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March Issue 2020

TVC

Puppy Love

Business strategies for treating growing pets **pg. 10**



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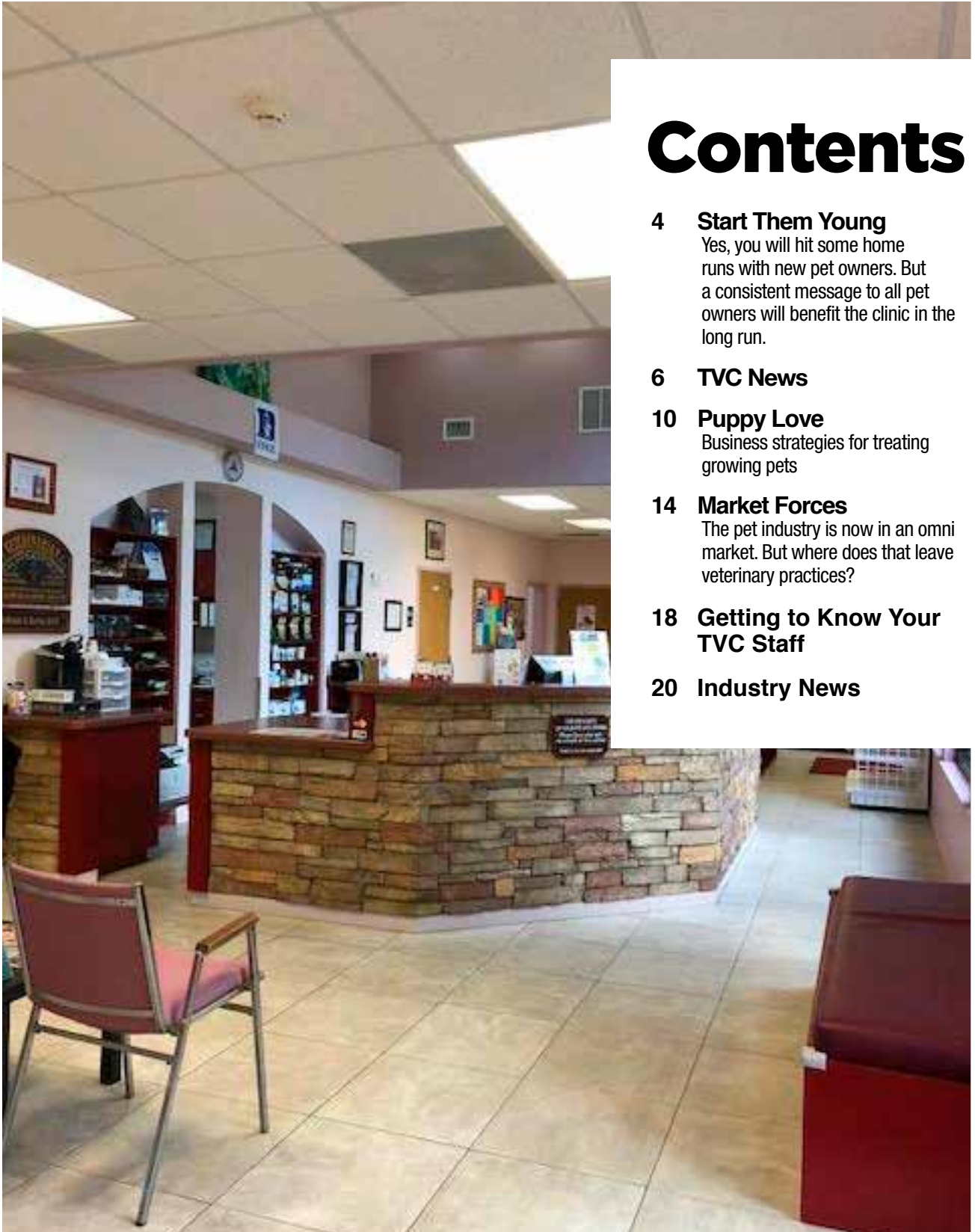
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Start Them Young

Yes, you will hit some home runs with new pet owners. But a consistent message to all pet owners will benefit the clinic in the long run. By Rich Morris

➤ **I'm not a big fan of the word "no." I don't think anyone is, really.**

But during some recent Best Practice Group sessions with TVC Co-op Owners, we discovered some interesting patterns when making recommendations and educating clients on services offered.

First, the easy-to-digest part. Our Best Practice Group members found the most success with new pet owners, especially those with their first pet. By success, I mean really, really good numbers. The compliance rate was 80% on services recommended.

Not surprisingly, though, pet owners who'd had their pets a long time were less willing to make a change based off of recommendations for products like pet food or buying online through the clinic's virtual store.

Although you will find your recommendations to be more successful with new pet owners and clients, that doesn't mean you shouldn't have the same conversations with older pet owners. If you don't let them know that you have those products, services and capabilities – and if you don't tell them that they can buy from you – that's guaranteed business you will lose out on. They'll go to Chewy or another online retailer and you've lost their business.

Yes, you will have a higher success rate with new pet owners, but don't let it depress you. Don't be afraid of a "no." People need to hear something 3-4 times before it hits home. Be consistent. Year over year, patient to patient, keep communicating the same message. You never know when one of those older pet owners will walk in with an eager ear to hear about your online capabilities because they recently had a bad experience with an online vendor.

Everyone hates to hear the word "no," but you must ask no matter what. Why? Well, because those members in our Best Practice Group who maintained a consistent message found that even in the first couple months, their overall sales increased by 5%. Now, imagine how that will play out over a year, two years, etc.

Nobody that steps into the batter's box will hit 1,000, but the more swings you take, the better your success will be.

TVC University has tons of resources to help you with these conversations, and help to track them. First, type in Healthy Pet Plan in the search function, and browse the resources that pop up, including the spreadsheet that will give you some visibility as to how even incremental sales can add up to great revenue for your clinic. ■



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- Tracking due May 10th. Track your progress at: www.tvc.coop/bayer

TVC News

TVC Shareholder Profit Dividend Program announced in April

TVC is excited to share that we will officially unveil our 2020 Shareholder Profit Dividend program next month. TVC is a cooperative owned by our clinics who participate, and because of that unique structure we give back any profits TVC has at the end of the year through this extra dividend. The idea of the SPD program is simple, the more you utilize TVC and our vendors the higher the likelihood you will share in our profits! This extra rebate is on top of any normal vendor rebate and discount programs. To learn more about your ownership benefits and the SPD program please schedule a one-on-one meeting with our Owner Success Advocate Team. [Click here to schedule yours today!](#)

TVC RISEvet™ – is returning

TVC is expanding our conference series to three cities across the United States – Chicago, Atlanta, and Las

Vegas. We hope that you will attend these conferences as they are one of the many benefits you are entitled to for FREE because of your TVC membership. Plus, this no-cost opportunity is open to anyone from a TVC partnered hospital. Attendees will get to earn up to 5 RACE approved CE credit hours in a tandem medical and business track, mingle with cooperative vendors and clinics, and even have the chance at earning fun raffle prizes. Act fast as space is filling up and there are only 150 free attendee seats available for each conference.

➤ **TVC RISEvet™ - Atlanta:** Sept. 13, 2020

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➤ **TVC RISEvet™ - Chicago:** Oct. 11, 2020

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➤ **TVC RISEvet™ - Las Vegas:** Nov. 15, 2020

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Vendor News

Virbac re-launches EasOtic

Designed to improve the management of otitis externa, EasOtic is a once daily ear medication. Three highly proven actives – the revolutionary diester hydrocortisone aceponate, combined with both miconazole nitrate and gentamicin sulphate. Delivered in a unique device, the one pump activation allows exact dosage control. With a treatment protocol that is sure to increase compliance. One dose for all dogs, treat once daily, for 5 consecutive days. More details on a TVC exclusive EasOtic launch offer [here](#).

Take part in Weave's Business Growth Summit

TVC's newest partner Weave is excited to bring you several downloadable education opportunities compliments of

their recent Business Growth Summit. Weave's mission is to bring local businesses and the people they serve closer together. They do this by modernizing the way businesses interact with their customers, unifying their data and all channels of communication onto one smart platform. Check-out their unique blend of communication forward educational content by heading to the [Weave Business Growth Summit](#) website or take a look at how Weave might be able to transform your business [here](#).

Digatherm Wins Innovation Award From Innovative Veterinary Care Journal

Digatherm thermal imaging can be a valuable addition to an exam to understand your patients' pain. Have you seen how it works? [Learn more!](#) TVC members receive a \$500 discount!

Education & Events



Habitually Encouraging Good Habits: Dental in the Current Age

Coming up March 25, 2020! When it comes to health care best practice, a little client education goes a long way. As veterinary professionals, it is important to understand that better healthcare can come from encouraging behaviors that will improve compliance from your clients. Pet parents may not be brushing their pets' teeth every day, but if you can encourage them to use a general dental program built off of CET products, that can be the next best thing. Allow TVC and Virbac to walk you through ways to do this, while gaining a better understanding of a largely untapped market. As a thank you, all attendees will receive a free sample of C.E.T. AquaDent Fresh Dental Solution (250ml).

[Register for the Webinar](#)



Just the Facts About Fleas on Cats: Evolving Trends in Feline Flea Protection

Check the [TVC University](#) events page for more information on this webinar coming up April 8, 2020! This, and all other live webinars and TVC educational events will count toward fulfilling your yearly TVC educational requirement. Register for the Webinar

[Register for the Webinar](#)



TVC RISEvet coming to a city near you

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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.



Puppy Love

Business strategies for treating growing pets

➤ **Valorie Bennett is a big believer in Halifax Veterinary Center's** motto, 'Our family caring for your family.' In fact, she started as a client of the clinic six months after Kathleen D. Bartos, MS, DVM, opened the practice – that was 30 years ago. Then, she came on board as a customer service representative, and moved into the inventory manager position a couple of years ago of the two-doctor veterinary practice located in Port Orange, Florida, just south of Daytona Beach.

"I had a lot of confidence in the doctors here and being treated ... I treat my clients the way that I'd want to be treated," she said. "I've been on the other side of that. I know what to expect from both sides. Every day we live and breathe our motto."

Starting young

And the motto has caught on in the community Halifax Veterinary Center serves. Especially among clients with young pups. Bennett said there has been a sharp rise in puppy visits to the practice recently. "In the last year, we've gone from about 15-16% to at least 25-30% with puppies."

Halifax Veterinary Center offers a puppy wellness program for clients. The program includes all the puppy shots the pets need, dental care, and

**In today's
veterinary
services
marketplace,
consumers are
looking for
convenient ways
to keep their
pets healthy.**

a general wellness checkup after six months. Also, if clients have a problem, they can come in during the year-long window of the puppy wellness program and that doctor's exam is included in what they purchased. It's a \$70 exam that's free, and they can do that as many times as they need to within that first

year. Bennett said the puppy wellness program is a big hit with customers. "It is a very, very popular program."

There are two versions of the program. The first is a "Homebody Program," which is mostly for small dogs that probably don't go to a dog park, don't get boarded, and have few interactions with other dogs. The second program is called "Social Butterfly." These are dogs that boarded, may travel with their owners, and go to dog parks, so they have vaccine protocols to follow.

"Our doctors, technicians – and even receptionists and customer service people – explain the program in a way where people understand and see the value they're getting," Bennett said.

Indeed, getting pet owners to develop healthy habits for their pets from the start is critical. "The simple reason is pets age a lot faster," said Bennett. "We try and instill these programs and teach our clients the elements of health, how important it is to come back and get wellness checkups, do biannual fecal checks, just to make sure their young dog is as healthy as they can be. We're trying to catch

things that may be lurking in the shadows with early detection.”

Halifax Veterinary Center also has a junior wellness package for any pet under 7 years of age that includes a comprehensive profile, heartworm test and fecal check bundled into a package that saves the clients about 25% compared to if they did the tests separately. And, the veterinary practice offers a senior wellness package for dogs over 7 years of age.

In today's veterinary services marketplace, consumers are looking for convenient ways to keep their pets healthy. Independent veterinary practices need products and services to accommodate those customer preferences, including online options.

Bennett said Halifax Veterinary Center uses Vetsource for a host of online services. “We love Vetsource,” she said. “Millennials and people who are more computer savvy especially love the home delivery, and to be able to set up auto-ships. They can do it at 2 a.m. or 5 p.m.



Valorie Bennett



It's at their convenience.” And for senior clients that aren't as computer literate, the practice's team members will express to them if they are uncomfortable doing it or not sure, a customer service rep can always help on the phone or in person. “We really stress that.”

Using Vetsource's portfolio of services has brought compliance up, said Bennett. The autoship feature is a big part of that. Even clients that say they can't afford a six-pack of Heartgard or Revolution can use the autoship once-a-month reminder to help keep the cost within their monthly budgets. “That works out great for a lot of our clients.”

Being in Florida, Halifax Veterinary Center has a lot of seasonal clients that may live in another part of the country six months out of the year. With Vetsource, a client can alter shipping preferences. “So, if a client is here a certain time a year and needs to ship their other half to other address up north, Vetsource makes it very easy to do that.”

Halifax Veterinary Center uses a lot of the features from Vetsource. “They added a compounding drugs service, giving us the ability to get compounded drugs you can’t normally get through a regular distributor. That has helped. The other thing that’s helped drive our sales and compliance is Vetsource has

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a reminder system, Petmail, that emails clients and reminds them of promos and things they have going on. It reminds them to order the next set of heartworm prevention, and flea & tick control.”

Vetsource also allows a range of options for preventive products should clients have a certain preference. Halifax

Veterinary Center carries Heartgard and Nexgard in-house, but “we can’t carry everything on the market,” Bennett said. “Some clients prefer oral, some topical. This way with Vetsource they have them all and they can choose which delivery system works best for them and their pet.” ■

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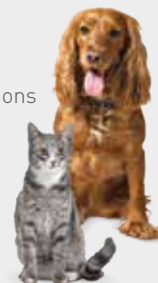
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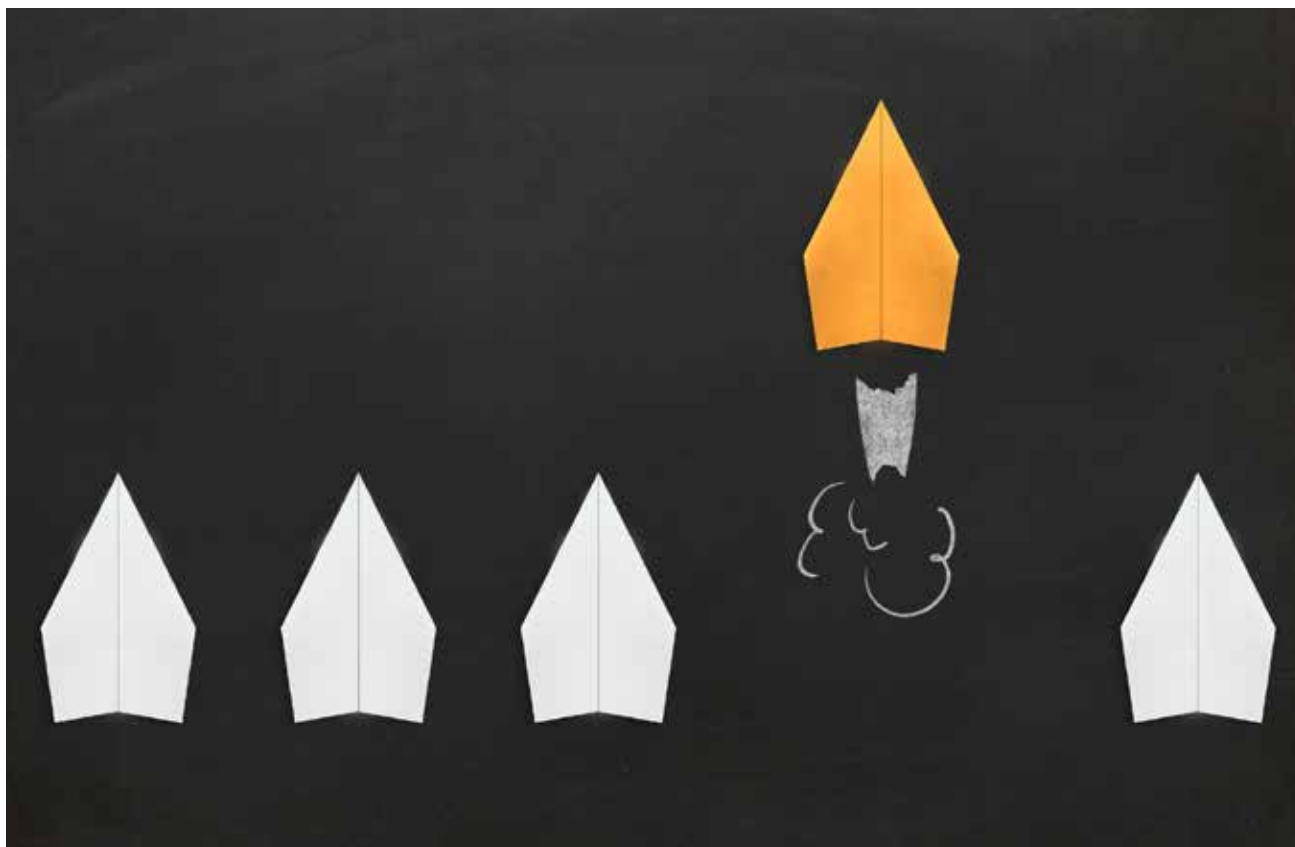
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Market Forces

The pet industry is now in an omni market. But where does that leave veterinary practices?

- **The traditional boundaries are eroding, said David Sprinkle,** research director for Packaged Facts. Healthcare vs. non-healthcare products, product vs. service suppliers – market forces are blurring the lines like never before.

Indeed, pet industry players aren't simply competing across brick-and-mortar channels and the Internet. The market has broadened to include pet healthcare competition across product categories old and new (pet anxiety/calming products are a good example), and also pet product retailers

Across household income brackets, Millennial pet owners are less likely to use veterinary services.

branching out into veterinary and non-medical pet care services – in part to respond to Internet competition.

Welcome to what Sprinkle calls the “omni market.”

Multiple-front competition

Omni market describes a new era of multiple-front competition that simultaneously crosses former business operations borders between medical vs.

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†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.

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

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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 isouquinoline 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/ADEReports>.

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

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One crucial issue is the relatively arm's length relationship many vets have to pet food and nutrition, though what to feed their pets is the main pet care/pet healthcare question of most of their customers.

non-medical, products vs. services, food vs. non-food products, and pet owner demographics. This notably includes veterinary expansion into retail stores.

This new era of multiple-front competition has been fueled by booming e-commerce in pet products, but as importantly is being shaped by the competitive reactions of traditional pet product manufacturers and retailers. Pet superstores are responding to – and mass-market big boxes are exploiting – the Internet's erosion of the brick-and-mortar distinction between pet specialty and mass market by in turn collapsing the distinction between retail store and vet clinic/pet care salon, specifically because hands-on pet care is the Achilles' heel of the Internet as a pet care provider and pet industry competitor.

Packaged Facts explores this in-depth in its recently released report *Veterinary Services in the U.S.: Competing for the Pet Care Customer*, 2nd Edition. Among the findings:

- Among dog and cat owners, somewhat over half (55%) have gone to a local, independent vet in the last 12 months. At a distance, but now claiming double-digit shares, are several competing formats.
- Across household income brackets, Millennial pet owners are less likely to use veterinary services.
- Vet visitation rates are known to

be lower among cat owners than dog owners – but recent booklet (rather than online) data suggest that cat owner rates for using vets may be even lower than believed.

Addressing the main pet healthcare questions

So, how do veterinary practices fit into the omni market? How can they succeed?

"One answer is to be actively customer-centric, as the most progressive and successful veterinary practices and animal hospitals are," said Sprinkle. "And the customer is the one with the credit card, not the furry client."

As *Packaged Facts'* recent *Vet Services* report argues, one of main challenges for the veterinary sector is a growing misalignment between what vets and pet owners view as pet care, Sprinkle said. One crucial issue is the relatively arm's length relationship many vets have to pet food and nutrition, though what to feed their pets is the main pet care/pet healthcare question of most of their customers.

"It's hard to hold place as the central resource for pet healthcare if you don't regularly and proactively address your customer's main pet healthcare questions," he said. And in the age of e-commerce and online pet pharmacies, it will be hard to hang on to pet medication sales and profits if you lose traction with customers as their central pet care resource. ■



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

84364593/84364607, R.O.

NADA141-344, Approved by FDA

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U0518-V04



Getting to Know Your TVC Staff



Name: Brittany Hull

Title: Marketing Support Manager

How long have you been at TVC:
2.5 years

Why did you choose to join the TVC team: I was part of another cooperative based in the Atlanta area, and when I heard more about how TVC operated and some of the programs that give back so completely to our owner clinics, I was excited to learn more! My favorite part about TVC is that it has given me a chance to showcase my own skills, in a way in which is making a difference to our clinics every day. In everything we do at TVC we are always keeping in mind the best interest of the independent hospitals we serve, and the vendors who can help get them there. Through my time at TVC I am especially proud of the level of business education we look to provide and the ongoing profit-sharing program which really sets us apart from other groups in the industry. On top of that, our service and devotion to making our clinics' lives better is second to none.

What do you do in your free time: In my free time I raise my three children, Payton, Harper and Eastyn with my husband, Justin. Our kids certainly keep us busy with sports of all kinds, and on top of that our family raises competitive wether type sheep. We enjoy attending national shows and participating at youth sporting events at all times of the year. On a personal note, I especially enjoy home decorating, entertaining and cooking.

Tell us about your pets: We have two dogs, one of which is a livestock guard dog, Moxie, and the other is our fluffy pet Oakley. Plus, we have about 10 mama ewes and several show sheep at any one time.

What is your hope for 2020: My hope for 2020 is that we grow together as a cooperative in order to secure a stronger future for all who participate. While TVC does a great job of cultivating partnerships and programs on our clinics' behalf, our strength is really in our collective ability to move and migrate as a whole. There is a quote that always really sticks with me when it comes to TVC, "If you want to go fast, go alone. If you want to go far, go together." ■

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Veterinarians warn about fake heartworm medication sold online

Veterinarians are warning pet owners not to purchase risky heartworm preventives online. “The dangers of shopping online is that [you] really don’t know who you’re dealing with,” Susan Bach, regional director of the Better Business Bureau of Wisconsin, told Wisconsin’s WBAY. “So there’s the danger that medication could be expired, it could be diluted, or it could be just plain fake.” One product receiving attention right now is Hguard, which was being marketed on Amazon with claims that it offers the same benefits of Boehringer Ingelheim’s Heartgard Plus at a fraction of the cost. Its packaging closely resembles Heartgard’s. (Amazon no longer lists Hguard on the site.) Heartgard Plus is regulated by the U.S. Food and Drug Administration and requires a prescription to purchase. Bach said pet owners should consult with a veterinarian before buying medication online. “Not all of the sellers on Amazon are bad. There are good sellers and there are bad sellers, so you have to have a way to tell the difference.”

FDA tries again to address veterinary drug compounding

The U.S. Food and Drug Administration issued draft guidance for animal drug compounding, outlining circumstances under which the FDA would refrain from enforcing rules prohibiting drug compounding from bulk ingredients. The agency released the proposal in late November and is taking public comments through February 18. Compounding is the practice in which drugs are altered in dosage, form or flavor to accommodate the specific needs of individual patients, Christy Corp-Minamiji writes for the VIN News Service. It’s an important tool in veterinary medicine, given how much veterinary patients differ from each other, but stakeholders disagree on how it’s best carried out: The FDA argues that compounded preparations should be made from existing FDA-approved products whenever possible, while some large compounding pharmacies use non-FDA-approved active pharmaceutical ingredients, saying the FDA lacks legal authority to regulate the process.



Property insurance provider to expand into pet insurance

Lemonade, a property insurance provider, announced plans to enter the U.S. pet insurance sector sometime this year, *Today’s Veterinary Business* reports. The New York-based company is marketing its pet policies as providing “lightning-fast claim payments” and “best-in-class

customer service.” Through Lemonade’s Giveback program, underwriting profits will be “donated to causes our policyholders care about.” The company expects to launch its pet insurance “within a few months, pending regulatory approval.” Lemonade joins more than a dozen companies that sell about \$1.5 billion a year in pet policies, covering more than 2.4 million U.S. cats and dogs.

Iowa senate approves bill adding veterinarians to prescription monitoring program

The Iowa Senate has approved legislation that would allow the state’s veterinarians to access the prescription history of patients, KMA Land reports. The Senate unanimously approved the bill, which adds veterinarians to the list of prescribers who are allowed access to the state’s Prescription Monitoring Program. Created in 2009, the PMP allows prescribers and pharmacists to access information about a patient’s use or abuse of prescription drugs. The Iowa Board of Pharmacy recommended veterinarians be added to the program since pet owners could potentially abuse drugs prescribed to their pets.



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