

# TVC

May Digital Issue 2017



## Digital magazine

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

# Walletshare

**Best practices  
for capturing  
more of the  
pet spend.**





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# Your First Stop

By Nick McCart, Director of Member Experience

**Here at The Veterinary Cooperative, we're** continually developing our website to create a better user experience for our Member/Owners, as well as our vendor partners. We want it to be your go-to source for member-related information to help answer any questions you have.



The following are some pages on the website we hope you will find useful:

- **TVC Magazine** – We have a repository of all our past TVC magazine issues.
- **NEW! Promotions page** – This is a one-stop shop for all of our exclusive promotions just for TVC Member/Owners! This page is updated weekly, so we recommend you bookmark it. In 2017 alone we've produced over \$100,000 in promotions that are only available for TVC members. We've got a lot more coming, so don't miss out.
- **Upcoming Webinars** – TVC will offer 3 more webinars this year, PLUS 6 free CE courses, check these out here. Don't miss our Profit with Pet Food round 2 webinar in June!
- **New Members** – Want to fast track your onboarding to TVC? Click here for a brief recorded webinar and a place to answer all of your questions.
- **The HIVE** – TVC's very own Member/Owner only forum. Discuss topics ranging from business ideas, to practice management, to job postings, to vendor relations with your fellow TVC members!

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<b>APPROVED FOR USE ON DOGS, INCLUDING BREEDING, PREGNANT AND LACTATING BITCHES. (FRONTLINE Gold for dogs only and FRONTLINE Plus for dogs only)</b>	●	●
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<b>BACKED BY SATISFACTION PLUS GUARANTEE™†</b>	●	●

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† Subject to terms and conditions of the SATISFACTION PLUS GUARANTEE. For complete details go to [www.FRONTLINE.com](http://www.FRONTLINE.com)

Merial is now part of Boehringer Ingelheim.

<sup>1</sup> Data on file at Merial



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## This month at the Veterinary Cooperative

In May the spotlight shines on our Dermatology Vendors. Look for cutting edge therapies from Bayer, Ceva, Elanco, Merial, Spectrum, Vetoquinol, and VetriScience to help serve your clients' dermatological needs. For this spotlight, let's look at the broad array of products from our vendors.

- **Bayer** - Four promotions this month! [Seresto](#), [Baytril](#), [Veraflox](#), and [Quellin](#)! (see below for info)
- **Ceva** - Buy 5 Get 1 + 3 pack of Catego OR Buy 25 get 10 + 5X 3 pack's of Catego ([more details](#))
- **Elanco** - Galliprant, One Giant Leap in Treating OA! ([More details](#))
- **Merial** - Savings on Frontline and NexGard. \$100 Rebate every 20 Carton's ([more details](#))
- **Spectrum Labs** - Guaranteeing All Rebates in May, Check out this Allergy Test Provider ([more details](#))
- **Vetoquinol** - May Carprofen Promotion - 18% - 23% rebate on Vetprofen ([more details](#))
- **VetriScience** - Natural Derm Products Buy 5 get 1 free Mix & Match ([more details](#))

## 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 RACE-approved 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

### WIN FREE PET FOOD! 3 DRAWINGS PER WEBINAR!

**Date:** May 19, 2017

**Times:** 9 AM & 1 PM CST

**Signup:** [www.tvc.coop/webinars](http://www.tvc.coop/webinars)



### Webinar Pet Food Profit - Round Two

Join us Tuesday June 6th at 9 AM or 1PM

for this fantastic webinar!

Last year, we discussed how selling pet food in your clinic can be one of the most profitable portions of your business. This year, we are taking it to another level and discussing how selling pet food not only through your clinic can be profitable, but there are now great online programs for home delivery pet food directly to your patient's home, that still allows you to make a profit on the transaction. Come to this webinar to learn why the math makes sense and hear from fellow TVC members who have put these successful programs in place in their hospital, to keep their patients diets healthy and your clinics profits happy.

Royal Canin will raffle off 3 months of personal pet food for 3 winners at each of the 2 webinars (6 winners total.)

[Register for the morning webinar](#)

[Register for the afternoon webinar](#)

## Promotions

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

**Bayer** - Four promotions this month! [Seresto](#), [Baytril](#), [Veraflox](#), and [Quellin](#)! (see below for info)

**Ceva** - Buy 5 Get 1 + 3 pack of Catego OR Buy 25 get 10 + 5X 3 pack's of Catego ([more details](#))

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**VetriScience** - Natural Derm Products Buy 5 get 1 free Mix & Match ([more details](#))

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](http://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



# Treating otitis externa just got easier.

Just two doses per affected ear,  
dosed one week apart

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The simple treatment for otitis externa\*, with easy application.

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- Same dose for every dog
- Single-dose tube with soft, flexible tip is gentle on a dog's ears
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Ask your Elanco sales representative  
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**Osurnia<sup>®</sup>**   
(florfenicol • terbinafine • betamethasone acetate)

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

## Important Safety Information

OSURNIA (florfenicol/terbinafine/betamethasone acetate) is for otic use only under veterinary supervision. Do not use in dogs with known tympanic perforation or a hypersensitivity to florfenicol, terbinafine or corticosteroids. Adverse reactions observed during clinical trials include vomiting, increased liver enzymes and transient loss of hearing. Please see brief summary on page 16 for additional information.

# Walletshare

## Best practices for capturing more of the pet spend.

### Americans are spending

money on their pets like never before. According to the American Pet Products Association (APPA) annual industry-wide spending figures, overall spending in the pet industry has surpassed previous spending by more than \$6 billion. Pet industry spending for 2016 came in at a record high \$66.75 billion, up from \$60.28 billion in 2015, or a 10.7 percent growth.







## Whatever your dog brings home, it shouldn't be fleas and ticks

For pet owners looking for 8 continuous months  
of flea & tick protection, offer Seresto®.



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Veterinary care spending remains the second source of spending in the pet industry at \$15.95 billion, according to the figures. While routine veterinary visits have not necessarily increased, new advances in health care and services available may be contributing to the 3.4 percent growth.

Yet consider how much more spend is out there. Pet food, supplies, medicines – all things veterinary practices can sell to their clients before they walk out the door. The following are some ideas on how to capture more of the pet spend.

### Serve up more pet food

Pet food is tops in pet spending with \$28.23 billion, according to APPA figures. “Interest in high-end, premium pet food and treats continues to be a key driver for increased spending in the pet food category,” APPA said in a release.

Fast moving products require lower margins to compete, maybe as low as 15 percent. This does not make them low profit because of the turns. Slow moving products can accommodate higher margins, sometimes over 100%.

A typical practice may see somewhere around 5 percent of total sales through pet food – 10 percent if they are doing a great job. And those sales are predominately through prescription.

But imagine if you could get 100 percent. It's like in baseball – you don't hit the ball 100 percent of the time. A good hitter has what, a .300 batting average? But veterinary practices have to ask 100 percent of time if you're going to get a higher percentage to walk out with pet food.

Major pet food companies are making this easier for veterinary practices through promotions. They're also providing the ability to sell online. With TVC, Members get credit for rebates, and can sell online. You may not make as much margin, but you will be assured you will get 12 months of

food. And 12 months at a lower margin will probably put veterinary practices in a better position than 6-8 months of orders with higher margin.

Don't let any customer leave without first asking about their pet food purchase. Practices can stay competitive with big box retailers by setting up online ordering through their website, and being sensitive to the prices offered at competitors.

### Monitor the marketplace

The days of charging 50 percent margin on everything are over. There are simply too many marketplace competitors – big box retailers, online retailers, home deliveries, local veterinarians – to compete with using that old equation.

Veterinary clinics should try and match what they are selling with the marketplace. Otherwise, customers may

see them as price gauging vs. competitor prices. There is a balance to it. Obviously, you don't want to undercut what things are sold for in the marketplace. That's giving money away. But, it's better to make a dollar on something than nothing because you don't sell it (due to having a much higher price).

What veterinarians need to think about today is variable margin. The more times you sell the product daily, weekly or monthly, the more turns. Competitors are likely to lower margin to try and get take that business from you. Fast moving products require lower margins to compete, maybe as low as 15 percent. This does not make them low profit because of the turns. Slow moving products can accommodate higher margins, sometimes over 100%. In fact, you may be losing money on low turns product if you are only charging a 50% margin.

### Expand the product shelf

Look for other things pet owners are spending money on. It could be dog beds, collars or toys. According to APPA, \$14.71 billion was spent on items such as beds, collars, leashes, toys, travel items, clothing, food and water bowls, and other accessories. There is no reason why a practice

can't offer those at the checkout counter. Anything that would make that dog or cat mentally, physically healthy, is something worth looking into selling.

## Book it

Veterinarians need to follow dentists' lead and use forward booking for preventive checkups, medical progress exams and chronic disease management, according to Wendy Myers, owner of Communication Solutions for Veterinarians. A AAHA State of the Industry Report done a few years ago estimated that going from 5 percent to 10 percent of forward booked exams could generate \$40,000 in additional revenue for a typical practice or equal to 3 percent revenue growth. The report estimated a total of \$350 million in additional preventive care revenue for the veterinary profession. According to the 2015 AAHA State of the Industry report, 6 out of 10 pet owners would forward book their pets' preventive checkups.

So what are some effective ways to forward book? Myers says that one way is to direct the client to a specific date and time, increasing the likelihood she'll schedule. "Dr. <Name> could see you on Wednesday, Oct. 19 at 10 a.m. or Friday, Oct. 21 at 3 p.m. for your pet's next checkup. Which fits your schedule?"

Another method involves confirmation. When booking exams six months or more ahead, veterinary practices should call clients two weeks in advance to confirm in case appointments need to be rescheduled, Myers says. Also, they should call two days before as a courtesy reminder.

## Dental cleanings

TVC Member/Owner Jennifer Mathis, DVM, Family Pet Veterinary Center Norwalk, Iowa says that in her first year of emphasizing dentistry in her practice, the dentistry portion of the business changed from 5 percent to 30 percent of her gross. What was good for her business was good for

Home care  
is a way for  
veterinarians to  
stay connected  
with their  
clients. It can  
also be a profit  
center with the  
products you're  
able to sell  
through  
your clinic.

the health of her pet patients. Pet owners would volunteer to her how much more energetic and happier their pets were following dental procedures such as tooth extractions. By doing a thorough examination and using dental X-rays, in many cases Mathis uncovered hidden problems, and hidden pain.

Mathis says veterinary practices should approach dentistry as a regular part of the patient's care. She advocates that every pet needs an anesthetic dental procedure every year – or in some cases more frequently. "Do more dentistry, you'll have healthier pets, and build the bond with your clients," she says. "We all know with much calculus a dental procedure is necessary, it's the ones with little build up that we

cannot forget the fact that this is a preventable disease."

Home care is a way for veterinarians to stay connected with their clients. It can also be a profit center with the products you're able to sell through your clinic. Helping clients choose do-able home care gives the best outcome. Veterinarians can even invite clients to return for complimentary dental exams as every visit is another touch point for building the bond while increasing education and compliance.

## They're covered

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." ■



# Hydrolyzed Protein Diets and Gastrointestinal Disease

Using, and recommending, hydrolyzed protein diets for patients with GI disease

By Catherine Lenox, DVM, DACVN, Scientific Affairs Manager, Royal Canin USA

## Many veterinarians have utilized hydrolyzed protein diets for patients with gastrointestinal (GI) disease.

The objective of this article is to describe the who, what, where, when, why, and how of using and recommending hydrolyzed protein diets for patients with GI disease.

**Who:** Patients that can benefit from hydrolyzed diets include patients with chronic GI signs associated with GI adverse food reactions, such as vomiting, diarrhea, or weight loss. These patients may or may not have cutaneous adverse food reactions (CAFR) in conjunction with their GI signs.

The first step in diagnosing GI adverse food reactions is a food elimination trial. Food trials are the gold standard for diagnosis of adverse food reactions, which can include food allergy or food intolerance.

**What:** Hydrolyzed protein diets are commercial diets in which the protein source is broken down on a molecular level by enzymatic hydrolysis. The carbohydrate source in hydrolyzed protein diets is often not hydrolyzed, and can be rice, potato, or starch.

**Where:** Hydrolyzed protein diets are meant for at-home, long-term feeding. Starting a hydrolyzed protein diet for hospitalized patients in need of a food elimination trial prior to discharge is not recommended, in order to help prevent food aversions.

**When:** Hydrolyzed protein diets can be fed to patients for diagnosis of adverse food reactions, or after the presence of adverse food





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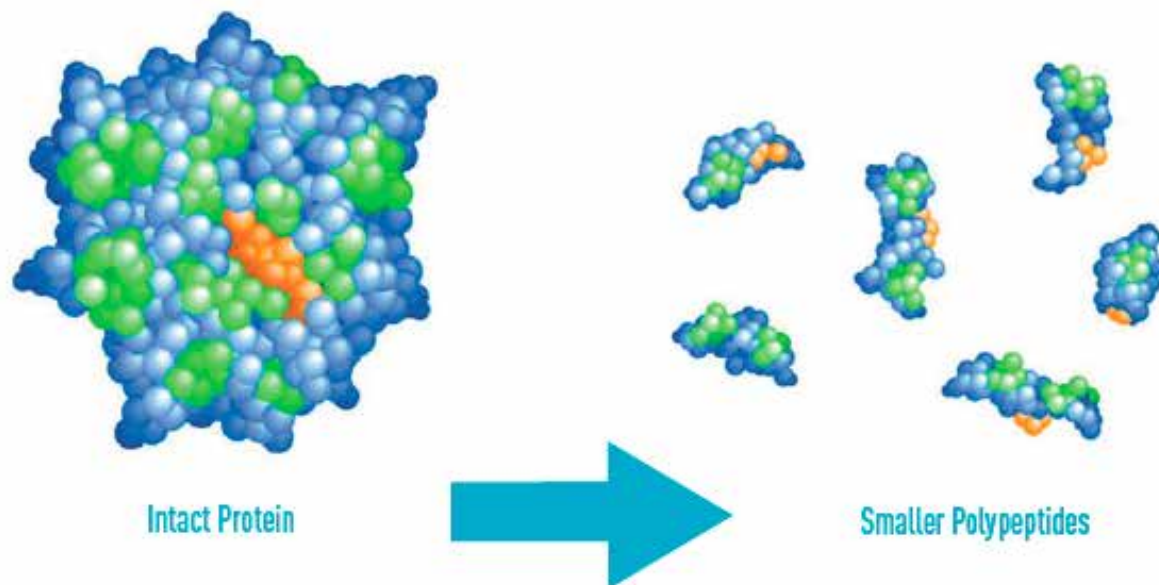
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- HYDROLYZED PROTEIN ADULT HP

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<sup>1</sup>Clinical trial on ULTAMINO® Feline, 2016. Royal Canin data on file.  
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reactions has been confirmed. The first step in diagnosing GI adverse food reactions is a food elimination trial. Food trials are the gold standard for diagnosis of adverse food reactions, which can include food allergy or food intolerance. Food trials for patients with signs of GI adverse food reactions only should last 2-4 weeks, but if the GI signs are combined with signs of CAFR, the trial should be longer (6-12 weeks) to help determine if the dermatologic signs are related to adverse food reactions as well. If the trial is successful, a challenge with the previous food or ingredients can be performed to confirm the presence of adverse food reactions.

**Why:** Hydrolyzed protein diets, as mentioned, have a protein source that is broken down. This can help patients with GI disease in different ways. First, the process of

Hydrolyzed protein diets are complete and balanced for long-term feeding for adult maintenance. Some hydrolyzed protein diets are also complete and balanced for growth.

hydrolysis makes the diet more digestible, as the protein source is already partially broken down. Second, the process of hydrolysis changes the size and shape of the dietary proteins, making it more difficult for the immune system to recognize the proteins as foreign and antigenic. The goal is to avoid triggering abnormal immune responses in response to dietary proteins by feeding proteins that are not intact.

**How:** If a food trial is successful, hydrolyzed protein diets are meant to be fed for the life of the animal. Hydrolyzed protein diets are complete and balanced for long-term feeding for adult maintenance. Some hydrolyzed protein diets are also complete and balanced for growth. If an animal has concurrent diseases such as obesity or urolithiasis, there are hydrolyzed protein options that may help both problems. ■

**About the author:** Dr. Catherine Lenox received her BS from Duke University and her DVM from the University of Missouri. After graduating from veterinary school in 2007, she completed a small animal rotating internship at Colorado State University and a residency in veterinary nutrition at the Virginia-Maryland Regional College of Veterinary Medicine. She was board certified by the American College of Veterinary Nutrition in 2011. After completing her residency, she spent three years with Gulf Coast Veterinary Specialists prior to joining the Royal Canin team in August 2014. Dr. Lenox currently lives in Houston, Texas.



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# Industry NEWS

## **PetSmart to acquire online pet retailer**

According to *Pet Age*, PetSmart, Inc. announced it has entered into a definitive agreement to acquire Chewy, Inc., the online pet retailer. The acquisition accelerates the execution of PetSmart's strategy and is a critical milestone in its transformational journey in meeting its goal of being the most convenient, best-in-class pet retailer. The combination of PetSmart and Chewy will enhance both companies' capabilities and reach, offering the widest selection of pet products and services available both in-store and online in North America. The acquisition, which is subject to customary regulatory approvals, is expected to close by the end of PetSmart's second fiscal quarter of 2017.

## **Survey: Millennials largest generation segment of pet owners**

According to APPA's 2017-2018 National Pet Owners Survey, 68 percent of American households now own a pet, accounting for 84.6 million pet-owning households, up from 79.7 million pet-owning households in 2015, *Pet Product News* highlighted. The survey shows a new generation of pet owners contributing to the growth of pet ownership. Gen Y/millennial pet ownership has officially surpassed baby-boomer ownership by three percentage points to now account for 35 percent of all pet owners. "Millennials may be the largest generation segment of pet owners in general, but they also account for

more than half of reptile, small animal and saltwater fish owners," said Bob Vetere, President and CEO of the APPA. "This is a very passionate, active and connected group, and it's been very exciting to see the ways in which our industry is working to meet the demands of this powerful demographic."

## **Veterinary Medical Association Executives, PHP partner to offer forward booking program**

Veterinary Medical Association Executives (VMAE) has collaborated with Partners for Healthy Pets (PHP) on a forward booking program that will have a significant impact on veterinary practices and their patients, according to a release. The *Ready. Set. Go! Forward Booking Campaign* is a nationwide, collective initiative primarily driven through state veterinary medical organizations that focuses on the importance of forward booking, which simply means scheduling all patients' next appointments before they leave the practice, regardless of the reason for their current visit. This includes medical progress exams and preventive healthcare exams. To create excitement around implementing forward booking in veterinary practices, VMAE has also launched *Forward Booking WORKS!*, a nationwide testimonial contest for veterinary teams to share how forward booking has benefitted their patients and practices. Beginning April 15, 2017, the contest can be accessed through participating state veterinary medical associations or at the VMAE website, <http://www.vmaexecs.org/default.asp?page=ForwardBookingWorks>.

# Osurnia™

(florfenicol • terbinafine • betamethasone acetate)

## Otic gel

Antibacterial, antifungal, anti-inflammatory

## For Otic Use in Dogs Only

### Caution:

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

Before using this product, please consult the product insert, a summary of which follows:

### Indication:

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

### Dosage and Administration:

OSURNIA should be administered in the clinic. Clean and dry the external ear canal before administering the initial dose of the product. Administer one dose (1 tube) per affected ear(s) and repeat administration in 7 days. Do not clean the ear canal for 45 days after the initial administration to allow contact of the gel with the ear canal. Cleaning the ear may affect product effectiveness (see **Effectiveness**). If alternative otic therapies are required it is recommended to clean the ear(s) before application. Open tube by twisting the soft tip. Insert the flexible tip into the affected external ear canal(s) and squeeze entire tube contents into the external ear canal(s). After application, gently massage the base of the ear to allow the gel to penetrate to the lower part of the ear canal.

See product insert for complete dosing and administration information

### Contraindications:

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

Do not use in dogs with a hypersensitivity to florfenicol, terbinafine or corticosteroids.

### Warnings:

Not for use in humans. Keep this and all medications out of reach of children. Consult a physician in case of accidental ingestion by humans. In case of accidental skin contact, wash area thoroughly with water. Avoid contact to the eyes.

### Precautions:

Do not administer orally.

The use of OSURNIA in dogs with perforated tympanic membranes has not been evaluated. The integrity of the tympanic membrane should be confirmed before administering this 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 and Adverse Reactions**).

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

### Adverse Reactions:

The following adverse reactions were reported during the course of a US field study for treatment of otitis externa in dogs treated with OSURNIA with 1 tube per affected ear(s) and repeated after 7 days:

#### Frequency of Adverse Reaction by Treatment

Adverse Reaction	OSURNIA (n=190)	Placebo (n=94)
Elevated Alkaline Phosphatase	15 (7.9%)	3 (3.2%)
Vomiting	7 (3.7%)	1 (1.1%)
Elevated AST, ALT, ALP*	2 (1.1%)	0 (0.0%)
Weight loss (>10% body weight)	1 (0.53%)	0 (0.0%)
Hearing Decrease/Loss	1 (0.53%)	1 (1.1%)
*Aspartate aminotransferase (AST), alanine aminotransferase (ALT), alkaline phosphatase (ALP). Two dogs with pre-existing elevations in ALP were reported to have an increase in liver enzymes (ALP, ALT and/or AST) at study exit. Subsequent clinical chemistries returned to pre-treatment levels in one dog, while no follow up was performed for the second dog.		

### Effectiveness:

Effectiveness was evaluated in 235 dogs with otitis externa. The study was a double-masked field study with a placebo control (vehicle without the active ingredients). One hundred and fifty-nine dogs were treated with OSURNIA and seventy-six dogs were treated with the placebo control. All dogs were evaluated for safety. Treatment (1 mL) was administered to the affected ear(s) and repeated 7 days later. Prior to the first administration, the ear(s) were cleaned with saline but not prior to the Day 7 administration. Six clinical signs associated with otitis externa were evaluated: pain, erythema, exudate, swelling, odor and ulceration. Total clinical scores were assigned for a dog based on the severity of each clinical sign on Days 0, 7, 14, 30 and 45. Success was determined by clinical improvement at Day 45. The success rates of the two groups were significantly different ( $p=0.0094$ ); 64.78% of dogs administered OSURNIA were successfully treated, compared to 43.42% of the dogs in the placebo control group.

### Storage Conditions:

OSURNIA should be stored under refrigerated conditions between 36° - 46° F (2° - 8° C). To facilitate comfort during administration, OSURNIA may be brought to room temperature and stored for up to three months.

### How Supplied:

OSURNIA is a gel in a single use tube with a flexible soft tip, supplied in cartons containing 2 or 20 tubes.

NADA # 141-437, Approved by FDA

Elanco, OSURNIA and the diagonal bar are trademarks owned or licensed by Eli Lilly and Company, its subsidiaries or affiliates.

### Manufactured for:

Elanco US Inc. Greenfield, IN 46140, USA

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10/16