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November Digital Issue 2017

TVC

Digital magazine

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The Go-To Clinic

How to differentiate your
practice with innovative
products and services



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Decision Making at TVC

By Allison Morris

You are the Owners of TVC. As of today, that number is over 2,500 owners! When we make decisions at TVC it affects about 3,000 clinics across the country, and can affect millions of pet owners that you serve as well. Taking on new vendors or deciding not to work with current vendors can cause changes that make some TVC Coop Owners happy, while upsetting others. It can also strengthen TVC's ability to serve our Coop owners in the short and long term or hurt that ability if we choose unwisely. So, we take this process very seriously and do a lot of due diligence when making such decisions.

What do we consider at TVC when making vendor decisions?

Need for Vendor: The process starts by identifying a vendor that is used by our TVC Coop Owners. Is this a product or service that a veterinary hospital uses and needs? Often this comes by way of suggestion from a current Coop Owner or a vendor contact-

If most on the committee have not had experience with a vendor, we will ask that vendor to provide free samples or use of their services to have a large number of our committee check them out to make sure their product or services meets the committee standards, developed by the committee.

ing TVC. Next, TVC will ask our product committee to provide us with the name of vendors they use in this category of product or service. Then we look to see if other Coop Owners provided us with a name of a vendor they would like TVC to partner with in this category. TVC will look in our files to see if we have had vendors contact us that want to provide these products or services to TVC. We also do some independent research as to companies that we may want to include that did not make it on our list in the other ways mentioned.

Due Diligence: TVC thinks this is the most important part of our process. We only want to provide an RFP (Request for Proposal) to vendors that we want to partner with. We start by asking the Product Committee to identify if they believe

we should drop any vendor from our evaluation due to bad experiences or known problems in the industry. If most on the committee have not had experience with a vendor, we will ask that vendor to provide free samples or use of their services to have a large number of our committee check them out to make sure their product or

services meets the committee standards, developed by the committee. If the company is listed on the stock exchange, we will work with two different stock analysts that track veterinary products to provide TVC with a report on the financial viability of the company. Often a company that is experiencing financial difficulties or is getting hammered by the stock market will change its direction in products, services, quality, etc. When TVC makes a partnership, we hope it to be a long one. These financial difficulties can often make a long-term relationship not possible or desirable as things change due to the other party's financial situation.

The Deal: There is more to a deal than price. TVC assesses the quality of the products and/or services. Getting a great price on a product with subpar service may not be the deal TVC Coop Owners want. If the deal is too complex or is a "Non-Deal" – something that looks good on paper but is not obtainable by our Coop Owners, TVC will reject it. If the deal forces TVC to have exclusivity with just one vendor, TVC will reject it. Choice for our membership is important. On the other hand, TVC cannot and will not make a deal with every provider of the product or service, as the vendor will not see any advantage in partnering with TVC. Our vendors must see an advantage to the partnership – increased sales – or it is truly not a partnership. This is where "Swimming together to THRIVE" comes in. We hope that this article will make you feel comfortable with our selection process and you will give all TVC vendors a try.

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The more our TVC Coop Owners use our vendors, the more vendors and great deals we can get. Lastly, price/discount/rebate does play a big part in our decision once all of the above criteria is met.

The Coop Difference: One difference in the decision-making process that TVC makes vs. a group purchasing organization is what is in it for you, the Coop Owner. For example, if TVC was offered 1% to "TVC Corporate" and a 7% discount/rebate to our Coop Owner clinics, vs. a com-

pany offering a 2% "TVC Corporate" and 5% to Coop Owners, TVC would evaluate the deal as the total of what is offered. In this case 8% for the first company and 7% for the second. TVC would likely take the first program if all other things were equal. A GPO would likely take the second program as it benefits the corporation that owns the GPO more. In the case of TVC, we are a cooperative owned by you, so the first deal is the better one for the owners – you – as all TVC profits go to you. ■

How do I get on the Product Committee?

In 2018, TVC will be asking for volunteers for the Product Committee. Please be watching for an email. At that time, you can apply to be on the committee. We take everyone who applies; however, you may not be asked to evaluate all products or services. The email will detail more on the commitments we ask of the volunteers and how we form subcommittees to look at products and services. Each committee member has knowledge or interest in different products and we will use that to make the committee as robust as we can in making good decisions. We hope you will join as your input will help TVC make the right choices for all our TVC Coop Owners.

This Month at the Veterinary Cooperative

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

Promotions

Boehringer Ingelheim – Immiticide 18% Discount ([More Info](#))

Bayer – Volume discount offer 25% off on select products ([More Info](#))

Ceva – 4th quarter savings. ([More Info](#))

Elanco – Galliprant. \$10 – \$30 rebate for your clients ([More Info](#))

Hills – Exclusive Prescription Diet® i/d® Offer ([More Info](#))

ProvetLogic – (New vendor) Kennel Starter Kit for TVC Owners only ([More Info](#))

Upcoming Webinars

Ceva – Your Patients are Talking, are you Listening? Creating a Pet-Friendly Practice. November 14 – 1 PM ([More Info](#))

TVC Webinar – Stress-Free Veterinary Medicine. December 12th | 9AM and 1PM ([More Info](#))

Purina – Probiotic Therapy in Dogs & Cats – December 19th | 9AM & 1 PM (CST) ([More Info](#))

Promotions at TVC



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ACTIVE INGREDIENT: melarsomine dihydrochloride 3 x 30 mg vials
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★ THE ★
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CHARLIE
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FIGHT NASTY

CAUTION: Federal (U.S.A.) law restricts this drug to use by or on the order of a licensed veterinarian. Federal law prohibits the extra label use of this drug in food-producing animals. CONTRAINDICATIONS: Baytril® Otic is contraindicated in dogs with suspected or known hypersensitivity to quinolones and/or sulfonamides.

Promotions at TVC



Exclusive to TVC members



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✓ Must have an active Hill's account number
✓ Must use promotional offer sheet



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- 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



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The Go-To Clinic

How to differentiate your practice with innovative products and services

Standing out has

never been more important. With increasing competition in the marketplace, your veterinary practice could benefit by differentiating itself. The addition of new products and innovative services, combined with your clinical expertise, can set yourself apart and be the “go-to” clinic in the area for pet owners.

In the following articles, TVC has highlighted a few vendors who could help you bring innovation to your clients.

Feline-Friendly Solutions

In 2014, a feline health study conducted by Bayer HealthCare in

collaboration with the American Association of Feline Practitioners (AAFP) and Brakke Consulting found that more than half (52 percent) of America's 74 million cats were not receiving regular veterinary care, potentially putting their health at risk.

Fifty-eight percent of cat owners reported their cats hate going to the veterinarian. The study found most cats fear being placed into a cat carrier and transported by car, so many owners simply opt to avoid the hassle. In fact, for 38 percent of owners, just thinking about bringing their cats to the clinic was stressful enough.

So how can you differentiate yourself as a go-to clinic for cat owners? One way is to offer products and services that reduce the stress of the patient.

Kit4Cat is revolutionary patented hydrophobic sand that has a natural non-toxic urine repelling coating. This product allows veterinarians, technicians and cat owners to quickly and easily collect a cat's urine sample, without resorting to invasive methods such as Cystocentesis.

To use, simply spread the contents of a bag of Kit4Cat sand into a clean and empty litter tray. Let the cat urinate freely onto the sand. The urine will stay on top of the sand's surface, allowing you to collect the sample using the provided pipette and vial. **Kit4Cat** is non-invasive, and cats love it, guaranteeing you will remain stress (and scratch) free! Because **Kit4Cat** is noninvasive, vets can resell the product to cat owners to collect urine samples at home when necessary.

Kit4Cat smells and feels just like regular sand, which is the natural environment for felines, yielding quick compliance.



Benefits for cat owners include:

- Easy to use at home
- No cat hospitalization
- No cat suffering
- Painless and stress-free
- Biodegradable, so disposal is easy
- Painless and stress-free urine collection
- Noninvasive

Benefits to veterinarians and technicians include:

- Save time and money
- Very high cat compliance
- Obtain a clean urine sample
- Another quality product to sell
- Cat owners can collect a sample at home ■

A Healing Hand

Clients don't want to see their pets in pain.

After a surgical procedure, or any kind of treatment in general, you want your patients back on their feet as quickly as possible, with their pain limited. They're looking for veterinarians who can provide services and solutions that are as "pain-free" as possible with the least complications and quickest recovery.

K-Laser, a TVC vendor, is focused on developing the most advanced therapeutic lasers that provide a non-pharmacological solution for veterinarians to treat pain, reduce inflammation, and aid healing. During each painless treatment, laser energy increases circulation, drawing water, oxygen, and nutrients to the damaged area. This creates an optimal healing environment that reduces inflammation, swelling, muscle spasms, stiffness, and pain. As the injured area returns to normal, function is restored and pain is relieved.

Top 5 areas of use for **K-Laser** Therapy:

1. Post-Surgical & Post-Dental
2. Musculo-Skeletal Pain Management
3. Post-Trauma/Injury
4. Internal Inflammation & Infections
5. Topical Bacterial or Fungal Infections

Top 10 Treatments:

1. Arthritis
2. Otitis
3. DJD
4. Lick Granuloma
5. Hot Spots
6. Post-Incision & Dental Extraction
7. Bladder Infections
8. Rehabilitation Services
9. Post-Orthopedic Surgery
10. Trauma/Injury

Veterinarians who use **K-Laser** therapy report back that their patients heal up to 30% faster, in some cases even twice as fast, says David S Bradley, DVM, FASLMS, Veterinary Medical Director, **K-LASERUSA**. This occurs in both soft tissue and hard tissue injuries. Laser therapy also improves the quality of healing with more normal collagen alignment and reduced scar tissue. So, whether it's from a traumatic event, an incision from surgery, or a

tooth extraction, the speed and quality of healing will be enhanced. Following a post orthopedic procedure, the patient will regain full weight bearing and range of motion in less time. The client's pet

can get back on their paws faster and become an active member of the family again.

One veterinarian reported back the difference between traditional recovery from a procedure vs. recovery with laser therapy while declawing a litter of kittens. On the paw where laser therapy was used, the cat left the area alone, but on the other paw, it was noticeably more irritated and less comfortable.

Lasers are also a drug-free option for managing many chronic dermatologic and musculoskeletal conditions. This appeals to many clients who are

concerned about drug reactions and side effects. For instance, with senior pets suffering from severe arthritis, the prescription medications used for pain management may be damaging to their body over time, causing issues with their kidneys and liver. **K-Laser** therapy used to treat arthritis in senior pets allows them to reduce medications, and sometimes

get the pet off medication completely.

With the general trend and desire for less drugs, shorter hospital stays, and quicker recoveries, **K-Laser** therapy can be an indispensable tool in your armamentarium. ■

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as fast.



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(carprofen)

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A New Lease on Life

The story is a common one. A senior

dog comes into a veterinary practice with severe limitations due to arthritis or orthopedic injury. Mobility is limited. Pain medications or surgery are prescribed, but the prospects for recovery using traditional methods aren't great.

What if your veterinary practice offered a cutting-edge modality of care that could improve cases like these to help patients go from restricted mobility to a normal, healthy quality of life? And what if that service required no capital expense or specialized equipment? Would you be interested?

TVC Vendor [VetStem](#) Biopharma provides Regenerative Cell therapy, offering new hope for the treatment of debilitating osteoarthritis, tendon and ligament injury, muscle injury, and non-healing fractures. Additionally, [VetStem](#) is constantly evaluating new uses of stem cells, such as dry eye and IBD, through its Clinical Research Program. [VetStem](#) is currently the leading provider of regenerative veterinary medicine services, having assisted in the treatment of over 13,000 animals since 2002, according to the company.

[VetStem](#) provides an adipose tissue processing service to extract and deliver stem cells for use in the treatment of osteoarthritis, soft tissue injuries, tendons and ligaments in dogs, cats, and horses. [Stem cells are regenerative cells](#) that can differentiate into many tissue types. VetStem Regenerative Cell Therapy uses the body's own natural healing cells to reduce inflam-

mation and promote growth of healthy tissue. These cells have been shown to reduce pain, help to restore range of motion and stimulate regeneration of tendon, ligament and joint tissues. [A study using VetStem Regenerative Cell Therapy](#) in dogs with osteoarthritis of the hip joint found that regenerative cell therapy (adipose-derived stem cells) decreases patient discomfort and increases patient functional ability.

Pet owners are becoming increasingly more aware of therapies like these as an alternative to traditional treatments using NSAIDs for pain management, or surgery. Reception by pet owners has been favorable, according to the company. In clinical data compiled using 90-day owner surveys, [VetStem](#) reported that 81 percent of pet owners with older dogs (ages 9 to 18 years) receiving [VetStem's](#) Regenerative Cell Therapy indicated their pet's condition improved.

In discussions with clients, veterinarians can communicate to pet owners that the stem cells are derived from their animal's tissue. The clinic uses general anesthesia to harvest a small amount of adipose for extraction of the cells. The cells are processed at [VetStem's](#) facility, and returned to the clinic. The pet is then injected with the regenerative cells. The entire process is usually complete within 48 hours from the initial harvest. [VetStem](#) also retains any remaining cells in their bank so if future treatments are needed an additional collection surgery is not required. ■

VetStem Regenerative Cell Therapy uses the body's own natural healing cells to reduce inflammation and promote growth of healthy tissue.

Current uses of [VetStem](#) Cells in animals

Canine/Feline:

- Osteoarthritis
- Orthopedic soft tissue injuries
- Polyarthritis
- Fractures

Equine:

- Tendon and ligament injuries
- Degenerative joint disease (osteoarthritis)
- Osteochondrosis (OCD)
- Sub-chondral bone cysts
- Meniscal injuries
- Fractures

TRUST.



¹ Data on file at Merial.

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

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2 SPECIES OF ROUNDWORMS



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

Make Your Practice Customer-Friendly

Edward L. Blach, DVM, MS, MBA

Our society increasingly expects

to find and receive the services and products it wants immediately when the urge or need arises. In a Twitter-filled world of maximum 140-character responses, the attention span of most people is short, or almost non-existent, so they want what they want, when they want it. If you cannot deliver, they will rapidly go somewhere else. How does a veterinary practice adapt to this rapidly changing market dynamic?

Customers are becoming less loyal as younger generations become a greater part of the market share consumed. Younger customers are more transactional in their thought processes than their older counterparts, who are more relationship-driven in their decision-making. Younger customers purchase what serves their immediate needs, and they are less concerned about a long-term relationship if it meets their needs. Therefore, as the purchasing power of

the younger generations continues to increase, veterinary practices should adapt to be positioned to continue to grow or maintain their market presence by meeting the demands of this changing customer base. If they do not, it is likely that their market share will decrease and their practice value will decline accordingly. And once this happens, the trend will be very difficult to reverse.

Customer expectations

Research has shown that many pet owners are disappointed with their experiences with veterinarians. As many as half of pet owners do not have a regular veterinarian, and of those that do, many are not pleased with their experience. There is increasing skepticism about having to come to the clinic to get any answers. Consumers have access to telehealth and help lines for their own medical needs, and they expect similar help for their animals. This doesn't mean



that the individual practice has to provide the service themselves. There are solutions to help practices.

Much of the dissatisfaction comes from the customers' expectation to be able to reach a veterinarian in a timely manner and to get their questions answered that will lead them to seek the solutions they need. This statement should not sound unreasonable. But in the veterinary world, we've talked about 'compliance' for many years. Compliance means, 'do what I say' in the veterinarian's words, not 'do what I want' in the minds of the client.

Is it possible to turn this mindset on its head and to revolutionize our veterinary service model to consumers? Consider the facts. The modern veterinary practice is built on the premise that it must drive client traffic as frequently as possible in order to drive revenue and growth. This is the compliance model. In other words, the practice needs to drive clients to the practice. In the minds of clients, they wonder if they truly need to make all of those visits and to pay those fees.

What would happen if the practice actually aligned their incentives with those of their clients? What if the practice got paid to minimize client visits to the practice? Isn't this what the client wants? What if client visits actually increased the costs of the practice without increasing revenue? Wouldn't practices want to minimize client visits? This might be the case if monthly subscription wellness plans were in place that provided free exams and client visits. If clients paid for being advised appropriately regarding animal care, wouldn't it be in the best interests of both the practice and the client to minimize visits?

What would be the impact on veterinary medicine if our business model actually aligned with the incentives of our customers? Ponder this. It's what clients want.

Customer-friendly tips

How does a veterinary practice become more customer-friendly? Here are some possible solutions:

1. Provide access to veterinary expertise in digital form.

Telehealth is a good way to accomplish this objective, and the practice can accomplish this without placing the burden on an already tired staff. Practices can outsource this function to services such as Ask.Vet which provides rapid and convenient access via text to veterinarians within minutes. (Disclaimer: Dr. Blach is a President of Ask.Vet.)

2. Practices can offer wellness plans that actually align their incentives with those of their customers. They get paid to help keep pets healthy and out of the hospital when it's not absolutely necessary.

Much of the dissatisfaction comes from the customers' expectation to be able to reach a veterinarian in a timely manner and to get their questions answered that will lead them to seek the solutions they need. This statement should not sound unreasonable. But in the veterinary world, we've talked about 'compliance' for many years.

3. Invite customers to engage more casually for education and guidance that will lead to them making better decisions regarding their pets. This can be accomplished via social media and telehealth as well.
4. Map the customer's path to connecting with the practice. Practices can ask what customers are looking for and make it as simple, rapid, and painless as possible for customers to get what they want. And it doesn't always have to be the veterinarian or staff that provides the answers. The practice can provide that via services that work on its behalf.

5. Continually look for ways to align incentives with those of the customers. Ironically, this will improve trust and lead to more loyal relationships. ■



Industry NEWS

Veterinarians will capture 62 percent of pet medication sales, report says

The market research firm Packaged Facts estimates that 2017 retail sales of pet medications across the United States will hit \$8.55 billion, of which veterinarians will capture 62 percent, according to a *Today's Veterinary Business* report. The total revenue represents a 12.6 percent jump over 2016 figures. Retail sales are expected to top \$9.1 billion in 2018 and reach \$11.2 billion by 2021. The veterinary share of drug sales has inched upward since the release of Rockville, Maryland-based Packaged Facts' 2015 report. The boost is linked to new drugs on the market, according to the report, "Pet Medications in the U.S., 5th Edition." "The strong two-year increase reflects several blockbuster introductions in the veterinary channel in the last couple of years, particularly Zoetis' Apoquel and Simparica, [Merial's NexGard](#) and Merck's Bravecto, as well as weather conditions that have been favorable to parasites and thus to parasiticides," analyst George Puro wrote.

Animal welfare organizations, companies help families find missing pets following hurricanes

In an unprecedented move, 17 animal welfare organizations and private companies have come together in a coalition to share database information regarding lost pets from Hurricanes Harvey and Irma to create one centralized, searchable website to find lost pets. Hurricanes Irma and Harvey devastated the lives of people in Houston and Florida, many lost all material possessions. But for many, the biggest tragedy is their beloved

family pet is missing. FindMyLostPet.com is a brand agnostic website that will link to all available databases where families can search for their missing pet as well as other pet related resources related to recovery. The growing list of organizations include Adopt-a-Pet.com, Petco, American Animal Hospital Association, Petfinder, PetHarbor.com, and more. For more information or to search for a pet lost from one of these natural disasters, please visit FindMyLostPet.com.

Free resources to focus on feline care available

Partners for Healthy Pets (PHP), an alliance of 100+ veterinary associations, veterinary colleges, and animal health companies focused on preventive care led by AAHA and the American Veterinary Medical Association (AVMA), is offering a free, downloadable suite of tools to help put the focus on the feline, according to AAHA NEW-Stat. One of these resources is the hour-long web conference, "Becoming a Cat Friendly Practice," presented by Elizabeth J. Colleran, DVM. Worth one CE credit, this web conference will help veterinarians: understand trends and research on owned cats and the veterinary care they receive; learn techniques to become cat friendly in all areas of medical care; discern the unique baseline species information regarding behavior, health, and environment; discover and use the new Cat Friendly Practice Program. For more information, visit http://www.partnersforhealthy-pets.org/practice_feline.aspx?utm_medium=Blog&utm_source=AAHA&utm_campaign=PHPPartnerComm&utm_content=Feline_Friendly_1017

quellin[®] (carprofen)

soft chewable tablets

Non-steroidal anti-inflammatory drug
For oral use in dogs only

BRIEF SUMMARY:

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

CAUTION: Federal Law restricts this drug to use by or on the order of a licensed veterinarian.

PRODUCT DESCRIPTION: quellin (carprofen) is a non-steroidal anti-inflammatory drug (NSAID) of the propionic acid class that includes ibuprofen, naproxen, and ketoprofen.

INDICATIONS: Carprofen is indicated for the relief of pain and inflammation associated with osteoarthritis and for the control of postoperative pain associated with soft tissue and orthopedic surgeries in dogs.

CONTRAINDICATIONS: Carprofen should not be used in dogs exhibiting previous hypersensitivity to carprofen.

WARNINGS: Keep out of reach of children. Not for human use. Consult a physician in cases of accidental ingestion by humans. **For use in dogs only.** Do not use in cats. All dogs should undergo a thorough history and physical examination before initiation of NSAID therapy. Appropriate laboratory tests to establish hematological and serum biochemical baseline data prior to, and periodically during, administration of any NSAID should be considered.

PRECAUTIONS: As a class, NSAIDs may be associated with gastrointestinal, renal and hepatic toxicity. Effects may result from decreased prostaglandin production and inhibition of the enzyme cyclooxygenase which is responsible for the formation of prostaglandins from arachidonic acid. When NSAIDs inhibit prostaglandins that cause inflammation they may also inhibit those prostaglandins which maintain normal homeostatic function. These antiprostaglandin effects may result in clinically significant disease in patients with underlying or pre-existing disease more often than in healthy patients. Carprofen is an NSAID, and as with others in that class, adverse reactions may occur with its use. The most frequently reported effects have been gastrointestinal signs. Events involving suspected renal, hematologic, and neurologic, dermatologic, and hepatic effects have also been reported. Concomitant use of carprofen with other anti-inflammatory drugs, such as other NSAIDs or corticosteroids, should be avoided because of the potential increase of adverse reactions, including gastrointestinal ulcerations and/or perforations. Carprofen is not recommended for use in dogs with bleeding disorders, as safety has not been established in dogs with these disorders. The safe use of carprofen in animals less than 6 weeks of age, pregnant dogs, dogs used for breeding purposes, or in lactating bitches has not been established.

ADVERSE REACTIONS:

During investigational studies for the caplet formulation with twice-daily administration of 1 mg/lb., no clinically significant adverse reactions were reported. Some clinical signs were observed during field studies which were similar for carprofen caplet and placebo treated dogs. Incidences were observed in both groups: vomiting (4%), diarrhea (4%), changes in appetite (3%), lethargy (1.4%), behavioral changes (1%), and constipation (0.3%).

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.

ANADA 200-555 Approved by FDA

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Bayer HealthCare LLC, Animal Health Division, PO Box 390, Shawnee Mission, KS 66201

December 2015

20051



Baytril[®] Otic

(enrofloxacin/silver sulfadiazine)
Antibacterial-Antimycotic Emulsion

For Otological Use In Dogs

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

▶ Federal law prohibits the extralabel use of this drug in food-producing animals. ◀

PRODUCT DESCRIPTION:

Each milliliter of Baytril[®] Otic contains: enrofloxacin 5 mg (0.5% w/v), silver sulfadiazine (SSD) 10 mg (1.0% w/v), benzyl alcohol (as a preservative) and cetylstearyl alcohol (as a stabilizer) in a neutral oil and purified water emulsion. The active ingredients are delivered via a physiological carrier (a nonirritating emulsion).

MICROBIOLOGY:

In clinical field trials, Baytril[®] Otic demonstrated elimination or reduction of clinical signs associated with otitis externa and *in vitro* activity against cultured organisms. Baytril[®] Otic is effective when used as a treatment for canine otitis externa associated with one or more of the following organisms: *Malassezia pachydermatis*, coagulase-positive *Staphylococcus* spp., *Pseudomonas aeruginosa*, *Enterobacter* spp., *Proteus mirabilis*, *Streptococci* spp., *Aeromonas hydrophila*, *Aspergillus* spp., *Klebsiella pneumoniae*, and *Candida albicans*.

INDICATIONS:

Baytril[®] Otic is indicated as a treatment for canine otitis externa complicated by bacterial and fungal organisms susceptible to enrofloxacin and/or silver sulfadiazine (see Microbiology section).

EFFECTIVENESS:

Due to its combination of active ingredients, Baytril[®] Otic provides antimicrobial therapy against bacteria and fungi (which includes yeast) commonly encountered in cases of canine otitis externa.

CONTRAINDICATIONS:

Baytril[®] Otic is contraindicated in dogs with suspected or known hypersensitivity to quinolones and/or sulfonamides.

HUMAN WARNINGS:

Not for human use. Keep out of the reach of children. Avoid contact with eyes. In case of contact, immediately flush eyes with copious amounts of water for 15 minutes. In case of dermal contact, wash skin with soap and water. Consult a physician if irritation develops or persists following ocular or dermal exposures. Individuals with a history of hypersensitivity to quinolone compounds or antibacterials should avoid handling this product. In humans, there is a risk of user photosensitization within a few hours after excessive exposure to quinolones. If excessive accidental exposure occurs, avoid direct sunlight.

PRECAUTIONS:

The use of Baytril[®] Otic in dogs with perforated tympanic membranes has not been evaluated. Therefore, the integrity of the tympanic membrane should be evaluated before administering this product. If hearing or vestibular dysfunction is noted during the course of treatment, discontinue use of Baytril[®] Otic.

Quinolone-class drugs should be used with caution in animals with known or suspected Central Nervous System (CNS) disorders. In such animals, quinolones have, in rare instances, been associated with CNS stimulation which may lead to convulsive seizures.

Quinolone-class drugs have been associated with cartilage erosions in weightbearing joints and other forms of arthropathy in immature animals of various species.

The safe use of Baytril[®] Otic in dogs used for breeding purposes, during pregnancy, or in lactating bitches, has not been evaluated.

ADVERSE REACTIONS:

During clinical trials, 2 of 113 (1.7%) dogs exhibited reactions that may have resulted from treatment with Baytril[®] Otic. Both cases displayed local hypersensitivity responses of the aural epithelium to some component within the Baytril[®] Otic formulation. The reactions were characterized by acute inflammation of the ear canal and pinna.

For medical emergencies or to report adverse reactions, call 1-800-422-9874. For customer service or to obtain product information, including Material Safety Data Sheet, call 1-800-633-3796.

SAFETY:

General Safety Study:

In a target animal safety study, Baytril[®] Otic was administered in both ears of 24 clinically normal beagle dogs at either recommended or exaggerated dosages: 10, 30 or 50 drops applied twice daily for 42 consecutive days. A control group of 8 beagle dogs was treated by administering 50 drops of vehicle in one ear twice daily for 42 consecutive days, with the contralateral ear untreated. Erythema was noted in all groups, including both treated and untreated ears in the controls, which resolved following termination of treatment.

Oral Safety Study:

In order to test safety in case of ingestion, Baytril[®] Otic was administered, twice daily for 14 consecutive days, to the dorsum of the tongue and to the left buccal mucosa of 6 clinically normal dogs. No adverse local or systemic reactions were reported.

DOSAGE AND ADMINISTRATION:

Shake well before each use.

Tilt head so that the affected ear is presented in an upward orientation. Administer a sufficient quantity of Baytril[®] Otic to coat the aural lesions and the external auditory canal. As a general guide, administer 5-10 drops per treatment in dogs weighing 35 lbs. or less and 10-15 drops per treatment in dogs weighing more than 35 lbs. Following treatment, gently massage the ear so as to ensure complete and uniform distribution of the medication throughout the external ear canal. Apply twice daily for a duration of up to 14 days.

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