

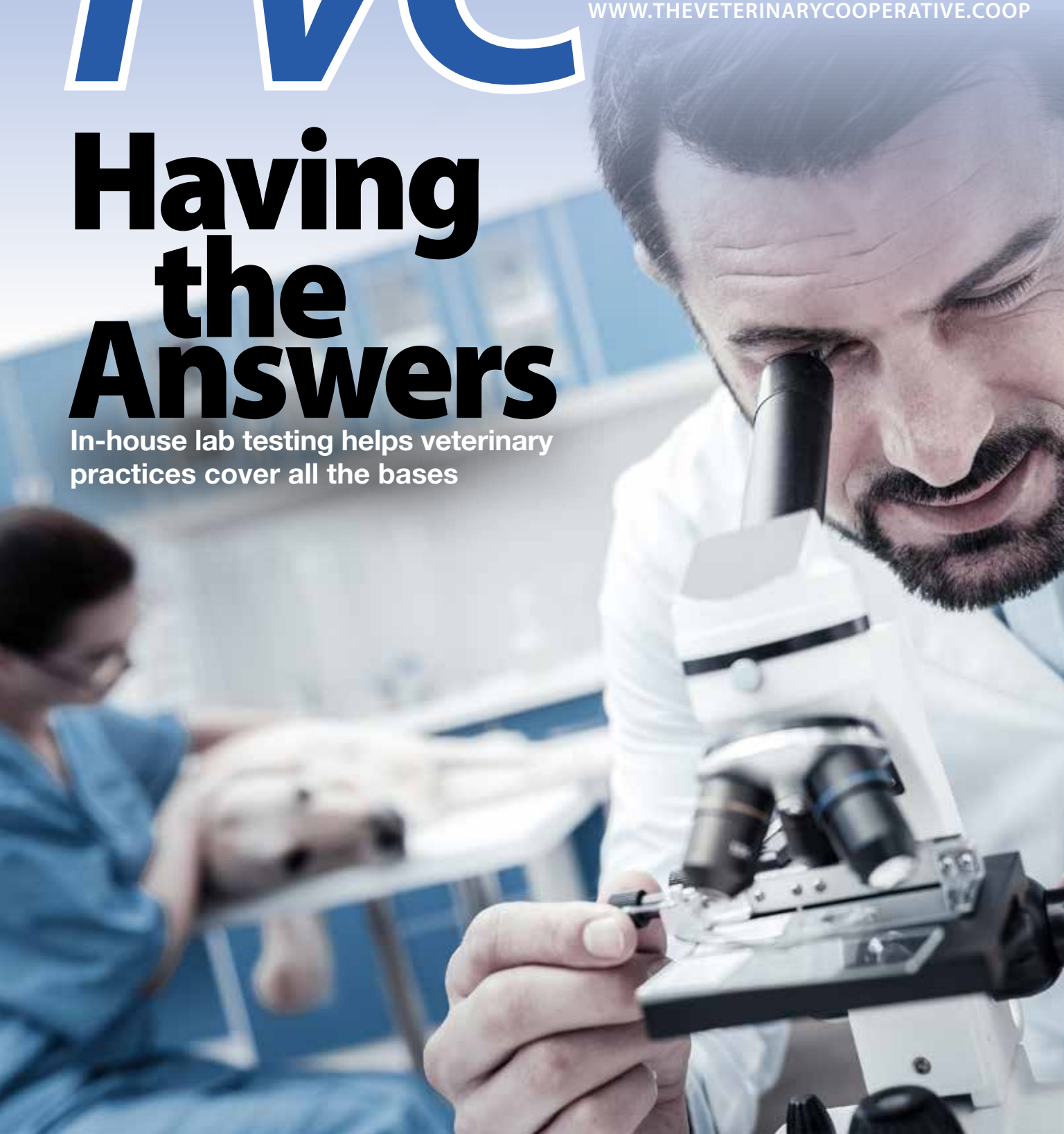
# TVC

Digital magazine

[WWW.THEVETERINARYCOOPERATIVE.COOP](http://WWW.THEVETERINARYCOOPERATIVE.COOP)

## Having the Answers

In-house lab testing helps veterinary  
practices cover all the bases





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**The VetScan SA & UA** — diagnose and stage renal disease with Microalbumin, Urine Protein:Creatinine Ratio, and Urine Sediment at the point-of-care.

The future of **urinalysis** is here.

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# Positioned for Growth

American consumers spent \$69.5 billion on their pets last year, and veterinary services took in about \$17 billion of that slice of the pie

**There is plenty to be positive about when it** comes to veterinary services. According to the American Pet Products Association and a survey it conducted, 68 percent of U.S. households have a pet.

Consumer spending on pets has never been higher. American consumers spent \$69.5 billion on their pets last year, and veterinary services took in about \$17 billion of that slice of the pie. Pet insurance has become a \$1 billion segment of the market alone. It seems likely that we will top the \$70 billion mark for pet products and services this year.

But dog and cat visits to their local veterinary practices? The last AAHA State of the Industry report (2016) saw less than 3 percent growth in active patients relative to 2014, and patient visits only grew 3.2 percent relative to 2014. That's improvement from previous industry reports a few years ago where visits were declining, but still, the growth in pet spending and consumer confidence in the pet products and services market shows that the opportunity is there to grow business.

We want to help increase traffic to your veterinary practices through the vendor partnerships, programs, rebates, education, training and services we offer. Let us know where you think you have the most potential for growth in your practice, and we can discuss how TVC can partner with you to bring in even more business the second half of the year!



# Dogs take enough risks on their own.

Count on RECOMBITEK® 4 Lepto Combos for comprehensive leptospirosis protection in its purest form.<sup>1</sup>



Protect your patients from the rising threat of leptospirosis with the nonadjuvanted vaccine that offers four-way protection against disease and shedding.\* **Available in DAP and DAPP combinations!**



The only vaccine that prevents leptospirosis caused by *Leptospira canicola*, *L. grippityphosa*, *L. icterohaemorrhagiae*, and aids in the prevention of *L. pomona*.



Prevents your patients from shedding bacteria into the environment after exposure\*



The only bacterin to provide a 15-month duration of immunity\*\*

<sup>1</sup> Nobivac: A portfolio of advanced vaccines for the well-being of canine family members [brochure]. Summit, NJ: Merck Animal Health; 2013. MAH-VC-851.

\* Indicated for the prevention of leptospirosis and leptospiuria caused by *L. canicola*, *L. grippityphosa* and *L. icterohaemorrhagiae* and as an aid in the prevention of leptospirosis and leptospiuria caused by *L. pomona*.

\*\* *L. grippityphosa*

Meril is now part of Boehringer Ingelheim.

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## NEWS

### This Month at the Veterinary Cooperative

By now we're sure everyone's heard the news – TVC Owners now get **free shipping at MWI, no matter the size of your order!**

Here is a resource for articles on how 2018 new tax laws may affect your business, that the TVC accountants want you to have access to. Helpful links for individual and business taxation can be found here: <https://www.wegnercpas.com/category/tax/>

### Webinars



[Register](#)

#### **Helping Pets With CKD Live a Longer and Better Life July 10 | 9AM & 1 PM (CST)**

Join Dr. Wendy Weirich and Hills Pet Nutrition for a 1-hour presentation on "Helping Pets With CKD Live a Longer and Better Life," and earn 1 CE credit. The webinar will focus on the role of nutritional management for improving quality and quantity of life in CKD patients and addresses many of the common questions/concerns we hear about therapeutic renal foods. We'll also discuss when you should consider beginning nutritional management.



[Register](#)

#### **Testing Month: Immediate Test Results Best for Health & Customer Satisfaction June 19 | 9AM & 1 PM (CST)**

Join TVC and Abaxis for our June TVC University Live webinar for a synthesis of best practice business strategies and great animal healthcare!

Whether it is for the purpose of a routine visit, or for a more pertinent matter, one cannot deny the importance of testing in animals. Because of this, efficacy should be at the forefront of the reasons behind the support of certain tests over others, but this is not a reason to ignore cost.

Allow us to help traverse the landscape of testing, discussing when it is best to do so, and how to perhaps do so more cost-effectively, taking into the account the value of time, whether it is the valuable time of the clinic, or of the pet and pet parent.

## TVC East



[Register](#)

**TVC East: TVC 2018 CE Conference**  
**September 16 | 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 TVC Co-op Owners and \$35 for guests, but due to capacity limitations, there is a cut-off, so registration is on a first come, first serve basis.\* Sign up now to reserve your spot and ensure you don't miss out on this great event!

**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.

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## Promotions

**BI:** The BI Summer Sale is Here! Save on flea & tick, vaccines, dental, and other products. Stock up [now](#). Sale ends June 29, 2018.

**Ceva:** Save with Ceva all June long! And be sure to check out the New User offers from Ceva across many categories.

**Merck Vaccines:** Get Better Science at a Better Price, and save 8-58% in June by taking advantage of Merck's Buy 5 Trays, Get 1 Tray Free in June offer.

**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)

**VetOne (MWI's private label brand):** There's still time left. Get a 7.5% rebate on purchases of all OstiFen (carprofen) chewable tablets, plus current TVC rebate and discount. Now through June 30, 2018. Get a 2% rebate on all other VetOne purchases, plus current TVC discounts. See detailer for more information.

**Vetsource:** Increase parasiticide compliance with the RemindMe program from Vetsource. Individual doses delivered to your clients' doors each month. 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.

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## Other

Securos Surgical sponsors Securos University, their Continuing Education program. [Click here](#) to learn about upcoming CE programs in June in Tempe, AZ and in July in Tampa, FL.

# Zoetis to Buy Abaxis

Acquisition would enhance company's presence in veterinary diagnostics

**In a move to enhance its presence in a fast-growing segment of the animal health market,** Zoetis announced it will acquire Abaxis, a manufacturer of diagnostic instruments for veterinary point-of-care services, for \$2 billion. Zoetis expects to complete the acquisition before the end of 2018.

"This acquisition brings Zoetis a company that has a proven, competitive diagnostic platform for growth that we can help to accelerate in the U.S. and worldwide with our global scale and direct customer relationships in approximately 45 countries," said Juan Ramón Alaix, Chief Executive Officer of Zoetis. "Together we can bring more veterinarian customers a broader range of products that fit into our comprehensive solutions and innovations, from prediction and early detection of disease in animals to prevention and treatment. We are very excited by the passion for customers that Abaxis and Zoetis colleagues share."

## Veterinary diagnostics category

The veterinary diagnostics category, which includes reference laboratory and point-of-care diagnostics, is estimated to be more than \$3 billion, with compound annual growth of 10% over the past three years, according to a company release.

Zoetis expects the diagnostics category to continue to grow faster than the animal health industry, with growth in the mid to high single digits, driven by international adoption of point-of-care diagnostic instruments due to rising medicalization rates, increasing standard of veterinary care and the convenience of in-clinic testing, the company said.

## The Abaxis portfolio and platform

Abaxis, founded in 1989 and headquartered in Union City, Calif., is a provider of diagnostic instruments and consumable

Zoetis has the global presence and direct veterinary customer relationships to deliver greater value to more customers around the world and accelerate the growth of our international operations.

discs, kits and cartridges to the animal health industry. Abaxis reported revenue of \$244.7 million for its fiscal year ended March 31, 2018, an increase of 8% compared to its 2017 fiscal year.

Its VetScan® portfolio of benchtop and handheld diagnostic instruments and consumables serves a large customer base of veterinary practices in North America and is poised for expansion in international markets.

The Abaxis VetScan portfolio includes chemistry and hematology diagnostic instruments and companion discs, kits and cartridges, which are consumables that create a recurring revenue stream. Abaxis recently launched the VetScan FLEX4 Rapid Test to detect Heart-

worm, Lyme, Ehrlichia and Anaplasma diseases in dogs, as well as its VetScan Canine Pancreatic Lipase Rapid Test, its UA urine chemistry instrument and the Urine Sediment Analyzer.

"We see a prime opportunity to grow our business as part of Zoetis," said Clint Severson, Chairman and Chief Executive Officer of Abaxis. "We recently invested in expanding operations in Europe, Latin America, and the Asia Pacific Region, with 20% of revenue in fiscal year 2018 coming from our international operations. Zoetis has the global presence and direct veterinary customer relationships to deliver greater value to more customers around the world and accelerate the growth of our international operations. This acquisition gives recognition to our record of success and the highly skilled, dedicated employees of Abaxis who helped build our company over the course of nearly three decades." ■





BLOOD, SWEAT AND

# EARS



## BAYTRIL<sup>®</sup> OTIC

FEATURING ENROFLOXACIN

★ WITH SPECIAL GUEST ★

## SILVER SULFADIAZINE

VS

★ THE ★  
*PSEUDOMONAS OTTIS* OF  
CHARLIE  
**"JAWS"**  
MALONE

**BAYTRIL<sup>®</sup> OTIC**  
(ENROFLOXACIN/SILVER SULFADIAZINE)  
ANTIBACTERIAL-ANTIMYCOTIC EMULSION

# 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<sup>®</sup> Otic is contraindicated in dogs with suspected or known hypersensitivity to quinolones and/or sulfonamides.

# Having the Answers

In-house lab testing helps veterinary practices cover all the bases

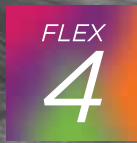
## Some things aren't worth the wait.

Take waiting for results of blood work for pre-surgical patients, for instance. Without in-house lab testing capabilities, Dr. Anna M. Coffin, DVM, Guthrie Pet Hospital in Guthrie, Oklahoma, says she would have to see the surgery patient a couple days ahead of time in order to get the proper bloodwork drawn, sent to the lab, and then have the results available to see if it is OK to move forward with the procedure.

However, with her in-house lab equipment, now “patients just come in that morning, we do the blood test – which takes 10-15 minutes at the most – and then we know whether we are ready to go.”

Eliminating that extra office visit is just one of many benefits for veterinary practices looking at bringing in-house lab equipment to their business. Based off of her experience, Dr. Coffin offered her take on several factors veterinary practices should consider.





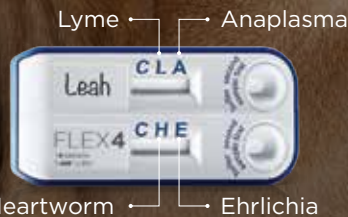
Introducing the

# VETSCAN FLEX4 Rapid Test

**Now you have a choice.** The VetScan Canine FLEX4 Rapid Test delivers all the benefits of the single Rapid Tests in one simple package. With four tests on one cassette, performing a comprehensive heartworm and tick panel has never been easier or more cost-effective. Check out some of the features below:

## 8 reasons to switch to FLEX4

- 3 simple, intuitive steps
- Room temperature storage
- 1-year shelf life
- 2 drops of sample  
-6 drops of 1 buffer
- Easy-to-read results
- 8 minutes to result
- Proven lateral flow technology
- Staff friendly



Contact your Authorized Distributor to order today.

[www.abaxis.com/flex4](http://www.abaxis.com/flex4)

VetScan Rapid Tests are intended for veterinary use only. Abaxis and VetScan are registered trademarks of Abaxis, Inc. © Abaxis 2018.

## Catching things quickly

The convenience of quick results, paired with the clinical benefits of catching issues quickly, cannot be understated. Dr. Coffin says she sees the evidence daily.

“For pre-surgical stuff, we’ll catch patients that have a low platelet count that we shouldn’t be cutting on, because they can’t clot their blood,” she says. “We’ll pick those up on a routine basis.” In some pre-surgery patients, the tests will detect liver or kidney disease. That will lead to a call with the owner to let them know that if we are going to proceed, we will have to take precautions. Or, it may be so severe that they can’t move forward with the surgery.

If they are treating a sick patient, Dr. Coffin and her team can have an answer right away with the in-house testing, vs. waiting a day for results to know what’s going on. The same thing is true for heartworm or tick panels. “Then I am

Quicker and more thorough results have helped in one more department, perhaps the most challenging when it comes to pet owners and treatment plans – compliance.

able to treat, and the client doesn’t have to come back for medication,” she says. “If the client is able to take the pet home, we’re able to say what’s going on, what we need to do to treat their pet, and then we can proceed to give them an estimate. And if the pet needs to stay, we’ll keep it and go on with the treatment. It helps with efficiency, a lot.”

## Crunching numbers

Dr. Coffin says she was a little concerned about whether she would do enough tests to justify the expense of adding an additional VetScan to her practice.

“I wasn’t sure I was going to be able to utilize it fully,” she says. She reached out to [Abaxis](#) about her concerns. They helped her crunch the numbers, and she discovered that as long as she used a certain number of consumables each month, the tests would eventually pay for the machine. “I wasn’t out a whole lot of money on the second machine, I just had to utilize it,” she says. Now, with two VetScans covering her portfolio of tests, “I’m wondering to myself, ‘How did I do this without the second machine?’”

Coffin says it’s important for first-time in-house lab equipment users to do their research, ask questions, and read the terms of their agreement carefully.

“Really look at the contract you are signing,” she says. Veterinary practices need to see that there is a maintenance agreement attached to it. A manufacturer she previously purchased equipment from did not have that in the contract. In her experience with [Abaxis](#), the maintenance agreement is covered. “But veterinary practices need to make sure there are no hidden fees, and that they have that maintenance agreement in place.”

Estimating the cost of consumables for the in-house equipment is also critical, especially if this is the first time you are doing it as a practice. “They all have rotors or clips or something you are going to have to put the blood in that runs the machine,” Dr. Coffin says. “For the CBC machine,

there is always some type of chemical that flows through. These parts are expensive, so you need to ask how much those cost and then figure out if you can pay for it. If you don’t currently have equipment, you’ve got to figure out how many tests you are doing in a month, and how much you

need to charge for this to pay for the equipment. Obviously, you want to do more than pay for the equipment – you want to make money on it.”

[Abaxis](#) was very helpful with the estimates, Dr. Coffin says. “You can give them numbers of how many tests you are sending out to the lab and they will say ‘This is your cost, and this is how much you would actually be profiting on it if you brought this in.’”

## Peace of mind

Quicker and more thorough results have helped in one more department, perhaps the most challenging when it comes to pet owners and treatment plans – compliance.

That 10 to 15-minute window to get the tests back and know what is going on with a pet can really help ease the pet owner’s anxiety. “It calms them down and they are not quite so anxious,” she says. “They will be willing to wait if it means they’ll be able to know what’s going on with their pet. It relieves a lot of anxiety for them to be able to give them answers.” ■



# SPARK A CONVERSATION. SPARK HIS METABOLISM.

Focus your weight conversation on metabolism, and make it easier for pet parents to commit to weight loss success for their dog or cat.

- 1 Weight gain can be a sign of a **slowing metabolism**, which happens naturally over time
- 2 Prescription Diet® Metabolic is the **only nutrition** clinically proven to **activate metabolism**<sup>1</sup>

Helped **96% of dogs lose weight** in two months at home<sup>2</sup> — even though owners didn't know their pet was on a weight loss plan

Clinically proven to **avoid weight regain** following a weight loss program

## Lose weight. Not taste.

Available in a full line of great tasting dry food, delicious stews and treats.

*Prescription Diet® weight solutions are available for both dogs and cats.*



For best results, feed Metabolic as directed in the feeding guide.

<sup>1</sup>Hill's data on file. Based on current therapeutic products in market.

<sup>2</sup>Veterinarian-supervised feeding study with 351 client-owned pets; 314 pets completed after 67 days. Data on file. Hill's Pet Nutrition, Inc.

HillsVet.com

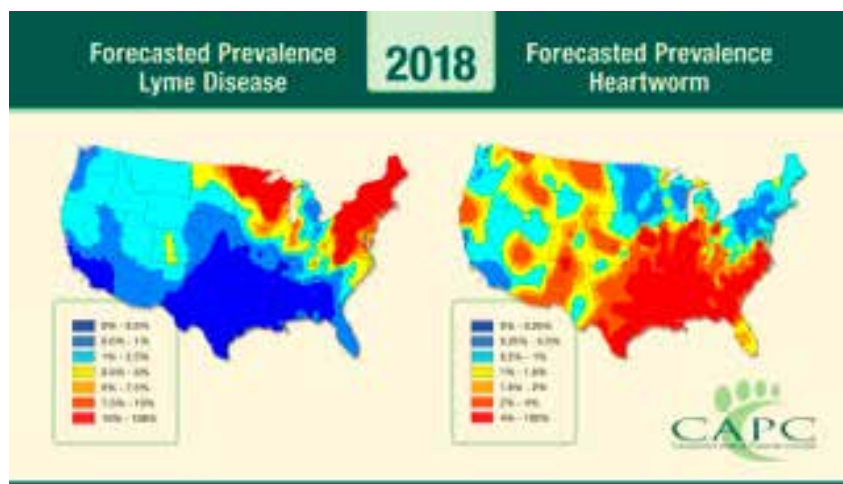


# CAPC Releases 2018 Parasite Forecasts

Heartworm, Lyme disease predicted to be more problematic for pets

## The Companion Animal Parasite Council (CAPC),

the leading source on parasitic diseases that threaten the health of pets and people, has released its annual 2018 parasite forecasts. The big headline for pet owners is an increase in prevalence of two of the most problematic diseases for pets: heartworm and Lyme disease. Heartworm is predicted to continue to aggressively spread across the United States, with the growth of Lyme disease focused east of the Rockies.



## Weather a factor

According to CAPC, the expansive nature of heartworm is partially attributed to the hot and wet weather over a two-year span. Shifting weather patterns have created ideal breeding conditions for mosquitoes across the country. Mosquitoes transmit the parasite that causes heartworm disease which can be deadly to pets. Another contributing factor is the relocation of many unknown heartworm positive dogs across the country, who survived these dangerous storms.

Heartworm isn't the only parasite pet owners will need to be watchful for. CAPC also predicts the spread of Lyme

disease into non-endemic areas including the Dakotas, Iowa, Missouri, southern Illinois, Ohio, Kentucky, Tennessee and North Carolina. A Lyme disease agent is transmitted by ticks and is spreading as the white-tailed deer population grows and migratory birds carry ticks to new areas.

"Our annual forecasts provide critical and important information to help veterinarians and pet owners understand parasites are a true risk to both pets and people," said Dr. Dwight Bowman, CAPC board member and professor of parasitology at Cornell University College of Veterinary Medicine. "This year, there are significant shifts in prevalence, making our maps a critical educational tool for veterinary hospitals, and allowing veterinarians and pet owners to see that para-

sites are ever changing and widespread, sometimes surprisingly so."

The forecasts support CAPC's recommendation for annual testing and having pets on preventative treatment year-round. For 2018, CAPC predicts the following risk areas for parasite-related diseases:

- Infection with heartworm, which causes a potentially fatal disease is expected to be above average nationwide. The forecast also predicts the hyper-endemic prevalence seen in the lower Mississippi

# FLEAS AND TICKS WILL WISH THEY HAD NINE LIVES, TOO.



Easy-to-use applicator!

**FRONTLINE Gold for Cats** is approved for use on cats/kittens 8 weeks or older, weighing 1.5 lbs or more.

## TRUSTED BRAND. ENHANCED FORMULA.

KILLS ADULT FLEAS

KILLS FLEA EGGS

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KILLS TICKS

APPROVED FOR USE ON CATS/KITTENS 8 WEEKS OR OLDER

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BACKED BY THE SATISFACTION PLUS GUARANTEE™†

**FRONTLINE® Gold**  
for Cats

**REVOLUTION®**  
(selamectin) for Cats



\* Prevents flea eggs from hatching

† Subject to terms and conditions of SATISFACTION PLUS GUARANTEE. The terms and conditions may also be found at [www.FRONTLINE.com](http://www.FRONTLINE.com)

FRONTLINE Gold is marketed by Merial. Merial is now part of Boehringer Ingelheim.



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**FRONTLINE®**  
**GOLD** FOR CATS

[www.FRONTLINEbrandclinic.com](http://www.FRONTLINEbrandclinic.com)

Southern Virginia and northern North Carolina are forecasted to be more active than normal. The rest of the United States is expected to see about normal prevalence in 2018.



River region will be even more active than normal. Veterinarians in the northern tier states from Washington State to Vermont should be on alert as this area may see a problematic rise in heartworm infections among their patients.

- Lyme disease is a high threat again this year and is now seen to be “oozing” into non-endemic areas. Veterinarians living close to Lyme’s endemic boundary line (the Dakotas, Iowa, Missouri, Southern Illinois, Ohio, Kentucky, Tennessee and North Carolina) should be on high alert. Western Pennsylvania, eastern Ohio, West Virginia and the Appalachian region in Virginia need to prepare for an active year. As for Washington, DC to Philadelphia, PA and eastward (including the Delmarva area) and the Boston/Cape Cod area: congratulations, you are expected to see a little relief this year.
- Transmission of the agents of anaplasmosis is forecasted to be average for much of the United States. However, northwestern Minnesota is forecasted to have an active year. Two bright spots are the Wisconsin/Minnesota border

area as well as the Boston/Cape Cod region, which are expected to see less activity than normal.

- Ehrlichiosis is always geographically challenging. The disease can be nonexistent to rampant within 200 miles. Southern Virginia and northern North Carolina are forecasted to be more active than normal. The rest of the United States is expected to see about normal prevalence in 2018.

CAPC offers prevalence data that localizes reported parasitic disease activity at the county level for veterinarians to use in their discussions about annual testing and year-round protection. This information is available for free at the CAPC website [www.petsandparasites.org](http://www.petsandparasites.org). Pet owners can use these maps as a reminder of the importance of year-round protection.

The Parasite Forecasts represent the collective expert opinion of academic parasitologists who engage in ongoing research and data interpretation to better understand and monitor vector-borne disease agent transmission and changing life cycles of parasites. The annual CAPC Parasite Forecasts are based on many factors including temperature, precipitation and population density. ■

The Companion Animal Parasite Council ([www.capcvet.org](http://www.capcvet.org)) is an independent not-for-profit foundation comprised of parasitologists, veterinarians, medical, public health and other professionals that provides information for the optimal control of internal and external parasites that threaten the health of pets and people. Formed in 2002, the CAPC works to help veterinary professionals and pet owners develop the best practices in parasite management that protect pets from parasitic infections and reduce the risk of zoonotic parasite transmission.





# This dog you saved

Loves a boy  
Who needs a friend  
Who needs to learn to trust  
Who will learn to love  
Because of  
This dog you saved

**Our nutrition can change their health.  
Your care changes lives.**

*Improving Lives Together*



## Baytril® Otic

(enrofloxacin/silver sulfadiazine)  
Antibacterial-Antimycotic Emulsion

For Otopical 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.

# Bayer

Bayer HealthCare, LLC  
Animal Health Division  
Shawnee Mission, Kansas  
66201 U.S.A.

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# Industry NEWS



## Consumer study: Knowledge gaps among pet owners related to fleas and ticks

**Merck Animal Health** announced the results of a large consumer study that exposes knowledge gaps among U.S. pet owners related to the identification, prevention, and treatment of fleas and ticks. Conducted by The Harris Poll on behalf of **Merck Animal Health**, the new online study of more than 1,300 pet parents (defined as those who own a dog and/or cat) found that despite the dangers of flea infestations, ticks, and Lyme disease, many pet parents may not be as knowledgeable – or as prepared – as they think. In fact, one third (33%) say that they do not give their pets regular flea/tick medication and nearly half (48%) don't bring their pets in for routine exams to protect against these parasites. More than three in five pet parents (61%) say they are “very knowledgeable” about fleas and ticks; however nearly two in five (38%) were unable to correctly identify at least one symptom commonly associated with Lyme disease.

## Study: Summer pups have higher risk of heart problems

Dogs born during summer months run a higher risk of heart and artery problems, according to a new study by researchers at the University of Pennsylvania, highlighted by AAHA NEWStat. The researchers combed through cardiovascular data for 129,778 dogs from more than 250 breeds for the study. They found that dogs born between June and August are at a higher risk of heart disease than those born during the rest of year. The figures spiked to a 74% higher risk for dogs born in July than for dogs born in January. Dogs born in April and May had the lowest risk of heart problems; 20% and 27% lower, respectively.

## AVMA partners with HABRI on Human-Animal Bond Certification Program

The American Veterinary Medical Association (AVMA) has signed on as the founding educational partner for the Human-Animal Bond Certification Program offered through the Human Animal Bond Research Institute (HABRI) and the North American Veterinary Community (NAVC). This certification program allows veterinary professionals to learn more about the science behind the human-animal bond and its benefits for both animals and people, and to receive practical advice on how to ensure strong bonds are built and maintained.

## CDC rabies test could “change the playing field”

HealthDay News reported that a new rapid rabies test for animals could revolutionize screening and spare humans unnecessary painful treatment, according to researchers at the U.S. Centers for Disease Control and Prevention. The CDC-developed test – called LN34 – is highly accurate and produces results more quickly and cost-effectively than current methods, according to the agency. “The LN34 test has the potential to really change the playing field,” said study first author Crystal Gigante, a CDC microbiologist. “Quickly knowing who needs to receive rabies treatment, and who does not, will save lives and families’ livelihoods,” she said in a CDC news release.