



Wild West Veterinary Conference

October 11-15, 2017
Peppermill Resort Spa Casino, Reno, NV
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Chicagoland Veterinary Conference

May 13-17, 2018 Sheraton Grand, Chicago, IL www.chicagolandvc.com

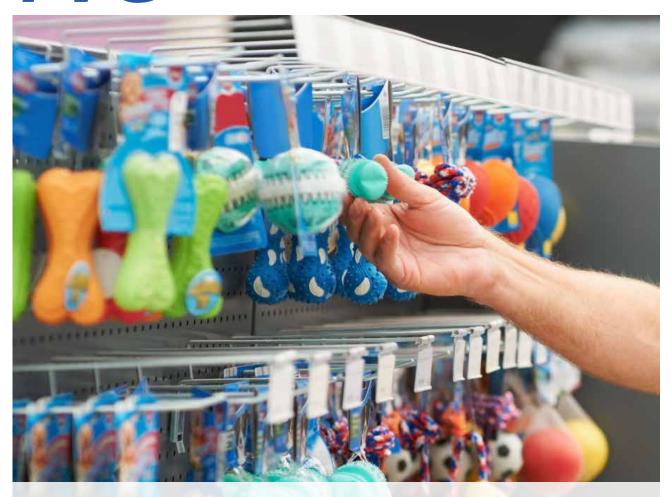


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How TVC Began



The Veterinary Cooperative started innocently

enough at a dinner table conversation at a social event in the fall of October 2010. There was discussion on how independent businesses in different industries compete with corporate consolidation. Rich Morris, a business consultant at the time, explained the dynamics involved; how corporations have the negotiating muscle to get better pricing, how they can hire MBAs that deploy best practice business tactics, and can share resources to develop advertising and promotions to increase sales and profits for the corporate locations.

Morris also shared how independents can compete with corporate groups, namely through cooperatives. "A cooperative is owned by its members and provides the same advantages of a corporation while allowing each owner to maintain the advantages of being independent," he said.

A veterinarian commented that the consolidation Morris described was happening in his industry, and that independent veterinarians needed something like a cooperative to succeed in the marketplace. Over the next 18 months, Morris investigated the idea and came to the conclusion that the veterinary industry was in need of a nationwide cooperative. In July of 2012, a group of four veterinarians hired Morris to start up the cooperative and incorporated TVC. On Sept. 4, 2012 TVC welcomed veterinaries to join with their eight vendor programs.

In July of 2012, Morris estimated

TVC would have about 2,000 members/owners within a decade. By the end of December 2012, TVC had more than 140 members. Today there are over 2,600 clinics. The TVC membership represents about \$2.5 billion in revenue from pet owners, or about 15 percent of all pet owner revenue spent at veterinary hospitals.

Morris said that in order to provide members/owners the full benefits of marketing support, education, best business practices and competitive pricing, TVC would need to eventually get to 5,000 members. "That dream is now within our sights within the next few years, way ahead of any predictions we could have made in 2012," he says.

TVC's growth mirrors other cooperatives in other industries. For instance, this spring, ACE Hardware Corporation became the world's largest hardware cooperative, announcing its global store count had exceeded 5,000 locations. ACE had a similar founding in the Chicago area in 1924 with five members/owners. "The pace of a few members to 5,000 is much quicker today as businesses realize the need to use the latest business tools to succeed. Veterinarians have quickly come to this realization and joined TVC."

Manufacturers and providers of goods and services have also recognized this change in the industry, Morris said. TVC has about 100 programs that provided an estimated 7 percent savings in discounts and rebates to owners in purchases made through the cooperative in 2016. "There is a waiting list of over 300 vendors that would like to do business with TVC members, however we just do not have the bandwidth to bring them all on at once," says Morris. "And, we only want to bring on vendors that will prove the best-in-class products and services while committing that they truly want to support the independent veterinarian."

TVC owners also understand their part in supporting the cooperative and TVC vendors. TVC owners have gone from purchasing about \$30,000 each in cooperative vendors' products and services in 2013, to a predicted \$150,000 in 2017. Sales for TVC vendors in 2017 will be over 100 percent more than in 2016, and vendors are seeing the shift in sales with as much as a 25 percent increase in same-store sales among TVC member/owners.

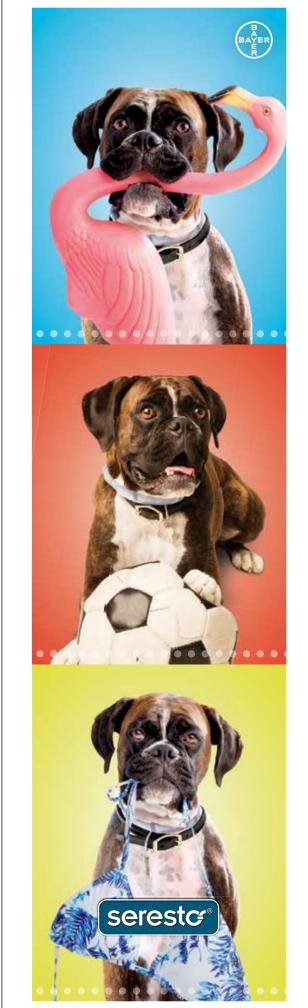
100 programs
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TVC has about

"TVC owners need to have the independence to choose

whatever brand of product or service they want," Morris said. "They need to have the flexibility to provide the pet health care in a way they think is best for their clients' pets, rather than be told by a corporation how to practice medicine. TVC members in just a few short years also understand that supporting TVC vendors is in their best interest to thrive, and have responded in a way I could have never imagined. I am proud to have been chosen as the leader of such a great group of business owners. Their understanding of how a cooperative needs to operate and the ability to maintain their independence is better than any of the 150 cooperatives I have had a chance to see in my 15 years of consulting.

"I look forward to what TVC and its owners will accomplish in the next 5 years," Morris continues. "We live in exciting – and changing – times. Our cooperative owners have seen the future and are responding to it in a way that will make everyone connected to TVC thrive – its owners, vendors, and employees, as well as the pet owners."





Join us at the VMX / NAVC - TVC members enjoy a 10% discount More info here

Find a new job, Find new talent. Job listings available here: www.tvc.coop/joblistings

Disaster Relief

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Promotions

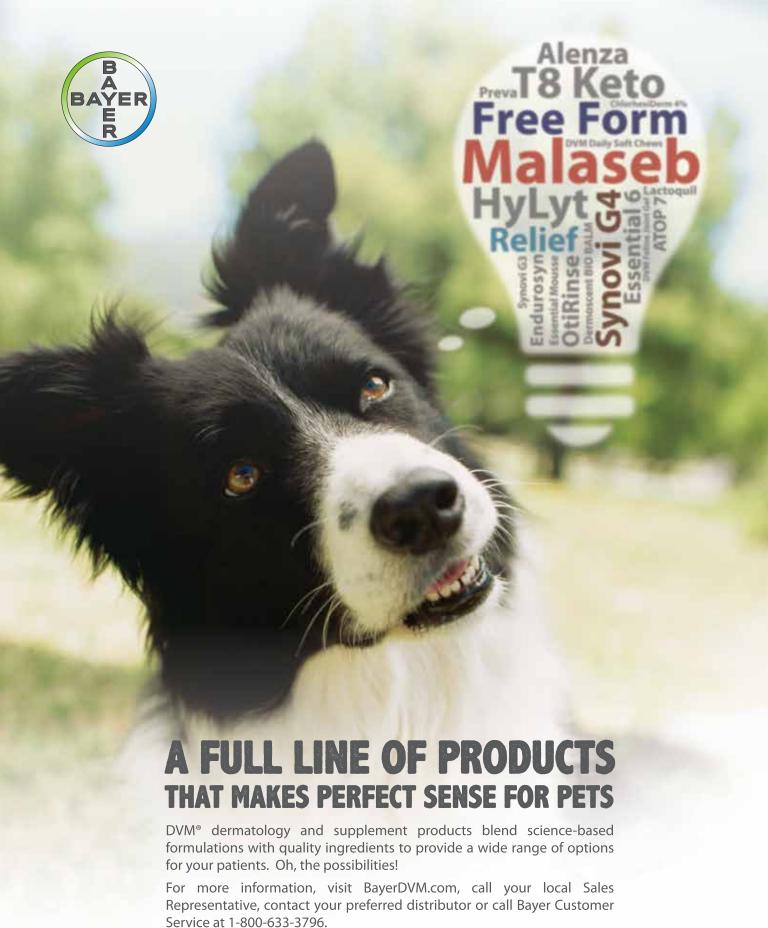
Bayer Receive up to a \$35 rebate (more info)! (more details)

Ceva Feliway / Adaptil - Buy 2 Get 1 (more details)

Elanco Pet Reach from Elanco. Keep your clients coming back! (more details)

Merial Boehringer Ingelheim- TVC's Largest Promotion EVER! See below! (more detail)









Promotions

Our largest promotion ever, from Boehringer Ingelheim (Merial)

Until our supply of the ParaVue DX Flea & Tick scanner, valued at \$2,500 provided to TVC from BI (formally Merial) runs out, we are excited to be launching our Switch & Save: Flea & Tick campaign supported by Boehringer Ingelheim (formally Merial). As an owner of TVC it is important to remember that the strength of the cooperative stems from its owners. As a co-op, TVC thrives off owner engagement, and that is exactly what the Flea & Tick Switch & Save campaign is all about! The more support we get from our owners, the more TVC can turn that support into savings that go right back into your pockets. Boehringer Ingelheim

also strongly believes that supporting our cooperative is imperative to its continued success, and in return, they have teamed up with us to help support any owners who choose to participate.

How Boehringer Ingelheim Supports the Veterinary Cooperative

From now until September 30, if you choose to Switch & Save away from non-TVC associated vendors and instead make a purchase with any of the following TVC Flea & Tick vendors (See list below) Boehringer Ingelheim will support TVC owners by sending you a ParaVue DX Flea & Tick scanner FREE! (\$2,500 value).

Boehringer Ingelheim feels very strongly that owners who take an active role in supporting the TVC co-op should be rewarded, and in return, Boehringer Ingelheim wants to help by taking an active role in supporting you for your efforts.

Here you will find information regarding the ParaVue DX Flea & Tick scanner. After making a purchase from any of our supported TVC Vendors, please visit this link: tvc.coop/to/switch-and-save and fill out THIS form to receive your Para-Vue DX Flea & Tick scanner FREE courtesy of Boehringer Ingelheim (Merial).

Supported Switch & Save TVC Vendors:

Boehringer Ingelheim (formally Merial)

Bayer

Ceva

Elanco

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





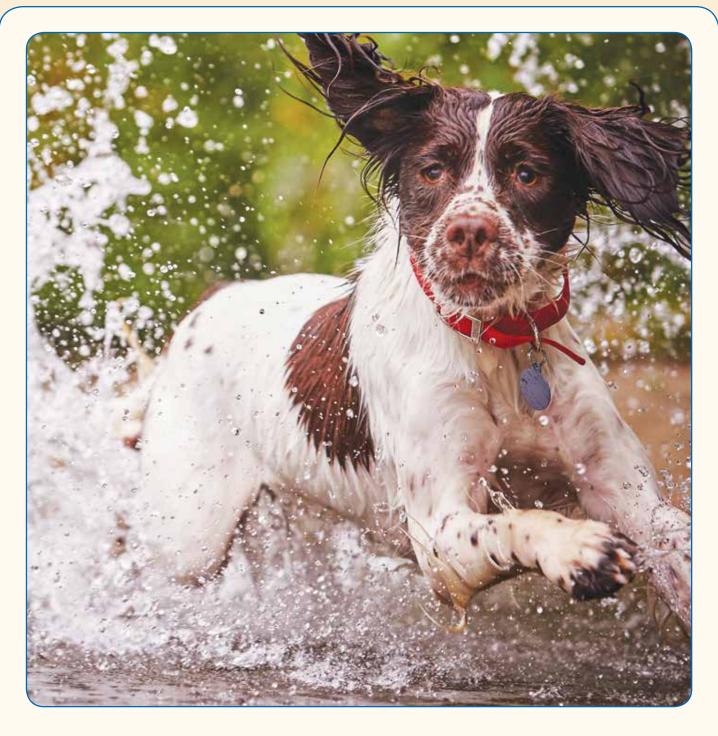
KVP PREMIUM

kvpvet.com/premium

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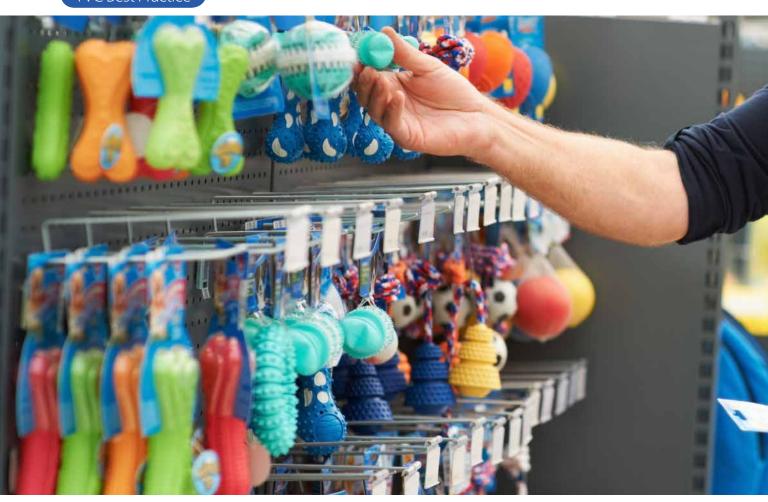
The Mere











TVC Owner Carol Rowe, DVM, Blue Ridge Pet Clinic, Lakeside, Ariz., says selling retail items such as Kong collars and toys are an effective way to keep pet parents more involved with their veterinary practice and less so with big box retailers. "I started stocking the inflatable Kong collars because people were asking for them and were saying 'I'm going to buy an inflatable,'" Dr. Rowe says. "So I would tell them 'I can save you a trip — I've got them here.' I also have the fillable toys available for purchase to keep clients out of stores."

Dr. Rowe and the clinic staff listen to what products their clients prefer. Blue Ridge Pet Clinic sells

Kong's Calmer collars and the inflatable Kong Cloud collar. "People like the soft Calmer collar more than the hard clear plastic ones," Dr. Rowe says. "People started asking for the inflatable collars, so I started stocking the

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Kong Cloud collar. Some people think it's so much more kind or humane."

Clinical benefits

Dr. Rowe says that Blue Ridge Pet Clinic uses and offers these products because they are tied to a larger clinical strategy. "We use them out of necessity to keep the dogs from licking surgical sites," Dr. Rowe says. The collars are included in the treatment plan with every spay and neuter surgery, or any other surgery where licking is a risk.

"We are also Fear Free certified, so we use the Kong toys to present treats to dogs like the Stuff'N Easy," Dr. Rowe says. "We fill little Kong toys with that

so that it takes them a while to lick it out."

Dr. Rowe also recommends the Kong toys at home for anxious dogs. "They're used in the exam room with Stuff'N Easy to win dogs over during the exam, so they're in the exam

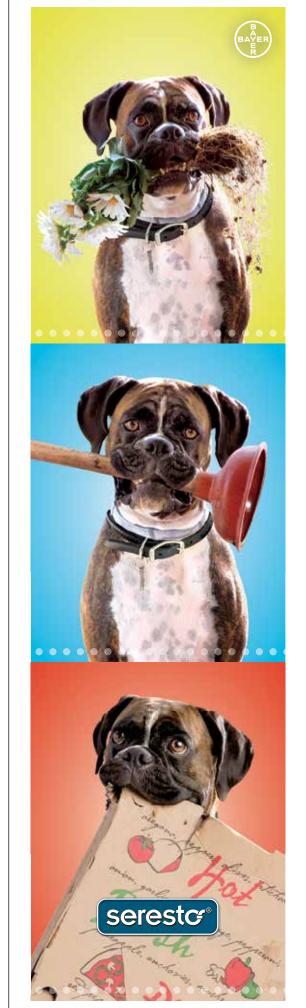


room," she says. "The fillable Kong toys are available for purchase at the clinic; can be filled with peanut butter or cheese; good for Fear Free."

The Fear Free initiative was founded by Dr. Marty Becker, and currently involves a 160-member advisory panel comprised of board-certified veterinary behaviorists, veterinary technician behavior specialists, board certified veterinary anesthetists, well-known veterinary practice management experts, and boarded veterinary practitioners experienced in Fear Free methods, hospital and animal shelter designers, and other experts. The program offers veterinary professionals the opportunity to receive CE as well as certification in Fear Free veterinary practice from the parking lot to the exam room and beyond

Dr. Rowe says through the Fear Free initiative she and her staff have learned a lot of good techniques to make the patients like coming to the clinic. Blue Ridge veterinarians and staff emphasize taking time and being patient with the pets, and trying to help teach the owners to do the same thing. Pet retail products are one tool that can enhance that aspect of the veterinary practice.

"It's the veterinary-client relationship that gives us the advantage," Dr. Rowe says. "It's focusing on the relationship with the owner and the pet. I see that as the advantage over big box stores. It also just makes it a whole lot more fun to practice."







purchasing power equal or greater than these corporate competitors. The following are some ways veterinary practices can increase their revenue potential.

Dig into 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.

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.

Imagine if you could get 100 percent. It's like in base-ball – 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.

Veterinary clinics should try and match what they are selling with the marketplace. Otherwise, customers may see them as price gauging.

The best practice is not to 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. Which leads to the second point...

Monitor the marketplace

Veterinary clinics should try and match what they are selling with the marketplace. Otherwise, customers may see them as price gauging. There is a balance to it. 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).

Expand the product shelf

Look for other things pet owners are spending money on, whether that's dog beds 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.

Whatever your dog brings home, it shouldn't be fleas & ticks.



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Industry NEV/S

Pet insurance a hit with employee benefits

According to Employee Benefit News, data shows that pet ownership reduces stress levels and the risk of heart attacks and lowers blood pressure and cholesterol levels - and employees who don't have to worry about coming up with money to pay for their furry friends' often-costly medical bills are happier still. Hence the rise of the pet insurance benefit, which is steadily gaining ground on the voluntary menu. In 2016, premiums paid for pet insurance (sold both as a voluntary benefit and to individuals) rose 21%, according to the North American Pet Insurance Association. The trade group also calculates that the number of pets insured in North America grew by 11.5% last year. One factor behind the growth seems to be deferred childbearing by millennial generation employees, and the increasing number of "empty nesters" who substitute pets for human children.

More Millennials consider pets as practice for parenthood

According to *AdWeek*, millennials are putting off marriage and starting families later in life, but there's one big milestone they're right on track for: their first pet. To many adults ages 20-36, these furry creatures are much more than cute companions – they're starter children. A recent study from business solutions agency Gale found that 44 percent of millennials see their pets as "practice" for the real deal, with 21 percent citing that as the main reason for welcoming an animal into their homes and another 23 percent saying it was at least part of the reason. And the *Washington Post* reported last year that three-fourths of Americans in their 30s own a dog and over half own a cat. Marketers say they've noticed that the perception of pets has changed with this generation – and they can take that animals-as-kids perspective to the bank.

Kevin Pohlman named President of Patterson Animal Health

Patterson Companies announced that Kevin Pohlman has been named President of Patterson Animal Health, Pohlman replaces John Adent, who left the company in July to pursue other leadership opportunities. "It's my privilege to have the opportunity to lead this great team – the best in the industry," said Mr. Pohlman. "We've reached a real tipping point in our efforts to bring the two organizations together. We've integrated our sales forces, our 'back office' operations and systems are running smoothly, and we're seeing real, tangible results in our continuing efforts to ensure that our customers are satisfied. It's something we measure against - that our customers are getting the service levels and product mix they expect, and are receiving practical solutions to the challenges they face every day. Making their business better makes our business better." Pohlman joined the organization in August, 2001 and was most recently the Vice President of Sales and Marketing. Prior to assuming that role, Pohlman was President of Corporate Sales and Marketing for Animal Health International.

Dr. Michael Topper assumes role of president of AVMA

According to *Today's Veterinary Business*, Michael J. Topper, DVM, Ph.D., DACVP, assumed the role of president of the American Veterinary Medical Association in late July during the organization's convention in Indianapolis. Dr. Topper, a recently retired veterinary pathologist living in Harleysville, Pa., will serve as president for one year. He has held numerous leadership roles. They include representing the Pennsylvania Veterinary Medical Association on the AVMA House of Delegates from 2007 to 2016 and serving on the House Advisory Committee for six years, culminating as chairman in 2015. Dr. Topper's successor in July 2018 will be John de Jong, DVM, of Weston, Mass., whom the House of Delegates named president-elect.



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