED VETMEDIN

Best time to save!

VETMEDIN 2.5 mg CHEWABLE TABLETS	
Bottle Size	50-tablet bottle
SKU	103184
Regular Price	\$40.50
With Discount	\$30.38

To learn more about this special offer or for more information on Vetmedin, contact your BIV sales representative or call 866-638-2226.

This offer good through April 30, 2016, while supplies last on lots expiring June 30 and July 31, 2016.

Purina

Our first ever TVC EXCLUSIVE CE COURSE!

The program is approved by AAVSB-RACE for 1.50 CE hours.

"Hydrolyzed Protein Diets in the Management of Food Allergy in Dogs and Cats"

Plus

✓ May 2: 16 purchase any size/combination of DRM or HA and receive 10% off!! (TVC Members Only)

✓ There will be a drawing for \$50 Visa Debit cards for attendees.

Register Here: www.tvc.coop/to/purina.php

Royal Canin



SPECIAL **MULTI** FUNCTION OFFER

50% OFF your purchase of
ROYAL CANIN VETERINARY DIET®
(6 lb and over)

Special MultiFunction offer from Royal Canin 50% OFF your purchase of Royal Canin Veterinary Diet

Click Here for more Info



TVC MEMBERS ONLY Promotion from Bayer

- Qualify for a **\$30 Amazon gift card** When you purchase 3 boxes of Seresto (mix and match).
- Qualify for a **\$75 Amazon gift card** when you purchase 6 boxes of Seresto (mix and match).

Order from any authorized Bayer distributor
Promotion runs April 1st – April 30th



Guide Your Revenue Using a MAP

By Rich Morris CEO of TVC

Put yourself in your customers' shoes. You're in need of a dog collar replacement for your family pet. You go to the local big box retailer. While casually walking the aisles, a display for flea & tick product catches your eye. Or at least the price does. This product is the same thing you can get at your veterinary practice, but at half the price.

What, then, would you think of the veterinary practice? We actually posed this question to TVC Members/Owners in 2015. The overwhelming majority – 91 percent – thought clients would feel they were either ripped off, and/or never buy that (or most any) product from the veterinary practice again.

There are a lot of factors that go into pricing, of course. But for the client, perception is reality, and the perception in this example is they could get a better deal somewhere else.

The days of charging 50 percent margin on everything are over. There are simply too many marketplace competitors – big box retailers, online retailers, home deliveries, local veterinarians – to compete with using that old equation.

You really hurt yourself by selling product at more than the market price. You've got to know what the market price is. You've got to do your research. Otherwise, it will be impossible to sell to about 90 to 95 percent of your customer base, who do care about price.

What veterinary practices need is a new equation. Or, in this case, a MAP (Minimum Advertised Price).

History behind pricing

But before we can move forward, we need to know where we've been. In the 1980s, price fixing was a hot topic, enough to merit a Supreme Court ruling. We have pricing laws that do not allow collusion, that do not allow a vendor to set a price for the retailers around the nation. That's illegal. But there is more to it than that. The whole idea behind pricing laws is to make sure the consumer is not harmed from a price perspective by price fixing.

However, the Supreme Court understood that protecting the consumer involved more than just price. The Supreme Court decided that in order to keep small businesses alive, and also allow wide distribution of product, it was OK for a company to set a Minimum Advertised Price (MAP). For example, a manufacturer could say to a big box retailer like Wal-Mart: "our company may be giving you a great profit margin here, selling my product at 30 cents on the dollar, and I may be selling it to a small business at 50 cents on the dollar. But if you start selling it at 40 cents – which you would be happy about with your volume – that is so far under what we are selling to the small entrepreneur. You are going to put them out of business. And then my product won't be bought in that local market. That's not a good thing for my product. Or, you're going to start a price war with another big box retailer, which isn't good for our product and company either."

If, a consumer can't get a product at a local veterinary practice because they cannot make money at selling the product, that affects the convenience factor and eliminates competition from small businesses. Essentially, the Supreme Court is allowing manufacturers/vendors to give special pricing to larger retailers due to a reduced cost of doing business with the large volumes purchased, but if they sell it below a certain amount, then the manufacturer can yank that special price.

This is how MAP was born.

Consumers demand that products be available through ubiquitous sources, therefore vendors need to have a presence in big box retailers, online stores, etc. It would actually be bad for business if they stopped. However, TVC has been recommending to vendors that if they are going to be selling in all these areas, yet remain a strong partner for independent veterinary practices, they should consider MAP pricing. We've seen some buy-in from manufacturers and anticipate more implementing MAP pricing in the future. We think due to our urging that Hills and Royal Canin have just introduced MAP pricing. We suggest TVC Member/Owners research

Consumers demand that products be available through ubiquitous sources, therefore vendors need to have a presence in big box retailers, online stores, etc. It would actually be bad for business if they stopped.

products that have MAP pricing and sell these products as the market price is easy to figure out, it will be the MAP. We recommend our Member/Owners start telling vendor salespeople that they want to see MAP pricing for product they sell to other channels of distribution like big box stores. This will allow the clinic to make the best product decisions for patient health and their bottom line.

Mind your margins

Charging 50 percent (or more) may have worked in the past, but it makes less and less business sense as consumers have more choice in the marketplace. So, what do you need to make money? Think margin, times turns. How many times do you have to reorder product? That's what a turn is. Measure profitability using Gross Margin Return On Investment (GMROI) which must be at least 100%. This is how corporations and competitive industries insure they

GMROI (Gross Margin Return on Investment) is what you need to think about:



are making profit. Since this industry is being invaded by corporations you need to think like they think to compete and make money.

Here's how it works. Think of a grocery store. They may turn everything on a shelf 25 times a year. So in theory, they replenish 100 percent what's on the shelf 25 times a year.

Some shelves in the grocery turn quicker. For instance, they may turn the bread aisle daily, while the canned foods aisle gets turned once a month or a quarter. Everything doesn't turn the same, but on average the store as a whole is turned 25 times. With those kinds of turns, they only need 4 percent margin to make money – 25 turns times 4% margin = 100% GMROI.

However, at an auto parts store that may only turn inventory four times a year, they would need 25 percent margin. – 4 turns times 25% margin = 100% GMROI.

Take your turns, divide your turns by 100 and that's what you need. You should be turning your inventory at least 4 times a year. The more turns the better.

With pet food, you may be buying \$1,500 worth of product every week (\$78,000 of total pet food purchases a year), but your total investment is only the \$1,500 as you make your money back each week with profit to buy the next weeks' pet food order. You're not increasing your

investment but just replacing what's on the shelf. So if you have a 25 percent margin (approximately the current Hills and Royal Canin MAP Pricing margins), and you're turning it 52 times you're going to have 1,300 percent GMROI – at 13 times the profit level needed to make profit and stay in business, no wonder big box stores like selling pet food! Your clinic should too. Each \$1,500 of investment could bring almost \$20,000 in profit a year.

What veterinarians need to think about today is variable margin. The more times you sell the product daily, weekly or monthly, the more turns. Competitors are likely to lower margin to try and get take that business from you.

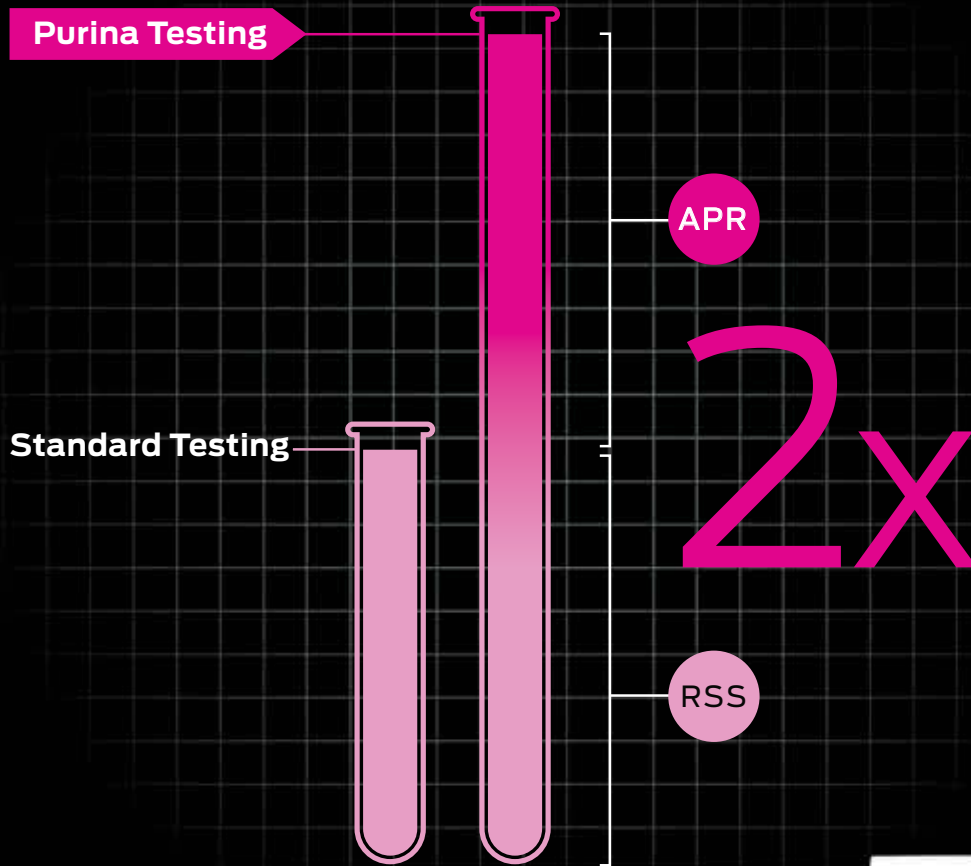
Fast moving products require lower margins to compete, maybe as low as 15 percent. This does not make them low profit because of the turns. Slow moving products can accommodate higher margins, sometimes over 100%. In fact, you may be losing money on low turns product if you are only charging a 50% margin.

However, anything less than market price is a discount. I do not believe veterinarians should discount. I do believe that if they don't sell at market price, they will be selling far less product and making less profit as profit comes from turns, not margin alone. ■

Take your turns,
divide your turns
by 100 and that's
what you need. You
should be turning
your inventory at
least 4 times a year.

Dual Validation.

For your peace of mind.



When you're evaluating a diet, science matters. It matters to us, too. That's why our **NEW UR Urinary® Ox/St™ Canine Formula** is backed by a comprehensive dual-validation process, measuring both the concentration and activity of the minerals that produce sterile struvite and calcium oxalate crystals. It's the nutrition your clients need, backed by science and expertise you can trust. [Learn more about our complete line at PurinaProPlanVets.com](https://www.PurinaProPlanVets.com)

PURINA®
PRO PLAN®
VETERINARY
DIETS

Direct vs. Diversion

Rich Morris CEO, TVC

TVC encourages members to do their research, not just on the products they buy, but also the companies they are buying from. It's important to know whether the product you sell to clients can be bought strictly through veterinarians, because that gives you a competitive advantage which will allow you to charge higher margins.

Also, just because a manufacturer sells direct to a big box competitor, it doesn't necessarily mean that's bad for

By selling it direct, a manufacturer can do a de facto Minimum Advertised Price (MAP), having the ability to make sure their product is selling at fair market price.

your business. The manufacturer may be in a better position to protect the independent clinic by selling direct. If the manufacturer sells direct, it can better ensure a fairer selling price in the market place. When a manufacturer sells direct, they are having direct conversations with the seller. They often give a super price to a large retailer to make money and carry the product, however, if the retailer lowers the price instead of making the extra profit – gaining an unfair advantage over the independent clinics – the manufacture can raise the price.

By selling it direct, a manufacturer can do a de facto Minimum Advertised Price (MAP), having the ability to make sure their product is selling at fair market price.

It also stops diversion as the retailer is assured a steady source of supply direct from the manufacturer. The practice of diversion, or gray market selling, is an

unfortunate reality in the marketplace today that needs to be stopped.

The Veterinary Information Network (VIN), a professional membership organization of veterinarians, conducted an investigation into the gray market with the help of a veterinarian, who spent a little over a year exploring the gray market where dog and cat parasitocides were purchased and sold again and again before ending up with consumers. The veterinarian, who invested little in flea/tick product purchases due to the arid region she was located in, began buying large quantities of supplies, which should have alerted the manufacturer that the veterinarian was purchasing on behalf of a diverter. The product was supposed to be sold only to licensed practitioners, according to the VIN article. Yet through veterinarians, the diverter would get the product, and in turn sell to retail outlets.

I would encourage TVC Member/Owners to read the series and see who is encouraging diversion. It can be found on the VIN site at: <http://news.vin.com/VINNews.aspx?articleId=22512>

TVC encourages Member/Owners to not buy from manufacturers that encourage diversion. When a manufacturer allows diversion instead of selling direct, there is no way they can try to insure pricing in the market that is fair. It is impossible to know through diversion how low you need to go. Therefore, the price usually gets blown out for much less in the process.

As a business owner, sometimes you will have to decide whether to partner and purchase products from a manufacturer that may in the long run not be the best for your practice. If you can find a partner with a similar product that is supporting the independent channel we suggest you choose that product.

Model Bentley
Agency Bayer
Groomer Owner
Coat Model's Own
Collar Seresto



seresto®

**SIMPLY SOPHISTICATED,
TAILORED FOR COMPLIANCE**

8 month PROTECTION



KILLS AND REPELS FLEAS AND TICKS.



Ticks



Fleas



Sarcoptic
Mange*



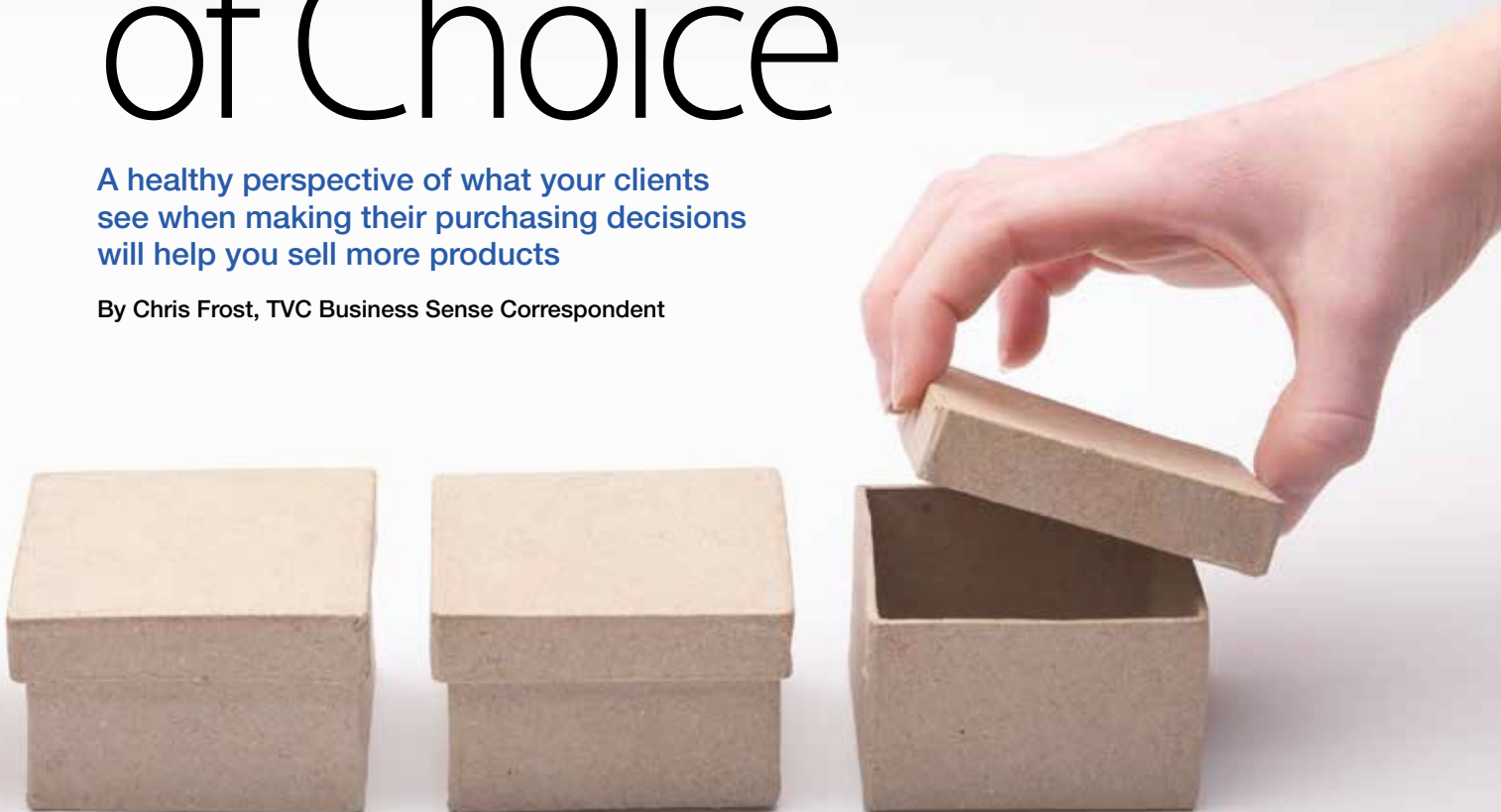
Biting Lice
on dogs

*Aids in the treatment and control of sarcoptic mange on dogs.

The Power of Choice

A healthy perspective of what your clients see when making their purchasing decisions will help you sell more products

By Chris Frost, TVC Business Sense Correspondent



When it comes to offering products in your clinic, it's important to understand the dynamic between what you are offering and the client choice process. Clients want three main things when it comes to the products they buy:

- The ability to choose
- Expert recommendations (help choosing)
- A good deal

Ability to choose

Choice is what drives today's economy. Consumers have come to believe that choice is a "right," and that having a choice gives them greater satisfaction. As such, the market has grown to meet that felt need.

This wasn't always the case. Sixty years ago, local grocery stores carried less than 4,000 products. Today, most grocery stores carry 45,000 products. Retail giants like Wal-Mart carry 100,000 products. Starbucks offers more than 87,000 drink combinations.

Online, the options are even greater. In the book category alone, online retailer Amazon has 27 million selections to choose from.

Animal health is no exception. If you don't provide choice, you are less likely to get the sale.

Expert recommendations

Although customers want the freedom to choose, they're also seeking help in making that decision. Making the choice

RECURRING DIARRHEA?

MAYBE HE NEEDS ENTERO HEALTH PRO.

One of the toughest conditions for any veterinarian to manage is recurring diarrhea in dogs. You do what you can, but sometimes there's no clear solution.

Entero Health Pro supports long-term intestinal health in dogs and cats, and may help manage recurring diarrhea. Over time, Entero Health Pro normalizes bowel function by supporting the protective layers of the GI tract, which may become compromised due to stress, illness, food sensitivity and environmental conditions.

In a study* of Entero-Chronic® Blend, featured in Entero Health Pro, **85% of vets and pet owners saw positive improvement** in dogs with chronic enteropathies who did not respond to traditional therapies.

*Learn more at www.vetriproline.com/entero-health-pro »

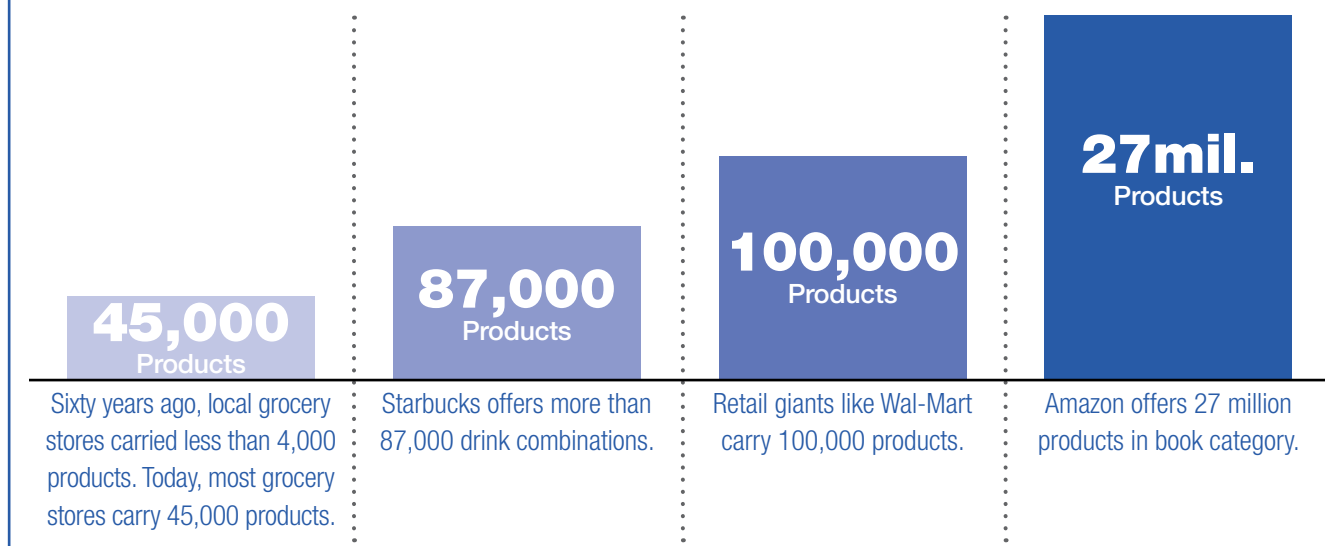


1.800.882.9993

www.vetriproline.com

 **VetriSCIENCE®**
Laboratories **PRO LINE**

Choices are stacking up



is about confidence – you’re getting the product that’s right for you, and you’re getting a good deal.

However, the explosion of choice has made the customers want the easiest path to that choice. They want to know what they want, and how to get it.

Don’t let 40% of the flea & tick business walk out the door. This is truly low hanging fruit. These are products your client needs, so it may as well come from you.

How do you create confidence? It involves expert and personalized recommendations.

One way to make the choosing experience easier and more positive for your customers is to categorize offerings. This can help clients better understand their options. Most clients will come into your clinic with no medical knowledge. Your clinic’s opportunity is in helping them understand what their options are and what each entails.

The truth is, many products get the job done. For instance, in the consumer category for lawn mowers, there are many options and tiers of lawn mowers. What a customer chooses

may come down to the size of their lawn, the type of grass, price considerations, etc. Each product offered does the job in a different way, and each has a different price tag. It’s up to the seller to provide the information needed for the consumer to make the right choice.

In the animal health realm, consider all of the products related to just one category, flea & tick. There are topicals, shampoos and sprays, oral treatments and flea & tick collars. Your customers need help narrowing the choices.

It helps to categorize and present your options in a visual form. Some of the questions you can ask, and then

answer, may include:

- How the product is applied?
- Medical considerations?
- How it works
- Pros and cons
- Who this product is typically bought by?
- What’s is the client/patient benefit?
- What’s the price?

There are many more ways of doing this. If you have more creative ways, we encourage you to share them on [The HIVE](#).

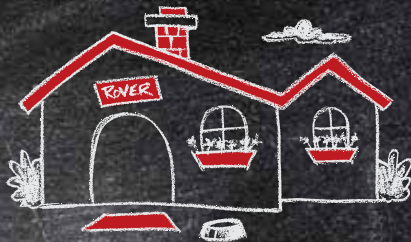
Pick the protection that **FITS YOUR PATIENTS.**



Duramune
Lyme®



Duramune Lyme®
+ Max 5-CvK



Duramune Lyme®
+ Max 5-CvK/4L



Duramune Lyme®
+ Max 5/4L



Duramune Lyme®
+ LeptoVax® 4



DURAMUNE LYME. The first and only portfolio of Lyme combination vaccines.

- Proven effectiveness with fewer injections than single-antigen vaccines¹⁻³
- Provides a broad antibody response to many OSPs^{2,4}
- Multiple opportunities to stop Lyme disease before it starts



Lyme disease is a serious threat to many dogs.

Choose the Lyme protection that's the right fit for your patients and your practice.
DuramuneLyme.com.

References: 1. Levy SA. Use of a C6 ELISA test to evaluate the efficacy of a whole-cell bacterin for the prevention of naturally transmitted canine *Borrelia burgdorferi* infection. *Vet Ther.* 2002;3(4):420-424. 2. Chu HJ, Chavez LG, Blumer BM, Sebring RW, Wasmoen, TL, Acree WM. Immunogenicity and efficacy study of a commercial *Borrelia burgdorferi* bacterin. *J Am Vet Med Assoc.* 1992;201(3):403-411. 3. Levy SA, Lissman BA, Ficke CM. Performance of a *Borrelia burgdorferi* bacterin in borreliosis-endemic areas. *J Am Vet Med Assoc.* 1993;202(11):1834-1838. 4. Levy SA, Millership J, Glover S, et al. Confirmation of presence of *Borrelia burgdorferi* outer surface protein C antigen and production of antibodies to *Borrelia burgdorferi* outer surface protein C in dogs vaccinated with a whole-cell *Borrelia burgdorferi* bacterin. *Intern J Appl Res Vet Med.* 2010;8(3):123-128.

One way to build trust with clients is through a price match promise. If you have this messaging, even they did see a better price on a product, they're going to understand what your intentions are by having this promise.

The important thing is to find some method to organize, categorize and present these offerings in a way that the client can understand. The process involves really getting into the mindset of the client.

You are the medical professional, and it's critical that the choices provided to the client fit within the care you deem needed and appropriate for the patient.

From a business perspective, if you provide recommendations and options for treatment, 80 percent of pet owners will purchase one of your recommendations.

Providing a better choosing experience is a win-win for the client and your practice. The client purchases the right product for their lifestyle in a process that is less confusing, less time consuming, and they feel more in control and satisfied with the process. From a medical perspective, the patient gets treated, compliance is met and your veterinary practice capitalizes on a product that you believe in.

A good deal

We understand this on a consumer level with the products we buy. If you purchase a product from one retailer and discover it was much lower somewhere else, you lose trust with the place you bought it from. Client perception is a reality. You must price to market.

Fortunately, price discovery is simple, either via the internet, local stores, or an app, you have the almost instantaneous ability to compare pricing on products.

One way to build trust with clients is through a price match promise. If you have this messaging, even if the client did see a better price on a product, they're going to understand what your intentions are by having this promise.



Poll questions

Q: What percentage of your clients are in need of flea & tick prevention products?

Percentage	TVC Members responded
100%	44%
90%	33%
80%	19%
70% or less	4%

Q: What percentage of your clients actually buy from you?

Percentage	TVC Members responded
100%	0%
90%	4%
80%	17%
70%	25%
60% or less	54%

Another great resource is the consumer rebate. For instance, Bayer is offering a Seresto rebate that can only be used when purchased through brick and mortar DVM clinics. You can sell it for the same effective price after these savings. This rebate may even allow you to take the price a little bit under the best effective price in order to incentivize your clients to send the rebate in. Plus, your recommendations mean a lot to the clients. This goes across the board for flea & tick, heartworm or other products.

Seizing your opportunity

During a recent Webinar, we asked our TVC Member/Owners two questions:

- What percentage of your clients are in need of flea & tick prevention products?
- What percentage of your clients actually buy from you?

The percentage of need was what you would guess. Forty-four percent of respondents said 100 percent of their clients need flea & tick prevention products; a third (33 percent) indicated that 90 percent of their client base needed it; and 19 percent indicated that 80 percent of their client base needed flea & tick prevention products. Only 4 percent responded with a percentage of their patient base as 70 percent or less.

So what percentage of a practice's client base actually buys from the clinic? Here we can see the challenge, and opportunity. The numbers trended the other way. Fifty-four percent of TVC Member/Owners said that they believed they were capturing 60 percent or less of the flea & tick sales. A quarter (25 percent) responded they were capturing 70 percent. Seventeen percent said they were getting 80 percent of their clients and only 4 percent said they were capturing 90 percent. No TVC Member said they thought they were getting 100 percent.

Pricing at the market will allow you to turn more inventory. Even at a smaller margin, you will be taking in revenue that would otherwise go to another seller. Your clients need to buy these products for the health of their pets. Don't let 40% of the flea & tick business walk out the door. This is truly low hanging fruit. These are products your client needs, so it may as well come from you.

Based off of their need to be satisfied with their purchasing decision, an effective pricing strategy gives your clients every reason to feel good about the choice they are making in who they purchase their products from – you, the medical professional. ■

Advantage Multi® for Dogs and for Cats (imidacloprid + moxidectin)

BRIEF SUMMARY: Before using Advantage Multi® for Dogs (imidacloprid+moxidectin) or Advantage Multi® for Cats (imidacloprid +moxidectin), please consult the product insert, a summary of which follows:

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

Advantage Multi for Dogs:

WARNING

- **DO NOT ADMINISTER THIS PRODUCT ORALLY.**
- For the first 30 minutes after application ensure that dogs cannot lick the product from application sites on themselves or other treated animals.
- Children should not come in contact with the application sites for two (2) hours after application.

(See Contraindications, Warnings, Human Warnings, and Adverse Reactions for more information.)

INDICATIONS:

Advantage Multi for Dogs is indicated for the prevention of heartworm disease caused by *Dirofilaria immitis* and the treatment of *Dirofilaria immitis* circulating microfilariae in heartworm-positive dogs. **Advantage Multi for Dogs** kills adult fleas and is indicated for the treatment of flea infestations (*Ctenocephalides felis*). **Advantage Multi for Dogs** is indicated for the treatment and control of sarcoptic mange caused by *Sarcoptes scabiei var. canis*. **Advantage Multi for Dogs** is also indicated for the treatment and control of the following intestinal parasites species: Hookworms (*Ancylostoma caninum*) (*Uncinaria stenocephala*), Roundworms (*Toxocara canis*) (*Toxascaris leonina*) and Whipworms (*Trichuris vulpis*).

Advantage Multi for Cats is indicated for the prevention of heartworm disease caused by *Dirofilaria immitis*. **Advantage Multi for Cats** kills adult fleas (*Ctenocephalides felis*) and is indicated for the treatment of flea infestations. **Advantage Multi for Cats** is also indicated for the treatment and control of ear mite (*Otodectes cynotis*) infestations and the intestinal parasites species Hookworm (*Ancylostoma tubaeforme*) and Roundworm (*Toxocara cati*). **Ferrets:** **Advantage Multi for Cats** is indicated for the prevention of heartworm disease in ferrets caused by *Dirofilaria immitis*. **Advantage Multi for Cats** kills adult fleas (*Ctenocephalides felis*) and is indicated for the treatment of flea infestations in ferrets.

CONTRAINDICATIONS: Do not administer this product orally. (See WARNINGS). Do not use the Dog product (containing 2.5% moxidectin) on Cats.

WARNINGS:

Advantage Multi for Dogs: For the first 30 minutes after application: Ensure that dogs cannot lick the product from application sites on themselves or other treated dogs, and separate treated dogs from one another and from other pets to reduce the risk of accidental ingestion. Ingestion of this product by dogs may cause serious adverse reactions including depression, salivation, dilated pupils, incoordination, panting, and generalized muscle tremors. In avermectin sensitive dogs^a, the signs may be more severe and may include coma and death^b.

^a Some dogs are more sensitive to avermectins due to a mutation in the MDR1 gene. Dogs with this mutation may develop signs of severe avermectin toxicity if they ingest this product. The most common breeds associated with this mutation include Collies and Collie crosses.

^b Although there is no specific antagonist for avermectin toxicity, even severely affected dogs have completely recovered from avermectin toxicity with intensive veterinary supportive care.

Advantage Multi for Cats: Do not use on sick, debilitated, or underweight cats. Do not use on cats less than 9 weeks of age or less than 2 lbs. body weight. Do not use on sick or debilitated ferrets.

HUMAN WARNINGS: Not for human use. Keep out of the reach of children. Dogs: Children should not come in contact with the application sites for two (2) hours after application. Cats: Children should not come in contact with the application site for 30 minutes after application.

Causes eye irritation. Harmful if swallowed. Do not get in eyes or on clothing. Avoid contact with skin. Wash hands thoroughly with soap and warm water after handling. If contact with eyes occurs, hold eyelids open and flush with copious amounts of water for 15 minutes. If eye irritation develops or persists, contact a physician. If swallowed, call poison control center or physician immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by the poison control center or physician. People with known hypersensitivity to benzyl alcohol, imidacloprid, or moxidectin should administer the product with caution. In case of allergic reaction, contact a physician. If contact with skin or clothing occurs, take off contaminated clothing. Wash skin immediately with plenty of soap and water. Call a poison control center or physician for treatment advice. The Material Safety Data Sheet (MSDS) provides additional occupational safety information. For a copy of the Material Safety Data Sheet (MSDS) or to report adverse reactions call Bayer Veterinary Services at 1-800-422-9874. For consumer questions call 1-800-255-6826.

PRECAUTIONS: Do not dispense dose applicator tubes without complete safety and administration information. Use with caution in sick, debilitated or underweight animals. The safety of **Advantage Multi for Dogs** has not been established in breeding, pregnant, or lactating dogs. The safe use of **Advantage Multi for Dogs** has not been established in puppies and dogs less than 7 weeks of age or less than 3 lbs. body weight. **Advantage Multi for Dogs** has not been evaluated in heartworm-positive dogs with Class 4 heartworm disease.

Cats may experience hypersalivation, tremors, vomiting and decreased appetite if **Advantage Multi for Cats** is inadvertently administered orally or through grooming/licking of the application site. The safety of **Advantage Multi for Cats** has not been established in breeding, pregnant, or lactating cats. The effectiveness of **Advantage Multi for Cats** against heartworm disease (*D. immitis*) after bathing has not been evaluated in cats. Use of this product in geriatric cats with subclinical conditions has not been adequately studied. Ferrets: The safety of **Advantage Multi for Cats** has not been established in breeding, pregnant, and lactating ferrets. Treatment of ferrets weighing less than 2.0 lbs. (0.9kg) should be based on a risk-benefit assessment. The effectiveness of **Advantage Multi for Cats** in ferrets weighing over 4.4 lbs. (2.0 kg) has not been established.

ADVERSE REACTIONS: Heartworm Negative Dogs: The most common adverse reactions observed during field studies were pruritus, residue, medicinal odor, lethargy, inappetence and hyperactivity. **Heartworm Positive Dogs:** The most common adverse reactions observed during field studies were cough, lethargy, vomiting, diarrhea, (including hemorrhagic), and inappetence. **Cats:** The most common adverse reactions observed during field studies were lethargy, behavioral changes, discomfort, hypersalivation, polydipsia and coughing and gagging. **Ferrets:** The most common adverse reactions observed during field studies were pruritus/scratching, scabbing, redness, wounds and inflammation at the treatment site; lethargy; and chemical odor.

For a copy of the Material Safety Data Sheet (MSDS) or to report adverse reactions call Bayer Veterinary Services at 1-800-422-9874. For consumer questions call 1-800-255-6826.

Advantage Multi is protected by one or more of the following U.S. patents: 6,232,328 and 6,001,858. NADA 141-251,141-254 Approved by FDA 19653

© 2014 Bayer HealthCare LLC

Bayer, the Bayer Cross, Advantage Multi are registered trademarks of Bayer.

Made in Germany.

Industry NEWS



U.S. veterinary care revenue projected to be nearly \$16 billion

Americans are expected to spend nearly \$16 billion on veterinary care in 2016, according to a report issued at Global Pet Expo in Orlando, Fla., and highlighted by Veterinary Practice News. The \$15.92 billion total would be a record, the American Pet Products Association stated, and would represent 25 percent of all pet-related spending in the United States. Veterinary revenue stands to grow even more when ancillary sales of pet food and other products are taken into account. Food makes up the largest piece of pet owner spending – about 38 percent overall – while supplies and over-the-counter medications combine for just under a quarter slice.

Bayer appoints Joyce Lee as President of Bayer's North American Animal Health business; launches Operation K9 Care

Bayer announced the appointment of Joyce Lee as President of Bayer's North American Animal Health business, headquartered in Shawnee, Kansas. Lee will report to Dirk Ehle, the Animal Health company's global President, a position he has held since 2012. "Lee is a highly respected and knowledgeable leader in the animal health industry and I'm thrilled to have someone with such vast knowledge of the industry leading the North American team," said Ehle. "Having spent over a decade in the animal health industry in a range of roles with increasing management responsibility, Joyce will be a critical asset as we look to build customer relationships and continue to seek innovative solutions for animal health." Previously, Lee was the Executive Vice President and Area President of Canada and Latin America at Zoetis, a role she held since 2013. She has over 20 years of experience in Marketing & Commercial Operations in emerging and developed markets within the Life Sciences industry at global, regional and country level. Lee has held

a number of senior leadership positions at companies including Pharmacia, Pfizer and Zoetis, focusing on strategic planning, sales management, commercial operations and leading a global business.

Bayer also announced it is expanding its partnership with K9s For Warriors – a nonprofit organization that pairs specially trained shelter dogs with veterans suffering from post-traumatic stress disorder (PTSD) and/or traumatic brain injury (TBI) – to further support the lifelong bond of the organization's graduate teams: warriors and their service dogs. Throughout 2016, Bayer will connect K9s For Warriors alumni with veterinary clinics and pet retailers across the country that agree to provide free health and wellness goods and services needed to care for each warrior's service dog. The program, called Operation K9 Care, is completely free to the veterans and ensures that all those who graduate from K9s For Warriors can more easily afford to keep their life-saving service dogs happy and healthy, which in turn, helps these veterans live a fulfilling life.

Partners for Healthy Pets offering online preventive healthcare certificate program

Partners for Healthy Pets (PHP), an alliance of 100+ veterinary associations, veterinary colleges, and animal health companies focused on preventive healthcare led by AAHA and the American Veterinary Medical Association (AVMA), is now offering a free, online preventive healthcare certificate program, according to an AAHA NEWStat report. The program includes 12, 1-hour modules, and provides tools and resources to help your practice launch a preventive healthcare program. Some of the highlights from the course include: A survey to identify your clients' preventive healthcare needs; Preventive healthcare guidelines from AAHA/AVMA, AAHA, and AAFP; Preventive healthcare monthly payment plan suggestions for clients. Learn more by visiting the PHP website.