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July Digital Issue 2016

# TVC

Digital magazine

[WWW.THEVETERINARYCOOPERATIVE.COOP](http://WWW.THEVETERINARYCOOPERATIVE.COOP)

## The Cat Visit

**How cat-friendly visits can lead to healthy pets and healthy growth for your business**





# DEWORM WITH CONFIDENCE

*Drontal® Plus is the dewormer that treats **MORE** species of intestinal parasites than any other dewormer for dogs.\**



- Treats tapeworms, roundworms, hookworms and whipworms
- Is effective against **NINE** species of intestinal parasites
- Is the only treatment with **THREE** active ingredients labeled solely for intestinal parasites

***Drontal® Plus, the most comprehensive broad-spectrum dewormer for dogs.\****

**For dogs only.**

CAUTION: Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian.

DOSAGE: Not for use in puppies less than three weeks of age or weighing less than two lbs.

WARNING: Keep out of reach of children.

\*Based on label comparisons for intestinal parasites.

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**Drontal® Plus**  
(praziquantel/pyrantel pamoate/febantel)

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# How We Choose Vendors – Your Voice Matters!

By Allison Morris, Vice-President Member Experience

## **TVC Members are a critical factor in deciding**

which vendors TVC will use. *The* critical factor, your own TVC. Your voice matters. Your suggestions get the gears turning.

There are three main avenues of a vendor getting on TVC's radar: a TVC member emailing to let us know they are interested in a vendor; a TVC committee member making the suggestion; the vendor approaches TVC at a trade show expressing interest in working with us.

We've recently refined the process. In the past, vendor decisions were run through the Board of Directors. However, because of the increasing number of vendor requests, over 100 since January, we have created a committee of interested TVC members who want to be involved in new products and vendors (that could be you, by the way). The committee has met several times this year to discuss vendors interested in us or those suggested by TVC membership.

From there, we've segmented the vendors into categories in order to have more in-depth research and discussions. Just to give you an idea, there are more than 150 different vendors the committee is sorting through at any given time. We can only bring on so many. These subcommittees may be composed of segment experts or TVC members interested in a particular product offering. They help draft the questions to ask similar vendors.

The next step will involve contacting the vendors with the questions provided by the committee, providing an RFP (Request for Proposal information). We also

ask committee members to give the product or service a try to make sure it lives up to the standards TVC members expect. From there we will evaluate the responses and identify the vendors we want to work with, or any follow-up questions we may have.

Once we get the proposals and committee members feedback, we will have to sort out who we want to bring on, and at what time. TVC wants to also be respectful of the vendors that we currently partner with. We take this into account before we would approve a vendor with a competitive product. TVC wants to be true to our mission: "TVC will be a positive cooperative community of veterinarians and suppliers, who share a vision to provide the best animal care through independent veterinary practices, mutually benefiting all who do business with the Cooperative."

Starting in 2016 we are launching new vendors each quarter. In fact, there are some coming on in July, see the announcements on page 6. We are hoping to bring more in the fourth quarter, and I imagine there will be a big push the first of 2017.



**Interested in being a part of the process? Email me at [Allison.Morris@tvc.coop](mailto:Allison.Morris@tvc.coop)**





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## THE NEW WAVE OF RECOVERY

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KVP Premium represents the height of collar innovation and design. Our elite line elevates the recovery experience, delivering enhanced comfort, durability and functionality.



# The TVC<sup>SM</sup> Veterinary Cooperative NEWS

## Purina

The team at Purina is conducting a mini VIP Tour associated with CVC in Kansas City for TVC members in August. For up to 10 TVC members: Purina will comp one night's hotel the guests and ground transportation as we will drive out to the PTC on Thursday, August 25 at 11am and then have a group dinner after we tour the St. Joe facility. On Friday morning we will offer a couple hours of CE and breakfast before the conference starts at noon that day. Please contact [allison.morris@tvc.coop](mailto:allison.morris@tvc.coop) if you are interested in attending.

## Royal Canin

Make sure you hit your Royal Canin growth goals for rebates and to check with TVC's Allison or Mark (call: 847-328-3096) or your RC rep to see if they have hit their 3% growth goal.

## Webinars



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

## Join us in your time zone!

### Morning Webinar

10:00 AM Eastern

9:00 AM Central

8:00 AM Mountain

7:00 AM Pacific

[Register Here](#)

### Afternoon Webinar

2:00 PM Eastern

1:00 PM Central

12:00 PM Mountain

11:00 AM Pacific

[Register Here](#)

# SEE PAIN

FIND THE SPOT. TREAT THE SOURCE.

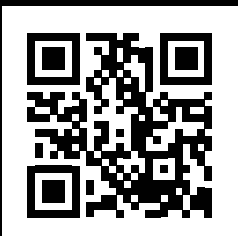


## The Benefits of Digital Thermal Imaging in Veterinary Medicine

- A visual physiological map of the area being examined.
- Provides a precise area for examination and a visual of inflammation or lack of circulation. Eliminating the guesswork.
- Mapping of the thermal gradients through thermography has the ability to visually illustrate neural irritation or dysfunction.
- Quick, easy, and can lead to quicker diagnoses with improved patient visual

FOR MORE INFORMATION VISIT [DIGATHERM.COM](http://DIGATHERM.COM) OR  
CONTACT US AT 855-727-9939 OR [INFO@DIGATHERM.COM](mailto:INFO@DIGATHERM.COM)

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# NEW VENDORS! Q3 2016



ANIMAL RESCUE FUNDS



log onto [tvc.coop](http://tvc.coop) to see these NEW TVC deals

## Promotions

### Ceva Summer Savings!

#### “Hot Summer Cool Savings”

1. If a clinic spends \$450 or more on any combination of Meloxidyl, TRP-Tri-Cox or TRP-Synovial-Flex brand products on one invoice Ceva will ship the clinic a Free Hip Model (\$100 value) \* This promotion CAN be combined with current Meloxidyl Buy 5 Get 1 Free (mix or match) promotion
2. Adaptil Collars – Buy 3 Get 1 Free (mix or match), free product shipped by distributor
3. Douxo brand products – Buy 5 Get 1 Free (kind for kind), free product shipped by distributor

#### Vectra Brands Q3 Promotion - “Save this Summer”

- Buy 5 Get 1 Free
  - Buy 10 Get 3 Free
  - Buy 20 Get 8 Free
- Mix or match, all Vectra brands included, free product shipped by distributor

#### Meloxidyl Q3 Promotion – “Save More With Ceva”

Buy 5 Get 1 Free (mix or match), free product shipped by distributor



A photograph of a light-colored dog, possibly a Weimaraner, sitting and looking towards the camera with its mouth open in a happy expression. A person is sitting next to the dog, holding a colorful leash. The background is slightly blurred, showing an indoor setting.

# Detect twice as many infections with next-generation intestinal parasite antigen testing<sup>1</sup>

**IDEXX Reference Laboratories intestinal parasite antigen testing** uses enzyme-linked immunosorbent assay (ELISA) to identify antigens secreted directly from infecting hookworm, roundworm, and whipworm parasites. Avoid false negatives and detect worms in their prepatent stages, up to 30 days sooner when compared to fecal ova and parasite testing alone.<sup>2</sup>

To learn more, contact your IDEXX Veterinary Diagnostic Consultant.

Strengthen the bonds.™

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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# The Cat Visit

How cat-friendly visits can lead to healthy pets and healthy growth for your business

## The first thing to understand about

a feline visit to the veterinarian clinic and how it differs from the typical dog visit is the psychology of it. For instance, there is a good chance that the cat hasn't been in contact with other animals. The cat is most likely scared of dogs. And the trip itself is stressful. The cat has been taken from its familiar surroundings, placed in a carrier, brought to a place with new sights and smells and possibly barking dogs. All of which increases its anxiety and fear and the likelihood of a fight-or-flight moment when the carrier is opened in the exam room.

"When they come to the veterinarian, they're already worked up from being put into a carrier and then leaving the house," says TVC Member Donald A. Sloat, DVM, Community Animal Hospital in York, Pa. "If you think about it, they're just reacting to their fear."

Finding ways to overcome that fear is a necessity for the pet owner in order that the cat has the proper preventive

care. It's also an opportunity for veterinary clinics to provide services to an underserved part of the pet population.

## The cat conundrum

According to data from the 2012 AVMA Sourcebook, there are 70 million dogs in the United States, and 74 million cats. In a perfect scenario, cats would make up more than half of a veterinary clinic's patient base. However, the trends are shifting in the other direction. In 2011, the percentage of pet-owning households making no visits to the veterinarian increased 8 percent for dogs. It was worse for cats – 24 percent of pet-owning households made no trips to the veterinarian.

A major factor in the decline? Stress, Sloat says. "If the animal is in distress when going to the veterinarian, owners find this to be a reason for avoiding the experience altogether."

Among TVC Members polled, 43 percent indicated that their feline patient population ranges between

# 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.

Composure™ Pro quickly and effectively calms anxiety and nervousness. It can be given daily, is safe to double or triple the dose, and doesn't require a loading dose.

For detailed ingredient information, visit [ComposurePro.com](http://ComposurePro.com) >





## How the Cat Visit Makes More Dollars and Sense

Vaccines are a critical component of preventive care for felines, including a vaccine against calicivirus, which is one of the leading causes of upper respiratory illness in younger cats and kittens.

Boehringer Ingelheim's Dollars & Sense program offers rebates and incentives for TVC members. Purchasing antigens in combo cuts back on inventory and the amount of vaccinations you are giving – thus reducing time. The program is also a great way to give a boost to attracting new clients. For instance, a practice that attains Level 3 in the program can realize a 15 percent rebate and see enough savings to offer discounted or even free first vaccines. What could you do with those savings to build your feline customer base? The following are some suggestions:

**Community outreach.** Build relationships with the local shelter. You can provide vaccination protocol, and volunteer time to vaccinate animals. This creates a bond, and the shelter may set up a program where new adoptees would be recommended to your clinic.

**Scheduling.** Try aiming promotions specifically at bringing in clients during slow periods of the week.

**Education.** Lay the foundation for a strong client relationship. Educating clients on feline vaccines is a huge part. Through BI's Dollars & Sense program, you can use the savings generated to offer a discount or free first vaccine to a new customer. This helps start the relationship.

**Certification.** The Cat Friendly Practice® (CFP) program, created by expert feline practitioners, provides an opportunity for veterinary practices to elevate care for cats and reduce the stress during the visit. AAHA has also recently introduced a Fear Free initiative to promote considerate approach and gentle control techniques used in calming environments ([http://www.fearfreepets.com/fear\\_free/default.aspx](http://www.fearfreepets.com/fear_free/default.aspx))

For more information on BI's Dollars & Sense Program, visit: <http://www.bividollarsandsense.com/>

11 to 35 percent of their total clientele. Another 43 percent indicated that between 36 to 55 percent of their patient base consisted of felines.

Community Animal Hospital's feline visits make up about 40 percent of their clientele, Sloat says. Part of that success is tied to how they approach the feline visit differently than when a dog comes in.

### A welcoming environment

If the clinic and pet owner know the cat is fearful of visits, then Sloat says they try to get them in first thing in the morning or afternoon so they are not having to sit in the waiting room with a bunch of other animals. "That way it's quiet when they get here and quiet when they get into the exam room."

If the cat still isn't reacting well, Sloat says it may be best to try and come back another time. Another option is to use products that have comforting pheromones designed to ease stress and tension. Allowing some time for the cat to get out of the carrier and wander around the exam room helps too, Sloat says.

Once in the exam room, veterinarians should read the cat's body language before approaching. Are its ears flat? Is its back bunched upward? Cats will be more at ease with a gentle voice rather than a boisterous one. Veterinarians and staff can also diffuse some of their anxiety by not rushing into and out of the room.

"The big goal is to keep the cats from becoming distressed in the first place," says Sloat. "If the owner does sense stress, the next time they come in will be in the worst circumstances."

The hope is, with the right steps, veterinary clinics can make the first visit a pleasant one. From there the clinic can develop the client relationship for future visits and creating the right care plan for the pet.

Sloat says education is key for cat-owning customers. "As far as cats, education in general really helps! Education with what can really happen if they don't get regular exams. People tend to view them as miniature dogs and that couldn't be farther from the truth." ■



# When it comes to dewormers, you have a choice.

Choose Profender® — the most complete feline topical dewormer.\*

Profender® is the first and only topical dewormer that treats and controls **tapeworms**, as well as both adult and larval stages of **roundworms** and **hookworms** in a single dose.

- **Topical treatment** means no more struggles with pilling
- **No injections** or messy pastes
- One **easy application** controls tapeworms, roundworms and hookworms†



\*Based on label comparison for intestinal parasites

†Reinfection due to exposure may require repeat dosing. Profender® can be reapplied after 30 days.

Federal law (U.S.A.) restricts this drug to use by or on the order of a licensed veterinarian. Children should not contact application site for twenty-four (24) hours.

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# Improving Compliance

How to manage resistance when it comes to compliance

By Patrick T. Malone



## How do I overcome objections?

How do I handle “No”?

How do I deal with difficult people?

At the beginning of our leadership development sessions, when I ask the participants what they would like to accomplish, these are by far the most popular responses. Many people seem programmed to think if they can overcome, handle or minimize the customer's negative points of view that the customer will drop resistance and the person's goals will be achieved. In other words, the belief seems to be “If I prove my point, you will drop yours.”

Dean Rusk, the Secretary of State under President Kennedy exposed the futility of that logic when he said, “To me, the silliest argument in the world is, ‘If you knew what I know, you would agree with me.’”

So, how do you manage resistance and answer objections? You can meet resistance with resistance, but the winner only gets a loser who remembers it forever. Given that the objective of leadership is to obtain wholehearted followers for a given course of action, you need to create a whole new mindset when it comes to managing resistance and answering objections.

## A new approach

Start by thinking of resistance as your client saying “I cannot catch up with your confidence. This (the point of resistance) is standing in the way. Can you help me?” Any resistance now is seen as the client asking for your help and that should change your entire approach.

Think of this in the context of compliance with heartworm protocols. There are hundreds of excuses for not following a consistent year-round heartworm preventative protocol. We don’t see it in colder climates or the desert... I believe in natural remedies... Sometimes I forget... My dog is just a puppy... I can only afford a single dose... My dog is a senior and doesn’t need it anymore. And the list goes on.

The desire for a more natural lifestyle in both humans and pets is becoming more common with organic foods and natural remedies and is driven off the perceived risks associated with pharmaceuticals. A discussion about mitigating or eliminating heartworm risks would be very appropriate in this instance.

Your new approach to addressing these obstacles then is to probe to understand the client’s perspective of heartworm protocols and discover what may be keeping them from complying with an effective year-round effort.

Until you discover the client’s point of view regarding heartworm prevention, or any type of treatment, you cannot begin to explore solutions that will work for them.

## Aligning strategies

Once you understand their point of view, you can present aligned solutions that will answer their resistance and enhance your odds of creating another fully compliant customer. Consider these generic aligning strategies based typical customer perspectives.

## Topical Solution profender® (emodepside/praziquantel)

For the treatment and control of hookworm, roundworm, and tapeworm infections in cats and kittens that are at least 8 weeks of age and weigh at least 2.2 pounds (1 kg).

### Brief Summary:

Before using PROFENDER Topical Solution, please consult the product insert, a summary of which follows:

### CAUTION:

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

### Product Description:

PROFENDER Topical Solution is a ready-to-use solution, packaged in single unit dosing applicator tubes for topical treatment of cats. Emodepside, a semi-synthetic molecule is a cyclic depsipeptide. Praziquantel is an isoquinoline cestocide.

### INDICATIONS:

PROFENDER Topical Solution is indicated for the treatment and control of hookworm infections caused by *Ancylostoma tubaeforme* (adults, immature adults, and fourth stage larvae), roundworm infections caused by *Toxocara cati* (adults and fourth stage larvae), and tapeworm infections caused by *Dipylidium caninum* (adults) and *Taenia taeniaeformis* (adults) in cats.

### HUMAN WARNINGS:

**Not for human use. Keep out of reach of children.**

**To prevent accidental ingestion of the product, children should not come in contact with the application site for twenty-four (24) hours while the product is being absorbed.** Pregnant women, or women who may become pregnant, should avoid direct contact with, or wear disposable gloves when applying, this product. Studies performed in rats and rabbits suggest that emodepside may interfere with fetal development in those species.

PROFENDER Topical Solution may be irritating to skin and eyes. Reactions such as facial, tongue and hand swelling have been reported in humans in rare instances. Avoid contact with the application area while it is wet and wash hands thoroughly with soap and warm water after handling. People with known hypersensitivity to butylhydroxyanisole, emodepside or praziquantel should administer the product with caution. If the product accidentally gets into eyes, flush thoroughly with water. May be harmful if swallowed. In case of accidental ingestion or if skin or eye irritation occurs, call a poison control center or physician for treatment advice.

For customer service or to obtain product information, including the MSDS, call 1-800-633-3796. For medical emergencies or to report an adverse reaction, call 1-800-422-9874.

### PRECAUTIONS:

Safe use of this product has not been evaluated in cats less than 8 weeks of age or weighing less than 2.2 lbs (1 kg), in cats used for breeding, during pregnancy or in lactating queens. The effectiveness of this product when used before bathing has not been evaluated.

Use with caution in sick or debilitated cats. Oral ingestion or exposure should be avoided. Use with caution in heartworm positive cats.

### ADVERSE REACTIONS:

In a controlled, double-masked field safety study in which owners administered PROFENDER Topical Solution, the most common adverse reactions reported by the cat owners included licking, excessive grooming, scratching treatment site, salivation, lethargy, alopecia, agitation/nervousness and vomiting.

### POST APPROVAL:

The following adverse events are based-on post-approval adverse drug experience reporting. Not all adverse events are reported to FDA CVM. It is not always possible to reliably estimate the adverse event frequency or establish a causal relationship to product exposure using this data. The following adverse events are listed in decreasing order of reporting frequency in cats: Application site reaction (hair loss, dermatitis, pyoderma, edema, and erythema), hypersalivation, lethargy/depression, vomiting, ataxia, anorexia, trembling/twitching, diarrhea, mydriasis, fever, hyperactivity/nervousness. In some cases, death has been reported as an outcome of the adverse events listed. For a complete listing of adverse reactions for Profender Topical Solution reported to the CVM see: <http://www.fda.gov/ADEReports>.

The listing includes Adverse Events reported to CVM for products, such as Profender, that contain the combined active ingredients emodepside and praziquantel. Listings by active ingredient may represent more than one brand name.

### ANIMAL SAFETY:

In a field study, PROFENDER Topical Solution was used in cats receiving other frequently used products including: analgesics, anti-fungals, non-steroidal anti-inflammatories, anthelmintics, antimicrobials, flea and tick products, sedatives, anesthetics, cardiac medications, anxiolytics, hormonal treatments, steroids, otic and ophthalmic preparations, and vaccines.

**General Safety Study in Kittens:** PROFENDER Topical Solution was topically applied at 0X (vehicle control), 1X, 3X and 5X the maximum dose to 48 healthy 8-week-old kittens every two weeks for six doses. One 5X kitten experienced salivation and tremors and another 5X kitten experienced salivation on the day of dosing. A third 5X kitten experienced tremors the day after dosing. Three cats vomited within 24 hours of dosing, one each in vehicle control, 3X and 5X groups.

Profender is protected by the following U.S. Patents: 5 514 773 and other patents pending.

Made in Germany

NADA 141-275, Approved by FDA

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March, 2015

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Animal Health Division  
P.O. Box 390, Shawnee Mission, Kansas 66201 U.S.A.

Bayer





**Apathetic.** *It's not a priority so sometimes I forget.* Find out what their priorities are when it comes to their pet, and approach compliance from the standpoint of helping them and their pet reach those priorities.

**Complaining.** *We don't have mosquitos in the winter, why do I have to spend money for heartworm preventative then?* When people are complaining, they are waving a flag that says help me. So help them by sharing the latest research on heartworm incidences in your area or practice.

**Avoiding.** *I would prefer a natural remedy.* The desire for a more natural lifestyle in both humans and pets is becoming more common with organic foods and natural remedies and is driven off the perceived risks associated with pharmaceuticals. A discussion about mitigating or eliminating heartworm risks would be very appropriate in this instance.

**Stopping.** *No, I don't need any heartworm preventative today.* Without knowing the reason for this reaction, you cannot begin to offer a solution. So more gentle probing to understand the reason behind the “no” is appropriate in this case.

Until you discover the client's point of view regarding heartworm prevention, or any type of treatment, you cannot begin to explore solutions that will work for them.

**Challenging.** *I don't see any reason to use it in a dry area.* Skeptics by their very nature need proof, so a perfect aligned statement would be to provide them with justification for year-round heartworm protocols even in the desert.

Interestingly, the more you are able to help clients manage the problems preventing them from reaching confidence, the more you will be seen as a trusted adviser and less of just another veterinarian, vet tech or receptionist. By the way, practices and hospitals that are owned and staffed by folks who are seen as partners in the health of our pets are the ones that are most successful from a business perspective.

Remember first change your mindset – see resistance or objections as your customer saying I cannot reach confidence, can you help me? Then change your approach by probing to understand the situation

from your customer's perspective. Many times probing questions will aid you in developing the correct aligning strategy. However, remember to acknowledge the answers before asking the next question so that you create a conversation and not an interrogation. Aligning comes next and you will be surprised to see the resistance and objection dissolve right before your eyes. ■

Patrick T. Malone is a Leadership Expert and Senior Partner at The PAR Group, an international training and development firm based in Atlanta, Ga. He is the coauthor of the business book *Cracking the Code to Leadership* and may be reached at [patrick.malone@thepargroup.com](mailto:patrick.malone@thepargroup.com)





# Drontal® Plus

(praziquantel/pyrantel pamoate/febantel)

## Tablets

### Broad Spectrum Anthelmintic for Dogs

and

# Drontal® Plus

(praziquantel/pyrantel pamoate/febantel)

## Taste Tabs®

### Broad Spectrum Chewable Anthelmintic Tablets for Dogs

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

**DESCRIPTION:** Drontal® Plus and Drontal® Plus Taste Tabs® (praziquantel/pyrantel pamoate/febantel) Broad Spectrum Anthelmintic Tablets for Dogs are available in three tablet sizes. Each size is scored for convenient oral administration.

Each Drontal® Plus and Drontal Plus Taste Tabs Tablet for Puppies and Small Dogs contains 22.7 mg praziquantel, 22.7 mg pyrantel base as pyrantel pamoate and 113.4 mg febantel.

Each Drontal® Plus and Drontal Plus Taste Tabs Tablet for Medium Sized Dogs contains 68.0 mg praziquantel, 68.0 mg pyrantel base as pyrantel pamoate and 340.2 mg febantel.

Each Drontal® Plus and Drontal Plus Taste Tabs Tablet for Large Dogs contains 136.0 mg praziquantel, 136.0 mg pyrantel base as pyrantel pamoate, and 680.4 mg febantel.

**ACTION:** Drontal® Plus and Drontal® Plus Taste Tabs® Tablets contain three active ingredients having different modes of action and spectra of activity. Praziquantel is active against cestodes (tapeworms). Praziquantel is absorbed, metabolized in the liver and excreted in the bile. Upon entering the digestive tract from the bile, cestocidal activity is exhibited.<sup>1</sup> Following exposure to praziquantel, the tapeworm loses its ability to resist digestion by the mammalian host. Because of this, whole tapeworms, including the scolices, are very rarely passed after administration of praziquantel. In many instances only disintegrated and partially digested pieces of tapeworms will be seen in the stool. The majority of tapeworms are digested and are not found in the feces.

Pyrantel pamoate is active against hookworms and ascarids. Pyrantel pamoate acts on the cholinergic receptors of the nematode resulting in spastic paralysis. Peristaltic action of the intestinal tract then eliminates the parasite.<sup>2</sup>

Febantel is active against nematode parasites including whipworms. Febantel is rapidly absorbed and metabolized in the animal. Available information suggests that the parasite's energy metabolism is blocked, leading to energy exchange breakdown and inhibited glucose uptake.

Laboratory efficacy and clinical studies conducted with Drontal Plus Anthelmintic Tablets demonstrate that each of the three active ingredients act independently without interference. The combined tablet formulation provides a wide spectrum of activity against the indicated species of intestinal helminths.

**INDICATIONS:** Drontal® Plus (praziquantel/pyrantel pamoate/febantel) Broad Spectrum Anthelmintic Tablets and Drontal® Plus (praziquantel/pyrantel pamoate/febantel) Taste Tabs® Broad Spectrum Chewable Anthelmintic Tablets are indicated for removal of Tapeworms (*Dipylidium caninum*, *Taenia pisiformis*, *Echinococcus granulosus*, and removal and control of *Echinococcus multilocularis*) and for removal of Hookworms (*Ancylostoma caninum*, *Uncinaria stenocephala*), Ascarids (*Toxocara canis*, *Toxascaris leonina*), and Whipworms (*Trichuris vulpis*) in dogs.

**CONTRAINDICATIONS:** DO NOT USE IN PREGNANT ANIMALS. Dogs treated with elevated levels (6 consecutive days with 3 times the labeled dosage rate) of the combination of febantel and praziquantel in early pregnancy demonstrated an increased incidence of abortion and fetal abnormalities.<sup>8</sup> The effects of Drontal® Plus Anthelmintic Tablets on pregnant animals have not been determined.

There are no known contraindications against the use of praziquantel or pyrantel pamoate in dogs.

**PRECAUTIONS:** Strict hygienic precautions should be taken when handling dogs or feces suspected of harboring *E. multilocularis*. Infected dogs treated for the first time with Drontal® Plus and Drontal® Plus Taste Tabs® Tablets and dogs treated at intervals greater than 28 days may shed eggs in the feces after treatment. The animal should be held in the clinic during this interval and all feces should be incinerated or autoclaved. If these procedures are not possible, the eggs can be destroyed by soaking the feces in a sodium hypochlorite (bleach) solution of 3.75% or greater.<sup>7</sup> All areas where the animal was maintained or in contact with should be thoroughly cleaned with sodium hypochlorite and allowed to dry completely before reuse.

**WARNING:** KEEP OUT OF REACH OF CHILDREN.

#### USE DIRECTIONS

**DOSAGE:** The presence of parasites should be confirmed by laboratory fecal examination. Weigh the animal before treatment. Administer the proper dosage as specified in the following table as a single oral treatment.

#### DRONTAL® PLUS AND DRONTAL® PLUS TASTE TABS® TABLETS DOSAGE CHARTS

for Puppies and Small Dogs* (2 - 25 lbs.)		for Medium Sized Dogs (26 - 60 lbs.)		for Large Dogs (45 lbs. and greater)	
Body Wt. (lbs.)	No. of Tablets	Body Wt. (lbs.)	No. of Tablets	Body Wt. (lbs.)	No. of Tablets
2 - 4	0.5	26 - 30	1.0	45 - 60	1.0
5 - 7	1.0	31 - 44	1.5	61 - 90	1.5
8 - 12	1.5	45 - 60	2.0	91 - 120	2.0
13 - 18	2.0				
19 - 25	2.5				

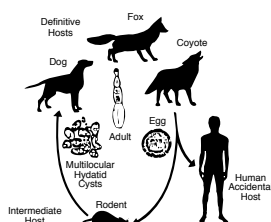
\*NOT FOR USE IN PUPPIES LESS THAN 3 WEEKS OF AGE OR DOGS WEIGHING LESS THAN 2 LBS.

**ADMINISTRATION:** Most dogs find Drontal® Plus Taste Tabs® Tablets palatable. Drontal® Plus and Drontal® Plus Taste Tabs® Tablets may be offered to the dog by hand. Alternatively tablets may be given directly by mouth or offered in a small amount of food. Fasting is neither necessary nor recommended prior to or after treatment.

**RETREATMENT:** For those animals living where reinfections are likely to occur, clients should be instructed in the steps to optimize prevention; otherwise, retreatment may be necessary. This is true in cases of *Dipylidium caninum* where reinfection is almost certain to occur if fleas are not removed from the animal and its environment. In addition, for control of *Echinococcus multilocularis*, a program of regular treatment every 21 to 26 days may be indicated (see *E. multilocularis* section below).

**ECHINOCOCCUS MULTILOCULARIS:** *Echinococcus multilocularis* is a tapeworm species usually found in wild canids, including foxes, coyotes and wolves. The parasite has also been identified in domestic dogs and cats and is potentially a serious public health concern because it may infect humans.

The life cycle of the parasite is based on a predator-prey relationship as depicted.



The adult tapeworm is small (1-4mm) and resides in the intestinal tract of the definitive host (wild or domestic canids). Eggs from the adult tapeworm are shed in the feces. Rodents such as mice and voles serve as the intermediate host. Eggs ingested by rodents develop in the liver, lungs and other organs to form multilocular cysts. The life cycle is completed after a canid consumes a rodent infected with cysts. Larvae within the cyst develop into adult tapeworms in the intestinal tract of the canid. Eggs may be passed in the feces of the canid approximately 28 days later.

This parasite poses a serious public health problem because of the possibility for human involvement in the life cycle. If eggs shed by an infected canid are accidentally ingested, a highly pathogenic condition (Alveolar Hydatid Disease) results from development of the cyst stage in humans.

The original geographic distribution of *E. multilocularis* was primarily confined to northern areas of North America. Current evidence indicates migration of the parasite well into the continental United States.<sup>3,4</sup>

Domestic dogs living in *E. multilocularis* endemic areas that roam freely with the opportunity to catch wild rodents are at risk of infection. Pet owners should be advised on how to minimize this risk. Proper restraint of dogs should be encouraged, along with regular treatment with Drontal® Plus or Drontal® Plus Taste Tabs® Tablets, following the dosing schedule aforementioned and precautions indicated below.

Additional information on the life cycle and epidemiology of this parasite is available in veterinary parasitology texts.<sup>5,6</sup>

**DIAGNOSIS:** Diagnosis of *E. multilocularis* in canids is difficult. The adult tapeworm produces no clinical signs of infection. Tapeworm segments (proglottids) are usually not observed in the feces. *E. multilocularis* eggs, observed using microscopic fecal examination procedures, are similar in appearance to those of common species such as *Taenia pisiformis*.

Assistance in the diagnosis of *E. multilocularis* may be available from a state veterinary diagnostic laboratory. Additional information regarding areas where *E. multilocularis* is suspected or has been confirmed may be obtained from area veterinary schools or the Centers for Disease Control in Atlanta, GA.

**TREATMENT:** Dogs infected with *E. multilocularis* should be treated to prevent exposure of humans to infective eggs and to break the parasite's life cycle.

The dosage of Drontal® Plus and Drontal® Plus Taste Tabs® Tablets for removal of *E. multilocularis* is the same as that indicated for the removal of the other tapeworm species listed on the label. Laboratory efficacy studies conducted with Drontal Plus tablets have demonstrated the recommended dosage is 100% effective.

Under condition of continual exposure to wild rodents, retreatment of the dog at 21-26 day intervals is recommended to prevent the shedding of infectious eggs.

**EFFICACY:** A total of 176 dogs and puppies with naturally acquired or experimental parasite infections were included in a well-controlled laboratory studies to establish the efficacy of Drontal® Plus Anthelmintic Tablets. In addition, 103 dogs and puppies were included in clinical field studies conducted in 5 veterinary clinics at different geographic locations throughout the United States to further evaluate safety and efficacy. These studies included dogs of various sizes, ages and breeds. Data from these studies demonstrated Drontal Plus Anthelmintic Tablets are safe and efficacious for the removal of the parasite species indicated on the label when used as directed.

Results obtained in the laboratory and clinical studies indicate small numbers of hookworm or roundworm eggs may be passed in the feces for up to 7 days after treatment although the worms themselves were eliminated. A follow-up fecal examination should be conducted 2 to 4 weeks after treatment to determine the need for retreatment.

**Palatability:** Palatability studies with Drontal® Plus Taste Tabs® Tablets were conducted at 3 different veterinary clinics in the United States. These studies included a total of 151 dogs (65 males / 86 females) representing 34 different breeds with body weights ranging from 3.8 - 190 lbs. The tablets were offered free-choice to the dogs by their owners and over 89% of the dogs willingly consumed the tablets.

**ADVERSE REACTIONS:** None of the 103 dogs treated with Drontal® Plus Anthelmintic Tablets in the clinical field studies exhibited drug-related side effects. Of the 40 dogs treated with Drontal Plus Taste Tabs® Tablets in laboratory studies, two dogs exhibited vomiting, one puppy exhibited bloody/mucoid stool and one puppy exhibited watery/profuse stool.

For customer service or to obtain product information, including Material Safety Data Sheet, call 1-800-633-3796. For medical emergencies or to report adverse reactions, call 1-800-422-9874.

**ANIMAL SAFETY:** Controlled safety evaluations have been conducted in dogs with Drontal® Plus (praziquantel/pyrantel pamoate/febantel) Anthelmintic Tablets. Dogs receiving up to 5 times the label dosage (35 mg praziquantel, 35 mg pyrantel pamoate and 179 mg febantel per kg of body weight) for 3 consecutive days (3 times the label duration) showed clinical signs of vomiting and non-formed stools. One dog receiving a 3 times labeled dose had elevated SGPT, SGOT, CPK and GGT readings (outside of normal range) at 6 days post-treatment. No additional findings were noted in hematology/clinical chemistry parameters nor were there any treatment-related histological lesions. Vomiting was the only side effect observed when dogs received a single treatment of 61 mg praziquantel, 61 mg pyrantel pamoate and 305 mg febantel/kg with one dog having an elevated SGPT reading (outside of normal range) at 24 hours post-treatment which had returned to normal by 7 days.

**STORAGE CONDITIONS:** Drontal® Plus Taste Tabs® Tablets should be stored at or below 77 °F (25 °C).

Drontal® Plus Tablets should be stored at controlled room temperatures between 59-86°F (15-30°C).

Un-blistered whole or partial tablets should be stored in a tightly sealed container.

#### HOW SUPPLIED:

Drontal® Plus Taste Tabs® Tablets are available in three tablet sizes:

Code 08758428: 40 tabs/box for Puppies and Small Dogs  
Code 08892051: 40 tabs/box for Medium Sized Dogs  
Code 08892078: 30 tabs/box for Large Dogs

Each Drontal® Plus tablet size is available in bottles of 50 (puppies and small dogs, medium sized dogs) or 30 (large dogs).

Code 08713130-176099 50 Tablets/Bottle (Puppies and Small Dogs)  
Code 08713149-177099 50 Tablets/Bottle (Medium Sized Dogs)  
Code 08724639 30 Tablets/Bottle (Large Dogs)

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<sup>7</sup> Craig PS and McPharson CNL. 1988. Sodium Hypochlorite as an Ovicide for *Echinococcus*. Ann Trop Med. and Parasit. 82(2): 211-213.

<sup>8</sup> Freedom of Information Summary (FOI) NADA 133-953 Vercom Paste (febantel and praziquantel).

19423

Combination label - October, 2014

Drontal Plus Tablets label - January, 2013

Drontal Plus Taste Tabs label - October, 2013

# Bayer

Bayer HealthCare LLC  
Animal Health Division  
Shawnee Mission, Kansas 66201 USA  
NADA 141-007, Approved by FDA

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# Industry NEWS



## **Are current clients satisfied with veterinary visit? Survey examines**

Only 62 percent of pet owners rated their vet visits high value, according to a 2007 American Veterinary Medical Association (AVMA) Public Perception Survey cited in *Practice Makes Perfect: A Complete Guide to Veterinary Practice Management* and highlighted by AAHA NEWStat. Key drivers for that satisfaction included staff confidence, friendliness, and compassion. Other high value drivers included the information received, the inexpensiveness of the visit, and cleanliness. *Practice Makes Perfect: A Complete Guide to Veterinary Practice Management* outlines how to make your practice “perfect” when it comes to client satisfaction, both in print and in person. Print communications cited by the authors include wall displays, hospital forms, patient care plans, and check-up and immunization schedules. In person, client satisfaction goes up if staff can effectively talk with clients, even if they’re angry or grieving.

## **Veterinarians, pediatricians team up in StopLyme public awareness campaign**

According to an AVMA report, StopLyme is a new public awareness campaign joining veterinarians and pediatricians to stop a common enemy: Lyme disease. As part of StopLyme’s educational efforts, Dr. Natalie Marks, a Chicago veterinarian, along with pediatrician and infectious disease specialist Dr. Patricia DeLaMora, have embarked on a national media tour to spread the One Health message and provide parents with helpful tips to keep their children and dogs tick free. The doctors also remind parents that if their child is diagnosed with Lyme disease they should contact their veterinarian and let them know their dog also may have been exposed. Conversely, their pediatrician should be informed if their dog has been diagnosed with Lyme disease. This collaboration between physicians and veterinarians is

an example of how disciplines can work together to obtain optimal health for people, animals and the environment.

## **Georgia court rules pet’s value is market cost**

According to the *Atlanta Journal-Constitution*, the Georgia Supreme Court recently ruled when a person’s pet dies or is injured due to someone’s negligence, the owner can collect monetary damages based on the fair market value of the animal but not based on the sentimental value of the pet to its owners. As for arguments owners should collect damages based on the sentimental value of a pet, the justices said they believed “the unique human-animal bond, while cherished, is beyond legal measure. The ruling addresses a lawsuit filed by Robert and Elizabeth Monyak who in 2012 boarded their two dogs, Lola, an 8-year-old dachshund mix, and Callie, a 13-year-old mixed Labrador retriever, for 10 days at an Atlanta kennel. The Monyaks contend the kennel gave Lola medication she wasn’t supposed to receive, leading to her death nine months later of renal failure. The state high court ruled that pets are considered to be property and for this reason plaintiffs can only recover the market value of that property when it was destroyed.”

## **Sanofi and Boehringer Ingelheim reach definitive agreements to swap Sanofi’s Animal Health and Boehringer Ingelheim’s Consumer Healthcare Businesses**

Sanofi and Boehringer Ingelheim announced the signing of contracts to secure the strategic transaction initiated in December 2015 which consists of an exchange of Sanofi’s animal health business (“Merial”) and Boehringer Ingelheim’s consumer healthcare (CHC) business, according to a release. This step marks a major milestone before closing of the transaction which is expected by year-end 2016 and remains subject to approval by all regulatory authorities in different territories.