BAYER



Digital magazine

May Digital Issue 2018

Eliminating Pain Points

Easy-to-administer pet medication means happier clients

→ Guiding you. Beyond the numbers.™



January 3, 2018

To the Board of Directors and Management Veterinary Cooperative Evanston, Illinois

We have audited the financial statements of Veterinary Cooperative for the year ended December 31, 2016, and have issued our report thereon dated January 3, 2018. Professional standards require that we provide you with information about our responsibilities under generally accepted auditing standards, as well as certain information related to the planned scope and timing of our audit. We have communicated such information in our letter to you dated September 21, 2017. Professional standards also require that we communicate to you the following information related to our audit.

Significant Audit Findings

Qualitative Aspects of Accounting Practices

Management is responsible for the selection and use of appropriate accounting policies. The significant accounting policies used by Veterinary Cooperative are described in Note 1 to the financial statements. No new accounting policies were adopted and the application of existing policies was not changed during the year ended December 31, 2016. We noted no transactions entered into by the Cooperative during the year for which there is a lack of authoritative guidance or consensus. All significant transactions have been recognized in the financial statements in the proper period.

The financial statement disclosures are neutral, consistent, and clear.

Difficulties Encountered in Performing the Audit

We encountered no significant difficulties in dealing with management in performing and completing our audit.

Disagreements with Management

For purposes of this letter, a disagreement with management is a financial accounting, reporting, or auditing matter, whether or not resolved to our satisfaction, that could be significant to the financial statements or the auditor's report. We are pleased to report that no such disagreements arose during the course of our audit.

Management Representations

We have requested certain representations from management that are included in the management representation letter dated January 3, 2018. Attached is a copy of management's written representations.

Management Consultations with Other Independent Accountants

In some cases, management may decide to consult with other accountants about auditing and accounting matters, similar to obtaining a "second opinion" on certain situations. If a consultation involves application of an accounting principle to the Cooperative's financial statements or a determination of the type of auditor's opinion that may be expressed on those statements, our professional standards require the consulting accountant to check with us to determine that the consultant has all the relevant facts. To our knowledge, there were no such consultations with other accountants.

Other Audit Findings or Issues

We generally discuss a variety of matters, including the application of accounting principles and auditing standards, with management each year prior to retention as the Cooperative's auditors. However, these discussions occurred in the normal course of our professional relationship and our responses were not a condition to our retention.

This information is intended solely for the use of the board of directors and management of Veterinary Cooperative and is not intended to be, and should not be, used by anyone other than these specified parties.

Sincerely,

Wegner CPAs, LLP

nee Mayer

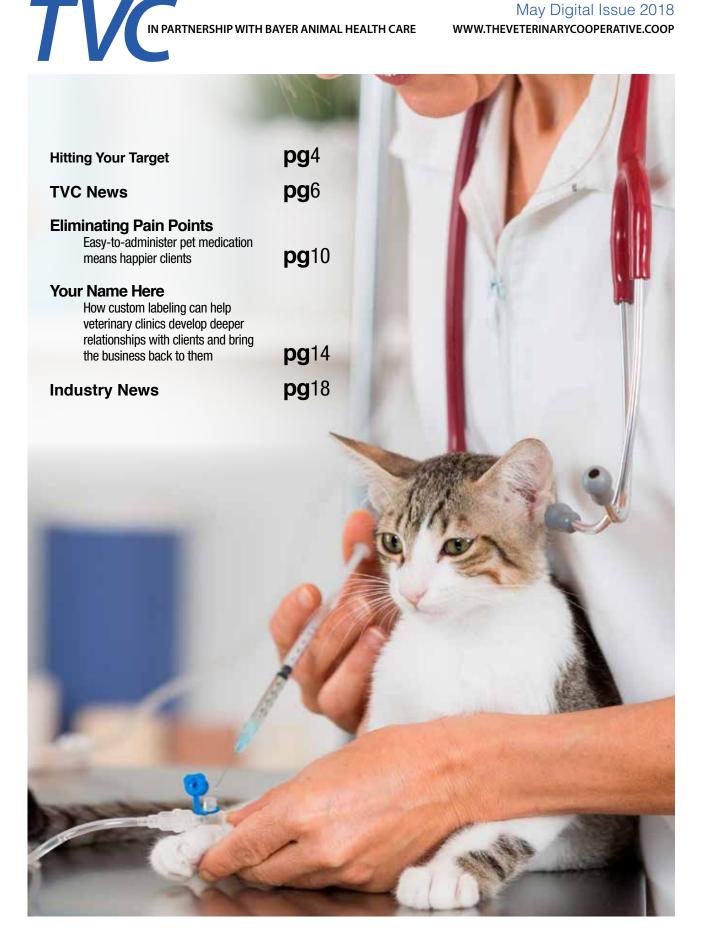
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May Digital Issue 2018 WWW.THEVETERINARYCOOPERATIVE.COOP



Hitting Your Target

We just sent out rebate checks. We hope you're

enjoying them!

As a co-op, we think you will find the numbers very encouraging. TVC Owners enjoyed over \$15 million in rebates and discounts during the past year. The Participation Rebate alone is going out to over 900 co-op owners! Checks range from \$100 to over \$100,000 with several co-op owners receiving over \$10,000 this payment period. Overall the typical active TVC co-op owner received \$3,800.

There are groups and vendors out there giving rebates in the form of gift cards, but not giving out 1099s, which could potentially be hazardous if the company, vendor or hospital gets audited. Speaking of rebates, we came across this VIN News Service article that we thought would be worthwhile to mention, as it discusses rebates and taxes. VIN News Service recently highlighted product rebates and the tax questions that come along with them.

For instance, one person on a message board of the Veterinary Information Network asked: "When you receive a rebate for purchasing certain quantities of a drug, do you report it as income, or pocket the cash without paying the taxes?" For honesty's sake, report the money, an accountant advises.

There are several other tax-related insights you might want to read up on. Read the full article at: <u>http://news.vin.com/</u> <u>VINNews.aspx?articleld=48260</u>

Rebates can come in different forms, including checks or gift cards. According to the advice of many accountants, these rebates should likely be reported. There are groups and vendors

out there giving rebates in the form of gift cards, but not giving out 1099s, which could potentially be hazardous if the company, vendor or hospital gets audited. You should be aware of this so you can protect yourself and your business.

If you would like to learn more on how to up your rebates, or if you receive your check and find you didn't hit the target, we encourage you to contact our sales team to ensure you are maximizing your TVC benefits. Contact our Sales Team:

- Chad Clark: <u>chad.clark@tvc.coop</u> 847.328.3096 x 107
- Brittany Hull: brittany.hull@tvc.coop 847.328.2096 x 108
- Sidney Allen: sidney.allen@tvc.coop 847.328.3096 x 109



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 aquired 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 tast 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

End of Life Care Certification Program

This postgraduate training program is a 100-hour RACEapproved Continuing Education program that provides advanced study in hospice and palliative care for licensed veterinarians and veterinary technicians.

The program includes 75 hours of distance learning in hospice and palliative care, and an additional 25 hours of learning during the IAAHPC Conference that includes an 8-hour workshop specific to end of life communication and a 4-hour advanced euthanasia techniques lab.

This is a rigorous program and is designed to prepare licensed veterinarians and technicians to practice AHPC at the highest standards. Students who successfully complete the certification program are recognized as (CHPV) Certified Hospice and Palliative Care Veterinarians or (CHPT) Certified Hospice and Palliative Care Technicians.

"Since I have been studying Animal Hospice and Palliative Care in the Certification Program I have changed my protocol, for the better, with the new knowledge I have gotten from my studies after doing house calls exclusively for 25 years using my own palliation, hospice and euthanasia protocol," says Dr. Sybil Murray, a visiting veterinarian and satisfied student of the program.

The program welcomes all licensed veterinarians and veterinary technicians who have been working in the veterinary field for a minimum of three years. Enrollment runs from June 15 to August 15, 2018.

Click here for more information: https://iaahpc.org/certification.html

Webinars



<u>Register</u>

Alfaxalone: A New Advancement in Anesthesia Inductions June 12, 2018 | 9AM & 1 PM (CST)

Please join Jurox Animal Health with speaker Dr. Kirby Pasloske, for a 1-hour, RACE-approved webinar presentation for 1 CE credit.

This program is tailored to educate the clinician (technicians and doctors) on a new advancement in anesthesia, Alfaxan (alfaxalone). The objectives of the presentation are to:

- Familiarize the clinicians with the pharmacokinetic/pharmacodynamics of Alfaxan
- Discuss Alfaxan's label indications and appropriate patient selection
- Review the safety profile of Alfaxan including contraindications
- · Provide an overview of the efficacy and versatility of Aflaxan

Dr. Pasloske will provide a detailed overview of alfaxalone and its clinical, practical application and use in today's busy veterinary hospitals. He will discuss the global marketplace of Alfaxan as well as provide an overview of the pharmacology, PK/PD, and safety of the product. Dr. Pasloske will also provide information on resources available to all TVC hospitals as they gain experience with Alfaxan.

IT'S NOT JUST A SNEEZE

It might be the onset of an outbreak

You know it only takes one dog to start a canine influenza outbreak in your area. And the threat is getting worse. Canine influenza is closer than you think.

Make the Nobivac[®] Canine Flu Bivalent core for your social patients.





Rethink the risk — visit **DogFlu.com** to learn more.

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TVC East

The Veterinary VC Cooperative

Register

TVC East: TVC 2018 CE Conference September 16, 2018 | Atlanta, GA

Join TVC and our Vendor partners at our Free Fall TVC CE Conference event in Atlanta, GA. We will be offering five lectures sponsored by TVC Vendor partners, each worth 1 CE credit. The show is FREE to the first 150 TVC Co-op Owners who sign up* and \$35 to all attendees after the first 150 sign-ups.

Trade Show: TVC is expecting about 25 of our vendor partners to participate in this event. You will have time to learn more about TVC offerings, rebates and discount programs, as well as talk directly to our vendor partners about their products and programs that can help you practice better medicine and increase your profitability.

Location: The event will be hosted at the Westin Atlanta Perimeter North. Special hotel rates are available for attendees who are planning to stay overnight.

We hope to see you at this great event!

*The event is free. However, this event is first come first serve, and a \$35 fee will be deducted from your rebate check if you sign up but don't attend.

Promotions

Ceva: Serving up some specials across several brands for Q2; check them out!

KVP: Have you checked out the New FURminator: It's *new* and better than ever yet! Hurry! 10% off through May 31.

Merck Nobivac Vaccines: Get Better Science at a Better Price, and Earn \$1 in Purrrchase Points for Every \$1 Spent on Nobivac Vaccines May 1 – May 31, 2018 for qualified TVC owners!

Merck Bravecto Client Offer: Pet parents can receive a \$15 rebate for 2 doses; Mix, Match, and save when you purchase any Bravecto product!

ProVetLogic: Hospital Starter Kit only \$495 including shipping! (Regularly \$666.80)

Royal Canin: Veterinary Diet Satiety Support for Weight Loss. Save 35% on any 5 Satiety Support products with Promo Code Satiety35 through May 31, 2018.

Veterinary Diagnostics Institute (VDI): Exclusively for TVC – New customers get 25% off any Vitamin D kit now through May 31! Hurry – there's still time!

VetOne (MWI's private label brand): Get a 7.5% rebate on purchases of all OstiFen (carprofen) chewable tablets, plus current TVC rebate and discount. Now through June 30! Get a 2% rebate on all other VetOne purchases, plus current TVC discounts. See detailer for more information.

Vetsource: TVC Owners, your new Vetsource Perks are here! Check out the new Vetsource detailer to see the TVC/ Vetsource rebate and the TVC University video "How to Make Money From Online Pharmacies" on the TVC University webpage to learn more!

Wedgewood Pharmacy: Turn to Wedgewood first for your back-ordered medications. New feature –Wedgewood is now compounding!

Other

8

Securos Surgical sponsors Securos University, their Continuing Education program. Click <u>here</u> to learn about upcoming CE programs in June in Tempe, AZ and in July in Tampa, FL.



Buy two (2) 6 lb bags of the same EN Gastroenteric® formula:



GET ONE (1) 6 lb BAG OF THE SAME FORMULA FREE

OFFER VALID MAY 1 - MAY 31, 2018

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Eliminating Pain Points

Easy-to-administer pet medication means happier clients

In previous years, administering medications to help treat a pet in

pain could be just that – a pain. Take canine osteoarthritis, for example. The first nonsteroidal anti-inflammatory drugs weren't in chewable form, and they weren't easy to get the dog to take. In some cases, veterinary staff would have to restrain the dog and poke the medication down. Newer products introduced into the market came with a more palatable formula, "and we started getting choices," says Tom Del Pico, DVM, Smithville Animal Hospital, a TVC Owner. "We've been through a whole evolution of non-steroidals, and pain management products."

Pain as part of the conversation

That evolution has occurred in part due to the increased attention pet owners are paying to the quality of life of their pets. Dr. Del Pico has been practicing veterinary medicine since 1983, when he took over as owner of Smithville, Missouri-based Smithville Animal Hospital. He says today's pet owner is more concerned about pain management.

"Our patients have always experienced pain, and right or wrong, we weren't as aware of it from a behavioral aspect, especially in cats," he says. "Socially it's more in the conversation. People are more and more concerned about it."

While the drug manufacturers may have been the ones to get the ball rolling on the first non-steroidals in the market, the success has become a sort of snowball effect for the benefit of the pet. "I think recently the social ethos has pushed the development of the products and not the other way around," says Dr. Del Pico. "It's across animal health – not just companion

animals. It's moved across the whole spectrum of animal health to farm animals, food animal production, you name it. There is just a greater awareness of the bio ethics involved."

Compliance

There are many benefits that come with more patientfriendly products – for the pet, pet owner, and veterinary clinic. The first is more accurate dosing. Safety is obviously a factor, says Dr. Del Pico. "We don't want to be harming the livers and kidneys and internal organs of these pets."

Better compliance also means lower costs. "It keeps the cost down. We're delivering the minimal dose. We'll start with the recommended dosing and then will try to taper it down after a couple of weeks. If we're talking about osteoarthritis, we try to address all the modalities for pain relief – weight loss, dietary, nutritional, pharmaceutical, behavioral – all the things to try and keep the pain of these pets under control."

Bayer's Quellin[™] (carprofen) soft chewable tablets are manufactured with <u>Bayer</u> patented soft chew technology, which was developed specifically for acceptance and to

Easier-to-administer products can also cut down on office visits, and eliminate the pain point of clients having to try to administer the medication at home.

> aid in owner compliance. Utilizing the soft chew technology, the chews are made without heat or extrusion methods. The active ingredient is evenly distributed throughout each chew matrix for more accurate dosing. And each chew is scored and easily divided. These features, coupled with the savory, soft-chew format, help to deliver the dose prescribed for patients.

Headaches at home

Easier-to-administer products can also cut down on office visits, and eliminate the pain point of clients having to try to administer the medication at home. For instance, with some of the early products used to treat chronic inflammation in

Rehab and Recovery Products

Boehringer Ingelheim

- Metacam
- Previcox

Baver

• Quellin

Digatherm

Pain Imaging

Hot Dog Patient Warming

- Patient Warming Blankets
- Blanket Controller
- Exam Table Covers (Non Slip)

K-Laser

- K-Laser Platinum 3
- K-Laser Platinum 4

Kong Veterinary Products

- Recovery Collars
- KVP Cura
- KVP Splints and Braces

Vetoquinol

Vetprofen

Vet-Stem

V-PET™

(Platelet Enhancement Therapy System

VetOne

 VetOne[®]'s OstiFen is a chewable generic carprofen tablet for dogs

Ceva

Meloxidyl

a dog's external ear canal, you had to approach the dog twice a day, restrain it by the collar, tilt its head to take something in its ear, "and by the third day, he didn't want anything to do with you," says Dr. Del Pico.

The veterinary clinic staff had the benefit of professional expertise, the ability to clean up the ear during the office visit and the option of sedation or restraints. But the pet owners? They would have to go home with a tube of medication and instructions to put it in their dog's painful, pulsating ear twice a day. "Like that's going to happen," says Dr. Del Pico. The failure rate was a very real concern for veterinary practices. "You don't want to fail, because that's bad for the pet's health, and it's bad for the reputation of the clinic."

But just as a rule of thumb, it makes good business and clinical sense to have the products on hand that make administering treatment as easy and accurate as possible.

A veterinarian-administered, single-dose regimen that does not require additional treatment visits like Bayer's Claro[™], takes much of the pet owner's stress out of the equation. "When the sustained action products came out like Claro and others - it enables you to tell the owners, 'We're going to put this stuff in, and you don't need to test the dog for ten days," Dr. Del Pico says. "The dog is happy, the owners are happy - and most importantly, the products have worked."

When the sustained action products first came out,

Dr. Del Pico says he was doubtful of their claims, "but they seem to perform well as far as solving the problem of not having to have compliance on a dog that doesn't want to comply."

To your advantage

Even with the advantages of the newer line of products, some clients may opt for a lower-cost treatment option. Or, their pet may not need to be held down to apply the medication. But just as a rule of thumb, it makes good business and clinical sense to have the products on hand that make administering treatment as easy and accurate as possible.

"If you can take compliance out of your client's hands, do it," says Dr. Del Pico.

¹ Data on file at Merial. ² 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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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)

Your Name Here

How custom labeling can help veterinary clinics develop deeper relationships with clients and bring the business back to them

Nike has the swoosh. Amazon uses a yellow

arrow that tilts upward like a smile on its delivery boxes.

Indeed, brands carry familiarity, and weight, with consumers. But they aren't exclusive to Fortune 500 corporations. Veterinary clinics, too, have the ability to brand themselves in a way that draws them closer to clients.

That's the aim of clinic custom labeling. This business strategy allows a clinic to take existing products that they may use, customize a label with their logo, clinic colors, and information to help brand their clinic.

The case for custom labeling

There are a few primary reasons a clinic may want to consider custom labeling:

Custom labeling is a business solution that allows the clinic to control their product. One of the biggest challenges veterinarians face today is the steady increase of online and OTC shopping of products that they dispense daily. If a veterinary clinic uses a particular product they like and recommend, by having their label on it, it drives compliance, and it drives the clients to repeat their purchases within that particular clinic. Custom labeling gives the clinic the opportunity to brand themselves with their clients. By using custom labeling, veterinary clinics will have their information on display with frequently used products, keeping them front of mind.

Custom labeling can help with compliance. "In certain categories like dermatology and joint supplements, by having a single label that the clinic takes ownership of, we see an increase in compliance and client education," says Mark Van Buskirk, the Director of Private Label business for <u>Ceva</u>. "Because it has the clinic's name and logo on it, staff members take the time to get to know the product a little bit better, and you get a consistent recommendation of how that product is to be used and why it's being used."

The branding landscape

There are several factors in the consumer marketplace that may help veterinary clinics in branding certain products. First, values. When today's buyer grows an attachment to a brand, it's often because they believe in the company, more so than the company's message being saturated through TV or online ads. If the client believes in the local veterinarian, chances are they will believe in that brand over a mega brand. By branding the name of Bordetella vaccination that's...

Stressless

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

A fast, simple experience for everyone involved.

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

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RECOMBILEK oral bordetella

Bordetella Andriseptica Vaco Anders Uve Offan MERIAL their clinic to a product, the veterinary clinic is telling the customer that they believe so strongly in the product that they put their own name on it.

Custom labeling is another way to compete with lowest price retail outlets for products. The veterinary clinic's unique brand is something that can be priced at a better margin (but still within reason). Consumers will price shop the same product if it's carried at a clinic and retailer, but will pay more for unique brands they trust.

Products

When you are looking at custom clinic labels, you are excluding FDA and EPA products, says Van Buskirk.

The most common categories for custom labeling are supplements, such as joint support, liver support and omega fatty acids. Also in the product offering is a comprehensive dermatology line. "That would include medicated shampoos and ear cleaners," says Van Buskirk. A third category is dental home compliance products. This would include drinking water additives, and raw hide chews.

Getting started

The easiest way to get started with custom labeling is to contact your distributor rep, or the <u>Ceva</u> sales rep, for a consultation. The <u>Ceva</u> rep will walk them through and assist them on this process. "In the consultation we find what each clinic wants specifically and tailor to their needs," says Van Buskirk. "Such as the layout of their label, colors, specific clinic information, etc." What clinics may discover through that consultation is that custom labeling will work in one product category, but not necessarily in another. In some cases, a distributor's private label may work better.

For instance, there may be five to six core dermatology products that a clinic could see great success in with custom labeling, and they desire to do that. And some other products just may not justify the need to do so. "We'll use the custom label for those core products and maybe the distributor private label to fill in the other needs they have.," says Van Buskirk. "It's usually a blended solution that works really well."

The consultation is also a great opportunity for clinics to ask key questions, such as how much custom labeling will

with them on picking a product line. Then the <u>Ceva</u> rep has a form the clinic will fill out with that product information. <u>Ceva</u> will get particulars on the clinic's logo and basic design. Within a couple weeks, the graphic artist at <u>Ceva</u> will make contact and begin the label creation process. That is 100 percent free of charge. Once the labels are finalized, the clinic

consultation is that

custom labeling will

work in one product

category, but not

necessarily in another.

Once the labels are finalized, the clinic signs off on the proofs of those labels that they like; <u>Ceva</u> prints those off in-house, and places them by hand, and then will drop ship straight to the clinic. From start to finish on a new development, the first product is usually delivered in 2 to 4 weeks, depending on variables. Once the

labels are in the system, reorders can be placed through the distributor. Even though it's a hand labeling process, that order is processed and delivered within 5-10 business days to the clinic. At the end of this process is where <u>Ceva</u> typically provides training to the clinic to make sure they are comfortable with what they have purchased.

cost, says Van Buskirk. "While custom labeling on the prod-

ucts we have, we don't charge for the graphics or labeling,

but in comparison to a distributor's private label, you'll see it maybe 15 to 20 percent more in price. There are no ad-

Once a clinic decides to do custom labeling, a Ceva rep will

review products that may be of interest to the clinic and work

ditional charges for the custom labeling process."

Setting up the labels

The custom-labeled products come supported by <u>Ceva</u>. The products also come backed by <u>Ceva's</u> pharmacovigilance department, with a 100-percent satisfaction guarantee. In the event of product expiration, <u>Ceva</u> will also replace those products free of charge.

"At <u>Ceva</u>, we fully understand that the logo we put on that bottle is not just your business card," says Van Buskirk. "A veterinarian goes through many years of school and works very hard to build a practice and clientele. Their reputation means more than anything. We take this responsibility seriously, of you providing us the honor of working with your brand that you've built, to help you with your clients and help you continue to grow it. That is not something we take lightly."

Editor's note: Sponsored by Ceva Animal Health

at one dose

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

- Single-dose treatment
- Vet administered to ensure compliance
- No work for your clients
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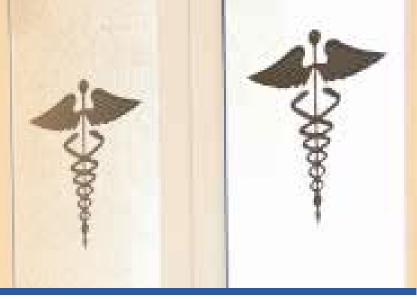
(florfenicol, terbinafine, mometasone furoate) Otic Solution



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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Industry NEWS



AAHA, Coffman Organization announce partnership to improve veterinary practice cultures

The American Animal Hospital Association (AAHA) and management consulting firm, The Coffman Organization (TCO), have announced a collaboration to study and build stronger, healthier workplaces within the veterinary profession, according to a release. The mission-oriented and often emotionally taxing work conducted by veterinary healthcare providers presents unique challenges that can lead to difficult work environments and a multitude of mental health conditions. This partnership represents the next phase of AAHA's Healthy Workplace Culture Initiative, which aims to improve the health and wellbeing of veterinary professionals and optimize workplace cultures found in animal hospitals. A key component of the initiative is TCO's revolutionary approach to measuring and building employee engagement in real time. Called the NEXUS Experience[™], the program goes beyond standard measurement practices to give managers the data they need to improve workplace culture.

Rise in enrollment for pet insurance for kittens

Crum & Forster Pet Insurance Group has seen a spike in the number of enrolled kittens, according to *Today's Veterinary Business.* The Akron, Ohio, company, which sells plans under its ASPCA, Hartville and PetPremium brands, reported April 9 that kitten enrollment jumped by 62 percent from 2012 to 2016. "While dogs still outnumber cats in terms of overall enrollments, this new analysis demonstrates the growing popularity of pet health insurance amongst feline pet parents," said Dennis Rushovich, the company's senior vice president. Across the industry, according to market researcher Packaged Facts, about 85 percent of insured pets are dogs.

Study: Rottweilers most prone to canine osteoarthritis

Rottweilers are the most predisposed dog breed to suffer from osteoarthritis according to new research from the Royal Veterinary College (RVC) highlighted by the *Pet Gazette*. Osteoarthritis is the most common joint disease diagnosed in dogs, and this study is the largest ever conducted into the condition in dogs under veterinary care – covering 455,557 dogs. Among the study findings: Rottweilers are the breed most prone to osteoarthritis, with the Old English Sheepdog and Dogue de Bordeaux also being very prone to the condition; 2.5 percent of dogs involved in the study had osteoarthritis (which would equate to a total of around 200,000 dogs in the UK); Dogs that were above average weight for their breed were nearly 2.3 times more likely to be diagnosed with the condition.

Opioid epidemic affecting veterinarians in Central Oregon

According to the *Associated Press*, an opioid shortage is forcing clinics to use less potent anesthetics when performing surgeries on pets, veterinarians in central Oregon say. Byron Maas of the Bend Veterinary Clinic said veterinarians in the region are using new protocols. "It changes how we get animals under anesthesia and keep them under so they don't feel the pain," he told *The Bulletin*. "We've had to formulate how we have done anesthesia and keep things safe. We've come up with some different anesthesia protocols." Attempts have been made to fight an opioid epidemic among humans amid overdose deaths attributed to the addictive drugs, leading to restrictions that are trickling down to veterinary clinics.

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 +moxidectin), 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.

of ourse vacated animats. 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:

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 (Chenocephalides felis). Advantage Multi for Dogs is indicated for the treatment and control of sarcoptic mange caused by Sarcoptes scabei varcanis. Advantage Multi for Dogs is also indicated for the treatment and control of the following intestinal parasites species: Hookworms (Ancylostoma canium) (Uncinaria stencoephal), Roundworms (Toxocira 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 (Chenocephalides felis) and is indicated for the treatment of the infestiations. Advantage Multi for Cats also indicated for the treatment and control of armite (Diddectes cynotis) infestations and the intestinal parasites species Hookworm (Toxocar cati). Ferretis: Advantage Multi for Cats is indicated for the prevention of heartworm disease in cartes (Chenocephalides felis) and is indicated for the treatment of flea infestions in ferrets. Advantage Multi for Cats kills adult fleas (Chenocephalides felis) adult flease (Cats kills adult fleas (Chenocephalides felis) and is indicated for the treatment is charten in ferrets. CONTRAINDICATIONS: Do not administer this product orally.

Similation of the dealers of the anteractors in refress. CONTRAINDICATIONS: Do not administer this product orally. (See WARNINGS). Do not use the Dog product (containing 2.5% movidectin) on Cats. WARNINGS:

WARNINGS: Advantage Multi for Dogs: For the first 30 minutes after application: Ensure that dogs cannol 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 publis, incoordination, panting, and generalized muscle tremors. In avermedit insensitive dogs: the signs may be more severe and may include coma and death¹.

may include coma and death. *Some dogs are more sensitive to avernectins due to a mutation in the MDR1 gene. Dogs with this mutation may develop signs of severe avermediti toxicity if they ingest this product. The most common breads associated with this mutation include Collies and Collie crosses.

Collie crosses. ^b Although there is no specific antagonist for avermectin toxicity, even severely affected dogs have completely recovered from avermectin toxicity with intensive veterinary supportive care.

avermectin toxicity with intensive veterinary supportive care. Advantage Multi for Cars: Do not use on sick, debilitated or underweight cats. Do not use on sick or sick, debilitated preva-less than 2 lbs. so how yeight. Do not use on sick or debilitated preva-less than 2 lbs. so how yeight. Do not use on sick or debilitated preva-HUMAN WARNINGS: Not for human use. Keep out of the reach of children. Dongs: 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.

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 ski. 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 class 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 hypersensifivity to benzy lachoh, imidaciophi, or moxidecti should administer the product with caution. In case of allergic reaction, contact a physician. If contact with sion or clothing ourcurs, take of contaminated clothing. Wash skin immediately with plenty of soap and water. Call a poison control center or physician if the treatment advice. The Safety Data sheet (SDS) provides additional occupational safety information. For a copy of the Safety Data Sheet (SDS) or to prot adverse reactions call Jeger Verleinary Services at 1-800-422-9674. For consumer questions call 1-800-225-6262. PrecCAUTIONS. Do not disponse dose applicator tubes without

consumer questions call 1-800-255-6826. **PEECAUTIONS:** Do not dispense dose applicator tubes without compilee 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. heartworm disease

or less ital is discussed with the intervent of the evaluated in hearty within the Dogs task tearthy or resultated in hearty worm-positive dogs with Class 4 tearthy orm disease. Case may experience hypersalivation, tremors, vomiting and decreased apetite if *Advantage Multi for Casts* is inadvertently administered orally or through grooming/licking of the application site. The safety of *Advantage Multi for Casts* has not been evaluated in cast. Use of this product in geratric casts with subclinical conditions has not been evaluated in cast. Use of this product in geratric casts with subclinical conditions has not been evaluated in cast. Use of this product in geratric casts with subclinical conditions has not been evaluated in cast. Use of this product in geratric casts with subclinical conditions has not been evaluated in cast. Use of this product in geratric casts with subclinical conditions has not been evaluated in cast. Use of this product in ferrets weighing cert 4 Als. (2.0 kg) has not been evaluated to cast has not been evaluated the cast. Use of this product in ferrets weighing cert 4 Als. (2.0 kg) has not been evaluated to cast. Subcommon adverse reactions observed during field studies were puritus, residue, medicinal odor, lethargy, inappetence and hyperactivity. Reartworm Megative Dogs: The most common adverse reactions observed during field studies were envirtus/scratching, scabbing, redness, wounds and inflammation at the tratement site, lethargy, and chemical odor. The rest weights and coughing lethargy during field studies were envirtus/scratching, scabbing, redness, wounds and inflammation at the tratement site, lethargy, cast, beavioral changes, discomfort, hypersalivation, polydipsia and coughing and gagging. Ferrets: The rest common scalerse cast of solorseved during field studies were envirtus/scratching, scabbing, redness, wounds and inflammation at the tratement site, lethargy, and chemical door. The cast capy of the Stefty Data Sheet (SDS) or to report adverse reactions cast and solorse

NADA 141-251,141-254 Approved by FDA V-03/2016

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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 dos level of 6 mcg of ivermeetin per kilogram (2.7 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	lvermectin 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: Bemove only one chewable at a time from the foil-backed blister card. Beturn 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 measure 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 issue laval 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 matodes, 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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