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Dr. James Hosek has
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VetriFLEX® and MobilityFLEX™ are both part of the VetriScience® ProLine available exclusively to veterinarians.

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Are You Picking up Pennies, but Missing the Dollars?

By Rich Morris

Price shopping, and savings, are important.

But from what I have seen in veterinary practices, price shopping may be consuming more time than it should.

First, consider that many of the products you purchase are locked into a price point. Sixty percent of all dollars of medical supplies purchased from a distributor are price locked or comely also known as “price floored”. That’s 60 percent of all the dollars, not necessarily the individual SKUs (Shelf Stocking Units or each part number you purchase). It may be a smaller number of SKUs, but the items that are purchased regularly. The different distributors could sell these products for more, but by selling

it at the floor they know they are selling it for what everybody else is.

So with price shopping, you will probably only get savings from 40 percent of the products your overall savings would be lucky to average 5 percent. Try it for a two-week period to see what kind of savings you’re really getting through price shopping. It might be 15 percent off this item and 5 percent off this item and 3 percent off this – but when you get down to the end, it’s really a small percentage overall.

Yes, savings are important. But imagine if that same employee who is trying to find you the cheaper price focused instead on bringing in 1-2 customers every week, or a customer every other week. Multiply that by how many dollars you could get from bringing an extra client. What is that worth? Bringing in new clients is likely worth more money to the bottom line than using that time toward price shopping. Especially if you rely on TVC to pick up the big dollars for you.

Be efficient

Margins are shrinking. These days you need to have a more efficient office that maximizes every hour of every employee’s workday. You need to have an efficient office that uses its people to do outward bound marketing calls



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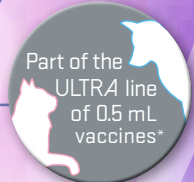
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to bring in new or existing customers, and to spend the appropriate time with those customers.

One way to free up more time is through more efficient ordering. I recommend you get into the practice of checking and ordering supplies once a week. If you start getting into the practice of ordering once a week and you run out of a product midweek, then your immediate reaction should be to evaluate. Do you need to order 20-30 of the product a week instead of 10? Who is using the product the most, and why? Also, getting into a rhythm of ordering will highlight the fact you've got some leakage. Take the next steps to figure out who is responsible for that leakage. Unfortunately, it could be because of theft, and you would have never known had you not taken steps to better monitor your inventory.

Ordering online is efficient. However, in this industry, online ordering has not caught up to the rest of the world. We're still behind the curve. From what I have seen, most distributors do not have an online ordering system that shows you the specials,

such as Buy One, Get One Free. This is another reason why you want to order once a week. You can make a list, call your distributor rep and ask what's on special before you order.

This also applies to online ordering programs. These services do not have the complete picture to do an accurate comparison. Whether you are using a program or have three websites on three different screens to compare prices, chances are the specials aren't being taken into account. You're not comparing apples to apples.

You're also not comparing what TVC is offering, such as member-only rebates, discounts, and special pricing programs. Something may look 5 percent cheaper through an ordering site, but it's not factoring in the 10 percent TVC rebate.

For instance, when an ordering service program pulls data from distributor websites to compare, one distributor site may not have their pricing technology up to date, and it only lists suggested veterinary pricing on their website and does not list special group pricing that applies to the TVC member.

Therefore, you will see the Suggested Vet Price of \$65, but not the TVC member price of \$59. Another distributor's website may show the TVC member price of \$59, however, when the pricing service pulled the data, they did not know there was a manufacturer special of Buy 4, Get 1 Free – making the net price \$47.20.

You may have joined TVC so you didn't have to price shop. Is TVC going to be lowest on everything? No, but you might be picking up pennies and missing the dollars. If you purchase from TVC vendors, you will be picking up most of the savings. For you to try and pick up those last pennies, you're missing the dollars you would get from trying to get clients to come in.

Contact us for the best solutions. We have a new and improved website, that allows you to use a search function to find the TVC vendor that will save you money on the products you need. Take advantage of what TVC has to offer.

Whether you are using a program or have three websites on three different screens to compare prices, chances are the specials aren't being taken into account. You're not comparing apples to apples.





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Feline Furball Pro isn't.

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Improving upon our successful Furball Plus formula, it adds higher levels and more active ingredients and is now part of our vet-exclusive ProLine. Feline Furball Pro contains fatty acids, antioxidants, natural sources of enzymes, and psyllium fiber. In addition, probiotics help maintain proper gut flora and assist in the digestion and absorption of essential nutrients.

This combination of ingredients supports GI tract health and may help alleviate conditions under which hairballs may form.

All of this in a highly palatable chew—no messy gels or pastes for clients to deal with!





TVC's Annual Meeting will be hosted in conjunction with NAVC 2017! This exciting meeting will be 1 hour long with a fun 1 hour social/cocktail hour to follow. Please join us on February 2, 2017 from 11 a.m. to 1 p.m. EST in the Jr. Ballroom F in the Rosen Center.

This is a required meeting for all members to attend. We will be voting on measures and need to meet a quorum. If you will not be in Orlando, you can still meet us online!

Not going to be in Orlando? Join us online in your time zone!

Morning Webinar
11:00 a.m. Eastern
10:00 a.m. Central
9:00 a.m. Mountain
8:00 a.m. Pacific

[Register Here](#)

Promotions

Wedgewood Pharmacy is currently compounding these medications while they are on backorder from their manufacturers. Find pricing, more information and order online in the backorders tab of Order.WedgewoodPetRx.com.

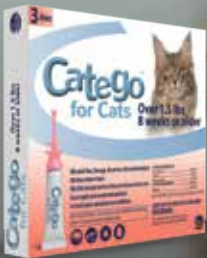
Amikacin (as Sulfate) 250mg/ml Injection 2ml & 5ml
 Aminopentamide 0.5mg/ml Injection Solution 10ml
 Aminopentamide 0.2mg Tiny Tabs
 Aminophylline 100mg Capsules
 Aminophylline 200mg Capsules
 Ammonium Chloride 400mg Capsules 100ct
 Betamethasone (as Valerate)/Gentamicin (as Sulfate)/
 Miconazole Nitrate 0.1%/0.15%/1.51% Otic Suspension
 Chloramphenicol 1% 5gm Ophthalmic Ointment
 Cisapride Formulations
 Clindamycin (as HCl) 25mg tiny tabs®
 Diclofenac Sodium in Anhydrous Lipoderm 1% Topical Cream 60gm
 Epinephrine 1mg/ml (1:1000) Preservative-Free 1ml vial
 Flumethasone 0.5mg/ml 100ml Injection
 Fluocinolone Acetonide/DMSO 0.01%/60% Otic Solution
 Fluoxetine Quad tabs
 Guaifenesin 50mg/ml IV Injection in Bag or Bottle 500ml and 1000ml
 Hydrocortisone 1% in Oatmeal & Aloe Shampoo

Ivermectin/Praziquantel/Pyrantel (as Pamoate)
 136mcg/114mg/114mg Capsules
 Ivermectin/Praziquantel/Pyrantel (as Pamoate)
 68mcg/57mg/57mg Capsules
 Ivermectin/Praziquantel/Pyrantel (as Pamoate)
 34mcg/28.5mg/28.5mg Capsules
 Lincomycin (as HCl) 100mg, 200mg and 500mg Capsules
 Magnesium Sulfate 50% Injection Solution
 Medetomidine HCl 1 mg/ml Injection Solution, 10ml
 Pyrantel (as Pamoate) 22.7mg & 113.5mg Capsules
 Reserpine 0.1mg & 0.25mg Capsules
 Reserpine 0.25mg Peppermint Flavored Medi-Mint Tablets 100ct
 Theanine (L) 50mg & 100mg Chew Treat
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 Triamcinolone Acetnoide 0.015% Topical Spray
 Trimethoprim/Sulfadiazine 67mg/333mg/ml 30ml Apple
 flavored Oral Paste
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FRONTLINE PLUS® KILLS FLEAS WITHIN 12 HOURS³



- Kills fleas and ticks – no bite required
- Made specifically for cats
- Easy application and low fluid volume
- More coverage - fleas, ticks and lice
- Works for a full month

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To learn more, please contact your Ceva or Distributor Sales Representative or visit CategoCat.com.

1. Catego™ for Cats EPA Label.

2. Advantage® II website. <https://www.petbasics.com/cat-products/advantage-ii-for-cats/product-detail/>. Accessed September 9, 2016.

3. Frontline Plus® website. <http://www.frontline.com/plus/Pages/About.aspx>. Accessed September 9, 2016.



Worth the Time

**TVC Member/Owner
Dr. James Hosek has
benefited from his
involvement with TVC's
Product Committee.**





The choices can seem overwhelming for a veterinary practice owner. What products are the best fit financially – and clinically – for your veterinary practice? What new services are being offered that your veterinary practice hasn't invested in yet? What innovative products are on the horizon?

And how is a veterinary practice owner supposed to stay in the loop on all those things, while meeting the demands of running a successful business?

It could indeed be overwhelming, but for TVC Member/Owner Dr. James Hosek of Merrick Animal Hospital in Brookfield, Ill., those questions needed answers. Merrick Animal Hospital is a full service veterinary clinic offering a broad range of comprehensive medical, diagnostic, dental and surgical services.

Ultimately his pursuit for solutions for his practice led him to [TVC's presentation at the NAVC Conference](#). "I signed up, because I thought it would be a great way to help my practice," he says.

But signing up turned out to be just the beginning. Hosek says a contribution of his time to one of TVC's committees has been well worth the investment.

Products and participation

When TVC sent an email out to Member/Owners asking for volunteers to donate some of their time for a Product Committee, Hosek jumped at the chance. "I was very interested seeing what new things are coming out, and I'm always looking for the best deals on products and services," he says. "I thought it would be a good fit for me to contribute." The commitment involved a monthly call/webinar, so Hosek didn't have to worry about traveling or taking away too much time from his day-to-day responsibilities. "I thought it would be interesting, too," he says.

With the Product Committee, TVC uses its business expertise to set up appointments and opportunities with potential vendors, but relies on its Member/Owners for clinical and medical perspectives. The Committee is made up of Member/Owners from different clinical backgrounds, geographic areas and even in

some cases practice specialties. Once TVC brings the products and services to the Committee, the Member/Owners can then discuss questions they may have, experience using the product, whether it's a good deal and more.

"There have been questions that come up with products that I have used in the past, and I have been able to help out by letting TVC know what I paid for the products, how I've used them, and how they've affected my practice," Hosek says. "More recently I was asked to make a list of equipment we would love to have right away if we were starting a new practice, and then things that would be within the next

plan administrator bailed after three months – after we spent four months getting it set up," he says. "The new plan not only eliminates all the fees normally associated with a wellness plan – no monthly or signup fees – but actually saves the client over 12 percent without us having to discount our fees."

Hosek says they have also made use of the [NAVC conference discount](#) and the practice management webinars. He is on the lookout for practice management software "designed to be veterinary friendly, speed up medical record entry, assist in client communication, help track patients with



Dr. James Hosek

"NAVC is huge, and to take the time to visit every exhibitor is almost impossible. But when TVC is going out and finding things and finding companies that want to reach out to the veterinarian, it's very helpful. There are certainly some new products that I didn't know were available that were brought to the Product Committee that I am definitely going to take advantage of."

– Dr. James Hosek

five years. That tells you TVC is not only looking to help out the guys that have been there a while, but new practices as well, putting together a package for them would be a great benefit for new veterinarians."

Hosek says that through the Product Committee he has seen some products and services that he wouldn't have otherwise known existed. "I don't know if I would have seen those things by going through the exhibit hall at NAVC or another conference," he says. "NAVC is huge, and to take the time to visit every exhibitor is almost impossible. But when TVC is going out and finding things and finding companies that want to reach out to the veterinarian, it's very helpful. There are certainly some new products that I didn't know were available that were brought to the Product Committee that I am definitely going to take advantage of."

Hosek says has already taken advantage of a [new wellness plan as a result](#). "Our previous Wellness

ongoing problems, work on tablets and phone, and provide all these services in one affordable package. The software we use now was great nine years ago, but has fallen behind the times," he says. "We also will be looking for an oxygen generator and oxygen cages."

Simply how the conversations are framed in the Product Committee is important. "This is the first time I've ever been asked my opinion on things," Hosek says. "Usually, companies bring stuff to your office and say 'This is what you want.' Instead, with TVC and the Product Committee, the Cooperative is saying 'This is what we want and what we need.' TVC can go out and find these services and products that we don't have time to search for, or may not be aware of, or things that are just coming available. Vendors are looking for a market for their products, and we're looking for something that's going to help our practice. I think it's a good way for us to meet." ■



Think Veraflox[®] (pradofloxacin) Oral Suspension for Cats is just another antibiotic?

Put it to the test

This next-gen antimicrobial treatment[†] features a surprising combination of efficacy, safety and ease-of-use.

BACTERICIDAL

against Gram-negative, Gram-positive and anaerobic bacteria*¹

SAFE

in kittens as young as 12 weeks of age²

CONVENIENT

once-daily, vanilla-flavored oral suspension available in 15- and 30-mL bottles



Don't believe it? Ask your lab to include Veraflox[®] on your next susceptibility tests.



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CAUTION: Federal law restricts this drug to use by or on the order of a licensed veterinarian. Federal law prohibits the extra label use of this drug in food-producing animals. WARNING: For use in cats only.

PRECAUTION: The safety of pradofloxacin in cats younger than 12 weeks of age has not been evaluated.

*The clinical significance of *in vitro* data has not been demonstrated.

[†]Veraflox[®] is indicated for the treatment of skin infections (wounds and abscesses) in cats caused by susceptible strains of *Pasteurella multocida*, *Streptococcus canis*, *Staphylococcus aureus*, *Staphylococcus felis*, and *Staphylococcus pseudintermedius*.

¹Silley P, Stephan B, Greife H, Pridmore A. (2012). Bactericidal properties of pradofloxacin against veterinary pathogens. *Vet Microbiol.* 157(2012): 106-111.
²Freedom of Information Summary: NADA 141-344.

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Why forward booking is the best strategy for veterinary practices in 2017

By Wendy S. Myers, CVJ



could generate \$40,000 in additional revenue for a typical practice or equal to 3 percent revenue growth. The report estimated a total of \$350 million in additional preventive care revenue for the veterinary profession.² According to the 2015 AAHA State of the Industry report, 6 out of 10 pet owners would forward book their pets' preventive checkups.³

Follow these steps to implement forward booking:

Dentists have established the gold standard

in forward booking patients. When I visited Tom Kampfe, DDS, in Centennial, Colo., my hygienist Yvonne pulled up the appointment schedule while I was still in the dental chair. She said, "Let's schedule your next visit now, which will be the week of Jan. 23, 2017. I see that you usually make appointments on Monday or Friday mornings. Would Monday, Jan. 23 at 8 a.m. work for you?" Yvonne led me to schedule and was savvy enough to check my preferences. I asked her how many patients forward book. She replied, "About 90 percent. I'm persuasive because if patients don't schedule, I have to call them. It saves us both time when we schedule now."

For dental offices, this scheduling technique serves two purposes: 1) Safeguards patients' preventive care and 2) Protects practices' financial health. Patient care improves because timely visits let the dental team diagnose oral problems early. As a business strategy for dentists, scheduling the next visit today will keep the hygiene schedule full and productive. When the hygiene schedule is not full, a domino effect will occur. In addition to health risks to patients, the dentist will see vacancies in future treatment schedules. At least 80 percent of dental problems – root canals, crowns and restorations – are diagnosed during hygiene appointments. When patients leave today's hygiene appointment without a future visit scheduled, a dental practice's profits will decrease at least 50 percent.¹

Veterinarians need to follow dentists' lead and use forward booking for preventive checkups, medical progress exams and chronic disease management. Besides providing timely preventive care and early detection, the 2013 AAHA State of the Industry Report estimated that going from 5 percent to 10 percent of forward booked exams

Proactively lead clients to schedule

Say, "Just as your dentist has you schedule your next hygiene appointment at checkout, we do the same so we can proactively manage your pet's health. Dr. <Name> could see you on Wednesday, Oct. 19 at 10 a.m. or Friday, Oct. 21 at 3 p.m. for your pet's next checkup. Which fits your schedule?"

Direct the client to a specific date and time, increasing the likelihood she'll schedule. If the client is here at 10 a.m. on a Wednesday, she can probably visit again at a similar time and day of the week. Book the appointment with the same doctor, ensuring continuity of care and efficient use of exam time. Known as the two-yes-options technique, this phrasing guides pet owners to book future exams.

If a procrastinator doesn't want to book the next exam, be persistent. Say,

"I understand that you don't know your schedule 12 months from today. Let's schedule your pet's next checkup for this same day and time next year. We will contact you two weeks before the appointment to confirm, so if you need to change the exam it will be easy. By scheduling today, you will get your first choice of doctor, day and time. Your appointment reminder for Wednesday, Oct. 19 at 10 a.m. will print on today's receipt."

Color code forward-booked exams

When booking exams six months or more ahead, call clients two weeks in advance to confirm in case appointments need to be rescheduled. Also call two days before as a courtesy reminder. Use a unique color code in your practice-management software so you can identify appointments that were booked in advance. Shifting to earlier appointment confirmation calls and/or emails will allow you to reschedule if necessary. After all, rescheduling appointments is better than having no future appointments. Pre-blocking your schedule lets you plan for efficient, timely visits. Aim for the scheduling pattern of preventive care / sick / preventive care. You're more likely to stay on time if you sandwich a sick-patient exam between two preventive checkups. For more training, sponsor my webinar on "Secrets to Effective Scheduling" for a hospital team. The webinar is \$99 per hospital and includes unlimited playback for the team, 1 hour of CE credit, a handout, a test and CE certificate. Order online at www.csvets.com/cart/webinars/secrets-to-effective-scheduling/.

Confirm forward-booked exams earlier

To avoid no-shows or cancellations for forward-booked exams, confirm them one to two weeks in advance. Say, "This is

<your name> calling from <Your Veterinary Hospital> to confirm your pet's checkup with Dr. <Name> next week on <date> beginning at 10 a.m. Please bring a teaspoon-sized stool sample that's fresh within ___ hours, as well as any medications and supplements you're currently giving your pet. If you have questions, please call our office number. We also will call you two days before the exam as a courtesy reminder."

Implement disease-management exams

Forward booking is especially important for patients with chronic health conditions such as cardiomyopathy, hyperthyroidism, kidney disease and diabetes. Once you diagnose a pet with a chronic disease, switch the patient from a preventive care exam to a disease-management exam code. The disease-management exam reminds quarterly or at the

Besides providing timely preventive care and early detection, the 2013 AAHA State of the Industry Report estimated that going from 5 percent to 10 percent of forward booked exams could generate \$40,000 in additional revenue for a typical practice or equal to 3 percent revenue growth.

interval the veterinarian sets. Scheduled follow-up care will let the veterinarian provide optimal disease management. Clients also will appreciate that the veterinarian has spread out the cost of care.

My cat, Caymus, has cardiomyopathy and gets cardiac workups every six months. To forward book chronic conditions, use benefit statements such as: "Let's schedule Caymus' next cardiac workup, which will be due in 6 months. We want to successfully manage his cardiomyopathy and make adjustments as needed. Six months from today would be <date>. Would you prefer a morning or afternoon appointment?" ■

References:

1. Seidel-Bittke, D. Tips for Strengthening your Recare System, www.dentalheroes.com/recare-system-tips/, accessed 10-18-16.
2. Partners for Healthy Pets' tips on forward booking. Accessed 10-18-16 at www.partnersforhealthypets.org/forward_booking.aspx.
3. AAHA State of the Industry 2015. Accessed 10-18-16 at www.aaha.org/professional/media/aaha_state_of_the_industry_2015.aspx#gsc.tab=0.

Wendy S. Myers owns Communication Solutions for Veterinarians in Castle Pines, Colo. She helps teams improve client service, communication skills and compliance through consulting, seminars and monthly CE credit webinars. Wendy is a certified veterinary journalist and author of 101 Communication Skills for Veterinary Teams. Her "Callers Into New Clients Course" teaches receptionists how to turn price shoppers into new clients. You can reach her at wmyers@csvets.com or www.csvets.com.

Industry NEWS

Millennials to spend most on pets during holiday season

Forbes examined the holiday shopping season and how it may look for the pet industry. [PwC's 2016 Holiday Outlook](#) found consumers will spend an average of \$62 this year on their pets. [The most generous pet lovers go to millennials, who will outspend everyone else at \\$81 each](#), followed closely by Gen X at \$79, families with children at \$71 and singles at \$70. It's not just pet retailers that are benefiting from this boom – department stores, beauty stores, restaurants and tech start-ups are all getting in on the pet business, creating tons of new gifts and experiences pet parents can gift for their four-legged friends this year. To read the article, visit [click here](#).

Therapy dogs help cheer up DC staffers following election

According to *Roll Call*, the Human Animal Bond Research Initiative, Pet Partners, the Pet Leadership Council and the Pet Industry Joint Advisory Council teamed up to bring the dogs to help staffers relieve stress, cheer up and find comfort. "Out of everything in the country right now, no one needs it more than Capitol Hill," said Mike Bober, president of the Pet Industry Joint Advisory Council. Bober said he and a colleague were having dinner recently when they got the idea. With help from Illinois Republican Rep. John Shimkus, they were able to book the room in Cannon right away. On Wednesday, as soon as 10:30 a.m. struck, a steady stream of staffers flowed through the room for the hour-and-a-half event. "We're here to tell people that there's actual scientific research that shows that pets are good for human health. They help us with stress, anxiety, depression. They even help us get better sleep, which a



lot of people need today,” said Steven Feldman, executive director of Human Animal Bond Research Initiative Foundation.

AAHA, IAAHPC release 2016 AAHA/IAAHPC End-of-Life Care Guidelines

The AAHA announced it has teamed up with the International Association for Animal Hospice and Palliative Care (IAAHPC) to create the [2016 AAHA/IAAHPC End-of-Life Care Guidelines](#). The guidelines will provide practice teams with the framework and tools to develop a comprehensive, collaborative end-of-life plan and better recognize the needs of patients, clients, and team members during this difficult time. Sponsored by the AAHA Foundation, Aratana Therapeutics, Ceva Animal Health, and MWI Animal Health/AAHA MARKETLink, the 2016 AAHA/IAAHPC End-of-Life Care Guidelines review the latest information to help staff address central issues and perform essential tasks to improve the quality of life of a pet who has entered the final life stage. In addition, these guidelines define the role of each staff member so everyone on the healthcare team can work together to offer the best-quality medical care.

The guidelines will be published in the November/December edition of the *Journal of the American Animal Hospital Association (JAAHA)* and the December edition of Trends magazine. They are also free and available to the public at aaha.org/guidelines.

Report: More consumers viewing natural, organic pet food as safer choices

According to a recent report highlighted by AAHA NEWStat, consumers perceive that natural and organic products are purer and safer than regular products. Packaged Facts, a division of Market-Research.com, released its report *Natural, Organic and Eco-Friendly Pet Products in the U.S., 6th Edition*, and noted that consumers perceive that natural and organic products are purer and safer than regular products. Product safety and the potential for contamination are also a consumer concern.



Oral Suspension for Cats

**Veraflox (pradofloxacin) Oral Suspension for Cats
25 mg/mL**

For the treatment of skin infections (wounds and abscesses) in cats.
Do not use in dogs.

BRIEF SUMMARY:

Before using Veraflox Oral Suspension for Cats, please consult the product insert, a summary of which follows:

CAUTION:

Federal law restricts this drug to use by or on the order of a licensed veterinarian. Federal law prohibits the extra-label use of this drug in food-producing animals.

PRODUCT DESCRIPTION:

Pradofloxacin is a fluoroquinolone antibiotic and belongs to the class of quinolone carboxylic acid derivatives. Each mL of Veraflox Oral Suspension provides 25 mg of pradofloxacin.

INDICATIONS:

Veraflox is indicated for the treatment of skin infections (wound and abscesses) in cats caused by susceptible strains of *Pasteurella multocida*, *Streptococcus canis*, *Staphylococcus aureus*, *Staphylococcus felis*, and *Staphylococcus pseudintermedius*.

CONTRAINDICATIONS:

DO NOT USE IN DOGS. Pradofloxacin has been shown to cause bone marrow suppression in dogs. Dogs may be particularly sensitive to this effect, potentially resulting in severe thrombocytopenia and neutropenia. Quinolone-class drugs have been shown to cause arthropathy in immature animals of most species tested, the dog being particularly sensitive to this side effect. Pradofloxacin is contraindicated in cats with a known hypersensitivity to quinolones.

HUMAN WARNINGS:

Not for human use. Keep out of reach of children. Individuals with a history of quinolone hypersensitivity should avoid this product. Avoid contact with eyes and skin. In case of ocular contact, immediately flush eyes with copious amounts of water. In case of dermal contact, wash skin with soap and water for at least 20 seconds. Consult a physician if irritation persists following ocular or dermal exposure or in case of accidental ingestion. In humans, there is a risk of photosensitization within a few hours after exposure to quinolones. If excessive accidental exposure occurs, avoid direct sunlight. Do not eat, drink or smoke while handling this product. For customer service or to obtain product information, including a Material Safety Data Sheet, call 1-800-633-3796. For medical emergencies or to report adverse reactions, call 1-800-422-9874.

ANIMAL WARNINGS:

For use in cats only. The administration of pradofloxacin for longer than 7 days induced reversible leukocyte, neutrophil, and lymphocyte decreases in healthy, 12-week-old kittens.

PRECAUTIONS:

The use of fluoroquinolones in cats has been associated with the development of retinopathy and/or blindness. Such products should be used with caution in cats. Quinolones have been shown to produce erosions of cartilage of weight-bearing joints and other signs of arthropathy in immature animals of various species. The safety of pradofloxacin in cats younger than 12 weeks of age has not been evaluated. The safety of pradofloxacin in immune-compromised cats (i.e., cats infected with feline leukemia virus and/or feline immunodeficiency virus) has not been evaluated. Quinolones should be used with caution in animals with known or suspected central nervous system (CNS) disorders. In such animals, quinolones have, in rare instances, been associated with CNS stimulation that may lead to convulsive seizures. The safety of pradofloxacin in cats that are used for breeding or that are pregnant and/or lactating has not been evaluated.

ADVERSE REACTIONS:

In a multi-site field study, the most common adverse reactions seen in cats treated with Veraflox were diarrhea/loose stools, leukocytosis with neutrophilia, elevated CPK levels, and sneezing.

ANIMAL SAFETY:

In a target animal safety study in 32, 12-week-old kittens dosed at 0, 1, 3, and 5 times the recommended dose for 21 consecutive days. One 3X cat and three 5X cats had absolute neutrophil counts below the reference range. The most frequent abnormal clinical finding was soft feces. While this was seen in both treatment and control groups, it was observed more frequently in the 3X and 5X kittens.

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