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February Digital Issue 2018

# TVC

Digital magazine

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## A Click Away

Making  
money  
through  
an online  
pharmacy



# TRUST.

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

<sup>2</sup> Freedom of Information: NADA140-971 (January 15, 1993).

**HEARTGARD Plus is a Merial product. Merial is now part of Boehringer Ingelheim.**



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**PREVENTS  
HEARTWORM DISEASE**



**TREATS AND CONTROLS  
3 SPECIES OF HOOKWORMS**



**TREATS AND CONTROLS  
2 SPECIES OF ROUNDWORMS**



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AND DOGS LOVE IT<sup>2</sup>**



**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](http://www.HEARTGARD.com).

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

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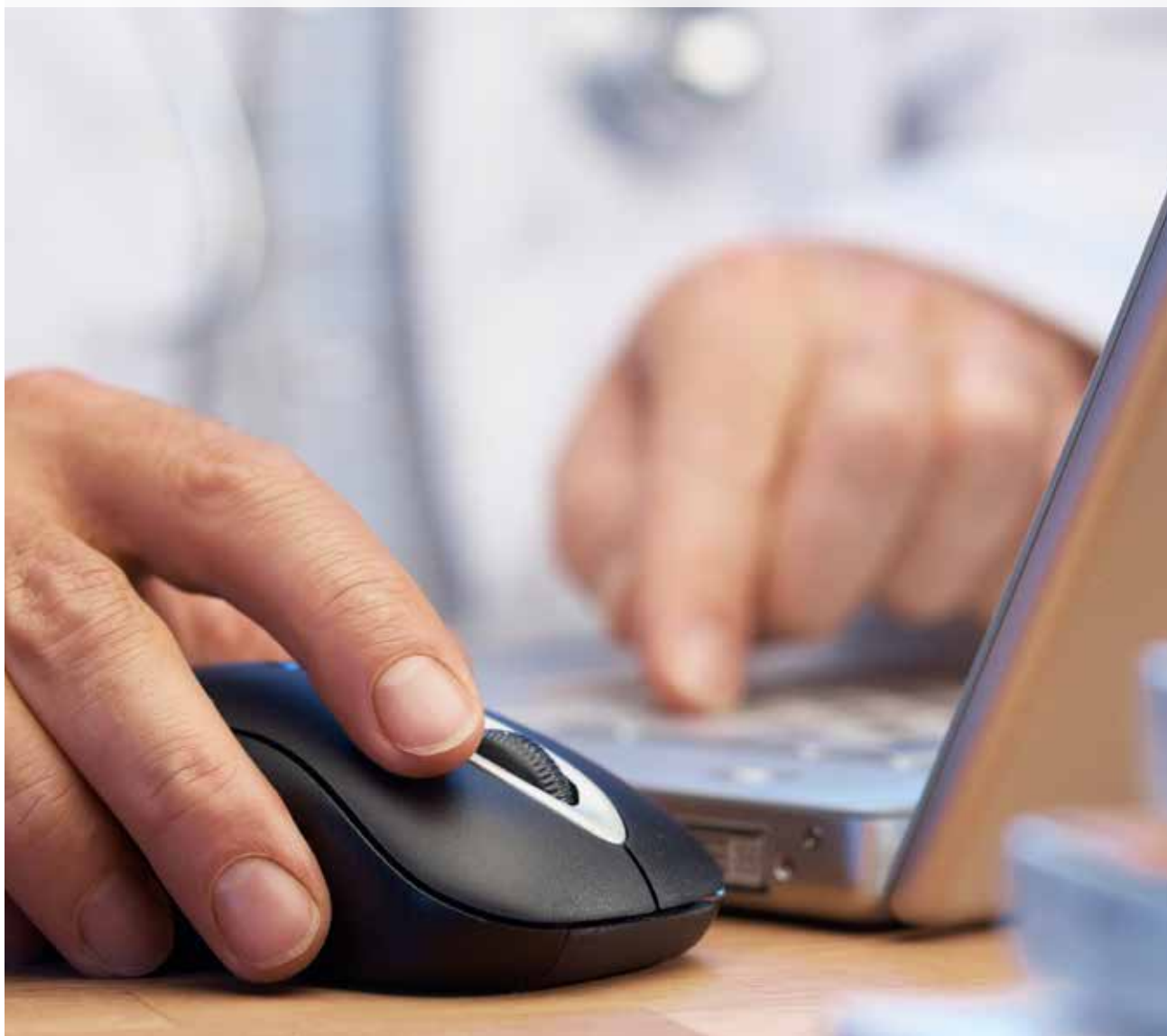
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# Turns over Margin

By Rich Morris

With an online pharmacy you can sell clients something and sign them up for an auto reminder. Those clicks will be money in your pocket. Even though it's at a lower margin, it's a much better scenario than not selling at all.

## **The animal health marketplace used to be driven**

purely on margin. In the past, veterinary practices could do OK as businesses and make a decent amount of money by simply charging 50 percent margin for everything. Competitors – other local, independent practices – were doing it, after all. Veterinary practices were almost the exclusive providers of what pet owners wanted – veterinary services and products. So sure, slapping a 50 percent margin on everything was the way to go.

However, as time goes on, businesses and the marketplaces they operate in will mature. The animal health marketplace has gotten much more sophisticated. Enter PetSmart, enter Petco, enter the big box stores and online retailers being run by sophisticated businesspeople who understand that unless you have a unique product or service, a 50 percent margin on everything will not work.

These businesses aren't focused on margin, but turns – charging less margin, but making more money because they are capturing more and more market share.

Successful practices in the future will need to make the shift from margins to turns.

Here's one example. You are selling a flea & tick product that lasts three months. If you sell it for \$100 at a 50 percent margin, then you put \$50 in your pocket. But what happens if that client doesn't come back to you for the other three quarters of the year? Rather, they find the product at PetSmart, who is selling it at a much smaller margin.

Let's say instead of charging 50 percent margin, you charge 30 percent. It's less money on the first transaction, but the chances of you getting a second, third, and regularly occurring purchases will go way up. So, you either sell one item for \$100 at a 50 percent margin and make \$50, or, you sell it for \$80 at a 30 percent margin, get the yearly purchases from the client and make \$120. You've made less margin, but put more money in your pocket, stopped the client from thinking you are overpriced, sold more stuff, and solidified a customer.

In this issue, we feature the benefits of having an online pharmacy. Turns is a component of that. Consumers are shopping online, so why not have a presence there? With an online pharmacy you can sell clients something and sign them up for an auto reminder. Those clicks will be money in your pocket. Even though it's at a lower margin, it's a much better scenario than not selling at all. With an online pharmacy, you don't have to have as much product in-house, and you can compete for those online sales with the big box stores.

The typical pet owner spends \$1,000 on pet products and services, and the typical veterinary clinic will get about \$200 of that. By our estimations, TVC Best Practice members, using solutions such as online pharmacies and sophisticated business practices such as turns, will capture upwards of \$450 of the spend. Finding ways to keep your clients' pet spending within the clinic is the way to stay successful in today's marketplace.



# ENZADENT® DENTAL CHEWS FOR DOGS

## BUY 3, GET 1 FREE PROMOTION



**LIMITED TIME OFFER:**  
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### TO QUALIFY:

- Invoices must be dated 1/1/18 - 3/31/18.
- Offer limited to Enzadent Dental Chews only.
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- Distributor to ship free goods.
- Free goods must be kind for kind – no mix and match.

### Kind for Kind / No Mix & Match

Petite/Small (30 count) - 454490

Medium (30 count) - 454491

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**Enzadent Dental Chews for Dogs** combine naturally occurring enzymes that help regulate the microbiological balance of the oral cavity with the natural abrading action of beef hide to aid in the removal of tartar and prevent the buildup of plaque-forming bacteria.

**Sold to practicing Veterinarians only.** This promotion is for practicing veterinarians who use and dispense Vetoquinol USA products under their care, within a valid veterinarian-client-patient relationship.

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## NEWS

**This Month at the  
Veterinary Cooperative**

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### Webinars



**Your Pet, Our Passion.®**

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#### **Nutritional Recommendations for Feline Chronic Kidney Disease**

**February 14 | 9 a.m. & 1 p.m. (CST)**

Please join **Nestle Purina PetCare** with speaker Dr. Ainsley Bone, for a 1-hour RACE-approved webinar presentation for 1 CE credit. Dr. Bone will be discussing *Nutritional Recommendations for Feline Chronic Kidney Disease* and the following:

- Recognize the importance of nutritional intervention for cats with chronic kidney disease.
- Understand the goals of nutrition management for feline CKD
- Understand how each dietary invention helps in the management of feline CK

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### Promotions

**Abaxis:** Exclusive for TVC Members. Receive a FreeVetScan UA Urine Analyzer and HDMicroscope when you purchase a VetScan in-house Lab System by March 30, 2018.

**BI:** Purchase 2 trays of Recombitek Oral Bordetella and receive 2 trays free! Offer ends February 24, 2018.

**Ceva:** Adaptil and Feliway Q1 promos now available.

**Purina:** ProPlan Veterinary Diet Dental Health: Save 10% on all Sizes Feb. 1 - Feb. 28, 2018

**VDI Labs:** Save \$4/kit when you buy 10

“

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Double Defense,  
you're leaving your  
patients half-protected  
from heartworm.



## Double Defense Uses:

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- ✓ A heartworm preventive to kill heartworm larvae

Veterinary technicians are discovering  
you can give dogs comprehensive  
heartworm protection with Double Defense.  
It just makes sense.

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Chelsea Haynie  
Veterinary Technician  
Memphis, TN



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1. McCall, J.W., Hodgkins, E., Varlout, M., Mansour, A., DiCosti, U., McCall, S., Carmichael, J., Carson, B., & Carter, J. (2016, August). Blocking of the transmission of *Dirofilaria immitis* L3 (JVD-34 ML resistant strain) from infected mosquitoes to dogs and prevention of infection in dogs treated topically with dinotefuran-permethrin-pyriproxyfen and orally with milbemycin oxime alone or in combination. In 61st Annual Meeting Proceedings: American Association of Veterinary Parasitologists- 61st Annual Meeting, San Antonio, TX. Abstract No. 21, 61.

# A Click Away

Making  
money  
through  
an online  
pharmacy

**Today's consumers** gravitate toward convenience.

Some are still driven to “streamline shopping,” says Stacey Beddoe, DVM, TVC Owner from Southwest Animal Hospital in Jefferson City, Missouri. “Some clients gravitate toward being able to accomplish buying what they need in one place. They want to drop their pet off and come back to a pet who is





Bordetella vaccination that's...

# Stressless

**RECOMBITEK® Oral Bordetella is designed for effective protection against *B. bronchiseptica*.**

*A fast, simple experience for everyone involved.*

- Ergonomic pipette applicator pre-filled with diluent makes for easy reconstitution
- Unique flip-top vaccine vial cap makes removal a snap
- No needle required



**Dogs take enough risks on their own.**  
*Reduce their risk the easy way.*

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**RECOMBITEK®**  
*oral bordetella*

groomed, bathed, up to date on vaccinations, teeth cleaned, and see the wart that has been bothering them on the shoulder has been removed. That may sound extreme, but we are a Walmart society and clients seek veterinary hospitals that are as inclusive by means of services as much as possible.”

Others want to multitask chores/errands and free up more spare time, Dr. Beddoe says. That’s where online shopping comes in. However, the refills of products are a different story, she says. “Mak-

“I don’t have to calculate how much I have to buy and determine if I can sell all of it before it expires in order to benefit a patient. It also makes happier staff because the stress of having to stock everything and having to take care of clients when we run out is no longer an issue. I can enjoy the profits made off my recommendations without having to write the big checks to keep the products on the shelves.”

– Stacey Beddoe, DVM



ing a stop into the clinic for refills is seen as inconvenient by some consumers when compared to the ease of online shopping, which is the other side of consumer habits (compared to streamline shopping). With smart phones and computers everywhere, we have the ability to shop online almost at anytime – even while at work probably!”

In order to meet changing consumer habits, Southwest Animal Hospital set up an online pharmacy through TVC Vendor [Vetsource](https://www.vetsource.com).



## The financial benefits

Offering products through an online pharmacy allows Dr. Beddoe and her staff the freedom of prescribing products strictly based on the medical side without having to weigh it against the economic aspect, she says. “I don’t have to calculate how much I have to buy and determine if I can sell all of it before it expires in order to benefit a patient. It also makes happier staff because the stress of having to stock everything and having to take care of clients when we run out is no longer an issue. I can enjoy the profits made off my recommendations without having to write the big checks to keep the products on the shelves.”

Clients benefit from the convenience as well. “Online shopping is providing free shipping to our front door which is a second layer of convenience and reducing our gasoline costs.”

## Getting started

Dr. Beddoe says the set-up was extremely easy. It consisted of two, maybe three, short phone calls with [Vetsource](#) and sitting down with a list to check off the products Dr.

Beddoe wanted available on the hospital’s website. “They have superior customer service,” she says. “It usually only takes a single phone call to resolve any issues that come up. I feel frequency of problems are rather low. I would estimate having 3 to 5 issues that need their assistance per year.”

The main challenge was converting customers used to the in-store pharmacy. Dr. Beddoe says some clients were resistant at first. “It was not an added ‘perk’ that fueled itself, so to speak. It was first seen as a change, not an improvement.”

However, once Southwest Animal Hospital appointed a few team members to walk their clients through the process to sign up, “clients saw it as an advancement in convenience, and that was when it began to thrive,” she says. The growing pains were worth it. “We also now deal with less angry clients frustrated that we are out of stock of their prescription needs, and that lowers everyone’s stress level!”

Dr. Beddoe says she and her staff notify clients during every visit if a product they need is offered online. Every staff member has a list of products offered in the online pharmacy.





## Why use an online pharmacy?



- In 2017, more people shopped online on Black Friday than in stores.
- There is a paradigm shift, and younger generations simply aren't doing business the same way.
- There's a lot of money being made online. Your job as a veterinarian is to do good medicine, but TVC has [Vetsource](#) as a vendor who will help you make that money.
- Touchpoints: You will not lose your core business because of your own online store. Rather, it opens up a new touchpoint for clients to keep in touch with your business.
- Three dogs out of every 20 may need therapeutic diets, but only one-third of those that need diets actually get it. So, 17/20 dogs are perfectly healthy, but if you're not selling to healthy pets, then you're losing those 17/20 clients. Also, those 3/20 you could also reach by increasing compliance.
- 50 percent of a clinic's profitability is made up of diagnostics and products. Thus, you need to keep selling products.

The world has changed; are you willing to evolve your business to meet those changes?



Dr. Beddoe says she and her staff notify clients during every visit if a product they need is offered online. Every staff member has a list of products offered in the online pharmacy. “Those products are not kept on the shelf, which forces our staff to offer online ordering to everyone wanting those items,” she says. “The approach is very positive and reassuring that the transition to getting set up using the pharmacy will be easy. We try to set everyone up on the auto ship so that refills will automatically be taken care of without contact being needed between us and the client.”

The online pharmacy meets client needs that include bulk refills on preventions, medicine, and supplements. “Food is secondary,” Dr. Beddoe says, “largely due to Chewy.”

Southwest still maintains an in-house pharmacy, but for smaller quantity, short term, and emergency situations that arise.

### On top of your game

Offering a healthy online pharmacy allows you the capacity to offer all the great products we have at our fingertips in this profession, without stressing over the economics of making it profitable, Dr. Beddoe says. “For instance, will you be able to sell the batch that you were required to buy in order to properly stock that particular product without it expiring?”

By having an online pharmacy, you appear to your clients to be at the top of your game, Dr. Beddoe says, offering all the newest and best that this industry has to offer.

“You can quickly adjust the products you want to offer without having to wait and sell what is on your shelf before stocking the new product. For multiple doctor hospitals, you can cater to each doctor’s specific product preferences as you see appropriate within the overall hospital protocol and make them feel more of a respected, valued member of the team. Your inventory manager will also be happier because he/she can more quickly and easily meet the demands and needs of your patients.” ■

The online pharmacy meets client needs that include bulk refills on preventions, medicine, and supplements. “Food is secondary,” Dr. Beddoe says, “largely due to Chewy.”



# Disruption

Disruptive technologies are changing the way customers buy products and how businesses succeed. Are veterinary practices prepared for their marketplace to be disrupted?

**As humanity becomes increasingly connected,** the ability for companies to go from a concept to a billion-dollar valuation has gone from literally a decade to less than 12 months. So says Adam Little, DVM, President, Exponential Vet Inc., and Director of Innovation and Entrepreneurship at Texas A&M's College of Veterinary Medicine & Biomedical Sciences.

"The tools that individuals and small teams have access to today used to be the domain of large companies and governments. This democratization and demonetization is powerful."

Those tools can also be incredibly disruptive, especially for veterinary practices that may have been insulated from market forces shifting so rapidly.

The veterinary space has two options as Little sees it. Stakeholders can embrace and adapt, or struggle in similar ways to industries that remained "unchanged" for decades, only to have their world turned upside down, such as the auto industry, photography, etc.

Through his work as Director of Innovation and Entrepreneurship at Texas A&M's College of Veterinary Medicine & Biomedical Sciences, Little is introducing the idea of disruptive technologies to the veterinary community.

## Recognize disruption

Disruptive technologies are all around us, says Little. The first key is to recognize them. Little offered the following examples:

**Artificial Intelligence.** When AI is used correctly, we sort of forget that it's there, but quickly we are seeing how a variety of approaches to AI are making their way into the mainstream, says Little. "In our daily life, it can be difficult to appreciate, but perhaps readers will begin to notice that certain applications in their life seem to be getting increasingly 'smarter.' Whether that's Siri's ability to better respond to questions, Google's ability to help people navigate new places and provide contextual information, or business applications in appointment scheduling, client management, etc."

In a medical context, Little says AI is going to play an important role in helping practitioners navigate increasing levels of information. "Today, computers are already helping radiologists review medical images and improve detection levels of cancer, assisting with patient engagement through AI-enabled conversations in managing chronic care, and supporting researchers in determining where to best focus their experiments for drug discovery."

In the veterinary space, the next 2-5 years will feature the launch of several new companies and solutions that utilize AI to streamline the activities of the veterinary team, Little says. Some initial applications will include diagnostic support using applications of machine vision where computers will be able to help identify areas on microscopic slides, radiographs, or other images that are of concern or interest; the use of AI to provide support when evaluating clinical signs, history,



"Develop lean strategies around implementation of new ideas and concepts – be in a position where you can run different tests/experiments around the client experience, workflows, etc."

– Adam Little, DVM

and test results; and determining potential causes and treatment steps. “There will be also several tools that are more client-focused and use AI to help triage cases and provide guidance to owners as to when veterinary care is needed.”

**Sensors.** Little says that another area that readers may recognize in their own lives, is that everything seems to be becoming connected and generating data. Watches, fitness trackers, fridges, smoke alarms, locks, etc. all seem to be becoming “smart” – generating data and connecting to apps that allow us to interact in ways we have never been able to before.

“This isn’t an accident as the Internet of Things continues to be an area of exciting growth brought on by the decreasing costs of sensor technology, increasing miniaturization, and evolving capabilities,” he says. “We have already seen a first wave of these devices in the animal health space. Today, there are connected pet feeders, dog collars, and litter boxes. While some may see these devices as gimmicks, this is just the beginning. Expect to see costs come down quite a bit in the coming years and more options available for both vets and pet owners.”

### Taking advantage of the disruption

Following recognition, businesses, including veterinary practices, would do well to consider how these technologies could be changing their models, and how they can both keep pace and even take advantage of the new opportunities.

“Practices need to shift their business models to become less dependent on transactional revenue and as the sole source of practice income,” says Little. “Having 1-2 touch points a year with clients where we attempt to maximize both the value of the visit and associated revenue isn’t going to be a sustainable model in the future.”

“Develop lean strategies around implementation of new ideas and concepts – be in a position where you can run different tests/experiments around the client experience, workflows, etc.,” he says.

Another concern Little sees is the rigidity of the practice from a range of perspectives – business model, equipment leases, roles and responsibilities. “Practices need to be able to adapt and that requires having flexibility in their models,” he says.

Finally, regardless of the medium, trust with clients continues to be paramount for veterinary practices, says Little. “In the face of significant change, practices that position themselves as the go to resource for all things pet health-related (not just medical care but also ancillary services and support) will likely fare better,” he says. ■



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



**For pet owners looking  
for 8 continuous months  
of flea & tick protection,  
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S17733



# Industry NEWS

## Most Americans still purchase pet food in stores, report says

A majority of Americans still purchase pet food in stores, according to a market research report from Packaged Facts and highlighted by Pet Product News. The firm found that 88 percent of dog owners and 93 percent of cat owners purchased in a store in the last 12 months in its Pet Food in the U.S., 13th Edition. In addition, 76 percent of dog owners and 81 percent of cat owners purchase all of their dog/cat food in a physical store, without pre-ordering it anywhere else. Millennials are the most comfortable with non-traditional buying options. They are more likely than other age cohorts to purchase through a website or app for home delivery. They are also more likely than others to buy online for pickup in a store (BOPIS).

## 2018 AAHA Diabetes Management Guidelines now available

The American Animal Hospital Association (AAHA) released its newly revised Diabetes Management Guidelines. Created with an additional focus on empowering veterinary technicians to be a primary source of education and support for owners of diabetic pets, the 2018 AAHA Diabetes Management Guidelines for Dogs and Cats offer important updates to AAHA's 2010 guidelines. Brand-new online tools and educational resources for pet owners and veterinary teams include quick-reference algorithms on diabetes monitoring and troubleshooting; new information on insulin formulations and recommendations for their use; thorough discharge and home monitoring diary templates; how-to videos on insulin administration, capillary blood sampling, and urine glucose testing; and client and staff education materials. By encouraging veterinary

technicians to take advantage of these resources to step into a leading role, the guidelines will greatly improve quality of life for diabetic pets and their owners, said AAHA Chief Executive Officer, Michael Cavanaugh, DVM, DABVP (Emeritus). "Anything AAHA can do to help motivated, empowered technicians educate and support clients will be an asset to everyone managing diabetic pets." The 2018 AAHA Diabetes Management Guidelines for Dogs and Cats are supported by an educational grant from [Boehringer Ingelheim Animal Health](#) and [Merck Animal Health](#). They are available in the January/February edition of the Journal of the American Animal Hospital Association (JAAHA) or online at [aaha.org/diabetes](http://aaha.org/diabetes).

## Ohio economy gets \$13 billion boost from veterinary medicine

Veterinary medicine contributes \$13 billion annually in direct and supporting services to Ohio's economy, according to a recent economic study highlighted by Feedstuffs. The findings are from a 2017 analysis by Regionomics LLC, which researched the impact veterinary medicine has in economic activity and employment contributions to Ohio. The [study](#), a collaborative effort between the Ohio Veterinary Medical Assn. (OVMA) and The Ohio State University College of Veterinary Medicine (CVM), found that veterinary services in Ohio contribute \$2.4 billion in direct economic output while sustaining more than 23,000 jobs. Support of animal-related industries, including agricultural production, reflects an additional \$10.6 billion in annual economic activity. "Veterinary medicine supports Ohio's economy and communities in a variety of substantive ways, including agriculture, research and human health," Ohio State CVM dean Rustin Moore said.





## 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.



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(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.

## Advantage Multi® for Dogs and 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 mites (*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 MDR1 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 the 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. (0.9kg) 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.

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# 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	Chewables 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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