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October Digital Issue 2017

TVC

Digital magazine

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Thinking Big

How equipment purchases
and services can help grow
your veterinary practice



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Help After the Storm

By Allison Morris

TVC owners in these areas can request funds for clients' pets brought into their practice where the client may not be able to afford treatment due to the extra financial burden the hurricane has had on the region.

Hurricanes Harvey, Irma, and Maria have left a

wake of destruction across the Gulf Coast, Caribbean and Southeast United States.

We wanted to highlight several things TVC is putting into place to help with recovery efforts.

First, if you and your practice have been affected by Hurricanes Harvey, Irma, or Maria please know that TVC staff stands ready to help you in any way we can. Please call our office and speak to any one of our staff. We can help contact vendors for support, help with financial questions, or work to assist with any other needs you may have.

Secondly, TVC has made a donation to [Veterinary Care Foundation](#) specifically for use by TVC owners in the hurricane-affected areas. TVC owners in these areas can request funds for clients' pets brought into their practice where the client may not be able to afford treatment due to the extra financial burden the hurricane has had on the region. TVC owners can make as many requests as they wish for \$50 or more, up to \$300 per clinic, until the funds run out. You must submit the veterinary bill, client name and address, and reason why this donation is requested.

As a TVC owner, you may be thinking of ways you can help those fellow owners in their time of need. TVC owners are all part of a community where we cooperate together. Here are some ideas you may want to consider:

- Support the Red Cross or any other organization that moves you on this subject.
- You can donate to the TVC Hurricane Relief Fund for Pets. Email Rich Morris for details on how and where to send your donation rich.morris@TVC.coop
- For more information please visit <http://www.tvc.coop/hurricane>



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.

This Month at the Veterinary Cooperative

Join us at the VMX / NAVC
TVC members enjoy a 10% discount

[More info here](#)

Webinars



Free 1-Hour CE Webinar From Elanco

Tuesday, November 7th, 9am and 1pm CST
Earn 1 RACE CE Credit

Join Elanco's Dr. Mara Tugel for a presentation on "Infectious Disease: Hot Topics and Prevention Strategies." Get a free Pet Blanket cover for your car's backseat (a \$55 value!), and the Ultra Digital Communications Kit.





[Click here to register!](#) 

Please join us for a free 1-hour presentation from [Elanco's](#) Dr. Mara Tugel on the subject of "Infectious Disease: Hot Topics and Prevention Strategies", and earn 1 free CE credit. Dr. Tugel will discuss:

- Updates in canine and feline infectious disease
- Prevention strategies to maximize protection and minimize stress
- Expert recommendations to help you create protocols in your practice

Dr. Tugel is a Consulting Veterinarian for [Elanco](#) Companion Animal Health. She started her career in industry with Boehringer Ingelheim after 6 years of equine and small animal practice in Lexington, Ky.

- All attendees will receive the Ultra Digital Communications Kit (emailed post-webinar)
- All attendees will receive a free Pet Blanket Cover for their car's backseat (a \$55 value!)

We hope you'll join us at either **9 AM or 1 PM CST** [Click here to register!](#)

Promotions



SUPPORTS THE MISSION AND OWNERS OF



SWITCH TO ANY TVC PARASITICIDE VENDOR FOR A FREE FLEA/TICK SCANNER

[CLICK FOR MORE INFO](#) 

BY OFFERING A

\$2,000,000+

paraVue^{DX} Flea / Tick Scanner GIVEAWAY!

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To learn more, please visit
www.galliprantfordogs.com/vet



Galliprant is indicated for the control of pain and inflammation associated with osteoarthritis in dogs.

IMPORTANT SAFETY INFORMATION

Not for use in humans. For use in dogs only. Keep this and all medications out of reach of children and pets. Store out of reach of dogs and other pets in a secured location in order to prevent accidental ingestion or overdose. Do not use in dogs that have a hypersensitivity to grapiprant. If Galliprant is used long term, appropriate monitoring is recommended. Concomitant use of Galliprant with other anti-inflammatory drugs, such as COX-inhibiting NSAIDs or corticosteroids, should be avoided. Concurrent use with other anti-inflammatory drugs or protein-bound drugs has not been studied. The safe use of Galliprant has not been evaluated in dogs younger than 9 months of age and less than 8 lbs (3.6 kg), dogs used for breeding, pregnant or lactating dogs, or dogs with cardiac disease. The most common adverse reactions were vomiting, diarrhea, decreased appetite, and lethargy. Please see product label on page 17 for complete safety information.

1. Kirkby Shaw, K., Rausch-Derra, L., and Rhodes, L. 2016. "Grapiprant: an EP4 prostaglandin receptor antagonist and novel therapy for pain and inflammation." Vet. Med. Sci. 2: 3-9.
2. Rausch-Derra, L., Huebner, M., and Rhodes, L. 2015. "Evaluation of the safety of long-term, daily oral administration of grapiprant, a novel drug for treatment of osteoarthritis pain and inflammation, in healthy dogs." Amer. J. Vet. Res. 76.10: 853-859.

Promotions

Our largest promotion ever, from **Boehringer Ingelheim (Merial)**

Until our supply of the ParaVue DX Flea & Tick scanner, 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 Switch & Save: Flea & Tick 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

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 ParaVue 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 <https://theveterinarycooperative.coop/membersonly/vendors/provecta>
- 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

TVC Owners Can Help Support Hurricane Affected Shelters With Provecta!

Now Through November 17, 2017

With every case of [Provecta](#) Advanced for Dogs or [Provecta](#) Advanced for Cats (mix and Match) you purchase, CAPInnoVet will donate \$50 to a shelter in Hurricane-affected areas!

Unlock Your Practice's Potential with **Vetsource** Today!

Did you know that [Vetsource](#) is free for all TVC owners? That's right – as a TVC owner, you can become part of [Vetsource](#) at no cost; no \$199 enrollment fee or \$19.95 monthly fee – ever. And [Vetsource](#) is much more than an online pharmacy/food delivery service. [Click here to learn more.](#)

Realize significant savings on medical lasers from one of our new vendors – [K-Laser](#). Get a 3-5% discount on medical lasers. [Click here to learn more.](#)



A COMPLETE NUTRITIONAL APPROACH TO ALLERGIC DERMATITIS

Introducing Feline **ULTAMINO**®, an innovative diet, formulated with an extensively hydrolyzed protein source in which 95% of peptides are below 1 kDa in size and 88% are free amino acids.

A clinical study in cats with confirmed or suspected food reaction demonstrated that **100% of the cats had a significant improvement in skin condition** based on veterinary assessment.¹

From diagnosis to long-term management, ROYAL CANIN® offers a feline diet for every phase of your clinical approach.

Find out more at royalcanin.com.

FELINE DERMATOLOGICAL FORMULAS:

- ULTAMINO®
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¹Clinical trial on ULTAMINO® Feline, 2016. Royal Canin data on file.
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Thinking Big

How equipment purchases and services can help grow your veterinary practice

Expanded services. Better clinical outcomes. Happier clients. Getting the most out of your veterinary practice's revenue.

Those are some of the many benefits of investing in equipment for your veterinary practice. TVC talked to several vendors on the products and services available to TVC owners, and how to make the most out of your investment.



Use your cash, on your terms

The price tag that comes along with equipment purchases can give any veterinary practice pause. Fortunately, there are financing options available that are designed with flexibility in mind to help practices preserve cash while investing in the latest technology.

“There are so many benefits to financing equipment versus paying outright for any purchase,” says Peggy Nielsen, Business Development Manager, [OnePlace Capital](#), a division of Bank Midwest. [OnePlace Capital](#) provides equipment finance agreements in the veterinary marketplace.

“Our simple interest loan plans allow you to preserve your cash for any unexpected expenses or operating needs. We are experts in the veterinary marketplace and can help you with all of your equipment needs.”

Nielsen says that TVC members aren't charged a documentation/processing fee, and “we always allow no prepayment penalties.”

“Simply stated, if you want to pay off early, you can, with no penalties. If you want to pay extra any given month, you can, with additional funds going to principal. By using our money instead of your own, you will let the machine pay for itself.”

Nielsen says by having the latest technology, veterinarians will be practicing better medicine. “Better systems and products will lead to better overall patient care,” she says. “Financing equipment sometimes makes otherwise unaffordable equipment attainable.”

Nielsen says [OnePlace Capital](#) helps a wide range of veterinary practices, from those who are just starting out, to forward-thinking entrepreneurs, all the way to practices that are retiring and selling their practice. “Our plans give doctors the ease of mind and confidence to make large purchases and assurance that we will be here for them throughout the entire term.”

LOVE at one dose

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

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- ◆ No work for your clients

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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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Cost-Effective Care

There comes a time when pinch-ing pennies can end up costing businesses. The old technology becomes outdated and ultimately more expensive to maintain than a new technology being introduced to the market.

At least that's the case with patient warming products, with the recent introduction of new technology to the market, says John Bayard, Senior Product Sales Manager, [Hot Dog Patient Warming](#). Patient warming used to consist of two categories – circulating water, and forced air. Circulating water has been in the market a long time, while forced air was introduced around 30 years ago.

But with those technologies came the costs involved in frequently replacing products. "People had to buy forced air patient warming blankets over and over," says Bayard. "The same with the water blankets, so you had a high on-going cost."

However, Hot Dog's Patient Warming system has introduced a new technology to the market – conductive fabric. The flexible blankets feature electrically conductive fabric for even heat distribution, and are designed for surgery,

dental procedures, X-rays, recovery and other uses. It's clinically proven to warm more effectively than forced air and circulating water blankets together. In fact, most of the Veterinary Teaching Schools in the U.S. have added Hot Dog Patient Warming to their clinical curriculums.

With the new technology comes improved patient safety, with no wires or hot spots, two independent over-temp alarms, no blowing air on the surgical site, and no noise pollution – so veterinarians and technicians can hear the monitoring equipment during surgical procedures.

The blankets are also more cost-effective than circulating water and forced air technology. The blankets are durable, reusable, and resist punctures and tears. They also have a low energy consumption – 100w vs. 800w for forced air, and up to 800w for warm water pads.

Bayard says it makes good business sense to invest in the new technology for several reasons: "It's durable, high quality and long lasting, so you have low on-going costs compared to other warming methods, which makes it very cost-effective."

Veterinary practices need on-site, accurate testing to keep up with client demand

There is a sense of urgency to de-liver results for today's consumer, and that includes services in veterinary medicine. Clients want to know the diagnosis of their pet's ailment, and fast. And if their local clinic can't provide those results, chances are clients may eventually start to look elsewhere for a provider who can.

With the right diagnostic products, veterinary practices can deliver highly accurate test results without having to outsource.

For instance, in 12 minutes or less, [Abaxis](#) analyzers offer reference lab accuracy at the point-of-care, enabling veterinarians to add more value to the customer visit, diagnose and treat sickness pet-side, and monitor treatments without having to wait days for reference laboratory results,

says Torrey Inez, Director of Marketing, [Abaxis](#). "Simply said, on-site testing with the [Abaxis](#) lab allows the veterinarian to obtain results, get a diagnosis, discuss with their customer and begin treatment within one visit."

However, those quick results don't have to mean higher costs for the veterinary practice.

[Abaxis](#) helps the veterinarian save on the cost of consumables. [Abaxis](#) analyzers are also known for their minimal maintenance and service costs, says Inez. "For example, the VetScan VS2 Chemistry Analyzer performs over 200 quality controls (iQC) every run, at no cost to the hospital. Not only do you have peace of mind, you never need to be concerned about additional quality control and calibration costs or the labor expense for someone to perform them."

TRUST.

¹ Data on file at Merial.

² Freedom of Information: NADA140-971 (January 15, 1993).



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- ✓ PREVENTS HEARTWORM DISEASE
- ✓ TREATS AND CONTROLS 3 SPECIES OF HOOKWORMS
- ✓ TREATS AND CONTROLS 2 SPECIES OF ROUNDWORMS
- ✓ OWNERS PREFER IT¹ AND DOGS LOVE IT²



IMPORTANT SAFETY INFORMATION: HEARTGARD® Plus (ivermectin/pyrantel) is well tolerated. All dogs should be tested for heartworm infection before starting a preventive program. Following the use of HEARTGARD Plus, digestive and neurological side effects have rarely been reported. For more information, please visit www.HEARTGARD.com.

Heartgard®
(ivermectin/pyrantel) **Plus**

The [Abaxis](#) products are also designed to be easy to use. “Not only does this help reduce the cost of wasted tests, but it’s also conducive for a more efficient hospital workflow that increases blood testing compliance, allowing for more volume, thus improving the revenue stream,” says Inez. “Veterinarians should never work for their analyzer; the analyzer should work for them.”

There are a variety of factors that can affect the clinical and financial stability and growth of a veterinary hospital over the course of so many years in business, says Inez.

“A veterinarian should have complete confidence their in-house lab will not only serve as a stable profit center, but will maintain its clinical efficacy as well over the lifespan of the practice or product. Over its lifespan it should also help the hospital save on costs and increase profit, while adding to the overall value of the hospital. Thinking long-term helps the veterinarian make a better investment towards the vision and mission of the hospital by considering the long-term costs, services, and benefits associated with the technology and the value the technology adds to the hospital.”

The Clinical Mindset

The key to successful integration

Investing in new equipment and

technology allows veterinary practices to expand what they can do clinically for the care of the patient. But if a facility is going to make the investment, it also needs the right mindset from veterinarians and staff to fully incorporate the technology into the way they practice medicine.

For instance, [K-Laser](#), a TVC vendor, offers advanced therapeutic lasers that provide a non-surgical solution for veterinarians to treat pain, reduce inflammation and aid healing. [K-Laser](#) is a high-powered Class 4 therapy laser with the unique ability to run four different wavelengths simultaneously. When its larger software presets are selected, it can deliver up to 4,000 more power than some other Class 3 lasers available in the veterinary market, according to Aaron Bakken, Sales Director, [K-Laser](#).

Patients can benefit from a variety of [K-Laser](#) Therapy treatments. The top areas of use include Post-Surgical & Post-Dental, Musculo-Skeletal Pain Management, Post-Trauma/Injury, Internal Inflammation & Infections, and Topical Bacterial or Fungal Infections.

However, all of that power and capability would be lost without proper clinical support, education, training and marketing. “It’s just as important to get into the right mindset,” says Bakken.

[K-Laser](#) provides veterinary practices with the technology, as well as the training, resources and guidance to properly incorporate it into their everyday business. In-practice training sessions are designed to cover all aspects of using the [K-Laser](#), leaving staff ready to start treating patients on day one. [K-Laser](#) offers ROI and selling tools, including placement on a provider map, selling scripts to guide client discussions and an ROI calculator. Local representatives will also partner

with the veterinary practice for a pricing consultation, and help create a program tailored to the practice’s specific client base and patient needs. Then, the company provides consultation on developing a marketing strategy, and how best to use social media, public relations, advertising and graphic design.

That step-by-step approach is intended to build a familiarity with laser therapy within the core staff, and then

build out to current clients, and eventually new customers.

The approach is meant to create an almost “plug and play” integration. The more you use it, the more opportunities you will create, says Bakken. For instance, staff testimonials and educational posters will lead to customer testimonials, and more inquiries from current clients and prospective ones, he says. “If posters are up and a marketing plan is in place, you will have more conversations with clients who will ask things like ‘Oh, laser therapy works on that too?’” ■

The approach
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almost “plug
and play”
integration.



Industry NEWS

AAHA launches Healthy Workplace Culture Initiative

Mental health issues such as depression, career burnout, compassion fatigue, and even suicide have become an increasingly concerning problem in the veterinary profession. To address this issue, the American Animal Hospital Association (AAHA) is proud to announce the launch of the Healthy Workplace Culture Initiative. The initiative will address wellbeing from an alternative perspective that utilizes a positive, proactive approach to help prevent or mitigate mental health issues in veterinary practice teams. The initiative will also provide guidance in designing and building an optimal, customized, healthy workplace culture.

To kick off the initiative, AAHA has published [AAHA's Guide to Veterinary Team Wellbeing](#), a resource designed to support individual wellbeing in the veterinary practice.

AAHA Chief Executive Officer, Michael Cavanaugh, DVM, DABVP (Emeritus), believes a healthy culture fosters individual and practice wellbeing and allows team members to find harmony in their personal and professional lives. "AAHA's long-term aspiration is to help practices develop cultures that are so good employees can find refuge from life's challenges at work," Cavanaugh said. "AAHA has always been synonymous with excellence in veterinary care. Now we want to extend that to include excellence in workplace culture and team member wellbeing."

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 (*Ctenocephalides felis*). 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 MDRI 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 this 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 1-800-255-6826.

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 safe use 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, or lactating ferrets. Treatment of ferrets weighing less than 2.0 lbs. (0.9 kg) 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 1-800-255-6826.

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
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Made in Germany.



(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.

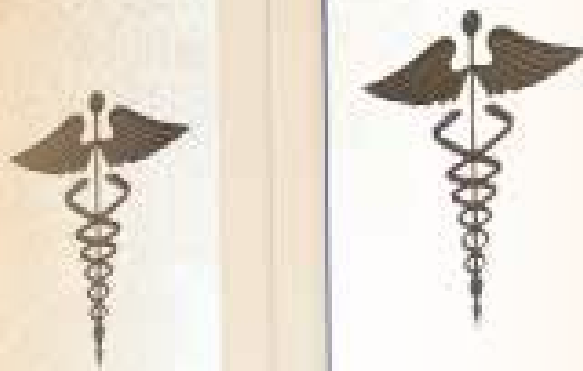
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Bayer

Industry NEWS



Several veterinary organizations have taken steps to address mental health issues by focusing their efforts on educating veterinary professionals to recognize these challenges and to emphasize the importance of seeking professional support after these problems have been identified. AAHA's initiative takes a different approach, instead focusing on prevention of these issues by promoting a healthy workplace culture and wellbeing in the veterinary hospital.

Led primarily by AAHA Veterinary Advisor Heather Loenser, DVM, the publication of [AAHA's Guide to Veterinary Team Wellbeing](#) is the first step in this long path. Benefits of a healthier practice culture include:

- **Decreased employee turnover** due to increased employee satisfaction
- **Increased staff productivity** due to improved engagement, processes, and communication
- **Improved individual wellbeing** as a result of inspiring team members to find more purpose in the profession they love
- **Elevated reputation of the practice** as it becomes an employer of choice, attracting and retaining top talent

AAHA's Guide to Veterinary Practice Team Wellbeing can be accessed online free of cost: https://www.aaha.org/professional/resources/aaha_initiatives.aspx

PetSmart expanding online delivery service

According to Pet Product News, PetSmart has expanded its collaboration with Deliv to power PetSmart.com's same-day and scheduled delivery service in 33 markets across 23 states in which Deliv operates, leveraging PetSmart's extensive brick-and-mortar network and omnichannel operation. Pet owners can select time-tailored same-day and scheduled delivery service in major metro areas across the country. In addition to the metro areas that Deliv already covers, the PetSmart.com delivery service is now also available in the following 14 new markets: Austin, Texas, Charlotte, N.C., Cincinnati, Columbus, Ohio, Denver, Kansas City, Mo., Minneapolis, Orlando, Fla., Phoenix, Pittsburgh, Sacramento, Calif., San Antonio, San Diego and Tampa, Fla. The same-day and scheduled delivery service is now available to PetSmart.com shoppers in 33 metro areas covering a total of more than 1,400 cities.

Heartgard® (ivermectin/pyrantel) Plus

CHEWABLES

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

INDICATIONS: For use in dogs to prevent canine heartworm disease by eliminating the tissue stage of heartworm larvae (*Dirofilaria immitis*) for a month (30 days) after infection and for the treatment and control of ascarids (*Toxocara canis*, *Toxascaris leonina*) and hookworms (*Ancylostoma caninum*, *Uncinaria stenocephala*, *Ancylostoma braziliense*).

DOSAGE: HEARTGARD® Plus (ivermectin/pyrantel) should be administered orally at monthly intervals at the recommended minimum dose level of 6 mcg of ivermectin per kilogram (2.72 mcg/lb) and 5 mg of pyrantel (as pamoate salt) per kg (2.27 mg/lb) of body weight. The recommended dosing schedule for prevention of canine heartworm disease and for the treatment and control of ascarids and hookworms is as follows:

Dog Weight	Cheewables Per Month	Ivermectin Content	Pyrantel Content	Color Coding On Foil Backing and Carton
Up to 25 lb	1	68 mcg	57 mg	Blue
26 to 50 lb	1	136 mcg	114 mg	Green
51 to 100 lb	1	272 mcg	227 mg	Brown

HEARTGARD Plus is recommended for dogs 6 weeks of age and older. For dogs over 100 lb use the appropriate combination of these chewables.

ADMINISTRATION: Remove only one chewable at a time from the foil-backed blister card. Return the card with the remaining chewables to its box to protect the product from light. Because most dogs find HEARTGARD Plus palatable, the product can be offered to the dog by hand. Alternatively, it may be added intact to a small amount of dog food. The chewable should be administered in a manner that encourages the dog to chew, rather than to swallow without chewing. Chewables may be broken into pieces and fed to dogs that normally swallow treats whole.

Care should be taken that the dog consumes the complete dose, and treated animals should be observed for a few minutes after administration to ensure that part of the dose is not lost or rejected. If it is suspected that any of the dose has been lost, redosing is recommended.

HEARTGARD Plus should be given at monthly intervals during the period of the year when mosquitoes (vectors), potentially carrying infective heartworm larvae, are active. The initial dose must be given within a month (30 days) after the dog's first exposure to mosquitoes. The final dose must be given within a month (30 days) after the dog's last exposure to mosquitoes.

When replacing another heartworm preventive product in a heartworm disease preventive program, the first dose of HEARTGARD Plus must be given within a month (30 days) of the last dose of the former medication.

If the interval between doses exceeds a month (30 days), the efficacy of ivermectin can be reduced. Therefore, for optimal performance, the chewable must be given once a month on or about the same day of the month. If treatment is delayed, whether by a few days or many, immediate treatment with HEARTGARD Plus and resumption of the recommended dosing regimen will minimize the opportunity for the development of adult heartworms.

Monthly treatment with HEARTGARD Plus also provides effective treatment and control of ascarids (*T. canis*, *T. leonina*) and hookworms (*A. caninum*, *U. stenocephala*, *A. braziliense*). Clients should be advised of measures to be taken to prevent reinfection with intestinal parasites.

EFFICACY: HEARTGARD Plus Chewables, given orally using the recommended dose and regimen, are effective against the tissue larval stage of *D. immitis* for a month (30 days) after infection and, as a result, prevent the development of the adult stage. HEARTGARD Plus Chewables are also effective against canine ascarids (*T. canis*, *T. leonina*) and hookworms (*A. caninum*, *U. stenocephala*, *A. braziliense*).

ACCEPTABILITY: In acceptability and field trials, HEARTGARD Plus was shown to be an acceptable oral dosage form that was consumed at first offering by the majority of dogs.

PRECAUTIONS: All dogs should be tested for existing heartworm infection before starting treatment with HEARTGARD Plus which is not effective against adult *D. immitis*. Infected dogs must be treated to remove adult heartworms and microfilariae before initiating a program with HEARTGARD Plus.

While some microfilariae may be killed by the ivermectin in HEARTGARD Plus at the recommended dose level, HEARTGARD Plus is not effective for microfilariae clearance. A mild hypersensitivity-type reaction, presumably due to dead or dying microfilariae and particularly involving a transient diarrhea, has been observed in clinical trials with ivermectin alone after treatment of some dogs that have circulating microfilariae.

Keep this and all drugs out of the reach of children.

In case of ingestion by humans, clients should be advised to contact a physician immediately. Physicians may contact a Poison Control Center for advice concerning cases of ingestion by humans.

Store between 68°F - 77°F (20°C - 25°C). Excursions between 59°F - 86°F (15°C - 30°C) are permitted. Protect product from light.

ADVERSE REACTIONS: In clinical field trials with HEARTGARD Plus, vomiting or diarrhea within 24 hours of dosing was rarely observed (1.1% of administered doses). The following adverse reactions have been reported following the use of HEARTGARD: Depression/lethargy, vomiting, anorexia, diarrhea, mydriasis, ataxia, staggering, convulsions and hypersalivation.

SAFETY: HEARTGARD Plus has been shown to be bioequivalent to HEARTGARD, with respect to the bioavailability of ivermectin. The dose regimens of HEARTGARD Plus and HEARTGARD are the same with regard to ivermectin (6 mcg/kg). Studies with ivermectin indicate that certain dogs of the Collie breed are more sensitive to the effects of ivermectin administered at elevated dose levels (more than 16 times the target use level) than dogs of other breeds. At elevated doses, sensitive dogs showed adverse reactions which included mydriasis, depression, ataxia, tremors, drooling, paresis, recumbency, excitability, stupor, coma and death. HEARTGARD demonstrated no signs of toxicity at 10 times the recommended dose (60 mcg/kg) in sensitive Collies. Results of these trials and bioequivalency studies, support the safety of HEARTGARD products in dogs, including Collies, when used as recommended.

HEARTGARD Plus has shown a wide margin of safety at the recommended dose level in dogs, including pregnant or breeding bitches, stud dogs and puppies aged 6 or more weeks. In clinical trials, many commonly used flea collars, dips, shampoos, anthelmintics, antibiotics, vaccines and steroid preparations have been administered with HEARTGARD Plus in a heartworm disease prevention program.

In one trial, where some pups had parvovirus, there was a marginal reduction in efficacy against intestinal nematodes, possibly due to a change in intestinal transit time.

HOW SUPPLIED: HEARTGARD Plus is available in three dosage strengths (See DOSAGE section) for dogs of different weights. Each strength comes in convenient cartons of 6 and 12 chewables.

For customer service, please contact Merial at 1-888-637-4251.



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GALLIPRANT® (grapiprant tablets)

For oral use in dogs only

20 mg, 60 mg and 100 mg flavored tablets

A prostaglandin E₂ (PGE₂) EP₄ receptor antagonist; a non-cyclooxygenase inhibiting, non-steroidal anti-inflammatory drug

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

Description: GALLIPRANT® (grapiprant tablets) is a prostaglandin E₂ (PGE₂) EP₄ receptor antagonist; a non-cyclooxygenase (COX) inhibiting, non-steroidal anti-inflammatory drug (NSAID) in the piroprant class.

Indication: GALLIPRANT (grapiprant tablets) is indicated for the control of pain and inflammation associated with osteoarthritis in dogs.

Dosage and Administration: Always provide "Information for Dog Owners" Sheet with prescription. Use the lowest effective dose for the shortest duration consistent with individual response.

Contraindications: GALLIPRANT should not be used in dogs that have a hypersensitivity to grapiprant.

Warnings: Not for use in humans. Keep this and all medications out of reach of children and pets. Consult a physician in case of accidental ingestion by humans. **For use in dogs only.** Store GALLIPRANT out of reach of dogs and other pets in a secured location in order to prevent accidental ingestion or overdose.

Precautions: The safe use of GALLIPRANT has not been evaluated in dogs younger than 9 months of age and less than 8 lbs (3.6 kg), dogs used for breeding, or in pregnant or lactating dogs. Adverse reactions in dogs receiving GALLIPRANT may include vomiting, diarrhea, decreased appetite, mucoid, watery or bloody stools, and decreases in serum albumin and total protein. If GALLIPRANT is used long term, appropriate monitoring is recommended.

Concurrent use with other anti-inflammatory drugs has not been studied. Concomitant use of GALLIPRANT with other anti-inflammatory drugs, such as COX-inhibiting NSAIDs or corticosteroids, should be avoided. If additional pain medication is needed after a daily dose of GALLIPRANT, a non-NSAID/non-corticosteroid class of analgesic may be necessary.

The concomitant use of protein-bound drugs with GALLIPRANT has not been studied. Commonly used protein-bound drugs include cardiac, anticonvulsant and behavioral medications.

Drug compatibility should be monitored in patients requiring adjunctive therapy. Consider appropriate washout times when switching from one anti-inflammatory to another or when switching from corticosteroids or COX-inhibiting NSAIDs to GALLIPRANT use.

The use of GALLIPRANT in dogs with cardiac disease has not been studied.

If it is not known whether dogs with a history of hypersensitivity to sulfonamide drugs will exhibit hypersensitivity to GALLIPRANT. GALLIPRANT is a methylbenzenesulfonamide.

Adverse Reactions: Field safety was evaluated in 285 dogs. The most common adverse reactions reported were vomiting, diarrhea/soft stool, and anorexia/inappetence. Of the dogs that received GALLIPRANT (n = 141), 24 experienced vomiting, 17 experienced diarrhea/soft stool, and 9 experienced anorexia/inappetence. Of the dogs treated with placebo (n = 144), 9 experienced vomiting, 13 experienced diarrhea/soft stool, and 7 experienced anorexia/inappetence.

To report suspected adverse drug events and/or obtain a copy of the Safety Data Sheet (SDS) or for technical assistance, call 1-888-545-5973.

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>

Information for Dog Owners: Owners should be advised of the potential for adverse reactions and be informed of the clinical signs associated with drug intolerance. Adverse reactions may include vomiting, diarrhea, decreased appetite, and decreasing albumin and total protein. Appetite and stools should be monitored and owners should be advised to consult with their veterinarian if appetite decreases or stools become abnormal.

NADA 141-455, Approved by FDA

US Patent: 6,710,054

US Patent: 7,960,407

US Patent: 9,265,756

Made in New Zealand



Manufactured for:
Aratana Therapeutics, Inc.
Leawood, KS 66211

Additional information is available at 1-888-545-5973.

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