

TVC

Digital magazine

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Managing Pet Diabetes

With the right
products and
approach,
TVC Member/
Owners can
help clients
manage diabetes
in their pets.



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.

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With the right products and approach,
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Protect Your Business

By Dr. Anna Coffin, Chairman of the TVC Board, Guthrie Pet Hospital

NDA's allow smaller practices to enjoy big discounts and benefits. That's how TVC is able to make these deals. Individually, we wouldn't be getting near the amount of savings from special pricing, rebates and discounts that we enjoy as a cooperative.

Violating a non-disclosure agreement is a big deal. It could seriously jeopardize the relationship TVC has with a vendor, and any special pricing or savings the cooperative has worked to get for its members.

So why would any TVC members take the risk?

Chances are, they wouldn't. The most likely reason an NDA would be violated is because it was by accident.

For instance, a veterinary practice office manager could inadvertently violate an NDA by showing an invoice that had special pricing to a competitor during a negotiation. Another scenario is if a veterinary practice is renegotiating with a vendor

and lets it slip out that "I get this price" from a TVC vendor, without realizing that price is exclusive to TVC members. Or it may happen by sharing emails or program sheets that come directly from TVC.

For most TVC members, this won't happen. But the seriousness of NDAs for our cooperative and for each member cannot be understated.

Consider the consequences. What would happen if somebody gets a hold of information that's not supposed to be disclosed? What if a vendor who works with TVC finds out that a competitor knows their special pricing? They would be upset, at the very least. TVC could lose the contract. The vendor could seek legal remedies against TVC for the information being disclosed. Thus one accidental

slip up could cost all of our members.

The member that shared the information could be affected, either by the vendor's actions, or TVC. The cooperative may have to remove the member and terminate the relationship. The person responsible and the hospital working is thus removed from all TVC programs. No special pricing, rebates or discounts.

NDAs allow smaller practices to enjoy big discounts and benefits. That's how TVC is able to make these deals. Individually, we wouldn't be getting near the amount of savings from special pricing, rebates and discounts that we enjoy as a cooperative.

[A copy of TVC's NDA is available on the TVC Members Only website](#), under the Members section. Familiarize yourself with it. By doing so, you're protecting the cooperative, and your individual practice, in the long run.

SAMeLQ® Chewable Tablets

Buy 2 SAMeLQ® Chewable Tablets

and Get 1 **FREE**

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



SAMeLQ® Chewable Tablets purchased on this offer are non-returnable.

SAMeLQ® is a registered trademark of Ceva Animal Health, LLC



This month at the Veterinary Cooperative

For the month of April we're shining our spotlight on our Diagnostics Testing Vendors and our Solutions providers. Increase customer satisfaction by using diagnostic testing from one of our partners like Abaxis; or Rapid Reference Laboratory, and Solutions from Bayer, Elanco, Merial, Boehringer Ingelheim and More. For April's spotlight, let's take a look at the products they offer.

Diagnostics

- Have you heard of our new vendor's [Rapid Reference Lab](#) and [Animal Reference Pathology](#)? Two newer laboratories on the market with discounts and rebates that help you level the playing field!

Solutions

- The Veterinary Cooperative has <https://www.theveterinarycooperative.coop/membersonly/vendors/animal-reference-pathology>
- [Elanco](#) has launched Galiprant - Safely Treat Canine OA from its earliest diagnosed stages.
- [Merial](#) - Flea and Tick Season is around the corner, Check out the Merial Page for Savings on Frontline, NexGard and More!
- [Bayer](#) - Limited time- Get Quellin 35% off including TVC rebate!

Webinars

Are your patients itching for a nutritional solution?

Please join Royal Canin with speaker Dr. Jenny Sandler, Scientific Services Veterinarian, for an hour-long RACEapproved webinar presentation for 1 CE credit.

- Topic: Adverse Food Reactions: Diagnosis and Nutritional Management
Review etiology and epidemiology of canine and feline dermatology cases
- Understand how to conduct a reliable and effective food elimination trial
- Review nutritional needs and solutions for patients with AFR



Free CE
Register Here!

May 19th
9 AM and
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**WIN FREE PET FOOD! 3
DRAWINGS PER WEBINAR!**

Date: May 19, 2017

Times: 9 AM & 1 PM CST

Signup: www.tvc.coop/webinars

Promotions

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

- **Bayer** - [Spring into Savings with Bayer Supplements](#)
- **Vetoquinol** - [18 - 23% Rebate on Vetprofen!](#)
- **Wedgewood** - [Back Order Alert. Turn to Wedgewood First for back - ordered medications](#)
- **Ceva** - [Catego For Cats! Buy 3 Cartons or more of Catego and get 10% Instant Discount!](#)
- **Hills** - [Exclusive! Q2 Limited Time Promotion, Order Combo of 6 units and get 20% + %50 in client Coupons \(click for details\)](#)
- **Kit4Cat** - [Buy 2 Get 1 Free - Hydrophobic Sand for collecting Cat Urine.](#)

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



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Topic: Adverse Food Reactions: Diagnosis and Nutritional Management

- Review etiology and epidemiology of canine and feline dermatology cases
- Understand how to conduct a reliable and effective food elimination trial
- Review nutritional needs and solutions for patients with AFR

WIN FREE PET FOOD! 3 DRAWINGS PER WEBINAR!

Date: May 19, 2017

Times: 9 AM & 1 PM CST

Location: Webinar Format

Webinar Login: www.tvc.coop/webinars

Members: Use your TVC credentials. If you do not know your TVC login info call 847.328.3096 or email administrator@tvc.coop

Non-Members: Follow login prompts- membership not required

Managing Pet Diabetes

With the right products and approach, TVC Member/Owners can help clients manage diabetes in their pets.

When clients hear that

their pet has diabetes, there is a certain level of understanding with the chronic disease, says TVC Member/Owner Janet Weiss, DVM, of Maple City Animal Hospital in LaPorte, Ind. “Half the owners are diabetic themselves, or know someone who is,” she says. “For instance, they may have a family member who is diabetic. “It’s something most people are at least familiar with.”

Indeed, on the human side, more than 29 million Americans are living with diabetes, and 86 million are living with prediabetes, a serious health condition that increases a person’s risk of type 2 diabetes and other chronic diseases, according to the Centers for Disease Control and Prevention. Diabetes affects more than 25 percent of Americans aged 65 or older, according to the Center for Medicare and Medicaid Services (CMS). By 2050, diabetes prevalence is projected to increase two- to three-fold if current trends continue.



Trifexis[®]
(spinosad+milbemycin oxime)

Your 3-in-1 and
DONE
recommendation
every month

More pet owners recommend
Trifexis than any other brand¹



Talk to your Elanco sales
representative about
3-in-1 protection

Indications

Trifexis is indicated for the prevention of heartworm disease (*Dirofilaria immitis*). Trifexis kills fleas and is indicated for the prevention and treatment of flea infestations (*Ctenocephalides felis*), and the treatment and control of adult hookworm (*Ancylostoma caninum*), adult roundworm (*Toxocara canis* and *Toxascaris leonina*) and adult whipworm (*Trichuris vulpis*) infections in dogs and puppies 8 weeks of age or older and 5 pounds of body weight or greater.

Important Safety Information

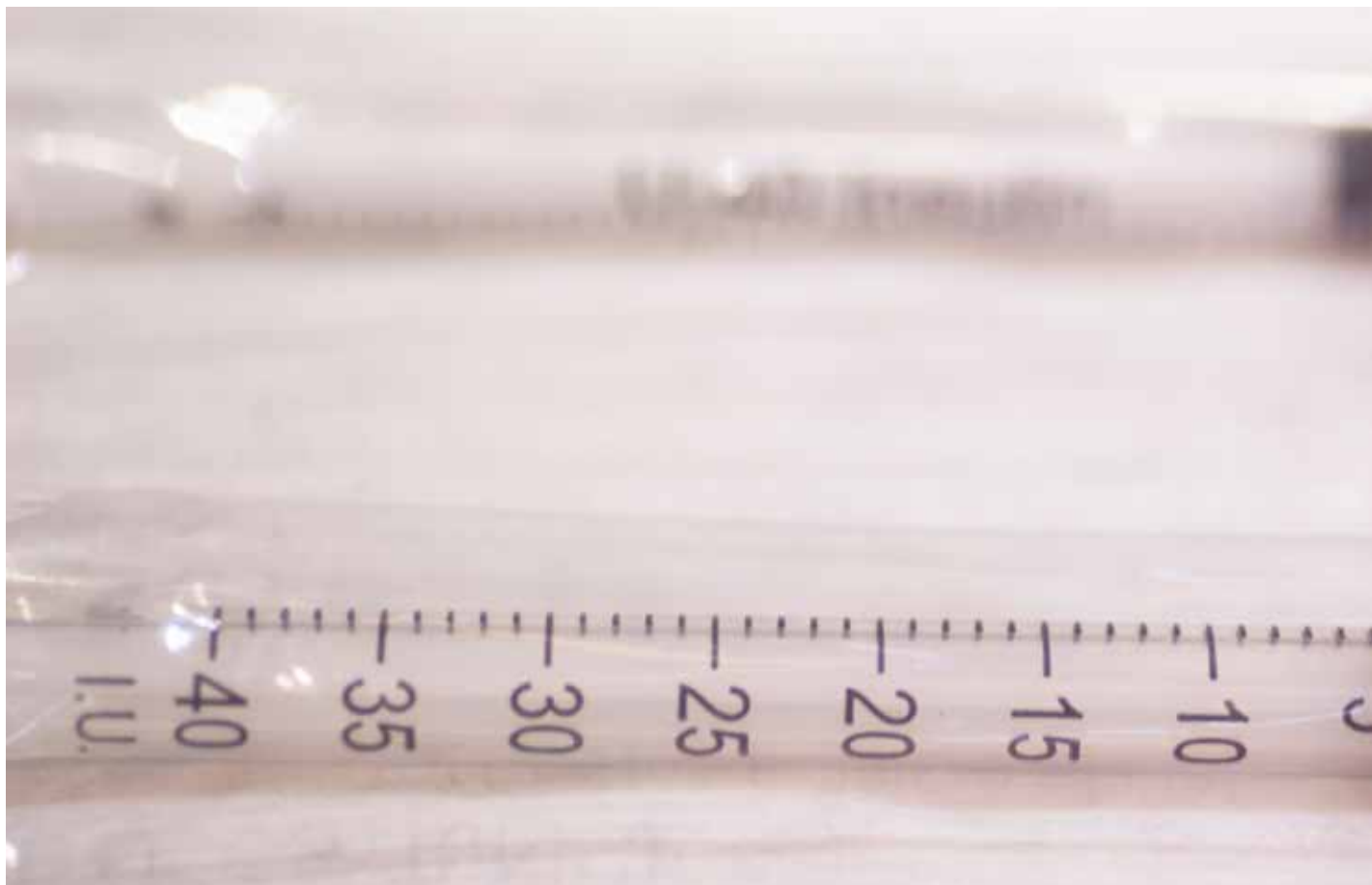
Serious adverse reactions have been reported following concomitant extra-label use of ivermectin with spinosad alone, one of the components of Trifexis. Treatment with fewer than three monthly doses after the last exposure to mosquitoes may not provide complete heartworm prevention. Prior to administration of Trifexis, dogs should be tested for existing heartworm infection. Use with caution in breeding females. The safe use of Trifexis in breeding males has not been evaluated. Use with caution in dogs with pre-existing epilepsy.

The most common adverse reactions reported are vomiting, lethargy, pruritus, anorexia and diarrhea. To ensure heartworm prevention, dogs should be observed for one hour after administration. If vomiting occurs within one hour, redose. Puppies less than 14 weeks of age may experience a higher rate of vomiting. For product information, including complete safety information, see page 16.

¹Brand Experience Tracker Research, March 2016.

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Elanco



With animals, diabetes mellitus (DM) affects an estimated one in 230 cats and one in 300 dogs, with incidence on the rise, according to research highlighted by the [Diabetes Pet Care Alliance™](#).

But familiarity with the disease is not the same as being knowledgeable on how to properly manage it with pets. Dr. Weiss offers a recent example of a cat owner who upon discovering that her cat had diabetes, asked whether she should share her insulin with her beloved pet. “The answer was obviously no,” Dr. Weiss says.

Educating clients

TVC Member/Owner Andrew Kliewer, DVM, of Heartland Pet Hospitals in Bellevue, Neb., says the most common questions pet owners have regarding DM include:

- How much will it cost?
- How long will my pet live with diabetes?
- Will I be able to give the injections?
- Is my pet in any kind of pain with this?
- Many pets develop blindness associated with DM, so that is also a concern

Regarding the costs, Dr. Kliewer will tell clients that they are spread out over time. “But I do stress that a moderate maintenance pet or low maintenance pet (cat) are now high maintenance pets and they need to embrace that challenge,” he says. “I can and have taught many people over the years to successfully give insulin injections. I don’t believe it to be a painful disease. The blindness can be dealt with and generally does not affect quality of life. I also offer referral to an ophthalmologist for cataract surgery once we have the pet’s diabetes regulated.”

Dr. Weiss says she and her team at Maple City Animal Hospital spend time educating clients on how to properly manage DM in their pets, including how to give their pets insulin. Depending on the pet owner’s comfort level, the veterinarian will either give the injection while the owner is watching, or draw up the insulin and instruct the owner on how to give the injection.

“Most of the time they are pretty open to it, as long as they get proper instruction,” Weiss says. “So we reassure them right away that we are going to teach them how to give the insulin to their pet. We’re not throwing the syringes at them and



telling them to figure it out themselves. We will actually give the first injection. We'll do it while they watch, and explain to them how we are doing it. We try to set it up so they are pretty comfortable and able to do it at home."

Dr. Kliewer says he found that his technicians were better at teaching the owners how to do the injections than the doctors. "So we make it their job to teach the injections and the nutrition and the home care of the diabetic pet," he says.

One product that makes the process easier for managing feline diabetes is [Boehringer Ingelheim's PROZINC®](#) — the only protamine insulin that's FDA approved and designed for cats. Dr. Kliewer says it's his hospital's first choice for cats with DM. Dr. Weiss also uses it in her hospital.

Chances are, the pet developed DM in part due to a poor diet. Maple City Animal Hospital will get them on a specialized diet and develop a care plan to properly manage the pet's weight and health. The key is to maintain proper care and nutrition, says Dr. Weiss.

"When we diagnose the pet with diabetes, we'll then start them off with one of the bottles of PROZINC®, as well as a PROZINC® Kit, which is really nice," Dr. Weiss says. "It's a plastic container that has syringes with needles that are specially designed for [PROZINC®](#) and are stored on the bottom. The top has a sharps container that will take the syringe, similar to what you see in sharps containers for hospitals. It's a nicely packaged product that clients appreciate. I would too if I had a diabetic pet."

Along with the kit comes a brochure with instructions and visuals on how to deliver the right care. There are also questions and answers in the brochure that the pet owner may not think of until they get home.

Next comes the food. Chances are, the pet developed DM in part due to a poor diet. Maple City Animal Hospital will get them on a specialized diet and develop a care plan to properly manage the pet's weight and health. The key is to maintain proper care and nutrition, says Dr. Weiss.

"They can live out a normal life, as long as there is not a secondary problem," she says. "You just have to monitor and be careful. Their lifespan can be shortened once they develop a secondary problem because of the diabetes."

Although there is more a prevalence of diabetes in pets today than 20 years ago, Dr. Weiss says she is hopeful the animal health industry will take the steps required to stem the tide. She's already seen it with other health-related issues.

"When I first started practicing, we would see a blocked cat once a week," she says. "It was a really common thing. Now, I see a blocked cat maybe once a year. It's dramatically decreased, and that's thanks to the food companies, which changed their formulations. Hopefully, with diabetes, things will continue to improve on the nutrition side and people will become more educated on caring for their pets."

Dr. Kliewer says that 20 years ago, half of owners euthanized at the time of diagnosis, and half of the rest euthanized a month or so in and the rest treated. "Today, I would say over 90 percent of my customers treat DM. A couple of years ago, I had a customer who had three diabetic cats at the same time. And treated them all." ■



BECAUSE OF VETMEDIN

For 10 years, VETMEDIN has given dogs with CHF the opportunity for better days and longer lives.¹

With ongoing research and innovative support tools, we're determined to keep making a difference.

See the stories and join the celebration at DecadeOfVetmedin.com.



LINDA AND BUFFY
12 YEARS CONNECTED

IMPORTANT SAFETY INFORMATION: Use only in dogs with clinical evidence of heart failure. The safety of VETMEDIN has not been established in dogs with asymptomatic heart disease or in heart failure caused by etiologies other than atrioventricular valvular insufficiency or dilated cardiomyopathy. Please refer to the package insert for complete product information or visit www.vetmedin.com.

Reference: 1. Lombard CW, Jöns O, Bussadori CM; for the VetSCOPE Study. Clinical efficacy of pimobendan versus benazepril for the treatment of acquired atrioventricular valvular disease in dogs. *J Am Anim Hosp Assoc*. 2006;42(4):249–261.



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LINDA AND BUFFY'S STORY

MORE TIME TO LOVE

Linda adopted Buffy in 2005, after Buffy was found wandering the streets during a snowstorm and taken in by a rescue group. Buffy was in poor shape, but one look was all it took for Linda to fall in love.

Linda, who has cared for other dogs with heart disease, says VETMEDIN has definitely made a difference for Buffy and her quality of life. She is happy for every day they have together.



“I’ve known that Buffy has a mild heart murmur, but about a week ago she was wheezing and coughing and she deteriorated so fast. The doctor prescribed VETMEDIN, and she just turned around. It’s amazing. She’s acting more like a puppy. We could not be more delighted and grateful.”

—Linda Meritt—pet owner to Buffy



See more of their story and join the celebration at DecadeOfVetmedin.com.

This testimonial is provided by the owner of an actual patient taking VETMEDIN as part of a therapeutic regimen to treat congestive heart failure. The owner has been compensated for providing this statement. Individual results may vary. VETMEDIN can only be prescribed by a licensed veterinarian. Consult a veterinarian before starting treatment with VETMEDIN.

vet**edin**[®]
(pimobendan) CHEWABLE
TABLETS

A heart's best friend

New Clients, New Opportunities

By Wendy S. Myers, CVJ



A new client arrives with a puppy

and starts a lifetime of preventatives. If the dog lives 13 years and doses average \$25 per month, one new pet owner will spend \$3,900 in preventatives. Each time veterinary hospitals add new clients, your business grows. Small animal hospitals need to welcome 25 new clients per full-time-equivalent doctor per month to maintain thriving practices.¹ The following initiatives can help improve client retention rates and create product loyalty:

Welcome bags. Reusable shopping bags are popular among soccer moms as well as millennials. A two-doctor practice would need 600 bags per year that typically cost \$1 to \$3 each.

New patient welcome bags might include:

- Slip leash with the hospital's name and phone number
- Hospital magnet
- Pet food measuring cup and can lid cover
- Hospital brochure
- Emergency clinic info
- Vaccine record-keeper
- Dental report card
- Product literature
- Pen with your company logo
- Toy or treats
- First doses of flea/tick and heartworm preventatives
- Gift certificate to try boarding or grooming services

Receptionists can stuff bags with literature based on the pet's life stage. Clients with new senior pets would receive brochures

on early detection screening, arthritis and senior diets. A client with a puppy would receive preventive tips, house-training and socialization handouts and first free doses of preventatives.

Receptionists can tell price shoppers about puppy/kitten baby gifts. Most prospective clients will contact four hospitals. Incentives will entice callers to book appointments now. Receptionists would tell price shoppers, "During your puppy's first visit, you'll receive a baby gift that includes <describe items>, which is a value of \$____." Baby gifts often have a retail value of \$100 or more. Here are examples of items to include:

Puppy baby gift items	Retail value
Dose of heartworm preventative	\$
Dose of flea/tick preventative	\$
Slip leash with your clinic name and phone number	\$
Pet food sample or coupons	\$
Hospital magnet	\$
Emergency clinic information	\$
Literature, handouts	\$
Vaccine record-keeper	\$
Pet food measuring cup and/or can lid cover	\$
Pen with your logo, phone number and website	\$
Toy or treats	\$
Pet insurance, 30-day free trial	\$
TOTAL	\$

Kitten baby gift items	Retail value
Dose of heartworm preventative	\$
Dose of flea/tick preventative	\$
Slip leash with your clinic name and phone number	\$
Pet food sample	\$
Hospital magnet	\$
Emergency clinic information	\$
Literature, handouts	\$
Vaccine record-keeper	\$
Pet food measuring cup and/or can lid cover	\$
Pen with your logo, phone number and website	\$
Toy or treats	\$
Pet insurance, 30-day free trial	\$
TOTAL	\$

Hospital managers should add puppy/kitten baby gifts to their computerized inventory and set reorder points of 15. When 15 remain, managers would contact vendors to restock supplies. To create perception of value, create an invoice item description such as, "Puppy/kitten baby gift, a value of \$100."

Create a patient photo booth or selfie station. In the lobby, provide a colorful poster or backdrop where employees and clients can snap photos of patients to share on Facebook. The display could feature your product logo and a theme such as "My pet is protected". Many pet owners will Like and share pets' photos with Facebook friends. Facebook's average user has 338 friends.² Let's say

a two-doctor clinic averages three new patients per day, which totals 72 for the month. If 72 clients Like their pets' photos on the hospital's Facebook page and each has 338 friends, your product gains 24,336 exposures this month.

Hospital teams need clients' written permission to post photos. A simple statement will suffice: "I grant <Your Veterinary Hospital> permission to post my pet's picture, story and medical information on social media." Ask clients to sign and date the consent form. Use the term "social media" rather than stating which sites so you have flexibility about where to post. Include the request for social media permission on new client registration, anesthetic consent forms, and boarding and grooming check-in sheets. ■

References:

1. Glassman, G. Q&A: When to add an associate to your team. Veterinary Economics: March 2010. Accessed at <http://veterinarybusiness.dvm360.com/vetec/article/articleDetail.jsp?id=660456> on 04-20-16.
2. Smith A. 6 New Facts About Facebook. Pew Research Center. Posted 02-03-14 at www.pewresearch.org/fact-tank/2014/02/03/6-new-facts-about-facebook/.

Author bio

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@csvgts.com or www.csvets.com.



(florfenicol, terbinafine, mometasone furoate)

Otic Solution

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

The following information is a summary of the complete product information and is not comprehensive. Please refer to the approved product label for complete product information prior to use.

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

PRODUCT 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, ethyl alcohol, 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*).

DOSAGE AND ADMINISTRATION:

CLARO® should be administered by veterinary personnel. Administration is one dose (1 dropperette) per affected ear. The duration of effect should last 30 days. Clean and dry the external ear canal before administering the product. Verify the tympanic membrane is intact prior to administration. Cleaning the ear after dosing may affect product effectiveness. Refer to product label for complete directions for use.

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, the inactive ingredients listed above, or similar drugs, or any ingredient in these medicines.

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.

Use with caution in dogs with impaired hepatic function. 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, 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>.

NADA 141-440, Approved by FDA.

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Bayer



NAVC, AAHA to partner on “unique experience” at VMX

The North American Veterinary Community (NAVC) announced it will be partnering with the American Animal Hospital Association (AAHA) to offer their members a unique experience at the Veterinary Meeting & Expo (VMX), formerly the NAVC Conference, next February. Beginning in 2018, AAHA offer its members a distinct learning experience for AAHA members who attend VMX. AAHA will provide an experience for members looking for the amenities and opportunities provided by a larger conference and will utilize the offerings at VMX to provide technicians, associates, and veterinarians a large selection of science education to meet license requirements. AAHA members will have access to all the education and entertainment offered at VMX as well as an exclusive set of activities and events offered specifically for them. AAHA education and events offerings at VMX will be headquartered in the Rosen Center Hotel, one of the host hotels for VMX. All AAHA members will be invited to stay in the Rosen. “We are excited for this opportunity to offer AAHA accredited members a unique experience at VMX next year. This partnership allows each of our organizations to leverage the many positive attributes of the annual events to provide attendees with an unparalleled experience,” said Tom Bohn, Chief Executive Officer of the NAVC. To learn more about the new Veterinary Meeting & Expo, visit NAVC.com/VMX or to learn more about AAHA, visit AAHA.com.

CVM launches Master’s Degree Program in Veterinary Parasitology

The Cornell University College of Veterinary Medicine (CVM) announced it now offers a new degree program; the first-of-its-kind Master of Professional Studies (MPS) in Veterinary Medical Sciences, with a concentration in Veterinary Parasitology. This unique program provides students with rigorous, specialized training in all aspects of veterinary parasitology, from biology and pharmaceutical development to legislation and beyond. Launched by the CVM’s Department of Microbiology & Immunology, this comprehensive professional training program in parasitology is appropriately delivered at one of the nation’s top Colleges of Veterinary Medicine by world-class faculty. “In talking with working professionals over the years, it became clear to me that there was an unmet need for a structured program providing in-depth, practical, and hands-on training in veterinary parasitology,” says MPS Program Director, Dr. Dwight Bowman. “Our new degree program will give graduates a highly competitive edge and opportunity for advancement in their fields.”

Labs hold top spot for most popular breed

According to *Pet Product News*, the American Kennel Club (AKC), the nation’s largest purebred dog registry, named the family-friendly Labrador Retriever as the most popular breed. The Labrador Retriever has held the No. 1 spot on the list for a record-breaking 26 consecutive years. While the Labrador Retriever continues its reign as America’s dog, the Rottweiler has been slowly rising up the list over the past decade. The confident, loyal and loving Rottweiler was the eighth most popular breed in 2016, its highest ranking since landing at number two in 1997.

TRIFEXIS® (spinosad + milbemycin oxime) Chewable Tablets

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

Before using TRIFEXIS chewable tablets, please consult the product insert, a summary of which follows:

Indications:
TRIFEXIS is indicated for the prevention of heartworm disease (*Dirofilaria immitis*). TRIFEXIS kills fleas and is indicated for the prevention and treatment of flea infestations (*Ctenocephalides felis*), and the treatment and control of adult hookworm (*Ancylostoma caninum*), adult roundworm (*Toxocara canis* and *Toxascaris leonina*) and adult whipworm (*Trichuris vulpis*) infections in dogs and puppies 8 weeks of age or older and 5 pounds of body weight or greater.

Dosage and Administration:
TRIFEXIS is given orally, once a month at the minimum dosage of 13.5 mg/lb (30 mg/kg) spinosad and 0.2 mg/lb (0.5 mg/kg) milbemycin oxime body weight. For heartworm prevention, give once monthly for at least 3 months after exposure to mosquitoes (see **EFFECTIVENESS**).

Contraindications:
There are no known contraindications to the use of TRIFEXIS.

Warnings:
Not for human use. Keep this and all drugs out of the reach of children. Serious adverse reactions have been reported following concomitant extra-label use of ivermectin with spinosad alone, a component of TRIFEXIS (see **ADVERSE REACTIONS**).

Precautions:
Treatment with fewer than 3 monthly doses after the last exposure to mosquitoes may not provide complete heartworm prevention (see **EFFECTIVENESS**).
Prior to administration of TRIFEXIS, dogs should be tested for existing heartworm infection. At the discretion of the veterinarian, infected dogs should be treated with an adulticide to remove adult heartworms. TRIFEXIS is not effective against adult *D. immitis*. While the number of circulating microfilariae may decrease following treatment, TRIFEXIS is not indicated for microfilariae clearance. Mild, transient hypersensitivity reactions manifested as labored respiration, vomiting, salivation and lethargy, have been noted in some dogs treated with milbemycin oxime carrying a high number of circulating microfilariae. These reactions are presumably caused by release of protein from dead or dying microfilariae.
Use with caution in breeding females. The safe use of TRIFEXIS in breeding males has not been evaluated.
Use with caution in dogs with pre-existing epilepsy (see **ADVERSE REACTIONS**). Puppies less than 14 weeks of age may experience a higher rate of vomiting.

Adverse Reactions:
In a well-controlled US field study, which included a total of 352 dogs (176 treated with TRIFEXIS and 176 treated with an active control), no serious adverse reactions were attributed to administration of TRIFEXIS. All reactions were regarded as mild.
Over the 100-day study period, all observations of potential adverse reactions were recorded. Reactions that occurred at an incidence > 1% (average monthly rate) within any of the 6 months of observation are presented in the following table. The most frequently reported adverse reaction in dogs in the TRIFEXIS group was vomiting.

Adverse Reaction	TRIFEXIS Chewable Tablets ^a	Active Control Tablets ^a
Vomiting	6.13	3.08
Pruritus	4.00	4.91
Lethargy	2.63	1.54
Diarrhea	2.25	1.54
Dermatitis	1.47	1.45
Skin Reddening	1.37	1.26
Decreased appetite	1.27	1.35
Pinnal Reddening	1.18	0.87

^an=176 dogs

In the US field study, one dog administered TRIFEXIS experienced a single mild seizure 2 1/2 hours after receiving the second monthly dose. The dog remained enrolled and received four additional monthly doses after the event and completed the study without further incident.
Following concomitant extra-label use of ivermectin with spinosad alone, a component of TRIFEXIS, some dogs have experienced the following clinical signs: *trembling/twitching, salivation/drooling, seizures, ataxia, mydriasis, blindness and disorientation*. Spinosad alone has been shown to be safe when administered concurrently with heartworm preventatives at label directions.
In US and European field studies, no dogs experienced seizures when dosed with spinosad alone at the therapeutic dose range of 13.5-27.3 mg/lb (30-60 mg/kg), including 4 dogs with pre-existing epilepsy. Four epileptic dogs that received higher than the maximum recommended dose of 27.3 mg/lb (60 mg/kg) experienced at least one seizure within the week following the second dose of spinosad, but no seizures following the first and third doses. The cause of the seizures observed in the field studies could not be determined.
For technical assistance or to report suspected adverse drug events, contact Elanco Animal Health at 1-888-545-5974. For additional information about adverse drug experience reporting for animal drugs, contact FDA at 1-888-FDA-VETS or <http://www.fda.gov/AnimalVeterinary/SafetyHealth>

Post Approval Experience (Mar 2012):
The following adverse reactions are based on post-approval adverse drug event reporting. The adverse reactions are listed in decreasing order of frequency: vomiting, depression/lethargy, pruritus, anorexia, diarrhea, trembling/shaking, ataxia, seizures, hypersalivation, and skin reddening.

Effectiveness:
Heartworm Prevention:
In a well-controlled laboratory study, TRIFEXIS was 100% effective against induced heartworm infections when administered for 3 consecutive monthly doses. Two consecutive monthly doses did not provide 100% effectiveness against heartworm infection. In another well-controlled laboratory study, a single dose of TRIFEXIS was 100% effective against induced heartworm infections.
In a well-controlled six-month US field study conducted with TRIFEXIS, no dogs were positive for heartworm infection as determined by heartworm antigen testing performed at the end of the study and again three months later.

Flea Treatment and Prevention:
In a well-controlled laboratory study, TRIFEXIS demonstrated 100% effectiveness on the first day following treatment and 100% effectiveness on Day 30.
In a well-controlled laboratory study, spinosad, a component of TRIFEXIS, began to kill fleas 30 minutes after administration and demonstrated 100% effectiveness within 4 hours. Spinosad, a component of TRIFEXIS, kills fleas before they can lay eggs. If a severe environmental infestation exists, fleas may persist for a period of time after dose administration due to the emergence of adult fleas from pupae already in the environment. In field studies conducted in households with existing flea infestations of varying severity, flea reductions of 98.0% to 99.8% were observed over the course of 3 monthly treatments with spinosad alone. Dogs with signs of flea allergy dermatitis showed improvement in erythema, papules, scaling, alopecia, dermatitis/pyodermitis and pruritus as a direct result of eliminating the fleas.

Treatment and Control of Intestinal Nematode Infections:
In well-controlled laboratory studies, TRIFEXIS was ≥ 90% effective in removing naturally and experimentally induced adult roundworm, whipworm and hookworm infections.

Palestability:
TRIFEXIS is a flavored chewable tablet. In a field study of client-owned dogs where 175 dogs were each offered TRIFEXIS once a month for 6 months, dogs voluntarily consumed 54% of the doses when offered plain as if a treat, and 33% of the doses when offered in or on food. The remaining 13% of doses were administered like other tablet medications.

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PROTECTED BY ANTI-DIVERSION TECHNOLOGY MONITORED BY PINKERTON® CONSULTING & INVESTIGATIONS	●	
CONTAINS TWO INGREDIENTS TO PREVENT FLEA INFESTATIONS	●	
KILLS FLEAS AND TICKS	●	●
KILLS FLEA EGGS AND LARVAE	●	●
APPROVED FOR USE ON DOGS, INCLUDING BREEDING, PREGNANT AND LACTATING BITCHES. (FRONTLINE Gold for dogs only and FRONTLINE Plus for dogs only)	●	●
APPROVED FOR USE ON CATS, INCLUDING BREEDING, PREGNANT AND LACTATING QUEENS. (FRONTLINE Gold for cats only and FRONTLINE Plus for cats only)	●	●
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* When infested 48 hours after application.

† Subject to terms and conditions of the SATISFACTION PLUS GUARANTEE. For complete details go to www.FRONTLINE.com

Merial is now part of Boehringer Ingelheim.

† Data on file at Merial



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