



IN PARTNERSHIP WITH BAYER ANIMAL HEALTH

May Digital Issue 2016



TVC

Digital magazine

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An Eye Toward Growth

TVC Member Mohammed Fakhruddin says good management leads to great medicine for his clients





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)

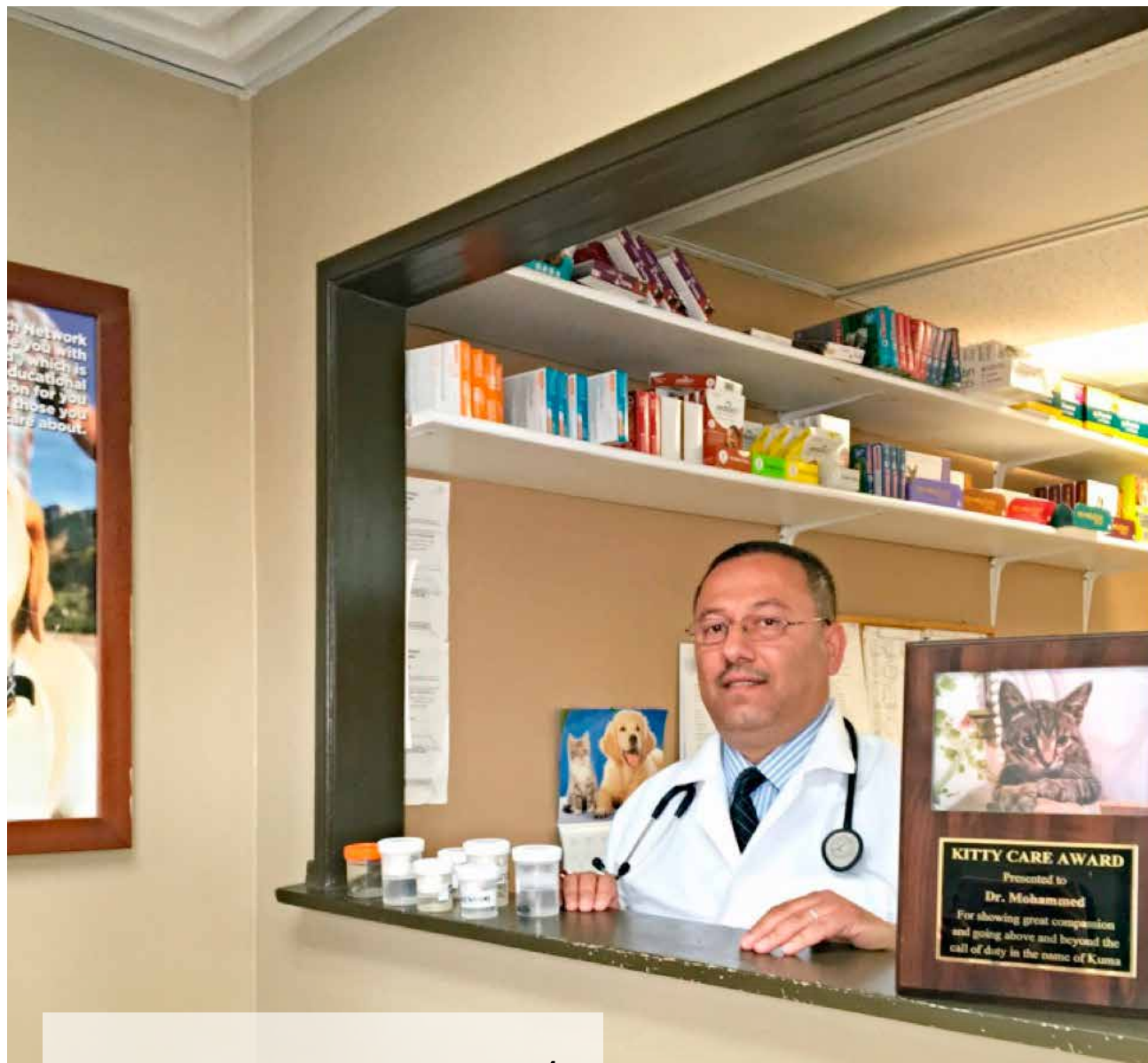
Pushing prevention forward.

†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.



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Staying In the Loop

By Nick McCart, Director of Member Experience

The Veterinary Cooperative is all about choice.

We have developed a program that is focused on leveling the playing field for independent veterinary hospitals against the corporate hospitals and big box stores. The way we compete is to work together, and the best way to get involved is to know what is going on at TVC.

One method of communication and collaboration involves the TVC weekly emails. As such, we have listened to your feedback and are re-vamping the way we do emails.

The top of our emails have been simplified with the most important information:

- What's new at The Veterinary Cooperative
- Upcoming webinars
- Vendor Promotions
- What is buzzing on the Hive



To get a quick snapshot of what is happening at The Veterinary Cooperative, simply read our weekly emails. Our most critical up to date information is right at the top of the emails. If you are interested in more information, either scroll down or click to be directed to our website.

In 2015, less than 100 TVC members were given nearly \$75,000 in promotional giveaways such as marketing materials, Amazon gift cards, custom branded new client welcome kits (tote bags, water bottles and magnets). This year we suspect we will be giving out nearly double that amount. This can only be found in the weekly emails!

The best connection to our members' only forum, the HIVE, is through the weekly emails. In the Hive, you can discuss business sense and strategies, practice management tips, ideas and concerns that you have as a veterinarian. Every week we will feature trending topics to examine and discuss.

Do you have feedback for our weekly emails? We really listen! Contact nick.mccart@tvc.coop for suggestions. ■





Dear TVC Member,

Intalere (formerly Amerinet), is proud to be a TVC Premier Business Partner. We are a Group Purchasing Organization (GPO) that uses our vast member base to negotiate discounts on preferred manufacturers and vendors...many of which you may already use. We have built a reputation over 27 years as being responsive in helping our over 80,000 members reduce their entire non-labor spend an average of 15-20%.

You can save on everything you need to run your business:

- Office Supplies and Solutions
- Shipping and Mailing Management
- Facility Maintenance and Construction
- Computer Hardware and Software
- An Employee Perks Program
- Wireless Phone Service

Here are some vendors you can save with:



Membership is free, and there is no obligation to purchase. Register at www.hrs-intalere.com and choose Veterinary as the type of organization and The Veterinary Cooperative as the referrer. Once your registration is approved, you will be given an Intalere number and be connected to the discount program where you pick and choose which discounts you would like to access.

I look forward to working with you.

Laura Long

Laura.long@intalere.com

206-515-5816



\$10,000 Available to Cover Veterinary Costs Associated with Rescue Animals

The TVC/Sarah Grogman/Glencoe Animal Hospital Rescue Fund was again funded by a \$5,000 donation from Rich and Allison Morris, and TVC also put in \$5,000 for a total of \$10,000 available for donation in 2016. The TVC fund was inspired by the great work done on Rescue Animals by TVC member Sarah Grogman, owner of the Glencoe Animal Hospital.

[This article](#), written by the Chicago Tribune, describes the horrid situation these animals were found in and highlights the care that was needed after this discovery.

All current TVC members are eligible to apply for these funds to help cover veterinary costs associated with rescue animals. [Click here](#) for more information on how to apply for this scholarship.

Webinars

Webinar topics include:

- Feline calicivirus prevalence
- Biological risk management
- The latest vaccine strategies



Boehringer
Ingelheim



webinars



REGISTER AND ATTEND
to win a free tray from the ULTRA™ line
of 0.5 mL feline vaccines.*

Tues, June 7th
9am & 1pm Central

REGISTER TODAY!



On June 7, 2016 at 9 am and 1 pm central, TVC and BMI will present a webinar focusing on steps to minimize infectious diseases in companion animals with an emphasis on feline calicivirus. We will also be talking about the Business Sense behind BIVI's Dollars and Sense program and how to get more feline patients into your clinic. All TVC member attendees are eligible to win a free tray from the ULTRA™ line of 0.5 mL feline vaccines.

Join us to hear veterinary expert Dr. LeMac' Morris speak on tackling some common feline calicivirus problems and what your clinic can do to help.

- Feline calicivirus prevalence
- Biological risk management
- Getting more felines into your clinic
- The latest vaccine strategies

Promotions



TVC Members Only!



PURINA

10% OFF DRM or HA
May 2 - 16



May 2 - May 16: Purchase any size/combination of DRM or HA and receive 10% off! See more info [here](#).

WHAT IS V-PET™

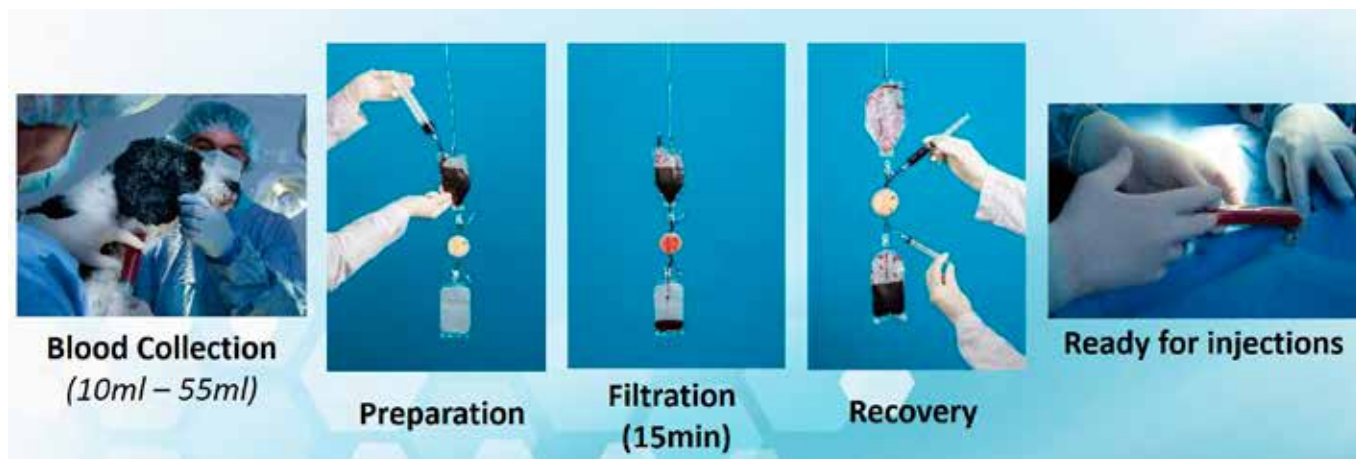
V-PET™ is a new regenerative medicine system, available to veterinarians nationwide through VetStem Biopharma.

This new system provides a convenient means to concentrate platelets and their associated growth factors from an animal's own blood (10ml to 55ml) for use as platelet enhancement therapy.



- **Single use all-inclusive kit** (\$249 per unit)
- **Closed sterile system** (can be used in the surgery suite)
- **Gentle 3X-7X* platelet concentration** (gravity filtration based)
- **No centrifuge required** (no capital equipment, "portable" system)
- **Supported by veterinary peer reviewed publications** (see references)

Using V-PET™ a veterinarian can have an injectable platelet concentrate rich in biologically active cytokines and growth factors ready in about **30 minutes** (from blood collection to in-situ injections).



As blood flows through the V-PET system, platelets are selectively captured on the surface of the filter media through complex interaction of size exclusion and adsorption, while the majority of red cells pass through. The platelet concentrate is then recovered by back-flushing the filter with a harvest solution.

* 3X concentration for standard 40lbs dog, up to 7X concentration for standard horse.

** Platelet Enhancement Therapy is not appropriate for intravenous use – intra-articular or intra-lesion use only.

Promotions

Bayer Products Offered

Here are some of the solutions to common problems in cats and dogs from Bayer

» Allergic dermatitis – Relief Shampoo

3 part approach to dry and itchy skin, also a great product to control your Atopic patients -Colloidal Oatmeal, Omega 6's and Pramoxine HCL. **Malaseb** is also a great choice for inflamed and irritated skin conditions, This product is indicated for patients that have bacterial and or yeast infections topically. **Free form Fatty Acids Omega 3's**- mild anti-inflammatory effects on the skin, as well as help to decrease skin dryness. 1-3 months to see desired effect. Because **Free form** decreases the circulation of excessive inflammatory mediators, this product is great adjunctive therapy to manage a dog with degenerative joint disease.

» Enteropathy – Endurosyn

A prebiotic and probiotic combined with a combination of supportive therapy's – a complex carbohydrate that provides a sustaining energy source (coconut oil), a simple sugar (sucrose) that gives quick energy but does not create the spike and then a drop in our little puppies. Electrolytes and glutamine – Glutamine is the major metabolic energy for our enterocytes (gut barrier) also glutamine is a major component to the final removal of excess water in the colon (Diarrhea). Because of this unique combination Endurosyn may be used for acute diarrhea or to assist with recovery of a patient. This product is labeled for puppies 4 weeks and older.

» Otitis externa – CLARO

A combination (florfenicol, terbinafine and Mometasone) antibiotic, antifungal and soft steroid. This product is indicated where gram positive and or malassezia is present. It is a one dose treatment that lasts for one month, requiring no cleaning or treating of the ear for that month. **T8 Keto** – is a combination of triz-edta combined with ketoconazole. This product is an ear cleaner that will also potentiate the antibiotic therapy placed in the ear along with cleaning the ear.

» Osteoarthritis – Synovi G4 (Glucosamine, MSM, Antioxidants in a soft chew formulation)

Quellin - NSAID in soft chew form, **Free Form Fatty Acids**- decreases the circulation of excessive inflammatory mediators, this product is great adjunctive therapy to manage a dog with degenerative joint disease.

» Gastropathy – Lactoquil

1.5 billion probiotics and prebiotic indicated acute diarrhea or to assist with recovery of a patient.

» Pyoderma and/or hot spot – ChlorhexiDerm 4% shampoo

A antibacterial shampoo proven to have residual effect topically on the skin for 48 hours. **Essential 6** - Essential 6 is a plant derived omega 6 combined with several essential oils that has been proven in a double blinded cross over study done by board certified dermatologist to help with the barrier of the skin. Essential 6 would also be effective for all your dry skin and Allergic dermatitis cases.

» Cystitis or urinary tract infection – Baytril

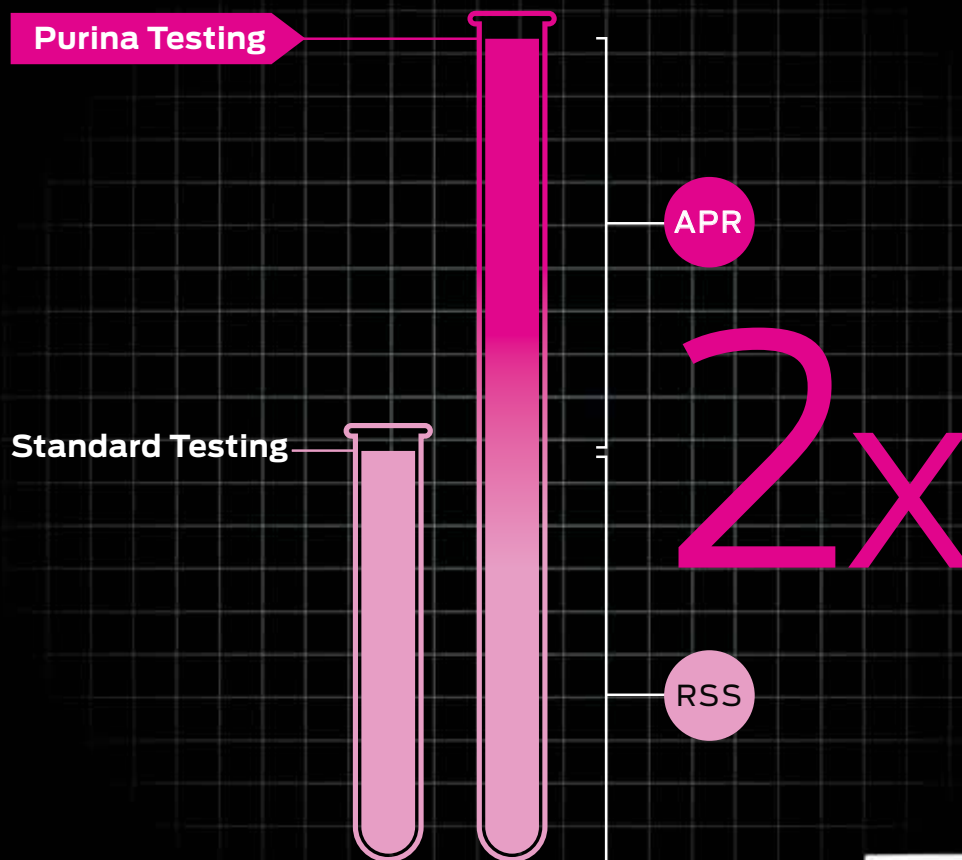
Broad spectrum fluoroquinolone designed for the management against both Gram-negative and Gram-positive bacteria for dogs only. **Veraflox**® for cats- is bactericidal, with activity against Gram-negative, Gram-positive and anaerobic bacteria. Extensive ocular safety testing once-daily administration with a convenient, easy-to-deliver suspension.

» Soft tissue trauma – Remend wound management

Cross linked Hyaluronic acid.

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

PURINA®
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VETERINARY
DIETS



An Eye Toward Growth

TVC Member Mohammed Fakhruddin says good management leads to great medicine for his clients



Officially, the first office for Michigan-based Animal Care Hospitals opened in 2000. But the story of how TVC Member/Owner Mohammed Fakhruddin, DVM, built his organization goes much deeper, and farther, than that. It involves education, experience and heartache – half a world away. It involves dedication to whatever job was in front of Fakhruddin.

It involves running successful practices while still delivering quality care to pet owners who may be suffering from financial hardship. Through it all, Fakhruddin hasn't just persevered, he's built a flourishing business that's vital to the community.

Background

Fakhruddin received his education from Baghdad University, graduating in 1985. He practiced in Iraq a couple years before the lead up to the Gulf War. During the conflict, he and his family fled the country, eventually ending up in a refugee camp in Saudi Arabia. There, they spent a year and a half in the desert.

Animal Care Hospitals utilize storage space, so they can buy big amounts of some products and keep them for a little while, Fakhruddin says. Other products may have a special promotion or reduction in price depending on the time of the season or end of the year.

Fakhruddin was accepted into the United States as a refugee. While he was able to relocate to the United States, his certification as a practicing veterinarian couldn't carry over. "I didn't have a license here," Fakhruddin said. "So I worked in a lot of different jobs, from cleaning dishes to cleaning kennels. I also worked as a vet technician."

Fakhruddin always had his eye on getting back into owning a veterinary practice. He took his board exams and finished his degree at the University of Missouri, graduating in 1998. From there, he practiced in New York for a year and a half before moving to Michigan. In 2000, he opened the doors of his first clinic in Michigan.

A vital part of the community

Animal Care Hospitals does a lot of work with rescue organizations, including Detroit Dog Rescue, which has

been recognized by news organizations such as CNN for its work in the community. Animal Care Hospitals also coordinates with local shelters to provide care to animals. [Check out the TVC/Sara Grogman/Glencoe Animal Hospital Rescue Animal Fund to help fund rescues in your area. www.theveterinarycooperative.coop/membersonly/feature/foundation.php]

The charitable work is part of a goal to be a key part of the community when it comes to animal health causes. This includes offering low-cost spay and neuter services, as well as services to low income pet owners who otherwise wouldn't be able to afford it.

"A lot of these pet owners may come in because it's very hard to let a pet go, and most of these people have nowhere else to go for care of their pet," says Fakhruddin. "Especially if they see their pet suffering. We have a program for people who maybe couldn't afford care, and ways that they can make a payment. Also, we've come up with a program that lowers our cost, so our services are overall very affordable. If they went to another clinic, it might be too expensive."

Good business leads to great care

Animal Care Hospitals are able to be an affordable option in medical care because Fakhruddin runs his practices with an eye on sound management practices.

"Most of my time is spent in management," he says. As such, he works through TVC and with vendors to get the best price on products so he can in turn offer reasonable prices to his clients. Animal Care Hospitals utilize storage space, so they can buy big amounts of some products and keep them for a little while, Fakhruddin says. Other products may have a special promotion or reduction in price depending on the time of the season or end of the year. Fakhruddin monitors the best time to purchase. "We've been very successful using this as part of our business strategy."

Another key to their business strategy is advertising. Animal Care Hospitals uses a wide array of advertising across different mediums, including Facebook, Google, the local news, and Yellow Pages. Coupons, too,



Have you heard the deal?



(florfenicol, terbinafine, mometasone furoate)
Otic Solution



T8 Keto[®]
Flush

For every 3 **Claro[™]** cartons
purchased on a single invoice,
Get 2 **T8 Keto[®] Flush** 12 oz **FREE!**

All discounts apply to purchases on a single invoice. Qualifying purchases will receive
60 day net terms during the promotion period April 1 - June 30, 2016.

Free goods may not be returned for credit.

CAUTION: Federal (U.S.A.) law restricts Claro[™] (florfenicol, terbinafine, mometasone furoate) Otic Solution to use by or on the order of a licensed veterinarian.



Another key to their business strategy is advertising. Animal Care Hospitals uses a wide array of advertising across different mediums, including Facebook, Google, the local news, and Yellow Pages. Coupons, too, play a big role in drawing in new clients.

play a big role in drawing in new clients. Working with manufacturers, Fakhruddin says his practices are able to align some coupon deals with preventive products such as heartworm and flea & tick. [Make sure you sign up for the TVC July 7th Idexx and Bayer Revenue Enhancing Webinar that will utilize some of these techniques to gain you more business.]

“Sixty percent of our business comes from local advertising,” says Fakhruddin.

People

Animal Care Hospitals has committed, loyal staff. Fakhruddin says they have a bonus system set up to where employees are paid on the spot for sales in preventive

products or other services such as the bloodwork done pre-surgery.

“It rewards the employee, and I find out who is really working hard,” he says.

Although spread out among multiple locations, Animal Care Hospitals at its heart is a family business. Fakhruddin has brothers who help with essential parts of the business, including management, payroll, storage and just monitoring the overall day-to-day activities of each practice. “It’s very important to have someone you can trust,” he says. “I think it has helped us

grow, because I’m able to have a peace of mind, knowing somebody else is watching out for my business.”

And Fakhruddin and the Animal Care Hospitals team are poised to watch the company grow. Animal Care Hospitals currently has eight sites, with a ninth opening this year. They recently bought two more buildings, and may open another clinic within the next six months, bringing the number to 10. Fakhruddin says he believes they could be at 20 locations within the next few years.

It all comes down to making the most of what you have. “Management is very important in business,” he says. “If you are a good doctor in medicine, you also need to be good at management. You can have a successful clinic if you’re able to succeed at both.” ■

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VetriScience® Laboratories offers a natural way to protect pets from flea and ticks and help build healthy skin and coats.

BUY 10 AND GET 2 FREE, KIND FOR KIND.



Derma 3.6.9.™ Pro is rich in essential fatty acids, Omegas 3, 6, and 9, in combination with a special balance of vitamins and amino acids to support skin elasticity, texture, and a shiny coat.

Available exclusively through veterinarians.

For more information on Derma 3.6.9™ Pro, including detailed product and ingredient information, visit www.vetripoline.com/derma-369 >

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Vetri Repel Spray and Wipes work as a natural repellent to protect your pets from fleas, ticks, mosquitoes and flies. It is made up of Brazilian oils derived from certified forests, which naturally shield pets from unwanted pests. Our flea and tick products do not contain drugs or synthetic chemicals and have no known toxic effects from licking the skin. **Vetri Repel Spray** is safe for use on bedding and can be applied to collars that are able to soak up the oils.

For more information, visit www.vetriscience.com >

Vetri Repel Spray | **0900757.016, 0900757.008**

Vetri Repel Wipes | **0900656.060**

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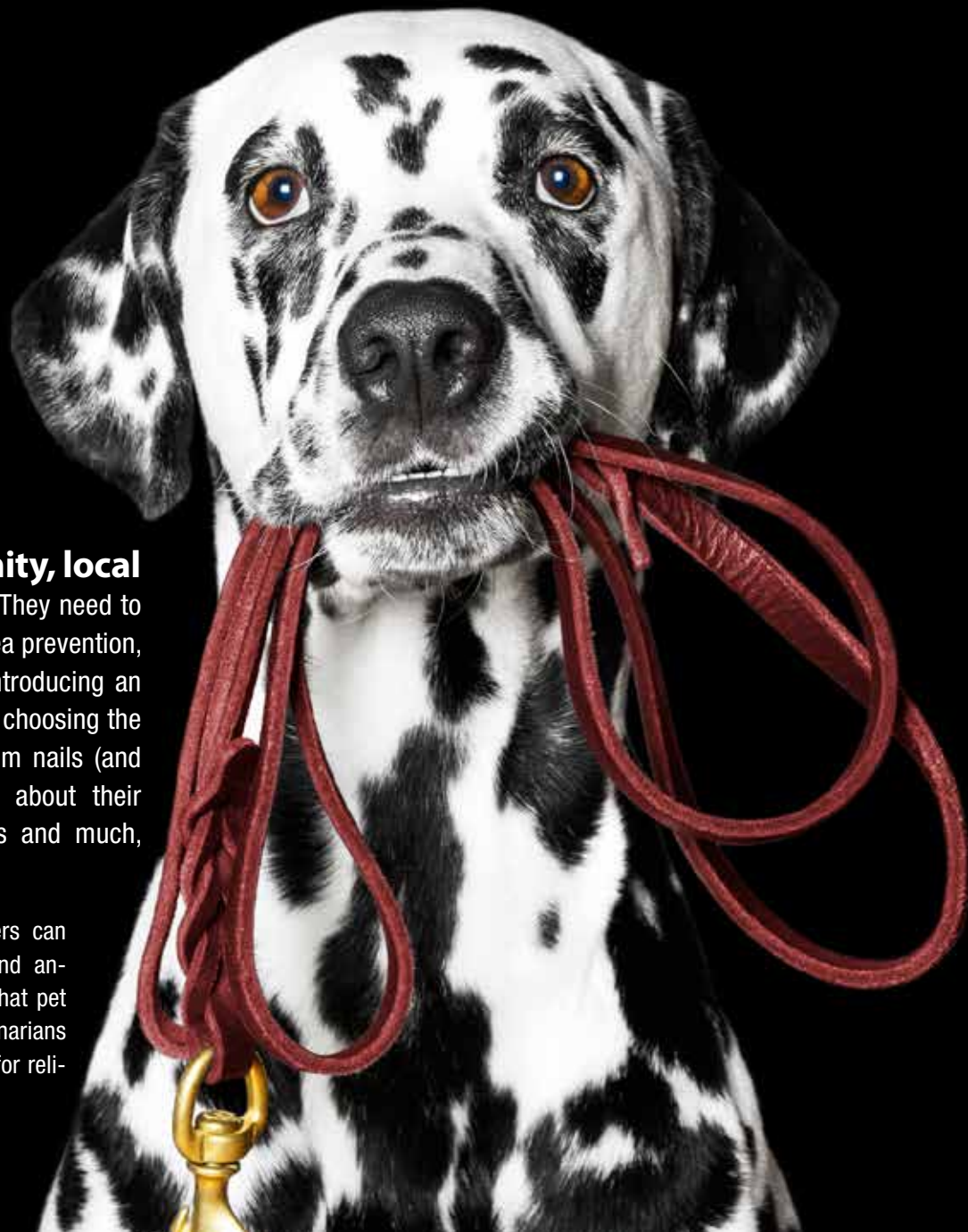
Local Authority

Be the go-to pet-care source in your community

By Pam Foster

In every community, local pet parents need advice. They need to know what to do about flea prevention, crate training a puppy, introducing an adopted cat to the family, choosing the right pet food, how to trim nails (and how often), what to do about their dogs' thunderstorm fears and much, much more.

Sure, dog and cat owners can read generic websites to find answers, but research shows that pet owners trust their local veterinarians more than any other source for reliable pet-care information.



Not only that, but the local media is always looking for human-interest stories – including animal-related stories – to bring in viewers and valued advertising dollars. Local TV, print and online news editors are eager to find community authorities on a wide range of pet subjects.

With the right strategy, veterinary practices can make a huge local splash as the local pet-care authority.

Consider the following tips for enhancing the value you offer your community.

Does your veterinary practice pass the local authority test?

Your practice website includes LOCAL articles and/or blog posts. If your website includes pet health content, well done! However, make sure your content is LOCAL. Here's what I mean. When pet owners search in Google to find "pet nutrition advice in [your town]," Google won't show your pet nutrition article unless you put your town or region name in it, such as, "Pet Nutrition Tips for Pets in [Your Town]." This image happens to have the city in the hospital name. If that's not the case for you, add the city name to your article title. Also add an invitation or incentive to schedule a screening. This approach works well with all kinds of pet-care topics.

You're building relationships with local news media. Which local-interest topics can you help the media cover when it comes to pets? For instance, if you're in a region of the United States where hurricanes are an annual concern, send out a one-page press release to local media: "Preparing to Bring Your Pet Along During a Hurricane Evacuation in [Your Town]." The media may present your tips on TV, in the local newspaper and on their websites, and perhaps even interview you.

You're building strong alliances in your community. As you know, local referrals are very strong sources of new business for your practice, and we don't mean just among your clients. Think of all the local businesses that could be referral sources: dog trainers, rescue shelters, pet bakeries, Chamber of Commerce members, etc. Are you connecting with all these opportunities so they refer your practice?

As you offer your community more pet-health information, your practice will gain momentum as the local go-to expert on anything related to pets, bringing more revenue your way. ■

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 severe adverse reactions including depression, salivation, dilated pupils, incoordination, panting, and generalized muscle tremors. In avermectin sensitive dogs*, the signs may be more severe and may include coma and death*.

* 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.

* 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

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Made in Germany.

Industry NEWS



CAPC forecasts 2016 will be a big year for ticks and mosquitoes

The Companion Animal Parasite Council (CAPC) has released its annual parasite forecasts. Among the 2016 predictions: Lyme disease is a high threat again this year, as ticks that transmit the agent of Lyme disease have expanded their range and become established in Illinois, Iowa, Indiana and Kentucky; New England, which has traditionally been in the “bulls-eye of Lyme disease” is forecasted to see below normal activity although infection in this region still poses a major risk; Ehrlichiosis is already common to western Texas, Oklahoma and Missouri, but these regions are expected to have even higher activity this year; Transmission of the agents of anaplasmosis is poised to be a problem in northern California, New York state, western Pennsylvania and West Virginia where it is forecasted to have an active year; Infection with heartworm, which causes a potentially fatal disease and is transmitted by mosquitoes, is expected to be above average nationwide.

Morris Animal Foundation partners with Dr. Marty Becker's Fear Free initiative

Morris Animal Foundation announced it is partnering with the Fear FreeSM Certification Program, designed to “take the ‘pet’ out of ‘petrified’” and ensure pets will receive the veterinary care they need without stress. The Fear Free initiative was founded by Dr. Marty Becker, and currently involves a 160-member advisory panel comprised of board-certified veterinary behaviorists, veterinary technician behavior specialists, board certified veterinary anesthetists, well-known veterinary practice management experts, and boarded veterinary practitioners experienced in Fear Free methods, hospital and animal shelter designers, and other experts. The program, which launches on March 31, will offer veterinary professionals the opportunity to receive CE as well as certification in Fear Free veterinary practice from the parking lot to the exam room and beyond. Those taking the certification program will be required to successfully

complete the 8-module online course, after which the certification will be valid for three years. Maintaining their status will require online or in-person continuing education. Veterinary professionals can visit fearfreepets.com to sign up and begin the Fear Free Certification Program.

Top medical conditions affecting dogs and cats listed

According to DVM Newsmagazine, Nationwide released a list of the top 10 medical conditions affecting dogs and cats as based on its claims data. The list included: 1. Allergic dermatitis (Average cost \$210); 2. Otitis externa (Average cost \$153 per dog); 3. Benign skin neoplasia (Average cost \$348 per dog); 4. Pyoderma and/or hot spot (Average cost \$122 per dog); 5. Osteoarthritis (Average \$299 per dog); 6. Periodontitis/dental disease (Average cost \$312 per dog); 7. Gastropathy (Average cost \$279 per dog); 8. Enteropathy (Average cost \$139 per dog); 9. Cystitis or urinary tract infection (Average cost \$284 per dog); 9. Soft tissue trauma (Average cost \$229 per dog).

Patterson Companies receives honor roll placement for 2015 Minnesota Census of Women in Corporate Leadership

Patterson Companies announced it has received placement on the Honor Roll for the 2015 Minnesota Census of Women in Corporate Leadership. The honor roll is produced by St. Catherine University School of Business and Professional Studies and the Minnesota Women's Economic Roundtable (MWER). At the Women in Leadership Forum sponsored by Twin Cities Business magazine and St. Catherine's, Patterson Companies CFO Ann Gugino accepted the award on behalf of the company. “We are proud of our achievements advancing women in leadership,” Gugino said. “It is a priority across Patterson to find ways to support our talented employees and help them grow, as well as attract new leaders that bring greater diversity, experience and insights into our organization.”