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June Digital Issue 2016

TVC

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An Added Layer of Protection

TVC Member Forest City Veterinary Clinic goes the extra mile for complete flea & tick prevention coverage





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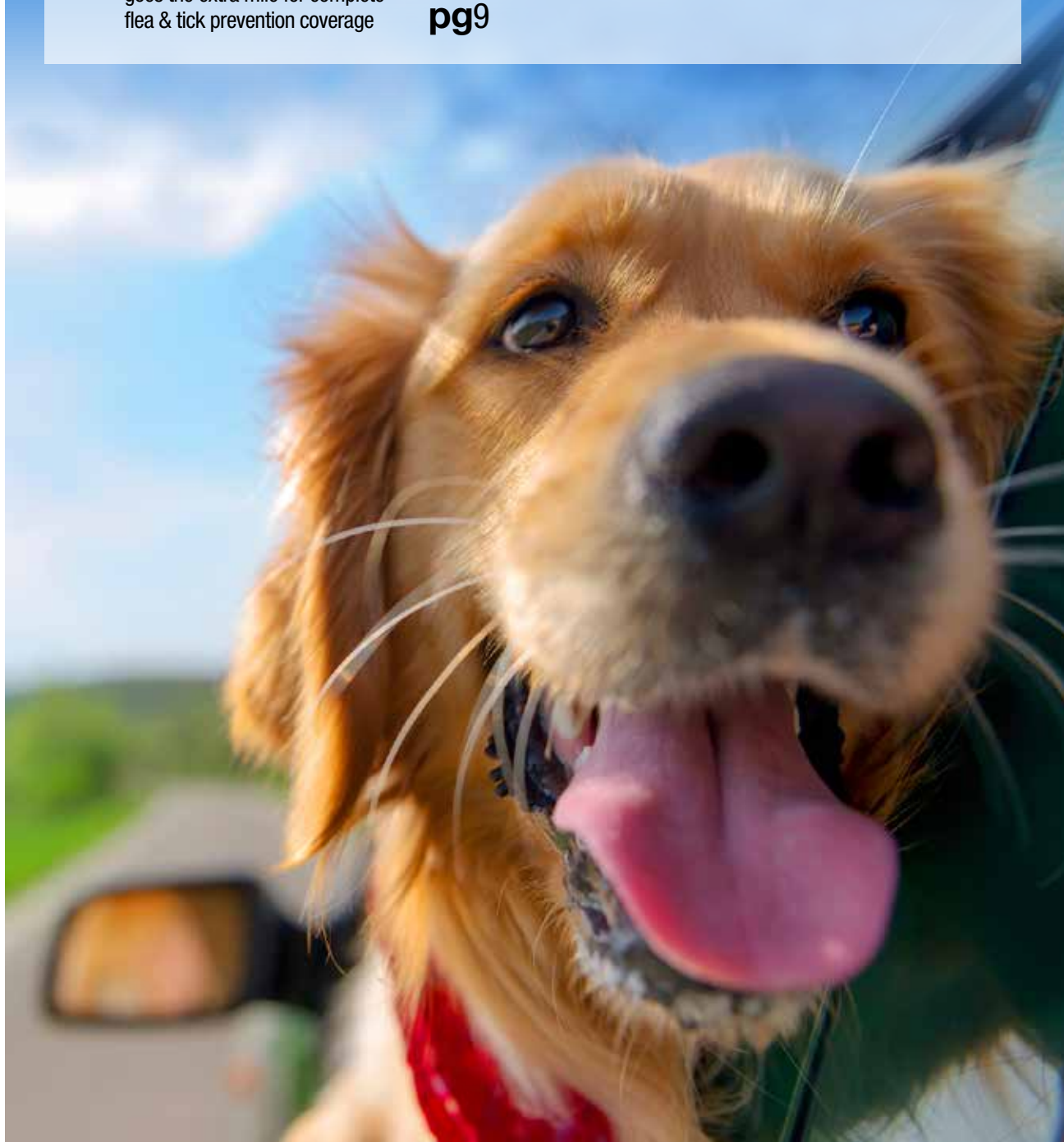
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Keeping TVC Financially Fit

By Amir Shanan, DVM, owner of Compassionate Veterinary Hospice,
TVC Treasurer and Founding Board Member

Why is it important to keep The Veterinary Cooperative financially fit?

Because it keeps your business healthy too. When TVC makes money, the profits go back to you, the members.

The more
TVC makes,
the more profit
is distributed
through the
participation
rebate.

Buying from as many TVC vendors as possible helps TVC and the owner/members in several ways, including:

1. It shows the vendors that offering a good program to TVC is in their best interest, as it will grow their sales.
2. It allows TVC to continue NOT charging a monthly fee by providing TVC with working capital to cover our operational expenses.
3. It allows TVC to provide your clinic with the best pricing on products and allow you to compete by allowing you to match pricing, which will increase your sales or obtain better margins with the corporate hospitals, big box stores and the internet.



The more TVC makes, the more profit is distributed through the participation rebate. Read more about it here: www.theveterinarycooperative.coop/membersonly/sendfile2.php?file=Extras/ParticipationRebate.pdf.

If you belong to more than one group, TVC requires you to tell vendors that you want TVC to be the group that is recognized for your clinic. This provides TVC with what it needs to operate and succeed in the market place. Other groups charge a monthly fee to cover operation. TVC does not. Purchases need to be credited from your clinic to TVC to insure cash flow for operations.

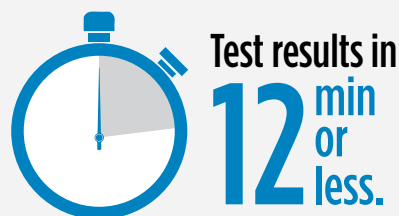


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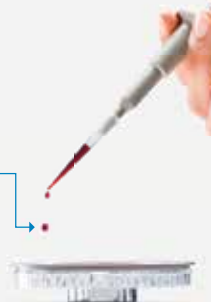
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The TVCSM Veterinary Cooperative NEWS

First Veterinary Supply / Boehringer Ingelheim News

First Veterinary Supply will no longer have Boehringer Ingelheim vaccines available for purchase. If you were purchasing these vaccines through First Veterinary Supply, please consider now purchasing them through **Patterson Veterinary**, where you will also be eligible for the Boehringer Ingelheim TVC rebate program.

TVC Webinars



Lab Testing Month at TVC

From time to time it makes sense to take a step back from your business and look at your success in critical areas of performance. July is a great time to take a look at the amount of diagnostics you are currently running in your clinic and what your opportunity is for healthier patients and increased revenue. More testing means faster and more accurate identification of ailments that only you have the expertise and passion to solve. TVC wants to make this as easy and profitable as possible— Take a look at the great offerings from IDEXX and Abaxis that are exclusively for TVC members! Visit www.tvc.coop/webinars to sign up.



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1. Elsemore DA, Geng J, Flynn L, et al. Enzyme-linked immunosorbent assay for coproantigen detection of *Trichuris vulpis* in dogs. *J Vet Diagn Invest*. 2014;26(3):404–411.

2. Data on file at IDEXX Laboratories, Inc. Westbrook, Maine USA.

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An Added Layer of Protection

TVC Member Forest City Veterinary Clinic goes the extra mile for complete flea & tick prevention coverage

There is no downtime for Forest City Veterinary Clinic in Altamonte Springs, Fla. Fleas, ticks and mosquitos are a year-round threat, says Vanesa Miranda, Practice Manager for the TVC Member clinic.

Dr. Arana with his patient "Petey".

“With our location, every day we see pets with flea bites or allergic reactions due to the warm weather,” she says. “We don’t get the four seasons. We’re always going to have the risk and potential of exposure to fleas and mosquitos year-round. We don’t have an off season, it’s high season all the time.”

Which means veterinarians and staff at Forest City Veterinary Clinic don’t just stop at recommending flea & tick preventives to clients. Their clients want and expect more.

Potential opportunities

Pet owners want more, because they are spending more, to the tune of about \$1,000 a year per pet. However, currently veterinarians only see about \$150 to \$200 of that spend, according to research compiled by TVC. That’s up to \$800 of potential revenue opportunity per client.

Among TVC Members in a recent poll, the question was asked: “What percentage of total revenue comes from veterinary care?” Half of the respondents said 51 to 70 percent of their total revenue comes from veterinary care, while 38 percent said it was 70 percent or more.

If most of your revenue is coming from veterinary services only, you’re probably missing out on potential revenue your clinic could be earning. By focusing on selling products through your clinic that clients want and need, you will be grabbing more “wallet share” – dollars that clients are already spending elsewhere.

Complete coverage

Add-on products present a great opportunity. Miranda says veterinarians and staff at Forest City Veterinary Clinic are

“Many times with a topical or oral product used for flea & tick prevention, you don’t have a repellant effect so you have to wait until the flea comes into contact with the pet.”

– Vanesa Miranda

Lost sales

TVC did a poll amongst members coming to a flea & tick webinar where the difference between how many clients should walk out with a flea and tick product between those that did was 40%. That is 40% lost sales. Ask yourself: how many should walk out vs. how many that do? And what can you do to increase your share of your client’s wallet?

always educating clients on the importance of flea & tick prevention, as well as heartworm prevention. The standard preventive products you could consider the “main sale.” Because of this, the clinic has a high compliance rate. “At least 85 percent of our customers are getting flea & tick and heartworm preventives,” she says.

But with the year-round threat of fleas, ticks and mosquitos, customers need more than just the main sale to keep their pet safe. For instance, VetriScience Laboratories’ Vetri-Repel has been a good compliment to regular flea topical applications. Vetri-Repel differentiates itself from other repellant products in several ways:

- Vetri-Repel is all natural
- It can be used as an add-on to other flea & tick prevention methods
- It’s safe to use with underage, newborn, or debilitated pets
- The customer can always use it as needed, whether that means every few days, or daily for a walk, etc.
- Customers report that the spray has a nice smell and texture (non-greasy) compared to other repellants.

The product gives the clinic an additional barrier for prevention of fleas

and mosquitos and the diseases they represent, says Miranda.

“Many times with a topical or oral product used for flea & tick prevention, you don’t have a repellant effect so you have to wait until the flea comes into contact with the pet,” says Miranda. “With a repellant, we are able to prevent that from happening in the first place. So if a pet is very allergic to fleas, we can prevent the first line of

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contact by preventing the flea from getting into the pet in the first place.”

Staff buy-in

The product has received a big thumbs up from clinic veterinarians and staff. This has enhanced client education and use of the product, because personal experience goes a long way in those conversations. “When staff use a product, it makes it so much easier to talk to the client about it,” Miranda says. “They feel confident about the reliability, that this is a good product that’s going to do what it’s supposed to do, so that makes it a lot easier to recommend it.”

Miranda says the clinic has used Vetri-Repel in many different situations in the office, such as for training events and with infected pets that come through the door. “We spray it on ourselves so we don’t get fleas on us,” she says. “It’s a layer of protection that we use on ourselves and on our pets as well.”

Good for the bottom line too

The product has also been a good revenue generator for the clinic. Miranda says they display the Vetri-Repel on the clinic’s product shelf so customers will see it when they arrive.

“Add-ons can be beneficial for the customer and the clinic. The customer gets a product that enhances the health of their pet, and the clinic increases sales, increases loyalty with clients since they feel we are giving them the tools to be a better pet parent and (they aren’t looking to buy those products at retail outlets).”

Miranda says Forest City Veterinary Clinic doesn’t sell add-ons just for the sake of having more products on the shelf. Each product is brought in to fill a need for the customer base. “Because we sell Vetri-Repel to a good value, we turn the product a lot! We want to sell it because think is a good product, in combination with monthly flea preventive. We’ve able to sell a lot of it because of our pricing and positioning as an add-on.” ■

Tips for Selling Add-Ons

When it comes to add-on sales, help customers by selling add-ons that add value. Be conscious of your customers’ needs. When you discuss the add-on, it should sound like a solution is being presented, and not a sale. You might only get a few takers, but eventually the add-on recommendation will be in-grained with the veterinary clinic and visits.

There are two types of add-ons – main-sale add-ons and register add-ons. Main-sale add-ons are more medically based, and usually recommended by the veterinarian or

technician. Register add-ons might be more impulse-purchase products, such as toys, leashes and collars. The following are tips for selling both.

Main sale add-ons:

- Help customers see something that can make their main purchase better. For instance, a lot of flea & tick protection products require the flea or tick to bite first. A repellent such as Vetri-Repel enhances the main purchase because it is keeping the ticks off in the first place.

- Illustrate the benefit. The worst nightmare for some customers is seeing an engorged tick drop off in their home. If you can illustrate the issue that the product solves, it will help with the add-on sale.

Register add-ons:

- Don’t have too many items. Don’t overwhelm the customer with choices.
- Rotate items until you find the best ones.
- Keep the best ones on the counter and in-stock.

Editor’s note: *The anecdotes in this article are this clinic’s own experiences with the product, and are not a claim being made by VetriScience.*

THE BEST ANSWER FOR BAD BEHAVIOR



Behavior issues caused by anxiety are hard to address and can keep your clients away, whether they simply dread the trip to the vet or decide to give up the pet.

It could be separation anxiety, problems at night, or nervousness during travel, fireworks and thunderstorms. Whatever the reason, it's very upsetting for dogs and owners.

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Summer Health Threats

Prepare your clinic with the right tools and protocols

By Pam Foster



Ah, summer time. Lazy days outdoors, barbecues with friends, happy times with fireworks. They all sound great, yes?

Well, these situations and many other summer-specific circumstances can cause big health threats to dogs and cats – everything from heat stroke to thunderstorm anxiety to toxic plants in bloom. And practices certainly see a jump in visits due to “summer issues” now through Labor Day.

So how can you prepare for this busy season? By making sure your clinic has all the equipment, supplies and tools you will need on hand. Here's a handy list you can review.

1. Heat stroke/dehydration

Sadly, it's time again to remind everyone that pets should NEVER be left in hot cars. It's astounding to see another news story where someone left their dog in the car while they went shopping on a hot summer day. Veterinary practices see all kinds of cases of heat stroke from pets being left out in the heat for too long, even in shady back yards that you wouldn't consider too hot.

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Heat stroke treatment usually involves fluid and mineral replacement, monitoring electrolytes, detecting and addressing secondary conditions such as elevated blood pressure, and keeping tabs on overall wellbeing and recovery. Check the age of your monitoring equipment (such as electrolyte analyzers) and whether or not you have plenty of IV fluids and supplies available.

2. Burns from hot pavement and BBQ grills

In a PetSitters.org article called, “How Hot is That Side-walk?”, we learn just how dangerous hot pavement can be for dogs’ feet. The report included data from several areas of the country and noted, “The pavement temperature data I measured on the 95° day in South Florida was simply stunning. During the peak overhead sun periods, black pavement temperatures hit 140°F in mid afternoon between 2:00 p.m. and 4:00 p.m. They exceeded 120° on blacktop between 11:00 a.m. and 6:00 p.m., which is still above the pain thresholds for most dogs ... you will eventually cause permanent damage or blistering with continuous exposure.” The same goes for those tempting meats sizzling away on BBQ grills. Dogs will be lured toward them and can be burned as a result.

Burn treatment depends on the case, of course, but may include antibiotics (to heal infections), pain medications, and bandaging the feet. In the worst cases, treatment will require hospitalization, IV fluids, antibiotics, pain meds and more.

3. Anxiety related to thunderstorms and fireworks



The Fourth of July is one of the busiest times of the year for veterinary practices, and also the biggest day for lost pets to be reported ... mainly because fireworks terrify pets, causing them severe stress and even “runaway syndrome.” In addition, many animals suffer from anxiety due to frequent thunderstorms that can occur in the summer. Many practices carry calming aids (prescription solutions as well as holistic or natural alternatives).

4. Bug bites: mosquitos, ticks, etc.



While vector-borne diseases can occur all year long, this is the peak season for pet threats from mosquitos, ticks and other pests (even skunks!). What are your protocols for heartworm, Lyme and other diseases that may be prevalent in your region. Are you screening all pets? Working hard to prompt prevention compliance? Keeping track of incidence rates?

This will allow you to assess your needs for screening tests, preventatives, statistics, client-education tools from manufacturers, new products, summer specials, etc.

5. Travel with pets: safety, meds, microchip



These days, dogs are often brought along on family summer vacations. But quite often we hear about pets that run away in unfamiliar locations, or the family forgot to bring along the dog’s preventatives, prescription diets, etc.

Create a “pet travel checklist and toolkit” for your clients. This many include a wellness check before the trip, making sure all prescriptions are current and filled, doing any necessary vaccine updates, stocking up on preventatives, prescription food, etc. – and most of all, checking for microchips and updated contact information. These steps and products will help families stay prepared and keep their pets safe during travel (while boosting clinic visits and purchases for your clinic).



The ASPCA comes to the rescue again with printable lists of plants that are toxic to dogs, cats and horses.

You may be shocked to see how many plants are on the list, including some of the most popular garden plants enjoyed by homeowners, gardeners and landscapers.

6. Toxic foods, plants and foreign objects

According to the Animal Emergency & Referral Center of Minnesota, toxin ingestions and gastrointestinal foreign material (swallowed “foreign objects”) are among their top ten reasons for pet ER visits. This is probably true across the country. And in the summer, toxins are EVERYWHERE.

Dogs, in particular, can't wait to grab a bite off the picnic table, or scarf up that dropped ice cream cone, or nose through a delicious-smelling trash bag on the curb. And of course, dogs find anything to be interesting – toys, string, balloons, a fresh pile of dog poo, you name it. In addition, all those glorious plants coming to life just mean there are oodles of chances for pets to nibble on something that will make them sick. The ASPCA comes to the rescue again with printable lists of plants that are toxic to dogs, cats and horses. You may be shocked to see how many plants are on the list, including some of the most popular garden plants enjoyed by homeowners, gardeners and landscapers.

Do you have everything you need to manage toxic ingestion and foreign body cases this summer?

Now that we've identified six summer pet-threats, here is an additional opportunity: summer boarding is summer care time!



Summer boarding means opportunities for add-ons for customers – services you can offer during the pet's stay, for the owner's convenience. This many include adding on a skin exam, laser-therapy treatment session, dental cleaning, wellness checkup, bath and nail trim, and other upsells that help improve the per-client value.

We hope these ideas will help summer 2016 be a profitable sizzler for your clinic, while more pets get the care they need to bounce back from those seasonal threats. ■

Industry NEWS



Preventive healthcare guidelines available for canines, felines

According to AAHA NEWStat, Partners for Healthy Pets (PHP), an alliance of 100+ veterinary associations, veterinary colleges, and animal health companies focused on preventive care led by AAHA and the American Veterinary Medical Association (AVMA), is [offering](#) complimentary canine and feline preventive healthcare guidelines. Developed jointly by AAHA and the AVMA, this one-page, double-sided, easy to use set of Guidelines provides information on the care and treatment of canine and feline patients. Practices can [download](#) the Guidelines free of charge. PHP also walks practice owners and managers through a visual map in its “Getting Started” video. This video provides a high-level overview of the tools and process involved in implementation such as instructive videos and customizable tools including a team meeting guide, PowerPoints, and a practice action plan.

CAPC and CATalyst align to protect well-being of cats

The Companion Animal Parasite Council (CAPC), and the CATalyst Council, have announced their mutual endorsement of both organizations to protect the health and well-being of cats everywhere. The mutual endorsement was voted on by the CAPC Board of Directors and the CATalyst Council during their respective board meetings

in March. With this move, both organizations are working towards the same goal – to educate pet owners on how to protect more dogs and cats through preventive care. The endorsement will include logo support on the respective websites.

AAFP releases Guidelines for the Management of Feline Hyperthyroidism

The American Association of Feline Practitioners (AAFP) announced it has released Guidelines for the Management of Feline Hyperthyroidism. The guidelines “explain FHT as a primary disease process with compounding factors and also provide a concise explanation of what veterinary professionals know to be true about the etiology and pathogenesis of the disease.” Specifically, the guidelines: “Distill the current research literature into simple recommendations for testing sequences that will avoid misdiagnosis and separate a FHT diagnosis into six clinical categories with associated management strategies; Emphasize the importance of treating all hyperthyroid cats regardless of co-morbidities, and outline the currently available treatments for the disease; Explain how to monitor the treated cat to help avoid exacerbating co-morbid diseases; Dispel some of the myths surrounding certain aspects of FHT and replace them with an evidence-based narrative that veterinarians and their practice teams can apply to feline patients and communicate to their owners.” To access the guidelines and client brochures, visit: www.catvets.com/hyperthyroidism.