

TVC

Digital magazine

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Power of Partnerships

A good relationship between veterinary practice and vendor can lead to gains through marketing programs, and more





(florfenicol, terbinafine, mometasone furoate)
Otic Solution



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Fight canine otitis externa with one big dose of love.
Claro® (florfenicol, terbinafine, mometasone furoate)
Otic Solution is the only FDA-approved, single-dose
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Back to School

What you did not learn in veterinary school:
how to run your business for best patient care & clinic profits

By Sarah Sgromo, Instructional Designer & Education Coordinator

We believe the path to success for independent veterinarians is through education. To that end, through our partnership with more than 4,000 clinics, we've taken best practices, seen what's working and what's not, and compiled and created business programs and resources designed for the independent practice veterinarian. It's all available within TVC University.

One of the tools that you can take advantage of is a recently launched search function for TVC University. It's like a Google search, but with a concentration of educational materials for veterinary clinics. The search was designed for TVC Co-op Owners to have easier access to all of our resources, including:

- Upcoming events
- Tools/handouts/resources
- TVC Magazine articles
- On-demand programs
- And more

There are a couple of different ways to use the search function. For instance, if you are interested in knowing more about flea & tick preventives, you can type in those keywords and find resources, on-demand courses, magazine articles, upcoming webinars – a whole host of items related to the topic. Or, if you have a specific resource in mind, such as CE Live Online Webinars, you can use a scroll down tab to narrow the search within that specific category.

The search function is one of several tools available. TVC University Tools can range from handouts,

links to websites that can be used to educate clients, and calculators used to better understand the business of your clinic. We've curated these as a means of helping you with whatever problems your clinic may be facing, whether it be training staff, having a better grasp of pricing as it pertains to TVC's different vendors in a particular area, increasing health care through better compliance (which leads to better profits as well), or better business practices.

Other TVC University resources include:

- CE Live Online webinars are live RACE-approved webinars that are produced and presented by TVC vendor partners, and hosted by TVC. These webinars are held on the second Tuesday of every month, at 9:00 am and 1:00 pm CST. Participants can receive 1 hour of free RACE-approved CE credit for attending.
- TVC University Live webinars are quarterly, TVC-produced, and offer best practice business strategies and great animal healthcare. These webinars

are not RACE-approved CE programs. Rather, they are quarterly webinars involving presentations on Business Sense, a TVC Best Practice Q&A, and a message from a TVC vendor partner.

- TVC University on-demand courses, most of which are RACE-approved and NYSED-approved CE educational programs, can be viewed online 24/7, at your convenience. These range from programs designed specifically for the purpose of learning best practice business techniques for clinics, to recordings of past TVC University Live webinars.
- We also host live events throughout the year, such as the upcoming TVC East Conference in Atlanta, Georgia.

TVC University was designed to help independent veterinary practice owners run their clinic. We encourage you to take advantage of all that TVC University has to offer!

<https://theveterinarycooperative.coop/membersonly/tvcuniversity.php>

If you do not find the educational program, tools or materials you need, let us know what is missing so we can develop it for you and all other Co-op Owners. ■

Innovative Products to support the *Long-term Health of Cats & Dogs*



Zylkene®

BEHAVIOR SUPPLEMENT

The only veterinary supplement formulated with alpha-casozepine, a natural ingredient with clinically proven calming properties to help relax cats and dogs.



Azodyl™

RENAL SUPPORT

A proprietary blend of beneficial bacteria supports normal kidney detoxification and helps maintain quality of life for cats and dogs.

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PH•NOTIX™ OTIC CARE

Exclusive ingredients work in synergy to provide the most efficient ear cleaning and wax removal while supporting sebum regulation and balance in the ear.



Flexadin® Advanced with UC-II®

JOINT HEALTH

Flexadin® Advanced with UC-II® for cats and dogs works differently than traditional supplements that contain glucosamine and chondroitin.



NEWS

This Month at the Veterinary Cooperative

TVC News

We are excited to announce that one of our own, Dr. James Hosek, will be running for the Independent Veterinary Practitioners Association (IVPA) Board of Directors! The IVPA is similar to TVC in its unwavering support of the independent vet. Dr. Hosek has been a long-standing supporter of TVC and we are confident he can do great things at IVPA. Please consider supporting his run by casting your vote to IVPA by August 17 (a survey with a link to vote was recently emailed out). For more information about all of the great initiatives IVPA has in the works, or to get involved yourself, head to <https://www.iveterinarians.org/>

Don't forget to check out our new vendor partners [ALLYDVM](#) and [Virbac](#). 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.

[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 a few spots still remain. New this year: a separate CE track geared toward PMs! See below for more info or [click here to register](#)

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.

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.



TVC University Live CE Webinars


[Register](#)

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!

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)

[Register](#)

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!**

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.

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](#)

One Voice, One Message

October 8 | 9 AM & 1 PM (CST)

Join **Merck Animal Health** at the October CE Live Online webinar, for a 1-hour RACE-approved presentation. Attendees will earn **1 CE credit**.

Abstract: TBA

GIANT PROBLEM. SIMPLE SOLUTION.

When stress-related urinary issues make cats act out of character, look to the comprehensive nutrition of c/d® Multicare Stress.

TOTAL URINARY CARE, INCLUDING FIC AND STONES



Added L-tryptophan and hydrolyzed casein to help manage stress, a known risk factor for FIC^{1,2}



The ONLY nutrition shown in a controlled study to reduce the rate of recurring (FIC) signs by 89%³



Dissolves struvite stones in as little as 7 days (average 27 days)⁴



¹Pereira GG, Fragoso S, Pires E. Effect of dietary intake of L-tryptophan supplementation on multi-housed cats presenting stress related behaviours, in *Proceedings. BSAVA* 2010.
²Beata C, Beaumont-Graff E, Coll V, et al. Effect of alpha-caseozepine (Zylkene) on anxiety in cats. *J Vet Behav*. 2007;2(2):40-46. ³Kruger JM, Lulich JP, MacLeay J, et al. Comparison of foods with differing nutritional profiles for long-term management of acute nonobstructive idiopathic cystitis in cats. *J Am Vet Med Assoc*. 2015;247(5):508-517. ⁴Lulich JP, Kruger JM, MacLeay JM, et al. Efficacy of two commercially available, low-magnesium, urine acidifying dry foods for the dissolution of struvite uroliths in cats. *J Am Vet Med Assoc*. 2013;243(8):1147-1153. Average 28 days in vivo study in urolith forming cats.



VETSOURCE™

Home Delivery, it's Not Just for Pet Owners!

October 22 | 9 AM & 1 PM (CST)

[Register](#)

Join **Vetsource** for a webinar on home delivery. Attendees will be entered into a drawing for a chance to win a **\$50 gift card** or an **EKO Stethoscope!**

Abstract: Your teams can work smarter, not harder thanks to Home Delivery! Please join TVC and Vetsource for an interactive webinar around common operational pain points in practices and how Vetsource Home Delivery help. Through interactive dialog we will pinpoint everyday obstacles practices are experiencing and then discuss possible solution utilizing Vetsource Home Delivery including how to:

- Get ahead of the outside pharmacy requests using ScriptShare technology
- Maximize your inventory utilizing Vetsource's virtual shelf, accessible from ScriptRight on your favorite web-enabled device. Orders can be placed in less than 45 seconds!
- Keep tabs on your Vetsource Home Delivery business at a glance, including compliance stats and automatic reorder rates.



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.

IT'S NOT JUST A SNEEZE

*It might be the onset
of an outbreak*



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

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

Nobivac 

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

 **MERCK**
Animal Health

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Promotions

Bayer: Claro Tiered Consumer Rebate Promo: Purchase 2 or 4 boxes of Claro, get 10 or 30 \$25 consumer rebates.

[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. Hurry – offer ends August 31!

[Click here for details](#)

Hill's: See GI issues in a new light: 10% off your initial order!

[Click here for details](#)

Hill's: 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](#)

MWI: Earn MWI Animal Health account credits with this tiered promotion on VetOne VetriJec needles and syringes. Valid August 1 – Sept 30, 2019. Mix and match, available on cumulative purchases made during the promotion period. [Click here for details](#)

OnePlace Capital: Summertime Finance Specials are back. Choose either the Payment Pass Option or the Deferred Billing Option. [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](#)

Purina: Buy Two Purina ProPlan Veterinary Diets HA Hydrolyzed Vegetarian Canine 6 lb Bags, get One case of HA Hydrolyzed Chicken Flavor Canine Wet Free! [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](#)

Securos Surgical: BOGO on newly designed premium quality products: Scalpel Blades (100 count/box) and Disposal Scalpels with Handle (10 count/box). No limit on order, no other discounts or offers combined. Mix and match within product type, valid August 1 – October 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 August 31! [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! Now extended through October 31, 2019! [Click here for details](#)

Vetoquinol: Buy 10, get 2 free on Derm Products. Hurry – offer ends August 31, 2019! [Click here for details](#)

Vetoquinol: Buy 1, get 1 on all Derm Products, including Phnotix! [Click here for details](#)

Vetoquinol: Buy 3, get 1 free on gallon shampoo & conditioners through September 30, 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](#)

Vetsource + Hill's: Save on GI Biome and W/D when you place orders with Vetsource! [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 1 carton of EFFITIX to try for free. Receive 15% off of all purchases. [Click here for details](#)

WE ARE RESETTING OUR VETERINARY PRODUCT PORTFOLIO TO FACILITATE YOUR RECOMMENDATION

Veterinary Diet and Veterinary Care Nutrition become **Veterinary Health Nutrition** to ease navigation, reinforce your veterinary expertise and better address the needs of cats and dogs.

- ✓ **A simpler architecture**
- ✓ **A premium pack design**
- ✓ **Our trusted veterinary diets**



Contact your ROYAL CANIN® brand representative for details.





Power of Partnerships

A good relationship between veterinary practice and vendor can lead to gains through marketing programs, and more

Kevin Ludwig, DVM, believes in the power of partnerships. His practice, Animal Clinic of Buena, is a full-service veterinary medical facility, located in Vineland, New Jersey. The clinic offers a wide range of services including dentistry, nutritional, wellness, pain management and more.

"We offer good service at a reasonable price," says Dr. Ludwig. "We're not the lowest, but we can offer the most and we're usually here when the clients need us."

Animal Clinic of Buena also partners with two other clinics nearby that Dr. Ludwig sold to a former associate. Those clinics have surgical centers. And, if there is an overflow at their sites, they will refer patients over to Animal Clinic of Buena. "Having three locations and the ability to shift client load and leverage that has helped."

Dr. Ludwig says 20-25 years ago, it was much easier to see which way the market was moving. Now, with the tastes of the clients changing, as well as the type of competition, it's become more difficult to compete. "It used to be just between vets or practices in the general area. Now, you've got online, box stores, etc. Corporate clinics are not too heavy in our area, but that's coming."

Partnerships with manufacturers that offer vet-exclusive products give independent veterinary practices leverage in the marketplace. Vendors can bring the latest products to veterinary practices, as well as help with

tactics to boost the marketing and sales of those products.

Dr. Ludwig says he tries to utilize whatever vendors have to offer in the way of marketing and incentives. "I've never been one to hide from using vendors," says Dr. Ludwig. "They're a big part of what we do. We try to have a good relationship with them. I know that they can offer things that others can't."

Most customers look first for pricing, and that's why they go to online stores. Recently, Dr. Ludwig says he noticed most of their online requests have been for [Merck's](#) BRAVECTO. He's confident enough to call his [Merck](#) rep to see what they can do to take advantage of that volume.

Consulting with vendors is just one of the benefits of the partnership. Dr. Ludwig says that [Merck](#) is also actively involved in marketing efforts that help his veterinary practice. For instance, Animal Clinic of Buena does mailings in conjunction with vendors. "We did a large postcard with four coupons on it, so each vendor will give us a little bit of money for the mailing, and that reduces our costs," Dr. Ludwig says. "They'll have a coupon for their product, and we'll have

a coupon for our clinic, and advertise that way. That's one of the big ways they advertise with us."

Vendors may also offer assistance or sponsor events. Animal Clinic of Buena is taking clients to a Philadelphia Phillies game this summer, as well as visiting one of the local parks in the area. The clinic is also holding a raffle, with some of the prizes provided by vendors.

"They've been good helping out with things that the staff can use to promote products with the client," says Dr. Ludwig. "We try to hit our marketing across the board. It's not just one thing. Like any good relationship with the vendors, we've been able to offer a lot to our staff and to our clients. Even the veterinarians get something out of it."

Indeed, a healthy relationship and partnership with vendors is key for the Animal Clinic of Buena. Independent veterinary practices can't afford to "go with the flow," Dr. Ludwig says.

"Too many practitioners in our area stay pat with what they've done for years," he says. "You've got to have flexibility. Vendors can help you with flexibility. Both the distributors and manufacturers we work with are important for that. You've got to be able to move up and down or laterally, whatever works best. It's the only way you can practice medicine and do good business wise." ■

New Approaches to Veterinary Wellness Are Enabling Better Medicine and Better Business

Merck Animal Health's Veterinary Wellbeing Study examined the delicate subject of mental health. Parsing through the data illuminates a roadmap for practitioners and their clinics to find balance and success.



In 2019, TVC and Merck Animal Health (MAH) have put the focus of our partnership on Veterinary Wellness. Our goal is to holistically support independent veterinarians, their clinics and the pets being treated through educational opportunities for vets and techs, value-added resource documents for pet parents and incentivized purchasing opportunities for the clinic. These activities can help to position the veterinarian as a community health resource in the areas where they live and operate their business. As a Co-op, these activities are business as usual for TVC, and part of our cultural DNA, but having Merck's consistent support this year to amplify it has truly made all the difference, and we couldn't be more proud to partner with them on this initiative.

The Best Practice article in this month's TVC Magazine examines how a top performing clinic moves product (specifically vaccines) and the strategies

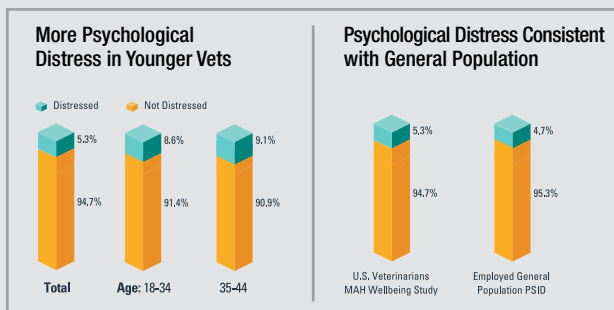
that they employ to do so effectively and efficiently. When a clinic is doing well and the pets are healthy, it's easy to overlook areas of the business that

need improvement, and one of the core tenets of our Veterinary Wellness initiative is that Healthy Pets Need Healthy Vets – so while some practices and practice owners are able to consistently thrive, what about the ones that aren't quite there yet or that feel like they'll never get there? Every business owner, regardless of their industry, will at some point hit a rough patch (personally and/or professionally), and the impact of these distractions, challenges or pressures is felt on both ends.

One of the key resources provided to TVC Co-op Owners in February was a CE webinar that reviewed the results of MAH's Veterinary Wellbeing Study, the first nationally representative study of U.S. veterinarians across all sectors of the profession designed to definitively quantify the prevalence of mental illness and wellbeing in the profession and compare the findings to the general U.S. population. The study revealed a number of startling statistics (see sidebar), but further analysis of the data also showed areas of opportunity, specifically in how to manage the aforementioned personal and professional rough patches. ■

Animal Health Veterinary Wellbeing Study

- Overall, vets are no different compared to the general population in terms of mental health; however, younger vets are struggling, with 8.6% in the 18-34 age demo distressed, and 9.1% in the 35-44 age demo distressed.
- Wellbeing moves beyond mental health and is a more holistic look at how one feels about life; veterinarians' wellbeing is slightly lower than the general population, with 9.1% suffering vs. 7.3% and 58% flourishing vs. 61% respectively.
- Factors that contribute to low wellbeing include Student Debt, Working Long Hours, Low Income and Lack of Healthy Activities
- The majority of vets would NOT recommend their profession, with only 41% of respondents recommending their career vs. 70% in the general population



One of the key techniques in managing distress is knowing and understanding the main causes of it for vets; equally important is how to access the resources to help manage these difficulties. What follows below was originally curated by MAH in collaboration with Dr. Elizabeth Strand, Ph.D., Director of Veterinary Social Work at the University of Tennessee College of Veterinary Medicine and is meant to assist veterinarians in managing their total wellness. The full resource document can be found [at the MAH page on the TVC Owners Only website](#), along with direct links to the [full executive summary](#) of the study and [access to the aforementioned CE webinar](#) that reviews the study. For added perspective, the study itself and the system of resource support MAH is building around addressing these areas of concern is as much a tribute to [the lasting legacy of Dr. Linda K. Lord, DVM, MS, PhD](#) as it is to the future health of the profession. Dr. Lord dedicated her life to creating opportunities for vets and pets

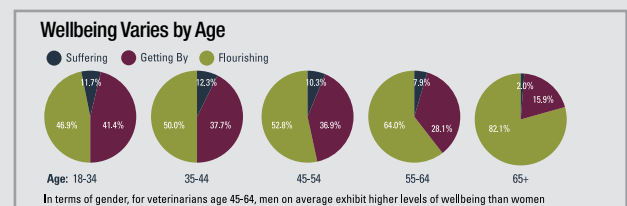
to thrive, regardless of their status in life, and her contributions to the study must be acknowledged.

Practice Ideas to Achieve Wellbeing

- **De-stress:** hold weekly meeting with the team and ask key questions, allowing the room to speak
- **Take Healthy Breaks:** create a play/exercise space or time for staff and get their input
- **Inspire:** post inspiring quotes or images around the office and social media; empower staff to lead
- **Learn:** encourage the team to take crisis intervention training to feel prepared
- **Connect:** use a mental health professional to meet periodically for group or individual check-ins

Ideas for Individuals to Achieve Wellbeing

- **Have a Plan:** create your own stress management plan that includes exercise, breathing, quality food, vitamin D and rest
- **Celebrate Others:** engage coworkers and yourself with positivity and self-care
- **Be Mindful:** take a few minutes each day to meditate and “stay present”
- **Be Grateful:** consider keeping a gratitude journal and write down things that make you happy
- **Stop Beating Yourself Up:** practice self-compassion in difficult times and treat yourself like a good friend would treat you
- **Talk with Someone:** bring in a professional if you feel hurt or stuck and use key resources if you're feeling especially down
 - National Suicide Prevention Lifeline (800) 273-8255.
 - Text “HELLO” to 741741 for the Crisis Text Line and a live trained counselor will respond.
 - Or look up “Mobile Crisis Unit” in your county or region for support.



Change

Do people like change? No.

Yet, human beings experience change all the time – new clothes, cars, jobs, relationship status, etc.

What's the difference between those changes, and the organizational changes we sometimes bring into our practices or businesses? Julie Reck, DVM, Veterinary Medical Center of Fort Mill, South Carolina, discussed this with attendees at the recent Veterinary Innovation Summit. With the personal changes mentioned, individuals in most of those scenarios had an opportunity to decide if the change happened to them. That's not the case with organizational change. And statistically, organizational change is successful only 20% of the time, said Dr. Reck.

So, how can businesses increase the likelihood of successful change in culture? Dr. Reck discussed a three-step process with attendees:

Step 1: Define

Working together as a group to define a collaborative mission or vision creating process will help improve the likelihood of success. For Dr. Reck and her practice, the collaborative process happens in meetings. She closes her practice every week, on Wednesdays from noon to 1:30. Sometimes that time is used for department meetings, other times for a brainstorming session. But that time allows for collaboration, and communication.

Step 2: Align

Team members need to be aligned with the mission and vision of the organization. Sometimes that means aligning behaviors. Other times it involves processes. It could even mean gaining



alignment with the facility the organization works from. Dr. Reck's practice provides time for weekly check-ins with team members and their superiors to review how their job is going, where they want to grow and develop, and if they need any support. "That's something we just don't do enough of in veterinary medicine." What if you created space to check in with your team members to discuss how they

want to grow and develop professionally, and where you could help?

Step 3: Support

Team members need support from the organization in order to succeed individually and collectively. Support includes rewarding, advancing and coaching these valued team members in order to succeed, says Dr. Reck.

"There's a lot of ideas that I have for my practice and ideas on where I want to take my practice," says Dr. Reck, "but if I just come in the door saying 'OK guys, guess what? Now we're going to do this new certification or implement this new app?' It doesn't work well that way. It really needs to be a change that's not decided for them; rather it's something where they got to provide input." ■

To watch the rest of Dr. Reck's presentation, visit <https://www.veterinaryinnovationsummit.com>.



Veraflox® (pradofloxacin)
Oral Suspension for Cats



Engineered for cats.
Without compromise.



Veraflox®
(pradofloxacin)

Oral Suspension for Cats

E f f i c a c y

S a f e t y

E a s e - o f - u s e

Find out more at VerafloxOS.com

CAUTION: Federal 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. WARNINGS: For use in cats only. PRECAUTIONS: The safety of pradofloxacin in cats younger than 12 weeks of age has not been evaluated.

Industry NEWS



Pet services make up for decline in product sales

Today's Veterinary Business reported that online sellers will capture an estimated 20% of the U.S. pet products market in 2019, but brick-and-mortar businesses are responding to e-commerce's growing challenge by emphasizing and expanding pet services. A new study published by the market research firm Packaged Facts pointed to PetSmart and Petco as examples of pet specialty retailers that have adapted to the internet age. The companies draw customers to in-store veterinary clinics – PetSmart hosts hundreds of Banfield clinics – encourage them to spend on training and grooming services, and make it easy for them to go home with food and other supplies. PetSmart also has gotten into boarding through PetsHotel. Meanwhile, Walmart has entered the veterinary space with in-store providers PetIQ and Essentials PetCare. Read more at <https://todaysveterinarybusiness.com/pet-services-make-up-for-decline-in-product-sales/>

New study shows cats' heaviest weight higher now than in 1990s

The Toronto Star, Canadian Press reported that a new study involving more than 19 million cats from across Canada and the United States suggests most of the animals continue to put on weight after they reach adulthood, and their heaviest weight is higher now than it was two decades ago. Researchers at the Ontario Veterinary College at the University of Guelph say the [study](#), which analyzed 54 million weight measurements taken at veterinary offices between 1981 and mid-2016, is the first of its kind to use such a large pool of data. Read more at: thestar.com

California budget includes \$5 million for veterinary and other care for pets of homeless people

Fox KTVU reported that California's newly adopted budget includes innovative funding to help the animal companions of people living on the streets. The 2019-20 budget that went into effect on July 1 includes \$5 million in grants to fund veterinary and other care for pets of homeless people. The money would go toward placing veterinarians at qualified homeless shelters to allow those living on the streets to get care for their pets. Gov. Newsom has promised to make homelessness and the housing crisis top priorities. His \$214.8 billion budget calls for \$2.4 billion to address those concerns.

FDA, CDC investigating Salmonella outbreak linked to pig ear dog treats

According to *AAHA NEWSStat*, the US Centers for Disease Control and Prevention (CDC) and the US Food and Drug Administration (FDA), along with public health and regulatory officials in several states, are investigating an outbreak of multidrug-resistant Salmonella across 13 states — an outbreak linked to contact with pig ear dog treats. The CDC and the FDA [announced the investigation](#) recently, singling out pig ear dog treats as the common source of contact for the infection. Authorities say that 45 people — from California, Illinois, Indiana, Iowa, Kansas, Massachusetts, Michigan, Missouri, New York, North Dakota, Pennsylvania, South Carolina, and Wisconsin — have been infected with Salmonella; 12 of the people were hospitalized. Of the 38 infected people interviewed by the CDC, 34 said they had come into contact with a dog prior to contracting the illness, and 17 out of 24 said that they came into contact with pig ear dog treats or dogs who had been given the treats.

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*).

DOSAGE 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: Not for use in humans. 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, hypoleptemic 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.

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NADA 141-440, Approved by FDA
LV1802

Bayer**Oral Suspension for Cats****Veraflox (pradofloxacin) Oral Suspension for Cats
25 mg/mL**

For the treatment of skin infections (wounds and abscesses) in cats.
Do not use in dogs.

BRIEF SUMMARY:

Before using Veraflox Oral Suspension for Cats, please consult the product insert, a summary of which follows:

CAUTION:

Federal 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.

PRODUCT DESCRIPTION:

Pradofloxacin is a fluoroquinolone antibiotic and belongs to the class of quinolone carboxylic acid derivatives. Each mL of Veraflox Oral Suspension provides 25 mg of pradofloxacin.

INDICATIONS:

Veraflox is indicated for the treatment of skin infections (wound and abscesses) in cats caused by susceptible strains of *Pasteurella multocida*, *Streptococcus canis*, *Staphylococcus aureus*, *Staphylococcus felis*, and *Staphylococcus pseudintermedius*.

CONTRAINDICATIONS:

DO NOT USE IN DOGS. Pradofloxacin has been shown to cause bone marrow suppression in dogs. Dogs may be particularly sensitive to this effect, potentially resulting in severe thrombocytopenia and neutropenia. Quinolone-class drugs have been shown to cause arthropathy in immature animals of most species tested, the dog being particularly sensitive to this side effect. Pradofloxacin is contraindicated in cats with a known hypersensitivity to quinolones.

HUMAN WARNINGS:

Not for human use. Keep out of reach of children. Individuals with a history of quinolone hypersensitivity should avoid this product. Avoid contact with eyes and skin. In case of ocular contact, immediately flush eyes with copious amounts of water. In case of dermal contact, wash skin with soap and water for at least 20 seconds. Consult a physician if irritation persists following ocular or dermal exposure or in case of accidental ingestion. In humans, there is a risk of photosensitization within a few hours after exposure to quinolones. If excessive accidental exposure occurs, avoid direct sunlight. Do not eat, drink or smoke while handling this product. For customer service or to obtain product information, including a Material Safety Data Sheet, call 1-800-633-3796. For medical emergencies or to report adverse reactions, call 1-800-422-9874.

ANIMAL WARNINGS:

For use in cats only. The administration of pradofloxacin for longer than 7 days induced reversible leukocyte, neutrophil, and lymphocyte decreases in healthy, 12-week-old kittens.

PRECAUTIONS:

The use of fluoroquinolones in cats has been associated with the development of retinopathy and/or blindness. Such products should be used with caution in cats. Quinolones have been shown to produce erosions of cartilage of weight-bearing joints and other signs of arthropathy in immature animals of various species. The safety of pradofloxacin in cats younger than 12 weeks of age has not been evaluated. The safety of pradofloxacin in immune-compromised cats (i.e., cats infected with feline leukemia virus and/or feline immune-deficiency virus) has not been evaluated. Quinolones 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 that may lead to convulsive seizures. The safety of pradofloxacin in cats that are used for breeding or that are pregnant and/or lactating has not been evaluated.

ADVERSE REACTIONS:

In a multi-site field study, the most common adverse reactions seen in cats treated with Veraflox were diarrhea/loose stools, leukocytosis with neutrophilia, elevated CPK levels, and sneezing.

ANIMAL SAFETY:

In a target animal safety study in 32, 12-week-old kittens dosed at 0, 1, 3, and 5 times the recommended dose for 21 consecutive days. One 3X cat and three 5X cats had absolute neutrophil counts below the reference range. The most frequent abnormal clinical finding was soft feces. While this was seen in both treatment and control groups, it was observed more frequently in the 3X and 5X kittens.

U.S. Patent No. 6,323,213

May, 2012

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NADA141-344, Approved by FDA

Made in Germany

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Bayer HealthCare LLC
Animal Health Division

Shawnee Mission, Kansas 66201, U.S.A.