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Digital magazine

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Be Well

TVC Members/Owners say wellness and insurance plans allow for better care, and better revenue opportunities



How far does your patients' heartworm disease prevention go?

Advantage Multi® (imidacloprid + moxidectin) pushes prevention forward*

Advantage Multi® not only kills existing infection by working *backward* to kill heartworm larvae acquired in the previous month, it also takes a step *forward* to prevent future infection by killing newly acquired heartworm larvae all day, every day throughout the following month.



advantage multi®

(imidacloprid + moxidectin)

Pushing prevention forward.

*Forward protection from heartworm infection means that after a single administration of Advantage Multi® for Dogs (imidacloprid + moxidectin) or four consecutive monthly administrations of Advantage Multi® for Cats (imidacloprid + moxidectin), blood levels of moxidectin are continuously at or above the concentration required to kill newly acquired heartworm larvae and are maintained between continued monthly administration of these products. Therefore, new exposure of the pet to infective heartworm larvae between monthly administrations of the product results in killing of the larvae and inhibiting successful establishment of a heartworm infection.

CAUTION: Federal (U.S.A.) law restricts Advantage Multi® for Dogs (imidacloprid + moxidectin) to use by or on the order of a licensed veterinarian. WARNING: **DO NOT ADMINISTER THIS PRODUCT ORALLY.** For the first 30 minutes after application ensure that dogs cannot lick the product from application sites on themselves or other treated animals. Children should not come in contact with the application sites for two (2) hours after application. (See Contraindications, Warnings, Human Warnings, and Adverse Reactions, for more information.) CONTRAINDICATIONS: Do not use this product on cats. CAUTION: Federal (U.S.A.) law restricts Advantage Multi® for Cats (imidacloprid + moxidectin) to use by or on the order of a licensed veterinarian. WARNINGS: Do not use on sick or debilitated cats or ferrets. Do not use on underweight cats. (see ADVERSE REACTIONS). Do not use on cats less than 9 weeks of age or less than 2 lbs body weight. Do not use on ferrets less than 2 lbs body weight. PRECAUTIONS: Avoid oral ingestion. HUMAN WARNINGS: Children should not come in contact with the application site for 30 minutes following application.

**Your Purchase Decisions Matter for TVC
And Your Clinic to Thrive and Survive**

pg4

TVC News

pg6

Be Well

TVC Members/Owners say wellness and insurance plans allow for better care, and better revenue opportunities

pg8

Mentally Strong Leadership

pg14

Industry News

pg16



Your Purchase Decisions Matter for TVC And Your Clinic to Thrive and Survive

By Dr. Laura Betts, TVC Treasurer

You alone may not be able to increase the sales with all vendors we use, but switching to and supporting TVC vendors as a group will increase their vendors' sales, making them want to work with TVC more and provide us better deals.

A cooperative like TVC is only as strong as its members' support. Ultimately, TVC is in the business of getting you the best choices for your practice – better pricing, programs, and relationships with vendors who support the independent clinics that make up the cooperative. We want those choices to help your practice thrive.

However, the long-term viability of TVC depends on your engagement.

TVC will only thrive and get you better programs if vendors believe they will do more business through the cooperative. This is how VCA, Banfield and other corporate accounts get better pricing. You alone may not be able to increase the sales with all vendors we use, but switching to and supporting TVC vendors as a group will increase their vendors' sales, making them want to work with TVC more and provide us better deals. It also influences all other vendors in the marketplace to work with TVC as they see their numbers decline or talk to vendors who have success with TVC.

What if a vendor stops working with TVC?

As an individual, you need to make your own decision as to what you will do. However, if all of the individual TVC members decide to support vendors that support TVC, then the vendor that leaves TVC will see that staying with TVC is a better choice for their business.

However, if none of our members stop buying from a vendor that leaves TVC, we have demonstrated to this vendor and others (as it will get around the industry) that TVC is of no value to them. They can leave and their sales stay the same.

The cooperative's viability to continue to offer you discounts, rebates, education, etc., will be threatened by just one vendor leaving TVC. If and when you see such a notice, we ask you to do what is in your best interest. If enough TVC members vote with their dollars, vendors will realize they need to support the independent veterinary community, and TVC – which you own.

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Welcome New Members

Welcome 150 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!

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 Afternoon session sponsored by Veterinary Credit Plans.

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Be Well

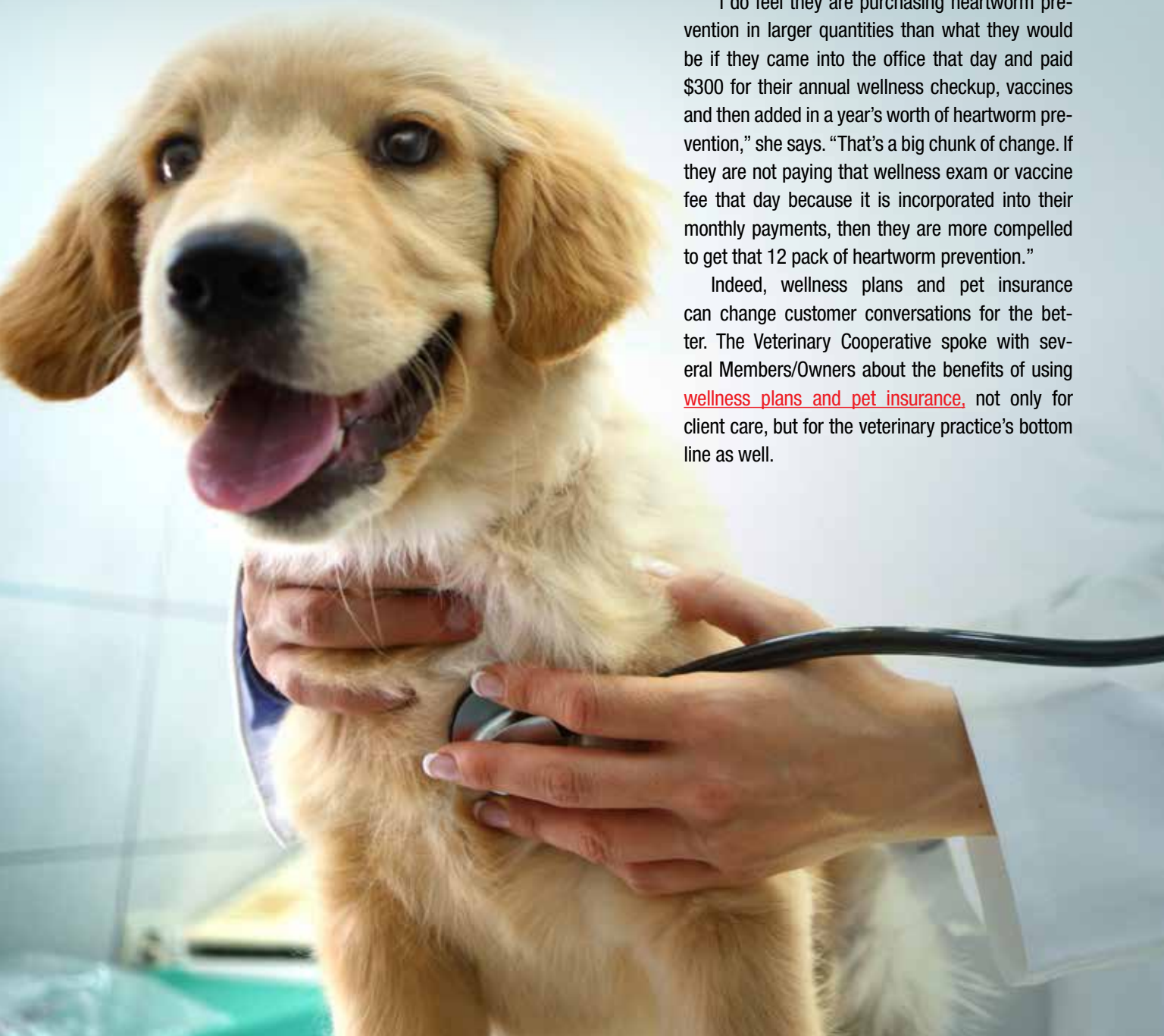
TVC Members/Owners say wellness and insurance plans allow for better care, and better revenue opportunities

Tara O'Connor, Office Manager

for Illinois-based Valley Lakes Veterinary Clinic, has noticed a subtle shift. Whereas customers used to balk at a 12-month supply of heartworm prevention, those clients who are taking advantage of the clinic's wellness plans are also the ones more willing to consider purchasing the bigger bulk of heartworm prevention. It's not a coincidence, either.

"I do feel they are purchasing heartworm prevention in larger quantities than what they would be if they came into the office that day and paid \$300 for their annual wellness checkup, vaccines and then added in a year's worth of heartworm prevention," she says. "That's a big chunk of change. If they are not paying that wellness exam or vaccine fee that day because it is incorporated into their monthly payments, then they are more compelled to get that 12 pack of heartworm prevention."

Indeed, wellness plans and pet insurance can change customer conversations for the better. The Veterinary Cooperative spoke with several Members/Owners about the benefits of using [wellness plans and pet insurance](#), not only for client care, but for the veterinary practice's bottom line as well.





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Cost not as much of a concern

Rebecca Rebillard, Practice Manager for TVC Member/Owner Aspetuck Animal Hospital (New Preston, Conn), says pet insurance and wellness plans can eliminate much of the tough part of the client discussion related to cost. Aspetuck Animal Hospital uses [Petplan insurance](#). “It takes the discussion of finances off the table when speaking to a client about treatment plans” she says. “We always recommend what is best for the pet, however, sometimes we find ourselves going to option B or option C to work within a client’s budget. Clients that have [Petplan](#) know that they will be reimbursed for the care their pet receives, so they say yes to our first recommendation, which is what is best for their pet.”

“We have plans where we run bloodwork. We will sometimes find the kidneys are starting to slowly become a problem, and you can intervene at that moment with a kidney diet or maybe add in some fluids. You can catch some things early on before the patient is presenting with a serious problem.”

“We’re an AAHA-accredited hospital,” Rebillard continues. “That’s the quality of medicine we want to practice, but we don’t always get to if the client cannot afford diagnostics and treatment as recommended.”

In this economy, having a way to help clients budget for their pets’ care is important, she says. “Ten years ago, money was a concern and clients would be shocked at the price of something, but still do it. These days, it’s gotten worse,” Rebillard says. “clients will say they can either pay their rent this month or get their animal the care it needs. Rent always wins. Being able to budget monthly through the use of insurance and only having to meet a deductible is much easier for many people these days, rather than having a \$2,000 surgery bill sprung on them.

Manageable monthly payments are becoming more and more popular with clients. Jamie Holter, Practice Manager, TVC Member/Owner Dodgeville Vet, says their practice uses the concept of Flexible Spending Accounts (FSA) or Health Spending Accounts (HSA) on the human health side to describe how their clients can effectively use TVC’s [BeWell Pet Club](#) services and Embrace Wellness. “We explain that the BeWell Pet Club is like a HSA, and ask if the client is familiar with HSA or FSA,” she says. “Most are familiar and they seem to be more receptive to listening about the BeWell Pet Club once they understand that it is like a HSA. We have found that discussing it with dental procedures has been working the best so far with acceptance of the BeWell Pet Club.”

More receptive for more services

O’Connor says wellness plans and insurance encourage clients to consider things that they might normally decline during a regular visit. Valley Lakes uses [Veterinary Credit Plans](#). “You will have plenty of clients who don’t necessarily think that they need the Bordetella or Lyme vaccines,” she says. “If it’s part of their plan, then they are more inclined to accept the vaccinations.”

Some of those vaccinations and diagnostic tests covered with the plans are critical to spotting issues that could become more serious down the line, she says. “We have plans where we run bloodwork. We will sometimes find the kidneys are starting to slowly become a problem, and you can intervene at that moment with a kidney diet or maybe add in some fluids. You can catch some things early on before the patient is presenting with a serious problem.”

O’Connor says if a client’s contract is about to expire and they still need to run a urinalysis and stool check for the pet, the veterinary clinic can contact them about those covered services. “Clients who have an account with us have access to their own portal,” she says. “They can see all the services available, what they have used and what’s been unused . . . As long as they are still enrolled, you can go back to the previous contract and use those services.”

Flexibility

O'Connor says [VCP](#) gives them a tremendous amount of flexibility to tailor plans to maximize what the veterinary clinic has to offer. "You can create any type of a plan you want," she says. "If you have acupuncture, laser therapy, dental cleanings, boarding, grooming, day care – whatever you want to offer, you can have in these plans. You can have a multitude of different plans. You can have secondary plans attached to the major plan. There is so much you can do with this program."

Rebillard says they have benefited from [Petplan's](#) customer service.

"Sometimes dealing with insurance can be a nightmare," she says. "It can be a confusing process and very complicated for a client to submit a claim. [Petplan](#) offers an app to owners and all they require is a picture of an invoice to process a claim. If they need anything else, they will contact the clinic, but it is quick and easy on the client end. Also, we have a great field rep assigned to us that is always available

Holter says staff members can discuss the BeWell Pet Club with clients because they use it themselves. "Several of our staff have used the BeWell Pet Club, and this helps staff understand the process and helps them answer questions that clients may have."

to answer my questions, retrain staff and keep me updated on what new offerings they have."

Educating and promoting with clients

Rebillard says they market the pet insurance through brochures, and signing new clients with puppies or kittens up to a free 30-day trial. "There is so much information at a new puppy or kitten visit that a client can be overwhelmed. By signing them up for insurance, they can go home and know their pet is covered, and look more in depth at

what that means through the emails [Petplan](#) sends during the trial," she says. "It's easiest to get young, healthy pets started on the plan because there are less pre-existing conditions meaning they are set-up for a lifetime of coverage through insurance!"

O'Connor says they have brochures explaining Veterinary Credit Plan at the front desk, posters in the waiting

Gaining Wallet Share

Pet clubs, monthly payment plans, and pet insurance all allow you to get more of the "Wallet Share" – the money a client is spending on their pet, regardless of location. Why not gain as much of that for your clinic?

What is a client worth? How much revenue and profit could you be letting walk out the door? Do this simple calculation:

- Take the number of active clients you served this month or year and divide that into the total revenue you received that month or

year from veterinary services and products sold, such as pet food and pharmacy products. If you are like the average TVC clinic, it will be between \$150 and \$200.
 $\$1,000,000 / 5,000 = \200

- Now, how much does that client spend per year on their pet?
 - \$1,000 average
 - 25% on veterinary care (\$250)
 - 30% on Pharmacy items like Flea and Tick (\$300)
 - 35% on Pet food (\$350)
 - 10% Other (\$100)

- Look at the percentage of what you sell a client. Are you getting all you could, or are you letting that revenue and profit walk out the door?

If you doubled your average client spend (things they already spend money on) = \$400 or \$200 extra revenue from 5,000 clients = another 1 million in revenue. Even at a skinny 25% margin, that would mean an extra \$250,000 in profit to your business. Best practice members do between \$400 and \$500 per client in revenue.



room and exam rooms, as well as posts about wellness plans on Facebook. They also send out reminder cards in the mail and put blurbs about the wellness plans on them. “Anytime we are doing a mailing – for example, dental health month mailing – we will put something on that about our plans to make the client aware that we offer a wellness plan,” she says.

Holter says staff members can discuss the BeWell Pet Club with clients because they use it themselves. “Several of our staff have used the BeWell Pet Club, and this helps staff understand the process and helps them answer questions that clients may have.”

Their practice also sends out notifications to their Rewards Clients through an app. “We sent one when we started with the link to our website to explain, and then we also ran a promotion for this February for double points with dental products, including information on the BeWell Pet Club.”

Growing the business

TVC Member/Owners listed several ways that wellness and insurance plans have helped retain or bring in revenue. O’Connor says she has noticed that clients who invest in

these plans are not as likely to shop around to lower-cost clinics in the area for services such as spay/neuter, dental cleanings, or even purchasing prescription medication or heartworm prevention through online pharmacy.

There’s also the steady revenue flow the plans can create. “As far as revenue – if you’ve got 100 people on this plan and they are paying you \$35 a month, you are looking at \$3,500 a month being brought in,” she says. “When you have those slow months – February, for instance, is usually a slow month – you’re still going to be bringing in some revenue while not having as many appointments. Of course, when a client is paying monthly for their preventive care, they are more inclined to go and accept those extra X-rays you may need to run, or some other special testing. They are more likely to accept something you recommend and do that for their pet, because they don’t have that big expense of the wellness visit that day – it’s covered in their plan.”

Holter says they have seen an increase in compliance with scheduling dentals quicker by talking about the [BeWell Pet Club](#). “The staff appreciate this option, because they feel like they are helping the clients do what is best for their pet.” ■



The Veterinary Cooperative (TVC)

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- 1. Grateful.** While leaders may not have everything that they want, they want everything that they have. The good, the bad, and the ugly are all reasons for leaders to feel grateful, and outwardly express that gratitude as an example of their positive mental attitude.
- 2. Stand up for themselves.** They have established very clear physical and emotional boundaries and do not allow those boundaries to be encroached upon. They are the epitome of the line from the old Clint Eastwood movie – a man needs to know his limitations.
- 3. Embrace change.** They know that while the status quo may be good for today, it will be only fair for tomorrow and detrimental in the future. Sometimes they are the change agent, but most often they are the chief encouragement officer supporting the change being advocated by others.
- 4. Control their own environment.** They are the embodiment of the Serenity Prayer knowing what they can impact and what is beyond their control. They know there is no sense in attempting to impact some things which leads to less stress, better relationships and increased opportunities.
- 5. Able to say NO.** Their superior performance makes them an attractive target for other's requests. They know which requests are in the scope of their abilities and which they are willing to undertake. Other requests are respectfully declined with either an explanation or a referral to another who is better equipped to aid the requester.
- 6. Take calculated risks.** The emphasis on "calculated." They can fully assess each situation and determine which actions justify the risk and which are simply reckless.
- 7. Reflect on the past.** There is a huge difference between reflecting on the past and living in the past. Every action is a learning experience, so reflecting on those experiences increases the potential success rate of the future.
- 8. Learn from mistakes.** While there are failures in their past, they are viewed as opportunities to understand what doesn't work, and that puts them closer to the ultimate successful solution.
- 9. Celebrate other's successes.** Leadership requires a well-developed ego, but one that is very much under

control. So, effective leaders are genuinely happy when others succeed and often lead the celebration.

- 10. Persevere after failure.** There are very few overnight successes. Most success is usually a series of failing, getting up, dusting yourself off and then trying again. That process is why it often looks effortless to those on the outside when the goal is achieved.
- 11. Embrace alone time.** Confidence is often described as being comfortable in your own skin. There are times that it is necessary to be in the white-hot

Playing the comparative game will always lead to disappointment, because there is always someone faster, stronger, smarter, etc. Accepting criticism, acknowledging flaws and playing only against yourself provides greater happiness.

spotlight, but a steady diet of engagement can be debilitating. The need to be alone and be comfortable alone is necessary to recharge the batteries and check the internal compass.

- 12. Focus on their own efforts.** Playing the comparative game will always lead to disappointment, because there is always someone faster, stronger, smarter, etc. Accepting criticism, acknowledging flaws and playing only against yourself provides greater happiness.
- 13. Play the long game.** Impatience, immediate gratification and unrealistic expectations are the biggest roadblocks to success. The secret to success is having the mental toughness to keep your eyes on the goal even when you have failed.

This is what I have seen from successful managers, directors and executives that I have had the pleasure of working with over the years. If you are new in your respective role, this can serve as a series of goals to be attained as you grow in experience and confidence. If you are a veteran, this can be a checklist to monitor your own performance and identify areas for improvement. ■



The NAVC unveils new name for world's largest animal health conference

The North American Veterinary Community (NAVC) announced that starting in 2018, its flagship event, the NAVC Conference, will be known as the Veterinary Meeting & Expo – or VMX. The new brand identity was created to better represent what the conference has evolved into as well as allow for future growth, according to a release. In addition, with the NAVC continuing to grow as an organization with the development of various new offerings such as a growing portfolio of publications, additional continuing education events, its Industry Services division and more, this change resolves any brand confusion between the organization and the conference. The “Meeting” portion of the name encompasses all of the world-class educational offerings that the event offers, while “Expo” illustrates the exhibit, sponsorship and partnership components. “We felt it was time to allow both the NAVC and the conference to have their own, yet connected identities,” said Tom Bohn, Chief Executive Officer of the NAVC. “We are excited about all of the opportunities that this name change will provide us for future conferences, ensuring that we continue to evolve our offerings to the industry’s needs.” To learn more about the new Veterinary Meeting & Expo, visit NAVC.com/VMX.

Vet school applications on the rise

Nearly 400 more college undergraduates – about a 6 percent increase – applied to veterinary schools in 2016 compared with the year before, according to the Association of American Veterinary Medical Colleges and highlighted by *Veterinary Practice News*. A total of 7,071 undergraduates – 80 percent female – used the Veterinary Medical College Application Service (VMCAS) in 2016 to submit 34,116 applications. The comparable numbers from 2015 were 6,673 undergraduates and 30,567 applications.

Global pet care sales top \$100 billion

According to *Petfood Industry*, sales for all pet products and services totaled US\$103.5 billion globally in 2016, surpassing the US\$100 billion mark for the first time. That represented a 4.7 percent increase over 2015, a growth rate that stands out among other consumer packaged goods industries, said Jared Koerten, lead analyst for Euromonitor International. Among product categories, he singled out dry dog food as the largest globally, racking up nearly US\$30 billion in sales and growing 4.6 percent a year. It accounted for almost 40 percent of the US\$75.25 billion global pet food market.

Research: Availability of dogs in animal shelters at all-time low

According to *Pet Business*, the Pet Leadership Council (PLC) funded new research from the College of Veterinary Medicine for Mississippi State University (MSU) that says the availability of dogs in animal shelters is at an all-time low. The findings were shared at the North American Veterinary Community (NAVC) Conference. The study was developed to determine how many dogs are entering shelters and what happens to them after they do. It found that shelters take in 5.5 million dogs and 2.6 million are adopted. 969,000 are returned to their owner, 778,000 are transferred and 776,000 are euthanized. “When you consider that it’s estimated as many as 20 million dogs were euthanized a year in the 1970s, it’s truly astounding to see how effective the efforts of shelters and the responsible pet industry have proven, said Bob Vetere, PLC chairman. “We believe this new research demonstrating the progress we have made will inspire an increasingly strong demand for and focus on efforts to ensure responsible breeding and opportunity to meet the growing desire for dogs in our country.”

Advantage Multi® for Dogs and for Cats (imidacloprid + moxidectin)

BRIEF SUMMARY: Before using Advantage Multi® for Dogs (imidacloprid+moxidectin) or Advantage Multi® for Cats (imidacloprid+moxidectin), please consult the product insert, a summary of which follows:

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

Advantage Multi for Dogs:

- WARNING**
- DO NOT ADMINISTER THIS PRODUCT ORALLY.
 - For the first 30 minutes after application ensure that dogs cannot lick the product from application sites on themselves or other treated animals.
 - Children should not come in contact with the application sites for two (2) hours after application.
- (See Contraindications, Warnings, Human Warnings, and Adverse Reactions for more information.)

INDICATIONS:

Advantage Multi for Dogs is indicated for the prevention of heartworm disease caused by *Dirofilaria immitis* and the treatment of *Dirofilaria immitis* circulating microfilariae in heartworm-positive dogs. Advantage Multi for Dogs kills adult fleas and is indicated for the treatment of flea infestations in ferrets. Advantage Multi for Dogs is indicated for the treatment and control of sarcoptic mange caused by *Sarcoptes scabiei var. canis*. Advantage Multi for Dogs is also indicated for the treatment and control of the following intestinal parasites species: Hookworms (*Ancylostoma caninum*), *Uncinaria stenocephala*, Roundworms (*Toxocara canis*) (*Toxascaris leonina*) and Whipworms (*Trichuris vulpis*).

Advantage Multi for Cats is indicated for the prevention of heartworm disease caused by *Dirofilaria immitis*. Advantage Multi for Cats kills adult fleas (*Ctenocephalides felis*) and is indicated for the treatment of flea infestations. Advantage Multi for Cats is also indicated for the treatment and control of ear mite (*Otodectes cynotis*) infestations and the intestinal parasites species Hookworm (*Ancylostoma tubaeforme*) and Roundworm (*Toxocara cati*). **Ferrets:** Advantage Multi for Cats is indicated for the prevention of heartworm disease in ferrets caused by *Dirofilaria immitis*. Advantage Multi for Cats kills adult fleas (*Ctenocephalides felis*) and is indicated for the treatment of flea infestations in ferrets.

CONTRAINDICATIONS: Do not administer this product orally. (See WARNINGS). Do not use the Dog product (containing 2.5% moxidectin) on Cats.

WARNINGS:

Advantage Multi for Dogs: For the first 30 minutes after application: Ensure that dogs cannot lick the product from application sites on themselves or other treated dogs, and separate treated dogs from one another and from other pets to reduce the risk of accidental ingestion. Ingestion of this product by dogs may cause serious adverse reactions including depression, salivation, dilated pupils, incoordination, panting, and generalized muscle tremors. In avermectin sensitive dogs*, the signs may be more severe and may include coma and death†.

*Some dogs are more sensitive to avermectins due to a mutation in the MDR1 gene. Dogs with this mutation may develop signs of severe avermectin toxicity if they ingest this product. The most common breeds associated with this mutation include Collies and Collie crosses.

†Although there is no specific antagonist for avermectin toxicity, even severely affected dogs have completely recovered from avermectin toxicity with intensive veterinary supportive care.

Advantage Multi for Cats: Do not use on sick, debilitated, or underweight cats. Do not use on cats less than 9 weeks of age or less than 2 lbs. body weight. Do not use on sick or debilitated ferrets.

HUMAN WARNINGS: Not for human use. Keep out of the reach of children. Dogs: Children should not come in contact with the application sites for two (2) hours after application. Cats: Children should not come in contact with the application site for 30 minutes after application.

Causes eye irritation. Harmful if swallowed. Do not get in eyes or on clothing. Avoid contact with skin. Wash hands thoroughly with soap and warm water after handling. If contact with eyes occurs, hold eyelids open and flush with copious amounts of water for 15 minutes. If eye irritation develops or persists, contact a physician. If swallowed, call poison control center or physician immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by the poison control center or physician. People with known hypersensitivity to benzyl alcohol, imidacloprid, or moxidectin should administer the product with caution. In case of allergic reaction, contact a physician. If contact with skin or clothing occurs, take off contaminated clothing. Wash skin immediately with plenty of soap and water. Call a poison control center or physician for treatment advice. The Safety Data Sheet (SDS) provides additional occupational safety information. For a copy of the Safety Data Sheet (SDS) or to report adverse reactions call Bayer Veterinary Services at 1-800-422-9874. For consumer questions call 1-800-255-8826.

PRECAUTIONS: Do not dispense dose applicator tubes without complete safety and administration information. Use with caution in sick, debilitated or underweight animals. The safety of Advantage Multi for Dogs has not been established in breeding, pregnant, or lactating dogs. The safety of Advantage Multi for Dogs has not been established in puppies and dogs less than 7 weeks of age or less than 3 lbs. body weight. Advantage Multi for Dogs has not been evaluated in heartworm-positive dogs with Class 4 heartworm disease.

Cats may experience hypersalivation, tremors, vomiting and decreased appetite if Advantage Multi for Cats is inadvertently administered orally or through grooming/licking of the application site. The safety of Advantage Multi for Cats has not been established in breeding, pregnant, or lactating cats. The effectiveness of Advantage Multi for Cats against heartworm infections (*D. immitis*) after bathing has not been evaluated in cats. Use of this product in geriatric cats with subclinical conditions has not been adequately studied. Ferrets: The safety of Advantage Multi for Cats has not been established in breeding, pregnant, and lactating ferrets. Treatment of ferrets weighing less than 2.0 lbs. (0.9kg) should be based on a risk-benefit assessment. The effectiveness of Advantage Multi for Cats in ferrets weighing over 4.4 lbs. (2.0 kg) has not been established.

ADVERSE REACTIONS: **Heartworm Negative Dogs:** The most common adverse reactions observed during field studies were pruritus, residue, medicinal odor, lethargy, inappetence and hyperactivity. **Heartworm Positive Dogs:** The most common adverse reactions observed during field studies were cough, lethargy, vomiting, diarrhea (including hemorrhagic), and inappetence. **Cats:** The most common adverse reactions observed during field studies were lethargy, behavioral changes, discomfort, hypersalivation, polydipsia and coughing and gagging. **Ferrets:** The most common adverse reactions observed during field studies were pruritus/scratching, scabbing, redness, wounds and inflammation at the treatment site; lethargy; and chemical odor.

For a copy of the Safety Data Sheet (SDS) or to report adverse reactions call Bayer Veterinary Services at 1-800-422-9874. For consumer questions call 1-800-255-8826.

Advantage Multi is protected by one or more of the following U.S. patents: 6,232,328 and 6,001,858.

NADA 141-251, 141-254 Approved by FDA V-03/2016 ©2015 Bayer

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