



IN PARTNERSHIP WITH HILL'S PET NUTRITION



June Digital Issue 2019

TVC

Digital magazine

WWW.THEVETERINARYCOOPERATIVE.COOP

The More You Know

Good information,
and good pet food,
can lead to healthier
living for today's pets





SEE GI ISSUES IN A NEW LIGHT WITH MICROBIOME SCIENCE

A first-of-its-kind nutrition that focuses on microbiome health, **NEW** Hill's® Prescription Diet® Gastrointestinal Biome with **ActivBiome™ Technology** revolutionizes the way you address fiber-responsive GI issues.

GREAT-TASTING NUTRITION SHOWN IN CLINICAL STUDIES TO:

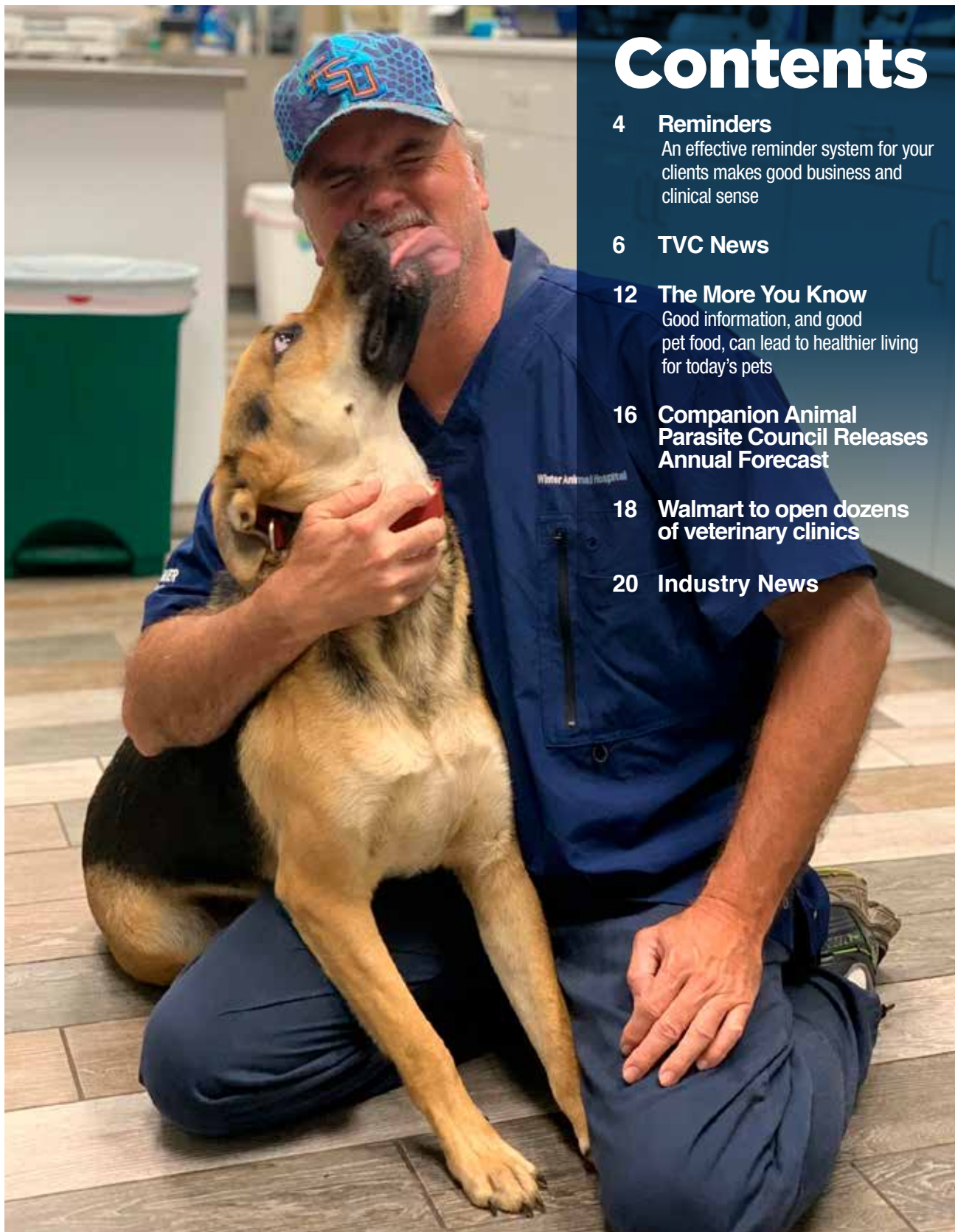
- 1** Resolve diarrhea in as little as 24 hours and promote healthy stool¹
- 2** Limit future episodes of diarrhea in 100% of dogs¹
- 3** Nourish and activate the microbiome to release beneficial anti-inflammatory and antioxidant compounds²



Ask your Hill's rep about this revolutionary, great-tasting nutrition.

¹Hill's data on file. Two-month clinical study evaluating dogs with chronic diarrhea. ²Hill's data on file. Clinical study on microbiome changes in dogs. ©2018 Hill's Pet Nutrition, Inc. ®/™ Trademarks owned by Hill's Pet Nutrition, Inc.

HillsVet.com



Contents

- 4 Reminders**
An effective reminder system for your clients makes good business and clinical sense
- 6 TVC News**
- 12 The More You Know**
Good information, and good pet food, can lead to healthier living for today's pets
- 16 Companion Animal Parasite Council Releases Annual Forecast**
- 18 Walmart to open dozens of veterinary clinics**
- 20 Industry News**

Reminders

An effective reminder system for your clients makes good business and clinical sense

By Brittany Hull, Marketing
Support Manager & Event
Coordinator at TVC

If you're reminding your current customers that they have shots coming up, or they have an overdue annual visit for Fluffy, then they are more likely to be a return customer.

Pet parents are busy. The typical family has a host of activities, appointments and items to check off on their to-do list, day in and day out. And that's just for the humans in the household.

It's understandable that you don't want to overburden your clients by continuing to reach out to them.

However, because of the fast-paced world that we live in, it can be easy for your clients to forget things – like heartworm preventive cycles and reorders, wellness checkups, making sure their pet's vaccinations are up to date, etc. But they need those reminders in order for their pet's health and wellbeing to stay top of mind.

This dialogue can be done through the use of postcards, text, or email. If you're reminding your current customers that they have shots coming up, or they have an overdue annual visit for Fluffy, then they are more likely to be a return

customer. When you get pet parents that are more compliant, it's going to yield more to your bottom line. It's also helping to create a safer environment for places like dog parks, or grooming facilities. One feeds into the other. It's best business, and best medicine.

There are TVC vendors that can help. One is Vetsource, which provides an online pharmacy and home delivery for pet parents, as well as built-in reminders through email and postcards. TVC will also introduce a vendor in the coming months with reminder services.

Reminder systems help with compliance, minimize missed appointments, and therefore missed opportunities and profit. A reminder system saves the time of employees, thus allowing them more time to focus on the customers in the clinic. Ultimately, you're providing a convenience for your clients, along with enhanced customer service.

CLARO®

(florfenicol, terbinafine, mometasone furoate)
Otic Solution



READY. AIM. CLARO®

Fight canine otitis externa with one big dose of love. Claro® (florfenicol, terbinafine, mometasone furoate) Otic Solution is the only FDA-approved, single-dose treatment administered by you with guaranteed compliance and no at-home treatments.



SPREAD THE LOVE IN YOUR CLINIC.

USE CLARO® FOR YOUR MOST COMMON OTITIS CASES.

BayerDVM.com/Claro

Claro® is indicated for the treatment of otitis externa in dogs associated with 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: Do not use in dogs with known tympanic membrane perforation. CLARO® is contraindicated in dogs with known or suspected hypersensitivity to florfenicol, terbinafine hydrochloride, or mometasone furoate.

©2019 Bayer, Shawnee Mission, Kansas 66201
Bayer, the Bayer Cross and Claro are registered trademarks of Bayer. CL19207

This Month at the Veterinary Cooperative

TVC News

Our TVC staff is growing! Please join us in extending a warm welcome to our newest TVC staff member, Carol Henry. Carol joins us as the VP of Marketing and Operations. Most recently, Carol ran her own marketing consulting firm (Imagine Consulting), and led marketing efforts for over 400 practices as the Chief Marketing Officer at National Veterinary Associates. Prior to that, she led marketing activities at several properties at Caesars Entertainment for 9 years, and led a strategic alliance between Norwegian Cruise Line and Caesars. She also worked in technology at both Apple and Intel, in addition to her time as an environmental consultant. Her background is in both engineering and marketing, with an undergraduate degree in Chemical Engineering from MIT, a Master's degree in Environmental Health Engineering from

the University of Texas at Austin, and an MBA from Kellogg School of Management at Northwestern University.

We would also like to welcome our new summer intern, Julia Tricolla! This summer Julia will be working on various projects within the Education and Communication department.

TVC Central/Chicago Vet took place a few weeks ago, and we got to say "hello" to many of you as well as meet some new members at our reception.

We're finalizing details for TVC East in Atlanta on September 22, 2019. To date, 130 people have already pre-registered, so for those of you thinking about attending, we encourage you to get your responses in sooner rather than later, as there is a capacity limit. New this year: a separate CE track geared toward PMs! See below for more info.

Vendor News

Boehringer Ingelheim (BI), gave notice that it's ending its contracts with buying groups such as ours as of June 30, 2019. This is 1½ years earlier than our contract provided (unless either side exercised its termination rights, as BI is doing). You will still receive your 2% rebate until the end of June, and TVC has the potential to hit some of the group growth rebates. However, BI has decided not to pay out the individual clinic growth rebates because (in BI's view) this is an annual program requiring a full year of growth. That year is not available because of BI's mid-year termination. For any questions, please contact support@tvc.coop.

Did you know that June is National Microchipping Month? To help kick off this upcoming event, **Petlink/Datamars** is offering two robust promos: the debut of their most generous New User promo ever: Buy 25, Get 10 Free SLIM Microchips! Current users can also take advantage of this great opportunity: Buy 75, Get 25 Free SLIM Microchips! Use these special purchase opportunities to offer a microchipping promo to your clients. One in three pets go missing during their lifetime; most cases occur during the Fourth of July time period, when pets are afraid and run from loud noises like fireworks, or get lost in crowds. Help keep your patients safe and pet parents and pets together. Contact **Petlink** to learn about different types of promos for your clinic.

Pass simple savings along to your clients.

Talk to your Bayer sales representative about
vet-exclusive rebates for pet owners.

CORAXIS™
(moxidectin)

Get 25% off Coraxis™
when you Mix and Match

18 6 packs of Coraxis™ + 18 Seresto® Dog Collars

Limit 18 discounted Coraxis™ units per invoice.

Effective 6-1-19 through 8-30-19

Extended terms: 60 days Net Billing Terms.

Discount applies only to purchases on a single invoice,
placed directly with Bayer or a Bayer-authorized sales
representative, and shipped from Bayer.



Save your clinic and clients money with Coraxis™
Contact customer service at (800) 633-3796 to place your order today.

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

TVC University Live CE Webinars


[Register](#)

Food Allergies & Elimination Diets

June 18 | 9 AM & 1 PM (CST)

Join TVC and Hill's Pet Nutrition at the June TVC University Live webinar to learn the importance of elimination diets and how stocking pet food can translate to a boon for your bottom line. All attendees will receive a **\$25 Visa gift card** for attending!

Abstract: Sometimes the customer does not know best. The symptoms of food allergies in pets are rather similar to the symptoms of other disorders. For example, the skin irritation could be fleas, the bowel irritation could be spoiled food or some more serious condition. You, as the medical professional in the situation, know however that these are very common symptoms of food allergy. Is it not better to rule out one possible explanation, both for the sake of the pet and for the peace of mind of both you and the pet parents? In this webinar, we will focus on the importance of elimination diets and how stocking pet food can translate to a boon for your bottom line.


[Register](#)

Regenerative Medicine in Your Practice – A Primer

July 9 | 9 AM & 1 PM (CST)

Join **VetStem** with speaker Dr. Robert Harman at the July CE Live Online webinar, for a 1-hour RACE-approved presentation. Attendees will earn 1 CE credit and be entered in a drawing for a chance to win a **V-PET (PRP) kit (\$249 value) or \$50 Amazon gift card!**

Abstract: This presentation will cover regenerative medicine (PRP and Stem Cell Therapy) and what questions you should ask before adopting a new modality in your practice. The presentation will cover evidence of potential mechanisms of action, evidence of efficacy (target species), evidence of safety (target species) and guidelines on how to use in practice


[Register](#)

How to Successfully Build Your Brand

August 13 | 9 AM & 1 PM (CST)

Join **Stratford Pharmaceuticals** at the August CE Live Online webinar, for a 1-hour RACE-approved presentation. Attendees will earn **1 CE credit**.

Abstract: In this webinar, we will discuss the benefit of building your clinic's brand. We will review keeping profits in the practice, competing with internet sales, brand recognition, and innovative ways to market your clinic. After completing this program, the client will have a better understanding of the benefits of branding the clinic and products we have to increase profits and brand awareness in the practice, thus reinforcing the level of quality care.



Money & Medicine: Your Clinic as a Business

August 20 | 9 AM & 1 PM (CST)

Join TVC and **Merck Animal Health** at the August TVC University Live webinar.

Abstract: As a veterinarian, chances are that you entered this industry due to your love for animals. With the rapid changes that are occurring, however, it has become more important than ever to recognize that you are a business owner and to make decisions that allow your business to thrive. Remember, better business allows you the opportunity to practice the best medicine possible. This webinar will act as a crash course in better marketing vaccinations and capturing the spend of those who may not be vaccinating with you currently. Just as with veterinary medicine, in business, education is key. Give us the opportunity to give you a glimpse into all that we can teach you, through webinars such as this, and through the resources of TVC University.

[Register](#)



TVC East: 2019 TVC CE Conference & Trade Show

September 22 | Atlanta, GA

Free CE with TVC!

Join TVC and TVC Vendor partners at our annual Free one-day CE Conference and Trade Show in Atlanta, GA. We will be offering a variety of RACE-approved lectures sponsored by TVC vendor partners, each worth 1 CE credit. There will also be trade show giveaways and a mini Treasure Hunt. The show is FREE to TVC Co-op Owners!

Trade Show: TVC is expecting about 25 of our vendor partners to participate in the TVC East Trade Show. In between lectures 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. Also, take part in the mini Treasure Hunt and enter raffles to win great giveaways!

We hope you'll join us at this great event!

[Register](#)

TVC West: 2019 Wild West Vet Show

October 23 - 26 | Reno, NV

Wild West Vet Show is a great place to expand your knowledge and grow your network. TVC will be sponsoring a fantastic lineup of speakers and lecture topics you won't want to miss out on. **TVC Co-op Owners can receive 10% off of their registration with promo code: WWTVC19.**

[Click here](#) for more information on the conference.

Hope to see you at this great event!



[Register](#)

Promotions

Bayer: Purchase Coraxis and qualify for a tiered consumer rebate. [Click here for details](#)

Ceva: Purchase 4 cartons of MilbeGuard on 1 invoice for a chance to win a party chair! [Click here for details](#)

Hill's: Hill's Prescription Diet m/d GlucoSupport ISO: Twice the fight, twice the discount! For every two units purchased (dry or wet) receive 10% off. With every increment of 2 units get 1 free case of new m/d GlucoSupport Stew and a booklet of pet parent coupons. [Click here for details](#)

Hill's: See GI Issues in a new light with Microbiome Science! Save 10% off your initial order of new Gastrointestinal Biome Pet Diet. [Click here for details](#)

Hill's Spring Toppings Promo: Take advantage of Hill's Spring Toppings Promotions and earn free pet food and coupons. Each hospital is limited to participation in one Disease Category promotion, with a maximum of 5 Free cases! [Click here for details](#)

Hill's: Hill's Prescription Diet w/d Multi Benefit ISO: The 4-hit wonder! For every 4 units purchased (dry or wet), get 10% off and a booklet of pet parent coupons. [Click here for details](#)

Merck: Between June 1 – June 30, TVC owners can earn 7,500 to 15,000 PurrrchasePoints™ when they place a qualifying order of Bravecto® and/or Nobivac® on single invoice from Merck Animal Health. Qualified clinics can ALSO receive 100 VetOne 3cc Needle/Syringe combos Free with every order of 100 doses of Nobivac® AND delayed-billing when ordering from MWI. [Click here for details](#)

Merck: Mix, match, and save on Bravecto flea and tick products through June 30! [Click here for details](#)

Merck: Buy 5 trays, get 1 Free on all Nobivac vaccines (mix and match) through June 30! [Click here for details](#)

PetLink (Datamars): Current User Special through June 30: Buy 75 Petlink SLIM chips, get 25 Free! [Click here for details](#)

PetLink (Datamars): New User Special through June 30: Buy 25 Petlink SLIM chips, get 10 Free! [Click here for details](#)

Purina: Save on urinary formulas! Buy 3, get 1 free for a limited time. [Click here for details](#)

Securos Surgical: Buy 5 Boxes of Suture, get 1 Free Needle Holder June 1 – August 31, 2019. [Click here for details](#)

Stratford Rx: Buy 12, get 2 Free! Choose from the full line of Stratford pet health products. Plus, get an additional 17% savings on your TVC plan through June 30! [Click here for details](#)

VetOne: New OstiFen Chewable tablets. Buy 4 bottles, get 1 Free through June 30. Plus, for every \$750 purchased, get 1 FitBark 2 Dog Activity Monitor free! [Click here for details](#)

Vetoquinol: NEW PRODUCT: Flexprofen Beef-flavored chewable carprofen. Buy 3, get 1 Free! May 1 – July 31, 2019. [Click here for details](#)

Vetoquinol: Pill Wrap Promo: Buy 10 jars, get 2 FREE! Through June 28. [Click here for details](#)

Vetoquinol: Zylkene BOGO Special: Buy 1 30-count bottle, get 1 14-count blister pack Free of same strength! April 1 – June 28, 2019. [Click here for details](#)

Vetsource: Jump into spring with added savings for your clients! Use code FEEDMETVC at checkout to save 10% on all prescription and OTC nutrition from Hill's, Purina, and Royal Canin. The [offer](#) can be combined with a first-time AutoShip discount, so clients can save even more! [Click here for details](#)

Zoetis Diagnostics (formerly Abaxis): Sign up for monthly savings with Flex 4. Agree to an autoship from MWI for the next year and secure savings. [Click here for details](#)



**9 OUT OF 10 PET OWNERS PREFER
BRAVECTO OVER OTHER PRODUCTS.***



Ask your Merck Animal Health
representative about Bravecto today
www.BravoVets.com

BRAVECTO[®]
(FLURALANER)

*Lavan RP, Armstrong R, Normile D, Zhang D, Tunceli K (2017) Results from a U.S. Dog Owner Survey on the Treatment Satisfaction and Preference for Fluralaner against Flea and Tick Infestations. J Vet Sci Technol 8: 439. doi: 10.4262/2157-7579.1000439

Copyright © 2019 Intervet Inc., d/b/a Merck Animal Health, a subsidiary of Merck & Co., Inc.
All rights reserved. US/BRV/0717/0056



MERCK
Animal Health



The More You Know

Good information, and good pet food, can lead to healthier living for today's pets

For Greg Winter, DVM, and his team at Winter Animal Hospital, good nutrition for pets starts with education.

“I truly believe that the more education I can provide my staff and owners with in regards to specialized diets is key,” Winter says.

Winter says he’s noticed that when staff has been properly educated on the food, it makes it easier for them to explain the health benefits to the owner. “When a practice like ours has a patient on prescription food, the owner will come in several times a month to purchase the food. Not only does this drive sales, but it’s given us an opportunity to make a personal connection with the owners and their pets during each visit. This personal interaction allows us to connect with the owners and make it more than just a business transaction.”

Building relationships with clients

Winter Animal Hospital was founded on the basis of practicing compassionate, high-quality veterinary medicine in an environment that ensures trust and loyalty from clients through “old-fashioned values,” says Winter. “We strive to build everlasting relationships with not only our clients but the patients we treat themselves. Winter Animal Hospital also provides a fun and educational work environment that encourages the employees to help the hospital continue to grow and develop in a professional manner.”

In developing those client relationships year after year, Winter has noticed positive changes in how clients approach their pet’s health. On the nutrition side, pet owners are becoming more receptive to buying recommended specialized diet foods. Most companies now have done countless food trials to ensure the palatability of the product is great for the pet and

have done the research to make sure their products have all the right ingredients to make it the best quality food for their pets.

One of those quality products is [Hill’s](#) veterinary exclusive wellness diet, Healthy Advantage. This is available in clinic and through the veterinary-sponsored home delivery platform of choice. It’s a diet that puts the pet’s health and well-being at the forefront, but also benefits veterinary hospitals on the business side.

[Hill’s](#) provides Winter Animal Hospital staff with lunch-and-learns to teach them about their new products, and



“We’ve found that any time an owner can save money on food for their pets, they’re a lot more compliant to the doctor’s overall recommendation.”

– Greg Winter, DVM

will also pay for a visit to their warehouse in Kansas, which includes a tour of the manufacturing plant as well as seeing how they do their studies on the animals dealing with issues such as weight management, kidney disease, and diabetes, says Winter.

While the veterinary team education component improves communication with clients, it also helps to build in incentives. “[Hill’s](#) Science Diet is also very good at sending coupons not only to the

hospitals, but also to the consumer,” he says. “We’ve found that any time an owner can save money on food for their pets, they’re a lot more compliant to the doctor’s overall recommendation.”

Winter Animal Hospital also makes it easier on clients by offering home delivery. “This really benefits our clients that

live further away from our hospital and the elderly clients that need help with transportation to the clinic,” he says. “Not only does it add convenience, it helps owners stay compliant to the food recommendation that has been suggested for their pet’s overall health. We do have a decent number of clients that have taken advantage of this feature.” ■



A Good Defense

Environmental allergies are a fact of life for pets. Because of this, [Hill's Pet Nutrition, Inc.](#) has created nutritional solutions to help veterinarians manage their dermatology cases. Prescription Diet® Derm Defense™ is Hill's first and only nutrition with HistaGuard™ Complex – formulated to reduce signs of environmental allergies by disrupting the internal allergy response and creating a barrier against future episodes.

The symptoms of food allergies in pets are similar to the symptoms of other disorders. For example, a pet's skin irritation could be due to fleas, or a bowel irritation could be spoiled food or some more serious condition. However, as the medical professional in the situation, veterinarians know that these are also common symptoms of food allergies. Is it not better to rule out one possible explanation, both for the sake of the pet and for the peace of mind of both the veterinarian and the pet parent?

Register for the upcoming pet food webinar; [click here.](#)



STAY ONE STEP AHEAD OF SKIN ISSUES YEAR-ROUND

Prescription Diet® Derm Defense™ with HistaGuard™ Complex A key component to your treatment plan

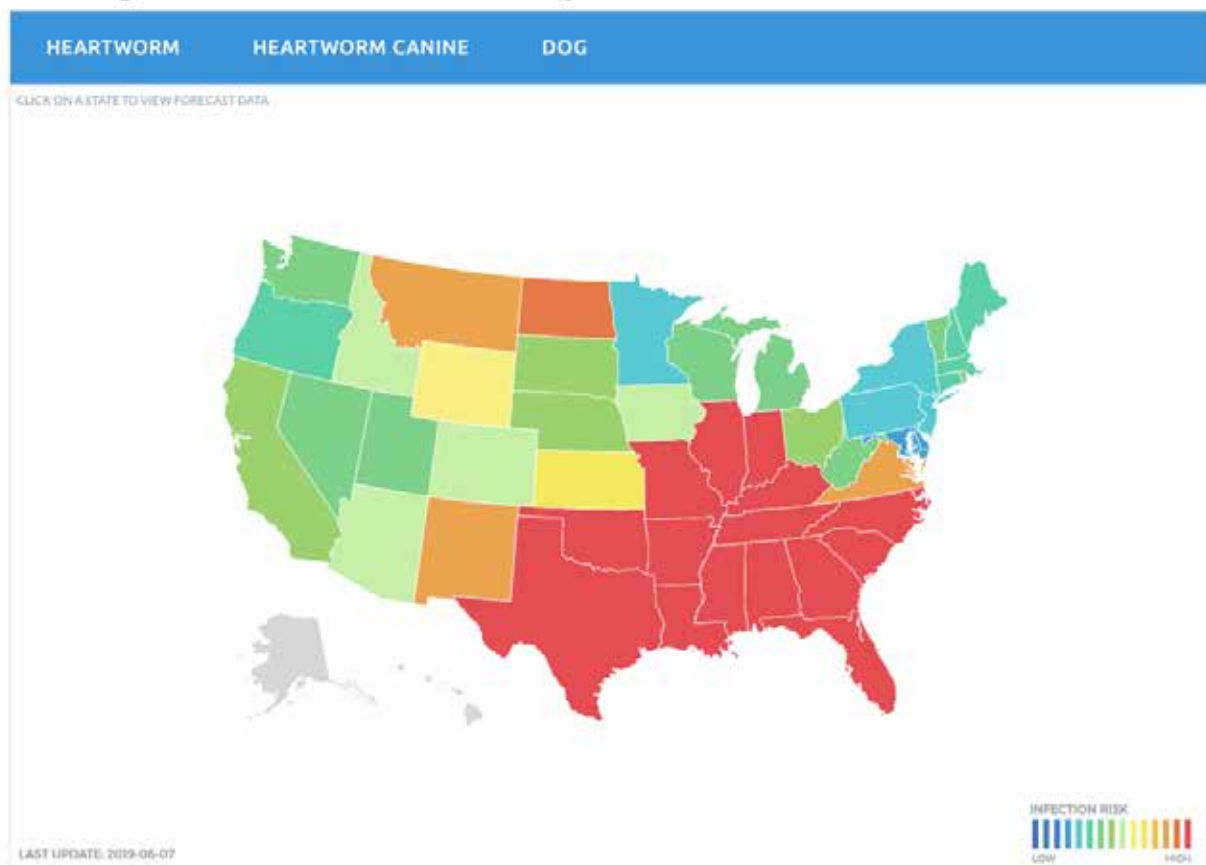
- 1** With long-term feeding, works to continuously normalize pets' immune response
- 2** Hill's first and only nutrition with HistaGuard™ Complex to reduce signs of environmental allergies
- 3** Supports skin rejuvenation with our most comprehensive antioxidant blend: retinol/vitamin A, zinc and essential fatty acids

Ask your Hill's rep how Derm Defense can be used year-round to stay ahead of allergies
HillsVet.com



Companion Animal Parasite Council Releases Annual Forecast

30 Day Parasite Forecast Map



<https://petdiseasealerts.org/forecast-map/#/>

SALEM, ORE.—The Companion Animal Parasite Council (CAPC), the leading source on parasitic diseases that threaten the health of pets and people, released its annual 2019 parasite forecast and corresponding 30-day forecast maps to alert pet owners of pending outbreaks. Parasite infections are real and can be deadly to pets. CAPC predicts that heartworm will be higher than average especially in areas of the Southeast United States; the forecast for Lyme disease is for a continued spread in the Atlantic Coast and Midwest.

“We started providing our annual forecasts over eight years ago because of the dynamic and ever changing nature of parasites,” says Dr. Christopher Carpenter, DVM and Executive Director of CAPC. “Over the years, we have seen

these diseases continue to move. Our annual forecast will alert pet owners to the risks this year and remind them that our pets need to be tested and protected year-round.”

Pet owners who want to monitor the activity in their county throughout the year, now have access to 30-Day Parasite Forecast Maps at www.petdiseasealerts.org. These maps, developed exclusively by CAPC, provide a local forecast for every county in the continental United States on a monthly basis. This free service helps to remind pet owners of the continuous risk in their area and the importance of annual parasite testing and year-round protection.

According to CAPC, the risk of acquiring heartworm disease in 2019 is very real due to the expansive nature of

the disease. This increase in heartworm prevalence can be attributed to weather and the transportation of companion animals from one area of the country to another. A warmer than usual and humid weather pattern has created an ideal breeding condition for mosquitoes across the country. Mosquitoes are responsible for the transmission of the parasite that causes heartworm disease. Heartworm disease can be deadly to pets.

Heartworm isn't the only threat pet owners will need to be watchful for. CAPC also predicts that Lyme disease will be higher in three key areas this year, most notably throughout the Appalachian region, Minnesota and the Atlantic Coast. Lyme disease is transmitted by ticks and is spreading as the white-tailed deer population grows and migratory birds carry ticks to new areas. Veterinarians and pet owners should test annually and use tick preventative/acaricidal treatment year-round. High-risk patients for vector-borne disease should be tested and consider a vaccination for Lyme disease.

Risk areas

The forecasts support CAPC's recommendation for annual testing and having pets on preventative treatment year-round. For 2019, CAPC predicts the following risk areas for parasite-related diseases:

- Infection with **heartworm**, which causes a potentially fatal disease is expected to be **higher than average** in the south central and southeastern states.

The areas of greatest concern are those along the Mississippi River from northern Louisiana all the way into Illinois. In addition, areas with historically lower prevalences of heartworm should particularly take note of predicted higher prevalence including Indiana, Illinois and Iowa. Southern Louisiana and a small area along the Texas border are currently forecasted to be lower than average. Pet owners should take extra care to limit their pets' exposure to mosquitoes, test

their pets annually for heartworm diseases and use heartworm preventatives year-round.

- **Lyme disease is a high threat** again this year and is "oozing" into the entire Appalachian region, the Atlantic Coast, and throughout Wisconsin and Minnesota. Pets living in or traveling to these states are considered at high risk; pet owners should talk to their veterinarian about a Lyme vaccination in addition to testing for the disease and protecting year-round against ticks.
- Transmission of the agents of **anaplasmosis is again forecasted to be average** for much of the United States. However, northwestern Minnesota is forecasted to have an active year. There are some bright spots which are expected to see less activity than normal including the Atlantic coast of New England, the Wisconsin/Minnesota border, the Upper Peninsula of Michigan and southern Texas.
- **Ehrlichiosis is expected to be higher throughout the southern central United States**, particularly in Oklahoma, Arkansas and Missouri. There are several small areas scattered throughout the south central and southeastern states that are predicted to be lower than average, most notably eastern Arkansas and across the border of North Carolina and Virginia.

How the forecasts are created

The Parasite Forecasts are a collaborative effort from parasitologists and statisticians in leading academic institutions across the United States 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. ■

About the Companion Animal Parasite Council

The Companion Animal Parasite Council (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.

Walmart to open dozens of veterinary clinics



Retail giant Walmart is expanding further into the veterinary channel with the opening of nine more walk-in clinics and the launch of an online pet medication store. The retailer announced that a corporate partner, Essentials PetCare, will operate wellness clinics inside nine Dallas-area Walmart stores by June 2019.

“Having store locations within 10 miles of nearly 90 percent of the country’s population makes Walmart an ideal venue for our veterinary clinics,” said [Dr. Douglas Spiker](#), founder and president of Essentials PetCare. “Convenient access, as well as affordability, are often cited in industry research as key determinants in why millions of pet dogs and cats in the United States are not receiving even the most basic medical care.”

Essentials PetCare opened its first Walmart-based clinic in 2016 in Port Richey, Florida. Walmart reported that it expects to host as many as 100 veterinary clinics nationwide within a year, according to *Today’s Veterinary Business*.

The company already partners with [PetIQ](#) on about 20 clinics that are branded VetIQ Petcare and staffed by contract veterinarians.

The expansion of in-store veterinary clinics was one of three ways the company said it was making it easier to access quality pet care for customers. Walmart said it will be offering a more wholesome assortment of pet foods, and that it was launching its first online pet pharmacy for prescription medications. “Customers can now purchase prescription pet medications at [WalmartPetRx.com](#) and have them delivered right to their doors,” the company announced in a blog post. “Walmart Pet Rx offers low cost pet prescriptions for dogs, cats, horses and livestock from over 300 trusted brands to treat conditions like flea and tick, heartworm, allergy, arthritis and more.”

To read Walmart’s announcements, visit <https://news.walmart.com/2019/05/07/walmart-now-delivers-pet-meds-straight-to-your-doggie-door-and-more-paw-sitive-news> ■

PUREVAX[®]

MEANS SAFE.



PURE AND
SAFE **FELINE**
PROTECTION



PUREVAX is **THE ONLY** complete line of feline vaccines with **ZERO** adjuvants.

- ✓ All PUREVAX feline vaccines utilize either modified live (ML) or recombinant canarypox-vectored technology, which stimulate both humoral and cell-mediated immune responses ^{1,2,3}
- ✓ PUREVAX offers **THE ONLY** recombinant nonadjuvanted feline rabies vaccines: 1- and 3-year duration of immunity products
- ✓ PUREVAX offers **THE ONLY recombinant** nonadjuvanted Feline Leukemia Virus (FeLV) vaccine

¹ Poulet H, Minke J, Pardo MC, Juillard V, Nordgren B, Audonnet JC. Development and registration of recombinant veterinary vaccines. The example of the canarypox vector platform. *Vaccine*. 2007;25(30):5606-5612.

² Green CE, Schultz RD. Immunoprophylaxis. In: Greene CE, ed. *Infectious Diseases of the Dog and Cat*. 4th ed. St Louis, MO: Elsevier Saunders; 2012:1166-1169.

³ Taylor J, Meignier B, Tartaglia J, et al. Biological and immunogenic properties of canarypox-rabies recombinant ALVACRG (vCP65) in non-avian species. *Vaccine*. 1995; 13;6:539-549.



PUREVAX[®] is a registered trademark of Boehringer Ingelheim Animal Health USA Inc. ©2019 Boehringer Ingelheim Animal Health USA Inc., Duluth, GA. All rights reserved. PET-0915-PUR0119.





AVMA and Merck Animal Health partner to provide certificate program

The American Veterinary Medical Association (AVMA) unveiled a new Workplace Well-being Certificate Program to connect all members of the veterinary team with critical resources for group and individual problem solving centered around creating a culture of wellbeing. The program, made possible by an educational grant from [Merck Animal Health](#), is free to all AVMA and SAVMA members and accessible to all members of the veterinary team, according to a release.

“The [Merck Animal Health](#) Veterinary Wellbeing Study, which we released last year, revealed that only half of veterinarians with serious psychological distress are seeking help,” said Dr. Linda Lord, academic and allied industry liaison lead for [Merck Animal Health](#). “Given this significant mental health treatment gap, we are partnering with the AVMA in an effort to help address this need and will continue to look for ways to support the wellbeing of this important profession.”

The series of five modules is hosted on [AVMA Axon](#) and taught by top subject matter experts and leaders in the veterinary industry. The modules can be taken individually or completed as a unit. Participants set their own pace, and may earn up to 4 AVMA continuing education hours through learning modules, quizzes and interactions.

The modules include:

- **Creating a Culture of Wellbeing** – Dr. Jen Brandt, AVMA director of wellbeing and diversity
- **How to Request, Receive, and Give Feedback Effectively** – Dr. Jen Brandt, AVMA director of wellbeing and diversity
- **Transforming Conflict** – Dr. Jen Brandt, AVMA director of wellbeing and diversity, and Dr. Elizabeth Strand, founding director of veterinary social work at the University of Tennessee College of Veterinary Medicine
- **QPR Assessment** – QPR Institute
- **Diversity and Inclusion** – Dr. Lisa Greenhill, AAVMC senior director for research and diversity, and Dr. Dane Whitaker, president-elect for Pride Veterinary Medical Community

Study: Cats allowed to roam freely outdoors more likely to have parasitic infections

An Auburn University study on viruses spread by cats showed that cats allowed to roam freely outdoors are 2.77 times more likely to have parasitic infections than indoor-only cats. The study, “Who let the cats out: A meta-analysis on risk of parasitic infection in indoor versus outdoor domestic cats (*Felis Catus*),” appeared in the April 17 [Biology Letters](#) scientific journal and has been covered by major outlets such as [The New York Times](#). “Cats are an underappreciated reservoir of infectious pathogens, and we saw a useful dichotomy in cat ownership—free-roaming outdoor access vs indoor-only—that we thought is important to quantify,” said Kayleigh Chalkowski, a doctoral student in the School of Forestry and Wildlife Sciences, who led the study.

CLARO®

(florfenicol, terbinafine, mometasone furoate)
Otic Solution

Antibacterial, antifungal, and anti-inflammatory
For Otic Use in Dogs Only

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

DESCRIPTION:
CLARO® contains 16.6 mg/mL florfenicol, 14.8 mg/mL terbinafine (equivalent to 16.6 mg/mL terbinafine hydrochloride) and 2.2 mg/mL mometasone furoate. Inactive ingredients include purified water, propylene carbonate, propylene glycol, ethyl alcohol, and polyethylene glycol.

INDICATIONS:
CLARO® is indicated for the treatment of otitis externa in dogs associated with susceptible strains of yeast (*Malassezia pachydermatis*) and bacteria (*Staphylococcus pseudintermedius*).

DOSEAGE AND ADMINISTRATION:
Shake before use.

CLARO® should be administered by veterinary personnel.
Administer one dose (1 dropperette) per affected ear. The duration of effect should last 30 days.

1. Clean and dry the external ear canal before administering the product.
2. Verify the tympanic membrane is intact prior to administration.
3. Remove single dose dropperette from the package.
4. While holding the dropperette in an upright position, remove the cap from the dropperette.
5. Turn the cap over and push the other end of the cap onto the tip of the dropperette.
6. Twist the cap to break the seal and then remove cap from the dropperette.
7. Screw the applicator nozzle onto the dropperette.
8. Insert the tapered tip of the dropperette into the affected external ear canal and squeeze to instill the entire contents (1 mL) into the affected ear.
9. Gently massage the base of the ear to allow distribution of the solution.
10. Repeat with other ear as prescribed.

Cleaning the ear after dosing may affect product effectiveness.

CONTRAINDICATIONS:

Do not use in dogs with known tympanic membrane perforation (see **PRECAUTIONS**). CLARO® is contraindicated in dogs with known or suspected hypersensitivity to florfenicol, terbinafine hydrochloride, or mometasone furoate.

WARNINGS:

Human Warnings: Keep this and all drugs out of reach of children. In case of accidental ingestion by humans, contact a physician immediately. In case of accidental skin contact, wash area thoroughly with water. Avoid contact with eyes. Humans with known hypersensitivity to florfenicol, terbinafine hydrochloride, or mometasone furoate should not handle this product.

PRECAUTIONS:

Do not administer orally.

The use of CLARO® in dogs with perforated tympanic membranes has not been evaluated. The integrity of the tympanic membrane should be confirmed before administering the product. Reevaluate the dog if hearing loss or signs of vestibular dysfunction are observed during treatment. Use of topical otic corticosteroids has been associated with adrenocortical suppression and iatrogenic hyperadrenocorticism in dogs (see **ANIMAL SAFETY**).

Use with caution in dogs with impaired hepatic function (see **ANIMAL SAFETY**).

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

ADVERSE REACTIONS:

In a field study conducted in the United States (see **EFFECTIVENESS**), there were no directly attributable adverse reactions in 146 dogs administered CLARO®.

To report suspected adverse drug events and/or obtain a copy of the Safety Data Sheet (SDS) or for technical assistance, contact Bayer HealthCare at 1-800-422-9874.

For additional information about adverse drug experience reporting for animal drugs, contact FDA at 1-888-FDA-VETS or online at <http://www.fda.gov/AnimalVeterinary/SafetyHealth>.

PHARMACOLOGY:

CLARO® Otic Solution is a fixed combination of three active substances: florfenicol (antibacterial), terbinafine (antifungal), and mometasone furoate (steroidal anti-inflammatory). Florfenicol is a bacteriostatic antibiotic which acts by inhibiting protein synthesis. Terbinafine is an antifungal which selectively inhibits the early synthesis of ergosterol. Mometasone furoate is a glucocorticosteroid with anti-inflammatory activity.

MICROBIOLOGY:

The compatibility and additive effect of each of the components in CLARO® solution was demonstrated in a component effectiveness and non-interference study. An *in vitro* study of organisms collected from clinical cases of otitis externa in dogs enrolled in the clinical effectiveness study determined that florfenicol and terbinafine hydrochloride inhibit the growth of bacteria and yeast commonly associated with otitis externa in dogs. No consistent synergistic or antagonistic effect of the two antimicrobials was demonstrated. The addition of mometasone furoate to the combination did not impair antimicrobial activity to any clinically significant extent.

In a field study (see **EFFECTIVENESS**), at least 10 isolates from successfully treated cases were obtained for *S. pseudintermedius* and *M. pachydermatis*.

EFFECTIVENESS:

In a well-controlled, double-masked field study, CLARO® was evaluated against a vehicle control in 221 dogs with otitis externa. One hundred and forty six dogs were treated with CLARO® and 75 dogs were treated with the vehicle control. All dogs were evaluated for safety. Treatment (1 mL) was administered once on Day 0 to the affected ear(s). Prior to treatment, the ear(s) was cleaned with saline. The dogs were evaluated on Days 0, 7, 14, and 30. Blood work and urinalysis were obtained on Day 0 pre-treatment and Day 30 at study completion. Four clinical signs associated with otitis externa were evaluated: erythema, exudate, swelling, and ulceration. Success was based on clinical improvement at Day 30. Of the 183 dogs included in the effectiveness evaluation, 72.5% of dogs administered CLARO® solution were successfully treated, compared to 11.1% of the dogs in the vehicle-control group (p=0.0001).

ANIMAL SAFETY:

In a target animal safety study, CLARO® was administered aurally to 12-week-old Beagle puppies (4 dogs/sex/group) at 0X, 1X, 3X, and 5X the recommended dose once every 2 weeks for a total dosing period of 28 days (3 times the treatment duration). No clinically relevant treatment-related findings were noted in hearing tests, body weight, weight gain, or food consumption. CLARO® administration was associated with post-treatment ear wetness or clear aural exudate, increased absolute neutrophil count, decreased absolute lymphocyte and eosinophil counts, suppression of the adrenal cortical response to ACTH-stimulation, decreased adrenal weight and atrophy of the adrenal cortex, increased liver weight with hepatocellular enlargement/cytoplasmic change, and decreased thymus weight. Other potentially treatment-related effects included mild changes to AST, total protein, inorganic phosphorus, creatinine, and calcium.

STORAGE INFORMATION:

Store between 20°C – 25°C (68°F – 77°F); excursions are permitted 15°C – 30°C (59°F – 86°F).

HOW SUPPLIED:

CLARO® solution is supplied in a single-use dropperette in a blister. Each dropperette contains one 1 mL dose.

CLARO® is available in cartons of two, ten, or twenty dropperettes.

Manufactured for

Bayer HealthCare LLC, Animal Health Division

P.O. Box 390 Shawnee Mission, Kansas 66201 USA.

Bayer, the Bayer Cross and CLARO are registered trademarks of Bayer

© 2018 Bayer

NADA 141-440, Approved by FDA

LV1802

Bayer

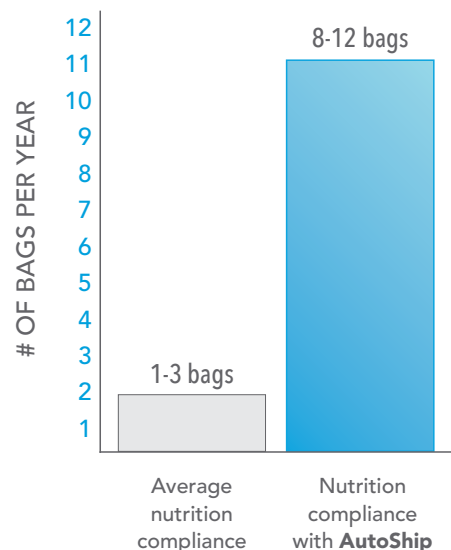
Grow Your Nutrition Revenue



VETSOURCE®

With Vetsource® Home Delivery, you can increase nutrition revenue and compliance without the added cost of increasing your in-practice inventory.

- + Increase overall profitability and nutrition compliance by an average of 5x with AutoShip
- + Free up valuable shelf space
- + Reduce your expense of storing inventory



Don't forget — TVC members receive exclusive benefits with Vetsource!

- + A 2% flat rebate on all Home Delivery Sales†
- + Special promotions for TVC's preferred partners
- + Exclusive contests with the chance to win exciting prizes

Vetsource Home Delivery is completely risk-free.
That means no enrollment fee, no monthly charges, and no cancellation fees.

To learn more, visit vetsource.com/TVCFood19 or call (877) 738-8883.

†With a minimum purchase of \$3,000 in products from Vetsource through your Home Delivery service.