

TVC

Digital magazine

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Bringing Clients Back

Programs like direct-to-consumer coupons
help veterinary practices find savings for clients

Pledge to Protect Pets From Infectious Disease



HEROES FOR
HEALTHY PETS™



YOUR REPUTATION MATTERS

Infectious disease affects hundreds of veterinary practices and thousands of pets nationwide each year.

The **Heroes for Healthy Pets Infectious Disease Management Certification Program** can help train your veterinary clinic staff in best practices to help manage and prevent infectious disease. It is based upon the 2017 American Animal Hospital Association (AAHA) Canine Vaccination Guidelines that suggest vaccine protocols to help protect against diseases that place pets at risk in certain situations, such as for social dogs.



How It Works

- Register online at heroes4healthypets.com and view complimentary online educational modules taught by veterinary experts in infectious disease:
 - Understanding Infectious Diseases
 - Effective Infectious Disease Control
- Pass the final examination

Veterinary professionals receive two hours of RACE-approved Continuing Education credit.

**Print and display your *Infectious Disease Management Certificate*.
Show your commitment to pet health!**

Register now at heroes4healthypets.com



The Program is sponsored by Merck Animal Health and Clorox Healthcare in coordination with Barkleigh Productions, the National Association of Veterinary Technicians in America (NAVTA), International Boarding and Pet Services Association (IBPSA), Pet Sitters International (PSI), and VetGirl.



Contents

4 Charting Your Course

6 TVC News

12 **Bringing Clients Back**
Programs like direct-to-consumer coupons help veterinary practices find savings for clients

14 **His Master's Voice**
When disaster strikes, your pet's microchip can speak volumes

20 Industry News



Charting Your Course

By Laura Betts, DVM, Parkdale Animal Hospital, Chair of the TVC Board

We all know Boehringer Ingelheim is leaving as a TVC partner vendor. It's important for the owners to know this isn't personal. We did nothing wrong, and neither did BI. This is just the direction BI wants to take its business.

Based on this news, each clinic has to make the best decision for their business. So, it was time for me to decide what direction I wanted to take my business – away from BI, that's for sure. It seems many manufacturers are forgetting that the small, independent veterinarian is as important as their giant corporate customers.

I looked through my inventory to see what products I was using that would be affected. When Elanco and TVC broke up, I shifted all my vaccines to our partner [Merck](#), so we don't have to worry about BI vaccines at my practice. We found a few BI products that we were using, including Previcox, Semintra and Vetmedin. A few days later, I received information about [Ceva's](#) new NSAID Doxidyl. So, we're switching to Doxidyl from Previcox. Products that there are no replacements for, such as Semintra and Vetmedin, we will have to continue to utilize BI, but that's unavoidable.

Katy Jordan, a member of the TVC Sales Team, recently took me through a new owner on-boarding, so as your board chair I could see what this was like. Even for a long-time member

like me, it was invaluable. I encourage everyone to take advantage of this guided tour of your Cooperative. It allowed me to easily see what programs I can use for my hospital and to help strengthen TVC.

It seems many manufacturers are forgetting that the small, independent veterinarian is as important as their giant corporate customers.

TVC supports the individual nature of the Cooperative. Owners need to come to their own conclusions. If you are thinking about making the same decision as me, you can use the website to see where you can switch to an active partner vendor. Imagine how happy we will make [Merck](#) when more veterinary practices switch to their vaccine line! This will only

strengthen their commitment to TVC and perhaps result in even bigger and better deals from [Merck](#). [Ceva's](#) new Milbeguard has been a great success with my clients/patients, and [Ceva's](#) topical flea and tick products can't be beat. For more information, look at the 'Switch and Save' section of the TVC website. TVC also recently signed on to a partnership with [Virbac](#), which

will provide exciting new opportunities for clinics.

As TVC continues to provide us with information to help us understand the differences between these vendor deals and products, it is up to each individual practice to weigh the options. Each of us can use this information to make decisions that make the most sense for our own businesses. ■



2019 TVC EAST Conference & Trade Show

September 22nd, 2019
Atlanta, GA

Join The Veterinary Cooperative and our vendor partners at our annual one-day education conference and trade show in Atlanta, GA! A few specifics:

- **FREE** to all TVC clinics (Owners, Doctors, Practice Managers, Techs, Assistants, etc.)
- Earn up to **5** RACE-approved CE credits on industry-relevant topics
- Special hotel rate for all attendees
- Win awesome prizes
- Complimentary breakfast, lunch and snacks provided
- Located in the heart of Atlanta, GA!

[CLICK HERE TO REGISTER TODAY!](#)

TVC News

TVC is excited to announce our new partnership with [ALLYDVM](#), the veterinary industry's most powerful and customizable client communications system that enables dramatic improvements in client retention and compliance. It's easy to install, integrates seamlessly with most practice management software, was designed for use by all skill levels and offers a range of diverse communication tools that are fully customizable to meet your marketing needs.

TVC owners will enjoy best-in-class discounts on several individual modules with a generous discount on "combo" packages, as well as the opportunity to earn a growth rebate if TVC meets its clinic participation goals. Visit ALLYDVM's vendor page to learn more. [ALLYDVM](#) is part of [MWI Animal Health/AmerisourceBergen](#) and counts as 1 point toward your Shareholder Profit Dividend rebate.

TVC is also pleased to announce that we have a new partner: [Virbac](#)! Since hearing of our BI mid-contract loss, the

TVC Board has been working hard to find a solution for our clinics. [Virbac](#) is offering us a great promotion for all new user business for the rest of 2019. If we can meet our mutual 2019 goals, [Virbac](#) will open a program for all TVC owners on all of their products in 2020!

[Virbac](#) is an independent, vet-friendly company that has comparable products to Boehringer Ingelheim. MAP pricing, a 100% satisfaction guarantee, and consumer rebates that require products to be purchased from local veterinarians, are just a few examples of [Virbac's](#) willingness to support the independent vet.

Check out more on this great new partnership by checking out the [Virbac page](#) on our TVC Owner's Site [here](#).

TVC East in Atlanta on September 22 is just around the corner and we're almost at capacity; only about 50 spots remain! New this year: a separate CE track geared toward PMs. See below for more info or [click here to register](#)

Vendor News

Have you checked out our vendor partner [Merck Animal Health's PerPETual Loyalty Program](#) yet?

[Merck Animal Health](#) is excited to provide their most loyal veterinary practices quarterly, year-end, and growth rebates on Nobivac® vaccines and Bravecto® (fluralaner). Choose from their portfolio of products that are included in the PerPETual Loyalty Program to keep your patients healthy and receive greater savings for your practice. Continuing education, staff training, and consumer marketing support tools to help reach your clinic's goals are the additional benefits you receive with the PerPETual Loyalty Program. [Click here for details](#).

TVC University Live CE Webinars



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.

[Register](#)

Profender® Topical Solution (emodepside/praziquantel)



Let's face it, pilling cats isn't for everyone.

Fortunately, there's Profender® – a broad-spectrum, topical dewormer for cats.



Profender® offers a purge deworming of tapeworms, roundworms and hookworms. All in **one single**, easy-to-apply topical application.[†]

- No pilling necessary
- No water chasers
- No messy yellow paste
- No painful injections



Tapeworms



Roundworms



Hookworms



[†]A single treatment is effective and a second treatment should not be necessary. If reinfection with worms occurs, Profender® can be applied after 30 days.

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

Children should not contact application site for twenty-four (24) hours.

©2018 Bayer, Shawnee Mission, KS 66201

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P181815

Topical Solution **profender**® (emodepside/praziquantel)

For the treatment and control of hookworm, roundworm, and tapeworm infections in cats and kittens that are at least 8 weeks of age and weigh at least 2.2 pounds (1 kg).

Brief Summary:

Before using PROFENDER Topical Solution, please consult the product insert, a summary of which follows:

CAUTION:

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

Product Description:

PROFENDER Topical Solution is a ready-to-use solution, packaged in single unit dosing applicator tubes for topical treatment of cats. Emodepside, a semi-synthetic molecule is a cyclic depsipeptide. Praziquantel is an isoquinoline cestocide.

INDICATIONS:

PROFENDER Topical Solution is indicated for the treatment and control of hookworm infections caused by *Ancylostoma tubaeforme* (adults, immature adults, and fourth stage larvae), roundworm infections caused by *Toxocara cati* (adults and fourth stage larvae), and tapeworm infections caused by *Dipylidium caninum* (adults) and *Taenia taeniaeformis* (adults) in cats.

HUMAN WARNINGS:

Not for human use. Keep out of reach of children.

To prevent accidental ingestion of the product, children should not come in contact with the application site for twenty-four (24) hours while the product is being absorbed. Pregnant women, or women who may become pregnant, should avoid direct contact with, or wear disposable gloves when applying, this product. Studies performed in rats and rabbits suggest that emodepside may interfere with fetal development in those species.

PROFENDER Topical Solution may be irritating to skin and eyes. Reactions such as facial, tongue and hand swelling have been reported in humans in rare instances. Avoid contact with the application area while it is wet and wash hands thoroughly with soap and warm water after handling. People with known hypersensitivity to butylhydroxyanisole, emodepside or praziquantel should administer the product with caution. If the product accidentally gets into eyes, flush thoroughly with water. May be harmful if swallowed. In case of accidental ingestion or if skin or eye irritation occurs, call a poison control center or physician for treatment advice.

For customer service or to obtain product information, including the MSDS, call 1-800-633-3796. For medical emergencies or to report an adverse reaction, call 1-800-422-9874.

PRECAUTIONS:

Safe use of this product has not been evaluated in cats less than 8 weeks of age or weighing less than 2.2 lbs (1 kg), in cats used for breeding, during pregnancy or in lactating queens. The effectiveness of this product when used before bathing has not been evaluated.

Use with caution in sick or debilitated cats. Oral ingestion or exposure should be avoided. Use with caution in heartworm positive cats.

ADVERSE REACTIONS:

In a controlled, double-masked field safety study in which owners administered PROFENDER Topical Solution, the most common adverse reactions reported by the cat owners included licking, excessive grooming, scratching treatment site, salivation, lethargy, alopecia, agitation/nervousness and vomiting.

POST APPROVAL:

The following adverse events are based on post-approval adverse drug experience reporting. Not all adverse events are reported to FDA CVM. It is not always possible to reliably estimate the adverse event frequency or establish a causal relationship to product exposure using this data. The following adverse events are listed in decreasing order of reporting frequency in cats: Application site reaction (hair loss, dermatitis, pyoderma, edema, and erythema), hypersalivation, lethargy/depression, vomiting, ataxia, anorexia, trembling/twitching, diarrhea, mydriasis, fever, hyperactivity/nervousness. In some cases, death has been reported as an outcome of the adverse events listed. For a complete listing of adverse reactions for Profender Topical Solution reported to the CVM see: <http://www.fda.gov/ADREports>.

The listing includes Adverse Events reported to CVM for products, such as Profender, that contain the combined active ingredients emodepside and praziquantel. Listings by active ingredient may represent more than one brand name.

ANIMAL SAFETY:

In a field study, PROFENDER Topical Solution was used in cats receiving other frequently used products including: analgesics, anti-fungals, non-steroidal anti-inflammatories, anthelmintics, antimicrobials, flea and tick products, sedatives, anesthetics, cardiac medications, anxiolytics, hormonal treatments, steroids, otic and ophthalmic preparations, and vaccines.

General Safety Study in Kittens: PROFENDER Topical Solution was topically applied at 0X (vehicle control), 1X, 3X and 5X the maximum dose to 48 healthy 8-week-old kittens every two weeks for six doses. One 5X kitten experienced salivation and tremors and another 5X kitten experienced salivation on the day of dosing. A third 5X kitten experienced tremors the day after dosing. Three cats vomited within 24 hours of dosing, one each in vehicle control, 3X and 5X groups.

Profender is protected by the following U.S. Patents: 5 514 773 and other patents pending.

Made in Germany

NADA 141-275, Approved by FDA

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Bayer HealthCare LLC
Animal Health Division
P.O. Box 390, Shawnee Mission, Kansas 66201 U.S.A.

March, 2015
19659
GHG031915

Bayer

TVC University Live CE Webinars



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.

[Register](#)

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.



Gastrointestinal Disease & Adverse Food Reactions

September 10 | 9 AM & 1 PM (CST)

Join **Royal Canin** at the September CE Live Online webinar, for a 1-hour RACE-approved presentation. Attendees will earn **1 CE credit** and be entered in the drawing for a chance to win a **\$100 gift card**. There will be **3 lucky winners** in both the AM & PM sessions!

[Register](#)

Abstract: In this presentation, you will learn the following:

- Understand the clinical signs and what is known about the pathogenesis of gastrointestinal adverse food reactions
- Understand how to perform a diagnostic food elimination-challenge trial for diagnosis of gastrointestinal adverse food reactions
- Understand how to select a diet and feeding plan for patients with gastrointestinal adverse food reactions
- Determine the next course of action if a food elimination trial does not lead to improvement of clinical signs



The Million Dollar Technician: How to Be One, How to Grow One

September 17 | 1 PM (CST)

Join **Vetsource** for a 1-hour RACE-approved live webinar. Attendees will earn **1 CE credit** and be entered in the drawing for a chance to win a **\$50 gift card or EKO Stethoscope!**

[Register](#)

Abstract: Veterinary technicians are the most under-utilized source of revenue in practice today. It's time to start leveraging, engaging, and supporting them to increase pet owner compliance, grow practice revenue, and expand doctor capacity for seeing appointments. In this session, we will explain what a "Million Dollar Technician" does so differently from other techs, lay out the operational systems required to support this behavior, and provide exam room communication approaches that work. *(Continued to next page)*

VETSOURCE™

(Continued)

Learning outcomes:

- Describe how a veterinary practice can fully leveraging licensed technicians' functions from both the pet owner and veterinarian perspectives.
- Explain operational systems required to support technicians working autonomously. These systems include: scripting for front desk staff to communicate instructions and expectations to pet owners, laboratory operations for efficiently processing in-house laboratory practices, and metric tracking to monitor progress and performance.
- Teach in-depth communication strategies for building trust, managing client expectations, presenting recommendations efficiently and effectively, and foreshadowing communications that are expected to come from the veterinarian.



[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](#)

[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!

Promotions

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 Seasons Toppings Promotions and earn free pet food and coupons. Each hospital is limited to participation in two Disease Categories! [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](#)

Hill's: Exclusive Employee Offer: 30% off VIP Market Order in the Staff Feeding Program! Use code "THANKU30" to qualify. [Click here for details](#)

Label Value: Get \$25 off your 1st Custom Label order, plus your 8% TVC discount! [Click here for details](#)

Merck: CONVERSION PROMO: Through the end of 2019, Nobivac® BOGO for new users up to 500 doses free! Clinics must show on qualification list. Contact your Merck rep for details! [Click here for details](#)

Merck: CONVERSION PROMO: Through July 31, TVC owners can earn PurrrchasePoints™ on qualifying orders of Bravecto® (must purchase in quantities of 10, 15 or 20 cartons). Clinics must show on qualification list. Contact your Merck rep for details! [Click here for details](#)

PetLink (Datamars): New User Special through December 31, 2019: Buy 50 Petlink SLIM chips, get 10 FREE or get a FREE Petlink Compact Max Scanner! [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 July 31, 2019! [Click here for details](#)

VetOne: New OstiMax Chewable tablets. Buy 4 bottles, get 1 free through August 31, 2019. 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 comparable to Rimadyl. Buy 3, get 1 free! May 1 - July 31, 2019. [Click here for details](#)

Vetoquinol: Buy 10, get 2 free on all derm products through August 31, 2019! [Click here for details](#)

Vetsource: Q3 Pet Perks: Earn a \$50 Statement Credit when you sign up for "Pet Mail" Reminder Service! Must use special link to qualify! [Click here for details](#)

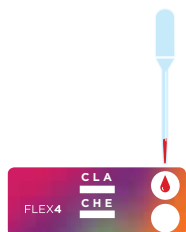
Virbac: Buy 1, get 1 free of IVERHART or SENTINEL brand products. Minimum purchase of 8 to get 8 free; up to a maximum of 16 to get 16 free. Also, receive one carton of EFFITIX to try for free. Receive 15% off of all purchases. [Click here for details](#)

VETSCAN FLEX4 Rapid Test



3 simple, intuitive steps help eliminate unnecessary re-tests and minimize the margin for human error

Veterinary nurses don't have time to babysit tests. Fewer steps require less hands-on time. Free your staff to spend time where they're needed most.



1

Add 1 drop of anticoagulated whole blood, serum or plasma to each sample well.



2

Add 3 drops of the chase buffer provided to each sample well.



3

Read results at 8 minutes.
Heartworm/Ehrlichia Positive Example

Results on the Flex4 Rapid Test are easy to read, with no decoder guide needed! If reading the cassette with the VETSCAN VUE, the VUE will read as positive/negative for each test.



Easy-to-read Results

Cassette labels make it easy to operate and interpret results. Whether faint or dark, any colored lines in the Test Line area that appear within 8-10 minutes of sample drop are **positive**. Visible colored Control Lines confirm the results are valid. It's that simple!



More Bang for your Buck

Wasted tests damage staff morale and hit your pocketbook. **For every wasted test, there's an increase in your cost per "good" test.** Why let complex steps and shorter shelf life impact your bottom line?^{8,9} The Flex4 Rapid Test is simpler to use and has an extended shelf life of 12 months from the date of manufacture, making every test count for your hospital and staff.



Confirmatory Testing Available

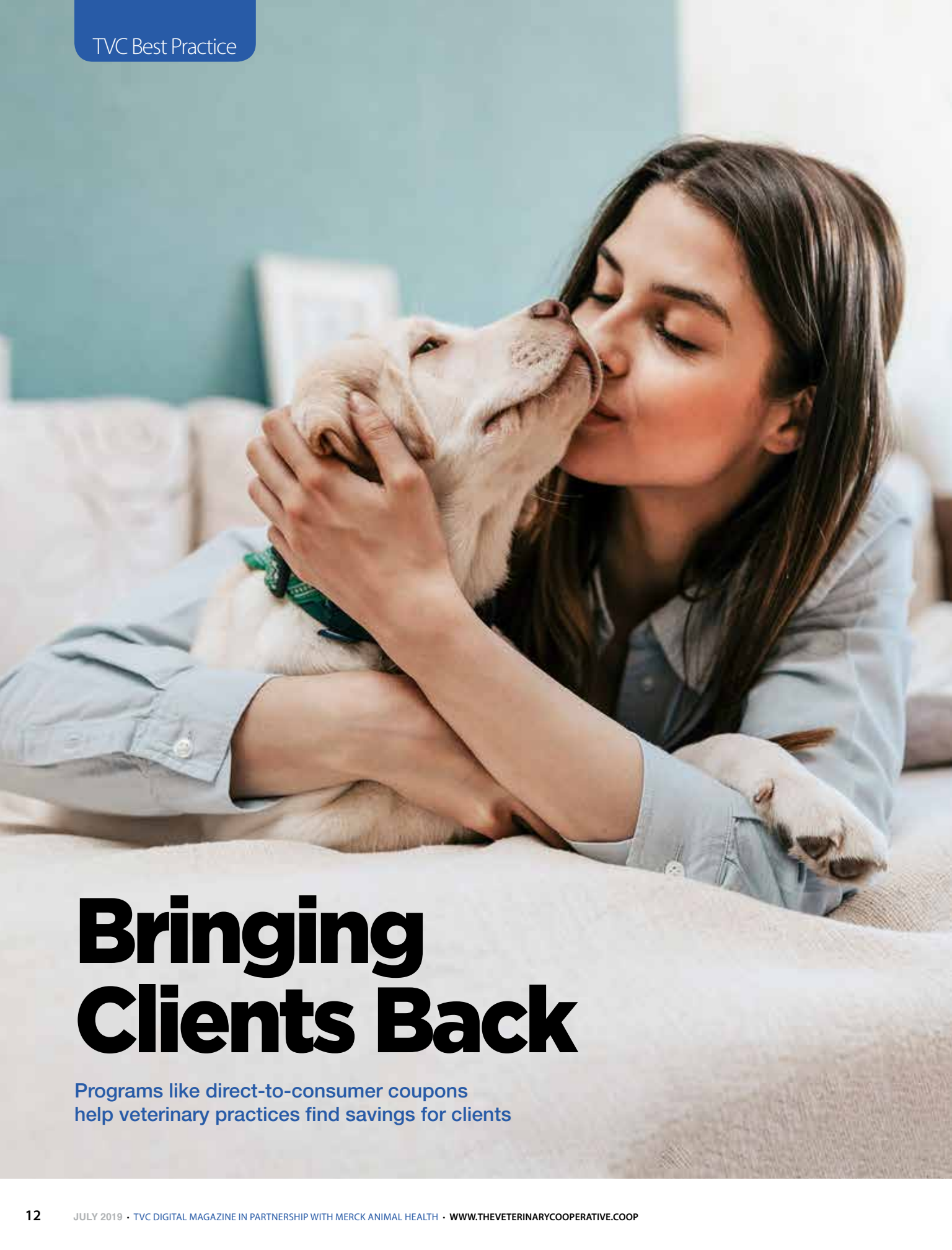
Zoetis investigates all reported discrepant or unexpected results, and offers confirmation testing for Lyme, Anaplasma, and Ehrlichia results on a case-by-case basis. Heartworm confirmation testing is always available, completely complimentary.



Technical Support

800 822 2947

vetsupport@abaxis.com



Bringing Clients Back

Programs like direct-to-consumer coupons
help veterinary practices find savings for clients

Brentwood Animal Hospital is close to its community. Located in Pensacola, Florida, the TVC Co-Op Owner supports the Northwest Florida Wildlife Foundation, which cares for wounded animals in Escambia County Florida. Brentwood's veterinarian, Dr. Todd Burnett, is on the Board of Directors of Friends In Survival and Hope, Inc. a 501(3)c non-profit, public charity that provides financial assistance to individuals and their families that have been diagnosed with terminal illness.

But most of all, the animal hospital team is close to its community because of the connection to its clients.

Amanda Freed, operations and administration management for Brentwood Animal Hospital, says team members know the clients on an individual basis. "Whenever they walk through the door, we know who it is, so it makes them feel special, that they're important to us – which they are. They feel like they're in an environment where they're welcomed."

The animal hospital staff will do everything they can for their clients, including finding savings for the preventives and medications their patients need.

"We have clients that come in and bring patients in that are already on [Bayer's Advantage Multi®](#)," Freed says. "We have the rebate forms that we give to them. We explain how they can go online or text the rebate in."

Usually clients will just want to get one month of the preventive. That's an opportunity for the staff at Brentwood Animal Hospital to consult on the savings they would get through the coupon program. "We'll tell them it's a lot cheaper to get six months, because you get a price break. It's the same thing with one year's worth of Advantage Multi®; you get more money back. So, we have a lot of clients that stay on Advantage Multi® just for the rebates, because flea & tick and heartworm prevention can be very expensive."

Usually clients will just want to get one month of the preventive. That's an opportunity for the staff at Brentwood Animal Hospital to consult on the savings they would get through the coupon program.

Indeed, price is a major consideration for Brentwood Animal Hospital's client base. "It's beneficial to us because we're a very low cost clinic," Freed says. "We have a lot of clients that are on disability or social security income and they can't afford much. So whenever they get that money back, it means that they're going to keep coming back, because they benefit from the savings."

Direct-to-consumer coupon programs such as [Bayer's](#) can help bring clients back to the clinic. Freed says Brentwood Animal Hospital uses similar programs for other products they recommend to clients. "We're also the most affordable clinic in town when it comes to vaccines, surgeries and things like that."

The team is committed to doing what's best for the client and patient. If Brentwood can't see the client because of office hours, they will refer the client over to the Animal Hospital of Pensacola. Or, if it's an emergency, Brentwood staff may recommend their clients to a nearby veterinary emergency referral center that's open 24 hours, so they can get them in no matter what.

There are plenty of benefits of being a smaller clinic in-tune with the needs of their clients. First is the one-on-one relationship that can be

developed, and the savings from working with the customer on rebates and incentives programs that vendors are offering. Plus, at Brentwood everybody on staff works together. "For instance, we don't have one person stationed up front," Freed says. "Everybody is working throughout the office." ■

Brentwood Animal Hospital is a full service, family oriented practice

for small animals such as cats and dogs, and provides for veterinary care ranging from annual wellness exams and vaccinations to more complex procedures such as surgical and emergency care in certain situations.

His Master's Voice

When disaster strikes, your pet's microchip can speak volumes

By L.A. Sokolowski



In Oroville, California, Northwest SPCA shelter manager Isha Buis estimates that the toll taken by last year's disastrous wildfires on pet owners is yet to be realized. On one Sunday alone, she recalls more than 70 intakes had to be transferred to other facilities to relieve pressure on her own shelter, so assessing just how many pets have found their way home is difficult. Additionally, many pet owners are

still displaced and struggling to create a home amid a new normal.

But one thing Buis says she does know is that in most cases, as long as there's a microchip with correct and current information, it can help pets and their people find each other again.

"The last couple of months have been unreal, and the numbers are still coming in," says Buis, who is



A Datamars brand



1 in 3 pets will go missing in their lifetime. More than 30% of U.S. vets use **PetLink, a trusted leader in pet identification for more than 30 years.**

Lifetime registration included with NO annual fees, NO renewals, NO update fees, and NO uncomfortable conversations with your customers.

- PetLink offers the only thin, polymer microchip on the market - PetLink SLIM.
- 24/7/365 registry and recovery services.
- PetLink.net is affiliated with AAHA's www.petmicrochiplookup.org.
- We only sell ISO-compliant, 15-digit, 134.2 kHz microchips and universal scanners.



To purchase microchips, contact your preferred distribution representative.

DATAMARS

Questions? Call (781) 281-2216 or email us at ussales@datamars.com



Without microchips or tags, the identification process can be difficult because of the nature of such injuries.

also a registered veterinary technician (RVT). “We not only worked hard to help securely house rescued and evacuated animals from the Camp Fire, but medically treated and rehabilitated other needy animals in the midst of that tragedy.”

Since 2005, the shelter’s policy has been to microchip every animal placed in (or returned to) a home. According to Petfinder.com, the chances of reuniting with a lost pet go up nearly 250% if that dog or cat has a microchip.

“On a daily basis I am amazed by the animals we successfully track back to their owners,” Buis says. Like a yellow Labrador retriever, lost for a year, and a cat missing for three, who were both recently reunited with their families.

Ten years before the inferno that ravaged northern California became known as the deadliest wildfire in the state’s modern history, the *Journal of the American Veterinary Medical Association* (JAVMA) published the findings of a study looking at animals with microchips entering shelters. What it showed was that microchipped stray dogs return to their owners more frequently than strays without microchips (52.2% and 21.9% respectively). Even more dramatically, 38.5% of microchipped stray cats return to their owners compared to only 1.8% of un-microchipped stray cats.

“Cats are the hardest to identify,” Buis says, pointing out how pet identification becomes even more difficult when compounded by disfiguring injuries, like those sustained by many of the pets that



**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

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MERCK
Animal Health

survived the fires. In such cases a microchip provides help for a lost and possibly injured pet in ways that a photograph cannot supply.

Without microchips or tags, the identification process can be difficult because of the nature of such injuries. Whiskers are singed off. Ears are burned at the edges. What fur may be left has probably been shaved to facilitate treatment by a veterinary team. Some pets could be unrecognizable, even to those who love them.

The study's dramatic contrast in results between chipped and un-chipped pets prompted the AVMA, American Animal Hospital Association (AAHA) and World Small Animal Veterinary Association (WSAVA) to advocate that veterinarians routinely scan all pets to assess the function and proper location of a microchip.

The JAVMA study showed that microchips could help owners find their pets but also warned that only 58% of the microchipped animals in the shelter had current contact information in a microchip registry.

"It's not the chip that fails to get a pet home, it's tracing down the correct information. The problem for pets is when a chip is a dead end," says Buis, who has been us-

ing [PetLink](#) microchips since the shelter started its program. The company's 30-year history of helping pet owners and veterinarians includes its own dedicated website for companion animal identification, www.petlink.net.

How does it work? A pet microchip, no larger than a grain of rice and containing a unique 15-digit identification code, is implanted under your pet's skin by an animal professional using a special syringe (like the [PetLink](#) SLIM "No Return" Click syringe).

After implantation, the microchip code should be registered in a pet national database like www.petlink.net. The owner's contact information and a description of the pet are entered so when a microchip is scanned, the database will pull up the owner and pet information assigned to that microchip and help reunite the missing pet with its family. [PetLink](#) strongly encourages pet owners to add alternate contacts to help with a speedy reunification if the primary contact is not available.

"The owners had been diligent in keeping their contact information up to date with local animal control as well as their microchip company. The result? "Such very happy endings." ■

Common Questions About Microchips

Will it hurt my pet when a microchip is implanted? Microchipping is to a pet what a flu shot is to us. It's a momentary prick but not painful. No anesthetic or stitches are required.

Can microchips cause health issues in animals? Companion animal microchips are passive – they have no power supply, battery or moving parts. The microchip contains nothing that will burn, irritate or harm a pet. Micro-

chips are completely biocompatible and proven to be safe and effective.

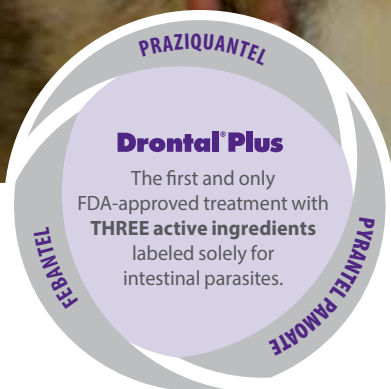
If our pet wears a collar for identification, why microchip? A collar can be torn, chewed through or removed. A microchip cannot be removed, falsified or altered. A microchip registry keeps your personal information safe and secure; your name, address and phone number are password-protected online.

How can a microchip work if no one can see it? Microchip scanning is now standard practice for animal control agencies, shelters and most veterinary clinics in North America, Europe and Australia, and is gaining momentum in Asia and Africa. Having a microchip for electronic identification significantly increases your pet's chances of being returned if they are ever lost or stolen.

What's my pet's best protection? All pets should have at least two forms of identification at all times – provide a collar AND a microchip (and don't forget to register the microchip).

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*Based on label comparisons.

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Insured pet population grows by 18%

According to *Today's Veterinary Business*, nearly 2.2 million U.S. pets were covered by health insurance in 2018, an 18% jump from the prior year, the North American Pet Health Insurance Association's 2019 State of the Industry report shows. The report found that gross written premiums across the United States rose by 24% in 2018, to a total of \$1.3 billion. Just over 1% of U.S. dogs and cats are insured, compared to an estimated 25% in the United Kingdom and a possible 40% in Sweden.

Vets warn of 'MMR moment' for animal health as increasing number of owners refuse to vaccinate pets

The Telegraph reported the United Kingdom's leading veterinary body has warned that animal health is facing an "MMR" moment due to increasing numbers of owners refusing to vaccinate their pets. The British Veterinary Association says anti-vaccination conspiracies circulating online are persuading owners that inoculations against devastating diseases are unsafe. The BVA's intervention coincides with a survey of the profession that found 98% of veterinarians have been challenged by owners about the need for vaccination. To read more, visit telegraph.co.uk

CBD pet product sales continue to climb

According to *Pet Product News*, CBD is exploding in the pet category, and industry experts say the trend will continue. But while product formats have expanded, experts said that for pet specialty retailers to truly understand this emerging category, doing research as well as understanding terminology and function are key. For example, one product developer said that many people believe hemp extract comes from a marijuana plant and can get their animals high. But that's not true, he explained.

Dogs may feel your stress

The *Associated Press* reported that dog owners experiencing long bouts of stress can transfer it to their dogs, scientists report in a new study. The researchers found that levels of cortisol, the stress hormone, in the hair of dog owners closely matched that found in their dogs in both winter and summer months, indicating their stress levels were in sync. While they're unsure what causes the synchronization, they found that the link is stronger with competitive dogs than in pets.



Drontal® Plus (praziquantel/pyrantel pamoate/febantel) Tablets

Broad Spectrum Anthelmintic for Dogs
and

Drontal® Plus (praziquantel/pyrantel pamoate/febantel) Taste Tabs®

Broad Spectrum Chewable Anthelmintic Tablets for Dogs

BRIEF SUMMARY: Before using Drontal® Plus, please consult the product insert, a summary of which follows:

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

DOSAGE: NOT FOR USE IN PUPPIES LESS THAN 3 WEEKS OF AGE OR DOGS WEIGHING LESS THAN 2 LBS.

INDICATIONS: Drontal® Plus (praziquantel/pyrantel pamoate/febantel) Broad Spectrum Anthelmintic Tablets and Drontal® Plus (praziquantel/pyrantel pamoate/febantel) Taste Tabs® Broad Spectrum Chewable Anthelmintic Tablets are indicated for removal of Tapeworms (*Dipylidium caninum*, *Taenia pisiformis*, *Echinococcus granulosus*, and removal and control of *Echinococcus multilocularis*) and for removal of Hookworms (*Ancylostoma caninum*, *Uncinaria stenocephala*), Ascarids (*Toxocara canis*, *Toxascaris leonina*), and Whipworms (*Trichuris vulpis*) in dogs.

CONTRAINDICATIONS: DO NOT USE IN PREGNANT ANIMALS. Dogs treated with elevated levels (6 consecutive days with 3 times the labeled dosage rate) of the combination of febantel and praziquantel in early pregnancy demonstrated an increased incidence of abortion and fetal abnormalities.² The effects of Drontal® Plus Anthelmintic Tablets on pregnant animals have not been determined.

There are no known contraindications against the use of praziquantel or pyrantel pamoate in dogs.

PRECAUTIONS: Strict hygienic precautions should be taken when handling dogs or feces suspected of harboring *E. multilocularis*. Infected dogs treated for the first time with Drontal® Plus and Drontal® Plus Taste Tabs® Tablets and dogs treated at intervals greater than 28 days may shed eggs in the feces after treatment. The animal should be held in the clinic during this interval and all feces should be incinerated or autoclaved. If these procedures are not possible, the eggs can be destroyed by soaking the feces in a sodium hypochlorite (bleach) solution of 3.75% or greater.¹ All areas where the animal was maintained or in contact with should be thoroughly cleaned with sodium hypochlorite and allowed to dry completely before reuse.

WARNING: KEEP OUT OF REACH OF CHILDREN.

ADVERSE REACTIONS: None of the 103 dogs treated with Drontal® Plus Anthelmintic Tablets in the clinical field studies exhibited drug-related side effects. Of the 40 dogs treated with Drontal Plus Taste Tabs® Tablets in laboratory studies, two dogs exhibited vomiting, one puppy exhibited bloody/mucoid stool and one puppy exhibited watery/profuse stool.

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

REFERENCES:

¹ Craig PS and McPharson CNL. 1988. Sodium Hypochlorite as an Ovicide for *Echinococcus*. *Ann Trop Med. and Parasit.* 82(2): 211-213.

² Freedom of Information Summary (FOI) NADA 133-953 Vercom Paste (febantel and praziquantel).

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Combination label – October, 2014
Drontal Plus Tablets label – January, 2013
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