



IN PARTNERSHIP WITH BAYER ANIMAL HEALTH



February Digital Issue 2017

TVC

Digital magazine

WWW.THEVETERINARYCOOPERATIVE.COOP

Plan of Action

How the right plan, and right choices, can benefit TVC Member/Owners when it comes to offering flea and tick products to their clients



LOVE at one dose

Try Claro.[®] The one and only FDA-approved canine otitis externa treatment featuring:

- ◆ Single-dose treatment
- ◆ Vet administered to ensure compliance
- ◆ No work for your clients

BayerDVM.com/Claro

CLARO[®]

(florfenicol, terbinafine, mometasone furoate)
Otic Solution

Claro[®] Otic Solution is approved for the treatment of ear infections in dogs caused by susceptible strains of yeast (*Malassezia pachydermatis*) and bacteria (*Staphylococcus pseudintermedius*). CAUTION: Federal (U.S.A.) law restricts this drug to use by or on the order of a licensed veterinarian. CONTRAINDICATIONS: Claro[®] should not be used in dogs known or suspected to be allergic to Claro[®] or any of its ingredients.

©2016 Bayer, Shawnee Mission, Kansas 66201

Bayer, the Bayer Cross and Claro are registered trademarks of Bayer. CL161944



Need to Know

8 Things that Might Surprise You About TVC

pg4

TVC News

pg6

Plan of Action

How the right plan, and right choices, can benefit TVC Member/Owners when it comes to offering flea and tick products to their clients

pg8

Planning for Growth

Why goal-setting is crucial to growth

pg12

Industry News

pg14



Need to Know

8 Things that Might Surprise You About TVC

By Allison Morris, Vice President of Member Experience

Did you know that right now, there are conversations going on among TVC members related to best business practices, product reviews and clinical decisions? Are you up to date on the latest rebates and savings? Did you know there are grants available for the work you do with rescue animals?

We want you to get the most out of your TVC membership. Here are eight things that might surprise you, and will benefit you, because of your membership to TVC.

No. 1: [Participation rebate](#). Because TVC is a true cooperative, any profits at the end of the year go back to members. The best way we have found to do that is to reward the top percentage users at the end of the year. For instance, this last year the top percentage users received \$900. In order to know who those top users are, we assign points to the vendors being used. On the homepage there is a button for the participation rebate. The webpage lists vendors and the points assigned. Hopefully this will inspire members to try new vendors.

No. 2: [New promotions](#). There is a new promotions page on the TVC website to keep you up to date on the latest promotions available. Look for the button called Current Promotions on the homepage.

No. 3: [Search for savings](#). On the rebates and discounts page we now have a search function. Before, there was just a list of the vendors in grid format. It may have taken longer for you to find what you were looking for, but now we have alphabetized the search function. Whether you are looking for vaccines or light bulbs, simply type in the product description. If you find we don't have the product or service, there is a button to click to notify us, and we will see whether we have it listed another way or need to have it ordered.

No. 4: [ACHC. Royal Canin](#) has notified TVC of a program where veterinary practices get an immediate 1 percent discount off purchases if they set up an autopay credit card on file. If you set up the autopay via bank account, there is a 3 percent discount off purchases. You may want to contact other vendors to see if they have a similar program.

No. 5: [Harbortouch](#). Harbortouch is a leading national supplier of point of sale (POS) systems, and has been one of largest money savers for TVC members. We've heard of

an average of 40 percent savings from TVC members who have switched to Harbortouch from what they used before. After an initial signup fee through TVC, members can take advantage of Harbortouch's great customer service, along with the savings. Learn how to sign up through TVC's website.

No. 6: [The Hive](#). The Hive is TVC's members-only forum. Here you can talk about TVC confidential information with the Cooperative or other members. Members have used the forum to trade old equipment, group together for discounts on certification programs, get ideas on clinical questions and business practices, and much more.

No. 7: [Meet Chad Clark](#). Chad is the new Member Experience Representative at TVC. One thing members struggle with is keeping up to date with what's happening. At any time, you can reach out to Chad online or via a phone call to go through vendors working with TVC, or vendors you may think are worth it for us to consider. Contact Chad at Chad.Clark@tvc.coop to get the most out of your membership.

No. 8: [The Sara Grogman/Glencoe Animal Hospital Rescue Animal Fund](#). The Sarah Grogman/Glencoe Animal Hospital Rescue Fund was donated by Rich and Allison Morris, and was inspired by the great work done on Rescue Animals by TVC Member/Owner Sarah Grogman, owner of the Glencoe Animal Hospital. The fund is a way for veterinary hospitals to request a grant to go towards rescue animals that the hospital is donating time, care and attention toward. ■



Bon Voyage!



The Veterinary Cooperative (TVC)

Purchase a **VetScan In-House Laboratory System*** by **March 28, 2017** and receive a **FREE 4-day Caribbean Cruise for 2** OR a **VetScan HDmicroscope**. (choose one)

*Purchase a VS2 Chemistry Analyzer AND an HM5 Hematology Analyzer through 1 of the 2 options below:

- 1 **Cash or lease:** (VS2: \$8,500 & HM5: \$11,000) • 12 rotors/month commitment for 60 months required
- 2 **Flexpro:** No charge VS2 and HM5 instruments provided • customer commits to order 48 Comprehensive Diagnostic Profile (CDP) rotors and ½ HM5 pack per month @ retail price • 72 month lease with warranty provided at no additional cost

Terms and conditions apply. 12 rotors/month commitment for 60 months required for Option 1. Qualifying Flexpro commitment required with Option 2. For U.S. residents only. New business only.



Contact your Abaxis representative, or Chad with TVC at: 847.328.3096 x107

Embark on your journey today!

800.822.2947

vet.abaxis.com/VIP

vetscan@abaxis.com

Welcome New Members

Welcome 50 new practices to The Veterinary Cooperative! This year we added a lot of members ready to level the playing field against the big box stores and corporate hospitals. Welcome to the family of nearly 2,000 Veterinary Hospitals Nationwide!

Watch our Annual Meeting

Miss our meeting? Take a look at the annual meeting by [clicking here](#).

Promotions

View all our promotions by [clicking here](#).

Click all the banners for more information!

Get Ready for Flea and Tick Season!



BUY 4 BOXES
mix-and-match
seresto
GET \$100 REBATE!



FEBRUARY 1 - FEBRUARY 28 [CLICK HERE FOR TERMS AND CONDITIONS](#)

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.



GI Nutrition is NOT a One Size Fits All Approach!

Please join Royal Canin with speaker Dr. Erin Caan, Scientific Services Veterinarian, for an hour-long RACE-approved webinar presentation for 1 CE credit.

MARCH 10TH
9AM - 1PM
CST

- 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

Get a jump on dental health and schedule dental cleanings while boarding pets over the holidays!



February 2017 is Dental Health Month, Get ready with Clenz-a-dent®

BUY 5 GET 1 FREE

Mix or Match. Free goods must be equal to or less than the lowest priced item purchased.



[CLICK HERE FOR MORE INFO!](#)

New Placement Offer



advantus™

(imidacloprid) soft chew

Hurry! This launch promotion is only available through June 30, 2017.

Contact your Bayer Sales Representative, Customer Service at (800) 633-3796, option 1, or a Bayer-authorized sales agent to order today!



Level	Buy	Get an Additional
1	Any 4 30-count advantus™ bottles	1 30-count 37.5 mg (large dog) bottle free
2	OR Any 12 30-count advantus™ bottles	4 30-count 37.5 mg (large dog) bottles free

Maximum of one offer per eligible Ship-to Customer through June 30, 2017.

Offer applies to purchases on a single invoice.

Orders must be placed directly with Bayer, or a Bayer-authorized sales agent, and ship from Bayer to receive this offer.

For use on dogs and puppies 10 weeks of age and older and weighing 4 pounds or greater.

Plan of Action

How the right plan, and right choices, can benefit TVC Member/Owners when it comes to offering flea and tick products to their clients



For TVC Member/Owner West Central Veterinary Services, a locally

owned veterinary group with four locations in West Central Indiana, successful flea and tick prevention starts with a question. Laura Couch, DVM, CCRT, for the veterinary practice, says their strategy begins with asking each new client, “What did you use last?” They follow up that question with, “Were you happy with the product?”

A simple start, but those questions are foundational to what comes next. They help the veterinary practice get a better feel for what the clients may be most comfortable with in terms of cost, delivery, etc. Essentially, they let the client shape the flea and tick preventive conversation.

“Probably the biggest obstacle we have to overcome is the client’s ability to afford flea and tick products.”

– Laura Couch, DVM, CCRT

“The discussion also includes questions about the lifestyle of the pet, and whether the pet will take pills/chews or if the client has an issue with remembering to give monthly preventatives,” Couch says. “Cost is usually a big part of the discussion in our demographic area as well.”

Accommodations and options

Indeed, clients want choices, fair prices and expert recommendations from their veterinarian (see sidebar). With the right business strategy,



Laura Couch, DVM, CCRT



veterinarians are well-positioned to compete with online retailers and big box stores. It all boils down to accommodation, Couch says.

"Clients want to do the best for their pets, and we try to accommodate them the best we can both financially and conveniently," she says. "Probably the biggest obstacle we have to overcome is the client's ability to afford flea and tick products. I would say that approximately 50-60 percent of our clients make some sort of purchase at some point during the year of a form of flea/tick preventative."

And of course, West Central Veterinary Services wants as much of that business as they can get.

Couch says it's important to offer different options, because different pets have different lifestyles and needs and clients have different needs as well. "A patient that spends a lot of time in the water would require a different type of preventative than one who spent most of its time in a fenced-in yard, versus a patient that has a severe flea allergy and spends most of its time indoors. And a client who is able to spend most of their time at home with their pet is going

Choice leads to increased sales

Clients want choice, fair price and expert recommendations. With a well-rounded approach for flea and tick products, TVC Member/Owners can deliver all three. Ask yourself, if you are not getting 100% of the sales of flea and tick protection you recommend, who is or is the pet just going unprotected? Choice can assure the client walks out with a protection product and a sale for your clinic – Win Win. Market research of client behavior suggests the following are categories Member/Owners need to offer their clients and have on hand to sell. And don't forget to ask the flea and tick company for their Vet only client rebate coupon so you can charge a reasonable margin and have a competitive price after rebate to the consumer:

Chewables. Chewables are easy to administer, and can last from a few weeks to a few months, depending on the product.

Topical. Clients may believe that the application of topicals externally may be a healthier choice for their pet rather than using something that has to be ingested. However, the topicals need to be applied monthly to be effective, and there is a mess to consider.

Collars. Easy to use, and long-lasting Generic. Veterinary practices that offer generic products in the flea/tick preventive category will appeal to the budget-minded client.



Thank you for choosing PetLink
as your microchip provider

CURRENT USER SPECIAL

Buy 50 Microfinder Slim Chips and Receive 10 Free!

Current User Special valid from February 1st to March 31st, 2017. Limit of 30 free microchips per location.

Please contact your preferred Distribution Sales Representative or call Datamars at 781-281-2216.

© 2017 Datamars, Inc. All rights reserved. Petlink is a registered trademark of Datamars, Inc.

DATAMARS

to have different needs than someone who works full-time and has three adolescent children who are active in sporting events every night of the week.”

One of the options that has worked well for West Central Veterinary Services is [Bayer Animal Health](#)’s Seresto. Clients who prefer longer-lasting treatments, and perhaps shy away from monthly doses or the mess of topicals, tend to prefer the convenience that comes with the Seresto collar.

“Seresto has given our clients and patients a quality, effective, cost-effective option to control fleas and ticks that lasts for 8 months,” Couch says. “It’s hard to beat something that you can potentially put on your pet for the ‘flea season’ and forget about for eight months.”

But whether it’s Seresto or other flea/tick preventive options, West Central Veterinary Services has made getting some kind of coverage for its clients an imperative, both for the patient’s health, as well as a healthy bottom line.

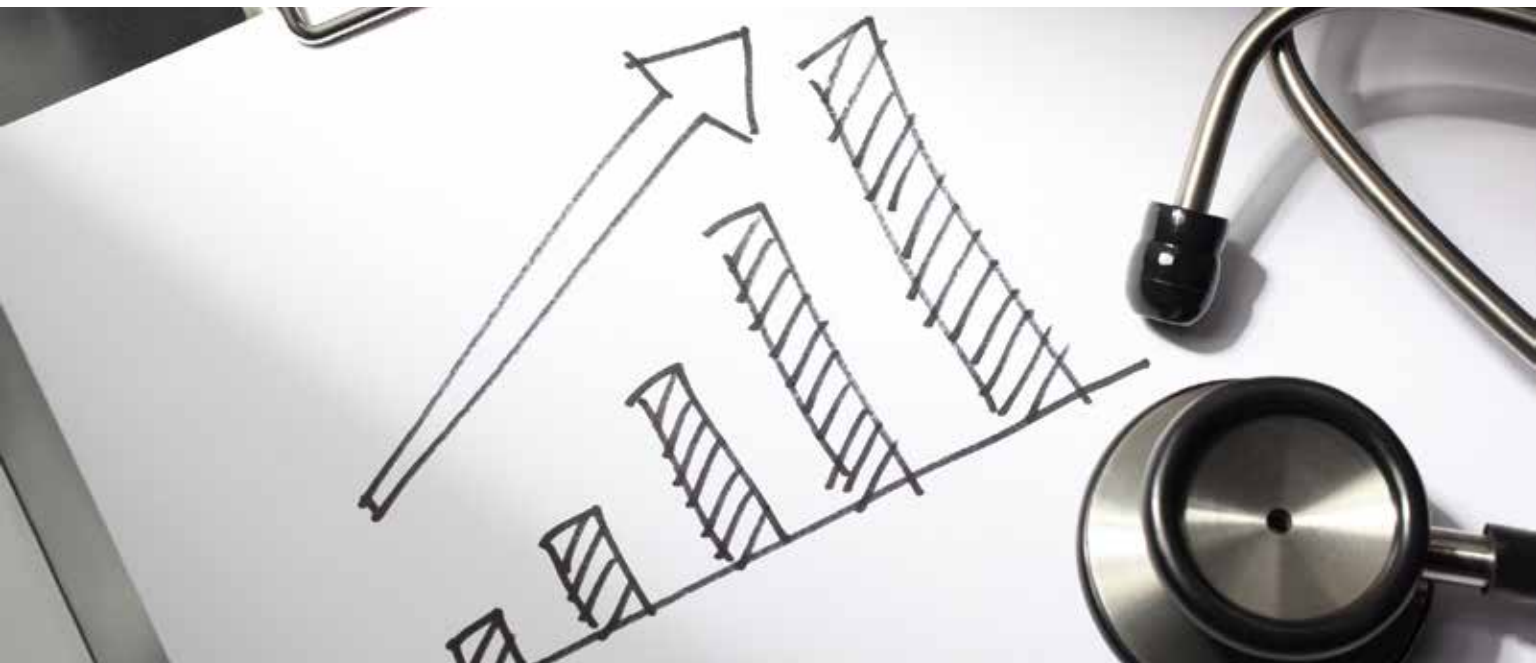
“Flea and tick product sales are an important part of our business,” says Couch. “We have actually seen an increase in percentage of revenue from this area over the last couple years.” ■



Planning for Growth

Why goal-setting is crucial to growth

Edward L. Blach, DVM, MS, MBA, ed@dr-ed.com, www.IsMyPracticeHealthy.com



Most practices have a desire to grow, but growth doesn't just happen, especially in a rapidly changing and competitive market.

The first step is crucial. Have you set goals for growth for the year? Once you've set your goals, it is important to create a plan for accomplishing that growth.

Growth potential

For a practice to grow, it must retain existing customers, and acquire more business from existing as well as from new customers. Most of that growth potential lies with existing customers. They have appointments for care that aren't kept, never booked, or simply overlooked. Animal owners look to veterinary practices to tell them what they need and when. If a veterinary practice doesn't have all of their animals in their system, then most likely they are missing significant opportunities that will help them grow. These opportunities can only be realized if the veterinary practice has accurate and current client and patient information.

Make this one of your goals to help with growth. You should make it a priority to have accurate client and patient information. This should be established as part of the work flow with every client touch-point. Verify the information.

To reach new customers, a veterinary practice can determine where they are most likely to reach an audience of people who fit the practice's customer profile. They can devise a plan to reach that audience repeatedly and regularly. They can develop a marketing message that they want this audience to know. These messages need to be simple and memorable. They also need to differentiate the message from competitors, and then, when the opportunity arises, deliver that differentiated and special service.

Acquiring new business doesn't have to be expensive. Typically, it is simply a decision on the veterinary practice's part to put a plan in place and then to execute it over and over. Veterinary practices need to make a decision to grow. Put your plan in place today. ■

VetStem offers Continuing Education about Stem Cell Therapy

Four Reasons to Take the Course

- 1** *Evidence based (Good Medicine & Good Business)*
- 2** *Convenient online CE you can take at your own pace*
- 3** *Free 3 hours of RACE approved CE*
- 4** *New modules to help you implement the service in your practice*

According to owners and veterinarians, over 80% of dogs showed an improved quality of life after stem cell therapy for osteoarthritis.

visit vetstem.com today to start

VetStem
BIOPHARMA

**REGENERATIVE
VETERINARY
MEDICINE®**

VetStem
BIOPHARMA

VetStem is the Worldwide Leader in Regenerative Veterinary Medicine®

12860 Danielson Court, Suite B | Poway, CA 92064 | 858.748.2004 or 888.387.8361 | info@vetstem.com **www.vetstem.com**

6110-0022-004-2418



Mars to acquire VCA

Mars, Incorporated and VCA Inc. announced that they have entered an agreement under which Mars will acquire all of the outstanding shares of VCA for \$93 per share, or a total value of approximately \$9.1 billion, including \$1.4 billion in outstanding debt. The agreement has been unanimously approved by the boards of directors of both companies. VCA joins Mars Petcare, one of the world's leading pet care providers. "The transaction reaffirms Mars' commitment to the pet care industry and the veterinary profession, and once completed will help drive Mars Petcare's purpose to create A Better World for Pets," according to a release.

AAHA membership structure to change

According to Veterinary Practice News, the 1,516 nonaccredited veterinary hospitals that are part of the [American Animal Hospital Association](#) have until June 30, 2018, to declare their intent to become accredited – or drop out. AAHA determined that having two membership models – AAHA-member hospitals and AAHA-accredited hospitals – diluted the Lakewood, Colo., organization's brand. "For years, we have included a separate membership category that has allowed hospital membership for practices that are not accredited," said CEO Michael Cavanaugh, DVM, Dipl. ABVP. The two-tier membership approach "created confusion in the marketplace," he said. "Over time we came to realize that we could not be everything to everyone," Dr. Cavanaugh said. "We need to hold true to our priorities."

Pets a popular social media topic

According to a new study released by BarkBox and highlighted by Pet Product News, dogs are flooding the pages and feeds of their people, and some pups even have their own feeds. As follow up to Part One of the BarkBox Dog Parent Study released late last year, Part Two of the study looked at the way that more than 1,000 American dog parents behave on social media. On average, dog people post a picture or talk about their dog on social media six times per week. American dog parents watch dog videos or look at dog photos three times per week, on average. One in 10 (11 percent) dog people have even created a social media account for their pup.

Insurer: Pet obesity on the rise for fifth straight year

New data from Nationwide reveals that pet obesity is on the rise for the fifth straight year. In 2014, Nationwide members filed more than \$54 million in pet insurance claims for conditions and diseases related to pet obesity, a 10 percent growth over the past two years. In 2014, Nationwide received more than 42,000 pet insurance claims for arthritis in canines, the most common disease aggravated by excessive weight, which carried an average treatment fee of \$292 per pet. With more than 4,700 pet insurance claims, bladder or urinary tract disease was the most common obesity related condition in cats, which had an average claim amount of \$424 per pet.

CLARO®

(florfenicol, terbinafine, mometasone furoate)
Otic Solution

Antibacterial, antifungal, and anti-inflammatory
For Otic Use in Dogs Only

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

DESCRIPTION:

CLARO® contains 16.6 mg/mL florfenicol, 14.8 mg/mL terbinafine (equivalent to 16.6 mg/mL terbinafine hydrochloride) and 2.2 mg/mL mometasone furoate. Inactive ingredients include purified water, propylene carbonate, propylene glycol, ethylalcohol, and polyethylene glycol.

INDICATIONS:

CLARO® is indicated for the treatment of otitis externa in dogs associated with susceptible strains of yeast (*Malassezia pachydermatis*) and bacteria (*Staphylococcus pseudintermedius*).

DOSEAGE AND ADMINISTRATION:

Shake before use.

CLARO® should be administered by veterinary personnel.

Administer one dose (1 dropperful) per affected ear. The duration of effect should last 30 days.

1. Clean and dry the external ear canal before administering the product.
2. Verify the tympanic membrane is intact prior to administration.
3. Remove single dose dropperful from the package.
4. While holding the dropperful in an upright position, remove the cap from the dropperful.
5. Turn the cap over and push the other end of the cap onto the tip of the dropperful.
6. Twist the cap to break the seal and then remove cap from the dropperful.
7. Screw the applicator nozzle onto the dropperful.
8. Insert the tapered tip of the dropperful into the affected external ear canal and squeeze to instill the entire contents (1 mL) into the affected ear.
9. Gently massage the base of the ear to allow distribution of the solution.
10. Repeat with other ear as prescribed.

Cleaning the ear after dosing may affect product effectiveness.

CONTRAINDICATIONS:

Do not use in dogs with known tympanic membrane perforation (see **PRECAUTIONS**).

CLARO® is contraindicated in dogs with known or suspected hypersensitivity to florfenicol, terbinafine hydrochloride, or mometasone furoate.

WARNINGS:

Human Warnings: Not for use in humans. Keep this and all drugs out of reach of children. In case of accidental ingestion by humans, contact a physician immediately. In case of accidental skin contact, wash area thoroughly with water. Avoid contact with eyes. Humans with known hypersensitivity to florfenicol, terbinafine hydrochloride, or mometasone furoate should not handle this product.

PRECAUTIONS:

Do not administer orally.

The use of CLARO® in dogs with perforated tympanic membranes has not been evaluated. The integrity of the tympanic membrane should be confirmed before administering the product. Reevaluate the dog if hearing loss or signs of vestibular dysfunction are observed during treatment.

Use of topical otic corticosteroids has been associated with adrenocortical suppression and iatrogenic hyperadrenocorticism in dogs (see **ANIMAL SAFETY**).

Use with caution in dogs with impaired hepatic function (see **ANIMAL SAFETY**).

The safe use of CLARO® in dogs used for breeding purposes, during pregnancy, or in lactating bitches has not been evaluated.

ADVERSE REACTIONS:

In a field study conducted in the United States (see **EFFECTIVENESS**), there were no directly attributable adverse reactions in 146 dogs administered CLARO®.

To report suspected adverse drug events and/or obtain a copy of the Safety Data Sheet (SDS) or for technical assistance, contact Bayer HealthCare at 1-800-422-9874.

For additional information about adverse drug experience reporting for animal drugs, contact FDA at 1-888-FDA-VETS or online at <http://www.fda.gov/AnimalVeterinary/SafetyHealth>.

PHARMACOLOGY:

CLARO® Otic Solution is a fixed combination of three active substances: florfenicol (antibacterial), terbinafine (antifungal), and mometasone furoate (steroidal anti-inflammatory). Florfenicol is a bacteriostatic antibiotic which acts by inhibiting protein synthesis. Terbinafine is an antifungal which selectively inhibits the early synthesis of ergosterol. Mometasone furoate is a glucocorticosteroid with anti-inflammatory activity.

MICROBIOLOGY:

The compatibility and additive effect of each of the components in CLARO® solution was demonstrated in a component effectiveness and non-interference study. An *in vitro* study of organisms collected from clinical cases of otitis externa in dogs enrolled in the clinical effectiveness study determined that florfenicol and terbinafine hydrochloride inhibit the growth of bacteria and yeast commonly associated with otitis externa in dogs. No consistent synergistic or antagonistic effect of the two antimicrobials was demonstrated. The addition of mometasone furoate to the combination did not impair antimicrobial activity to any clinically significant extent.

In a field study (see **EFFECTIVENESS**), at least 10 isolates from successfully treated cases were obtained for *S. pseudintermedius* and *M. pachydermatis*.

EFFECTIVENESS:

In a well-controlled, double-masked field study, CLARO® was evaluated against a vehicle control in 221 dogs with otitis externa. One hundred and forty six dogs were treated with CLARO® and 75 dogs were treated with the vehicle control. All dogs were evaluated for safety. Treatment (1 mL) was administered once on Day 0 to the affected ear(s). Prior to treatment, the ear(s) was cleaned with saline. The dogs were evaluated on Days 0, 7, 14, and 30. Blood work and urinalysis were obtained on Day 0 pre-treatment and Day 30 at study completion. Four clinical signs associated with otitis externa were evaluated: erythema, exudate, swelling, and ulceration. Success was based on clinical improvement at Day 30. Of the 183 dogs included in the effectiveness evaluation, 72.5% of dogs administered CLARO® solution were successfully treated, compared to 11.1% of the dogs in the vehicle-control group (p=0.0001).

ANIMAL SAFETY:

In a target animal safety study, CLARO® was administered orally to 12-week-old Beagle puppies (4 dogs/sex/group) at 0X, 1X, 3X, and 5X the recommended dose once every 2 weeks for a total dosing period of 28 days (3 times the treatment duration). No clinically relevant treatment-related findings were noted in hearing tests, body weight, weight gain, or food consumption. CLARO® administration was associated with post-treatment ear wetness or clear aural exudate, increased absolute neutrophil count, decreased absolute lymphocyte and eosinophil counts, suppression of the adrenal cortical response to ACTH-stimulation, decreased adrenal weight and atrophy of the adrenal cortex, increased liver weight with hepatocellular enlargement/cytoplasmic change, and decreased thymus weight. Other potentially treatment-related effects included mild changes to AST, total protein, inorganic phosphorus, creatinine, and calcium.

STORAGE INFORMATION:

Store between 20°C-25°C (68°F-77°F), excursions permitted 15°C-30°C (59°F-86°F).

HOW SUPPLIED:

CLARO® solution is supplied in a single-use dropperful in a blister. Each dropperful contains one 1 mL dose.

CLARO® is available in cartons of two, ten, or twenty dropperfuls.

NADA 141-440, Approved by FDA.

Bayer, the Bayer Cross and CLARO are registered trademarks of Bayer.

©2016 Bayer HealthCare, LLC.

Distributed by: Bayer HealthCare LLC, Animal Health Division, Shawnee Mission, Kansas 66201

Bayer

Kit4Cat

Cat Urine Sample Collection Sand



Easy to Use



100% Natural



Non Invasive



Revolutionary hydrophobic sand that keeps the cat's urine on top, making sample collection easy!



Coastline Global Inc.
228 Hamilton Avenue, Palo Alto, CA 94301, USA
www.kit4cat.com | +1 888 999 3050 | info@coastlineglobal.com

