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TVC

April Issue 2020



Follow Your Gut

How proper nutrition and specialized diets can keep pets healthy and their owners happy. **pg. 12**



It's no fun for anyone when
dogs have bad breath.



new **ZEN** for everyday stress and **FLEX** for joint health



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Dear TVC Co-op Owners,

- **We find ourselves in an unprecedented time in our shared history.** COVID-19 has created a need for previously unknown limits on our lives and the veterinary world. We at TVC want to let you know that we are here to support you in any way possible. In this time of uncertainty, I wanted to let you know about several ways we are looking to help your clinics in the short-term:

Q3/Q4 rebates and Shareholder Profit Dividend checks coming in mid-April

- We are in the midst of finalizing rebates for the second half of the year and annual Shareholder Profit Dividend checks for your clinics. Once this is complete, we will mail these to you by the middle of April. We hope this will be helpful in these trying times.

Embracing a Cooperative Spirit

- We're all in this together. In times of difficulty, cooperatives historically have helped their members weather the storm. If you identify areas of interest that would be helpful for us to pursue, please let us know. With over 4,000 clinics working together, we will navigate through this challenging moment.

Free RACE-approved CE Education at [TVC University](#)

- If you are looking for a way to learn about new techniques or ways of doing business, TVC University is the perfect place to gain some insights and free CE. This can help improve your bottom line while providing better health care to the pets you serve.
- [Click here for access.](#)

Upcoming Webinars on relevant COVID-19 topics

- We have a variety of educational webinars discussing new technologies, products and services, procedures, and best business practices your clinic can implement to combat the effects of Covid-19 on your clinic's operations. Please look for upcoming webinars with some of our vendor partners, such as Weave and Vetsource, which can be particularly helpful at this time.

Share information together on [TVC Hive](#)

- Sharing your positive experiences, asking questions, or brainstorming ideas with your fellow TVC clinics can make us all stronger.
- [Access our COVID-19 Veterinary Community Support thread here.](#)

Digest of weekly news and tips

- Beginning this week, we will highlight news from across the veterinary industry and TVC tips that may help in trying times. We will base this on reputable sources who you can use to determine what would work best for you individually.

Social media

- Our social media posts on Facebook and LinkedIn will provide brief daily updates on helpful tips that will make their way to the weekly digest.

Please know that TVC has been working remotely since our inception in 2012. As such, we are not impacted by rules re: closure of non-essential businesses as we have no central location. If you need our assistance, please feel free to contact us at support@tvc.coop. If you have specific questions re: your practice, please set up a time with our Owner Success Advocates at www.calendly.com/tvc.

We remain ready to support you and your teams as we collectively work through the uncertainties. Together, we can make the best of difficult times and hopefully, emerge stronger on the other side.



Sincerely,
Carol Henry
President of The Veterinary Cooperative



Transforming Lives

URINARY CARE



SOME SEE BARRIERS WE SEE BREAKTHROUGHS

When urinary issues get between your patient and their family, look to **Hill's Prescription Diet c/d Multicare**.

Nutrition formulated to help:

- 1 Dissolve struvite stones
- 2 Reduce the risk of calcium oxalate and struvite stones
- 3 Reduce inflammation from UTIs and stones

Ask your Hill's rep about urinary nutrition that's
A STEP AHEAD FOR THEIR BEST LIFE

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TVC News

Co-op Community Summit on Covid-19, on April 22

TVC will be hosting a town hall webinar where you will be able to ask the questions you may have in the light of COVID-19. We have gathered experts from their respective fields in order to provide you with the answers and speak to the ways in which you could effectively face the times ahead. We will also have representatives from our vendor partners aboard, who will update you on how they are being affected by COVID-19, and the additional ways in which they are reaching out to help the independent veterinarian. [Click here](#) to register.

TVC launches COVID-19 Digest and other helpful resources

See the most recent [COVID-19 Digest](#) or head to our [TVC Coronavirus Response Center](#) on the TVC Co-op Owner's Site for information from TVC, our vendors, and other thought leaders in the industry. If you would like to join in on the discussion with other TVC Co-op Owners, you can comment on [this post](#) in [TVC's HIVE](#).

Letter From Our President: COVID-19

A letter from the TVC President, Carol Henry regarding TVC's response to COVID-19, and the resources we have available to our TVC Co-op Owners. [Click here](#) to read.

2020 Shareholder Profit Dividend officially announced

TVC has officially unveiled our 2020 Shareholder Profit Dividend (SPD) program. 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. See the full 2020 Shareholder Profit Dividend program [here](#).

TVC RISEvet™ - Chicago has been rescheduled for October 11, 2020

In the wake of COVID-19, TVC has rescheduled our RISEvet™ - Chicago event for October 11, 2020. The event will still be in the same location, and all previously registered attendees will have their conference admission carried over unless you cancel. TVC RISEvet™ is TVC's exclusive conference series, free to attend for all Co-op partnered clinics and staff. Sign up for one of our three locations today!

TVC RISEvet™ - Atlanta: September 13, 2020

[SIGN UP HERE](#)

TVC RISEvet™ - Chicago: October 11, 2020

[SIGN UP HERE](#)

TVC RISEvet™ - Las Vegas: November 15, 2020

[SIGN UP HERE](#)

Vendor News

Hills Global Symposium goes virtual

Keep your urinary patients a step ahead by attending the free Hills Global Symposium now offered virtually April 20 & 21. Interested clinics can participate in a multitude of continuing education opportunities, and on-demand options will also be available after the fact. [Sign up today.](#)

Merck recommends forward booking appointments

Think of your dentist. Often, they'll have clients book their

next cleaning prior to leaving so it's not forgotten. Veterinary clinics can do the same thing. Especially right now when we are having to cancel non-essential appointments. You can start rebooking cancelled appointments now as sort of an "exit plan" plan for when COVID-19 ends. Pick a realistic start date, such as June 1. Start calling clients from March that you've had to cancel to get their appointment back on the books. You can even run a report of client that are coming due for appointments and call them to get the appointments booked. This will help get your appointments set up



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CAUTION: Advantage Multi[®] is only available from a licensed veterinarian. **Dogs:** WARNING: **DO NOT ADMINISTER THIS PRODUCT ORALLY.** For the first 30 minutes after application, ensure that dogs cannot lick the product from application sites on themselves or other treated animals. Children should not come in contact with the application sites for two (2) hours after application. (See Contraindications, Warnings, Human Warnings and Adverse Reactions for more information.) **Cats:** Do not use on sick, debilitated, or underweight cats. Avoid oral ingestion.

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for when you are back to seeing all your clients, give staff some extra duties during slow times, and help you understand how many staff you'll need once the pandemic is over. This is also a great practice to continue even after you are back to your regular business! See Merck's TVC program [here](#).

FDA allows telemedicine during pandemic

In a March update from the FDA, telemedicine is now approved for use by veterinary clinics in the wake of COVID-19. This is a temporary ease of restrictions and the change will allow veterinarians to prescribe drugs via a video examination. "We need to provide veterinarians with the latitude to expand the use of telemedicine in the care of animals, not only pets but also the animals that produce our food," FDA Commissioner Stephen Hahn said in a statement. TVC's partner [Vetstoria](#) has recently added a telemedicine service. [Read full article here](#).

TVC's technology and business solution vendors prove helpful during trying time

In the changing landscape of the veterinary industry, several TVC Co-op Owners have come forward with insights into how their daily clinic life, available services, changes to communication strategies and other areas have been impacted at their clinic. Some TVC vendors have been especially beneficial tools during this time:

[ALLYDVM](#): Client communication & retention, newly enabled two-way texting

[Petriage](#): Triage tool which allows for virtual conversations back to clinic

[ProVetLogic](#): Disinfecting and cleaning products for the clinic

[Scratchpay](#): Virtual payments and client funding approval, deferred pet parent payments

[Vetsource](#): Home delivery, virtual payments and prescriptions, client communication

[Vetstoria](#): Telemedicine option, virtual patient scheduling

[Weave](#): Texting with pet parents, text to pay, in-app chat with hospital employees

Education & Events



Tackling Feline Lower Urinary Tract Signs

Many pet parents mistakenly assume their cat is not using the litter box out of spite. In reality, inappropriate urination is the cat's cry for help. It is paramount to educate our clients on the signs of lower urinary tract disease so they understand the necessity of a veterinary exam. Join Hill's Pet Nutrition to discuss the leading causes of FLUTD and Feline Idiopathic Cystitis. We will discuss the research done in this area regarding diagnosis and treatment, including nutritional management and how to make a specific nutritional recommendation. This webinar will take place May 13 at 9:00am and 1:00pm. The first 50 people to register and attend the webinar will receive a \$25 Visa gift card.

[Register for the Webinar](#)



TVC RISEvet™ coming to a city near you!

TVC RISEvet™ – Atlanta September 13, 2020

[Sign-up here](#)

TVC RISEvet™ – Chicago October 11, 2020

[Sign-up here](#)

TVC RISEvet™ – Las Vegas November 15, 2020

[Sign-up here](#)



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*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

Promotions

ALLYDVM:

Free 2-way texting feature for new and existing ALLYDVM users. [Sign up here.](#)

Ellie Diagnostics:

Receive a \$10 Starbucks Gift Card when you book and complete a consultation with our new diagnostic lab partner. Reference "Starbucks" next to your clinic name. [Click here for details.](#)

Hill's Pet Nutrition:

- Earn PurrchasePoints™ when you send Hill's direct to the pet with any vet sponsored home delivery platform. [Click here for details.](#) **TVC Exclusive Promotion**
- Pet parents save 30% when signing up for first auto-ship with Vetsource. [Click here for details.](#)

Jurox:

NEW Alfaxan Multidose IDX is available and through April, buy 10 get 2 free. Plus receive a poster dosing chart for your clinic to help you with the right dose for up to 50 species! [Click here for details.](#)

Provecta:

Only \$4.49 per dose! Now through April 17, buy 4 cases of Provecta Advanced for Dogs and receive a set of Apple AirPods FREE! Plus, when you purchase 8 cases receive Apple AirPods & Apple Watch FREE! [Click here for details.](#)

Scratchpay:

Earn a \$100 rebate when you initiated \$10,000 in Scratchpay loans in Q2! **TVC Exclusive Promotion**

Securos:

- Receive a free Instrument tray with purchase of an instrument pack. [Click here for details.](#)
- Buy 5 boxes of Visipro Suture and get a free Vet Tech Pack. [Click here for details.](#)

Vet One:

- Buy 1 bottle of ZydaClin Tabs, get 1 bag of DentaClenz Premium Hexadine Chews free. [Click here for details.](#)
- Buy 1 case of Advita CritterCups, get 1 case of regular CritterCups free. [Click here for details.](#)

Vetoquinol:

pH-notix helps restore normal ear pH, helps to clean ears, and dissolves wax and debris. Buy 10 get 2 free! [Click here for details.](#)

Vetsource:

- Earn free CE credits by sending Hill's direct to the pet with ScriptRight and ScriptShare. [Click here for details.](#) **TVC Exclusive Promotion**
- April promotions available to help your pet parents save with Vetsource. [Click here for details.](#)

Virbac:

Purchase 12 EasOtic on one invoice and receive 6 free, plus earn a chance to win an ice-cream maker for your clinic! [Click here for details.](#) **TVC Exclusive Promotion**



URINARY CARE

SOME SEE BARRIERS WE SEE BREAKTHROUGHS

When urinary issues get between your patient and their family, look to **Hill's Prescription Diet c/d Multicare Stress**.

- 1 The ONLY nutrition shown in a controlled study to reduce the rate of recurring feline idiopathic cystitis (FIC) signs by 89%¹
- 2 Dissolves struvite stones in as little as 7 days (average 27 days)²
- 3 Added L-tryptophan and hydrolyzed casein to help manage stress, a known risk factor for FIC^{3,4}

Ask Hill's Veterinary Consultation Service (800-255-0775) about urinary nutrition that's
A STEP AHEAD FOR THEIR BEST LIFE

¹Kruger 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. ²Lulich 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 27 days *in vivo* study in urolith forming cats. ³Pereira 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. ⁴Beata C, Beaumont-Graff E, Coll V, et al. Effect of alpha-casozepine (Zylkene) on anxiety in cats. *J Vet Behav*. 2007;2(2):40-46. ©2019 Hill's Pet Nutrition, Inc. ®/™ Trademarks owned by Hill's Pet Nutrition, Inc.





Follow Your Gut

How proper nutrition and specialized diets can keep pets healthy and their owners happy.

By Graham Garrison

- **When a pet owner comes to a veterinary practice with problems** such as urinary incontinence or inappropriate urination, they're often at their wits' end, said Noreen C. Overeem, DVM, and owner of Kansas City, Kansas-based Rainbow Pet Hospital.

"Obviously it's a mess for the owner to clean up and source of frustration at home," said Dr. Overeem, a TVC Co-Op Owner. "The smell, the mess – pet owners can be at their wits' end at times, and they don't know what else to do."

Dr. Overeem said she and her team will address the issue in several ways. First, they will talk to clients about the basic training and retraining of the animal. "A lot of times it's a small dog that never got properly potty trained and we try to work with them on getting that dog retrained."

However, sometimes the inappropriate urination is caused by a medical condition. "Owners don't realize it could be a medical reason; they think the dog is just being bad," she said. "Once we can track down some of the medical issues, sometimes there is a cure, or at least they start to understand why this poor little dog is urinating and can't

seem to help it. And that may be more of a urinary incontinence issue and the dog can't hold it overnight and leaks. We always try to check out all the possible medical issues."

What may be surprising to those pet owners are the solutions available to them. Specifically, the critical role that nutrition plays in the health of their

**"One man
had a dog who
couldn't move
very well,
but after three
weeks on j/d®,
the dog was
jumping back
into his Jeep."**

pets, and the changes they can see in a short time with the right pet food.

That nutrition plays such an important role can be an eye-opening experience for pet owners, Dr. Overeem said. "They had no idea because no one's really told them," she said. "They get bombarded with ads on some of the more popular over-the-counter pet food brands, and they think that must be good food because of how expensive it is."

To that end, Dr. Overeem said she is a big believer in Hill's Prescription and Science Diets, including its Urinary Care offering. Despite being a one-doctor practice, Rainbow Pet Hospital is one of the top sellers of Hill's Diets nationally, she said. "We sell a tremendous amount of the Hill's diets. I think the average veterinarian sells about 10,000 pounds of Hill's per year when selling it, and we sell about 40,000," she said. "For a one-doctor practice, that's a lot of Hill's."

Dr. Overeem speaks to clients about the benefits of Hill's from the first visit, although she doesn't badger clients to make the pet food purchase.

However, “clients are all very aware of why we sell Hill’s and why we believe in it. And especially with the prescription diets, why we use those for various medical issues.”

That includes urinary incontinence, or on a more frequent basis, inappropriate urination. Hill’s nutritionists and veterinarians have developed clinical nutrition diets especially formulated to help support a dog’s bladder health by using controlled levels of high quality, highly digestible protein, with low sodium and calcium, and enriched taurine, L-carnitine and antioxidants. The special formula supports vital kidney function and a health immune system.

Indeed, with the right nutritional components in place, Dr. Overeem said clients can generally see a difference in their pet’s health, whether it’s by their appearance or energy levels. “I have a lot of people coming back in 3-4 weeks saying their pet’s coat is so much nicer, or they’re excited because their pet is not urinating everywhere.” In the case of other diets like

To succeed in today’s marketplace as an independent veterinarian takes a lot of hard work, Dr. Overeem said. There are three clinics on Rainbow Blvd within five blocks of each other. The other two are multi-doctor practices, so Dr. Overeem is operating the only one-doctor clinic.

the j/d®, pet owners will report that their dog is jumping back up on the couch or jumping into the car again. “One man had a dog who couldn’t move very well, but after three weeks on j/d®, the dog was jumping back into his Jeep. He was excited about that. Just from a diet. It gave the dog that much more mobility.”

Driven to succeed

Dr. Overeem graduated from Michigan State University College of Veterinary Medicine in 1974, and began her professional career working for a veterinarian

who owned several practices. Within a few months of graduating, the veterinarian had Dr. Overeem running one of his clinics while he oversaw a centralized location. “I could still depend on him for mentorship but I was on my own,” Dr. Overeem said. “I learned very quickly how to run a practice.”

She worked for several other practices before purchasing Rainbow Pet Hospital, and has been the driving force behind Rainbow Pet Hospital since 1982, when she took over after the previous owner retired.

“I’ve always had the drive to do as best as I could,” she said. “I didn’t see

Hill’s Food, Shelter & Love program

There is a tendency for pets to be given to shelters due to urinary incontinence or inappropriate urination, and this continues to be a problem as potential pet parents tend to be unwilling to adopt pets with these issues. Hill’s has specialist diets that can help manage this problem, and therefore help get pets out of the shelter.

The Hill’s Food, Shelter & Love program is supported with Hill’s pet food purchases, helping more

dogs and cats find the loving homes they deserve. Hill’s provides partners with training, shelter visuals and other digital aids, plus exclusive discounts on Hill’s® brand pet food. For pet owners, Hill’s offers useful adopter bags with coupons, as well as training and pet parent tips at its New Pet Parent website.

For more information, visit: www.hillspet.com/food-shelter-love/my-shelter/about

any of this as just a 9-5 job. I always treated wherever I worked as if it was my own practice, and did as much as I could and generated as much as I could. I always had that attitude. Going from that to having my own practice was more just because I was stubborn and wanted to do it my own way."

That mentality has carried over across several decades of veterinary medicine experience. To succeed in today's marketplace as an independent veterinarian takes a lot of hard work, Dr. Overeem said. There are three clinics on Rainbow Blvd within five blocks of each other. The other two are multi-doctor practices, so Dr.

Overeem is operating the only one-doctor clinic. However, she enjoys the challenge. "Since I was 8 years old I wanted to be a veterinarian," she said. "I'm 72 now, and still practicing. I love my work. I don't even see retirement as an option, I just keep practicing."

When clients come to Rainbow, they know who they're going to see. "It's not like a multi-vet practice where you don't know which doctor you will get when you come in. I'm able to give clients my complete attention."

Dr. Overeem said today's pet owners like that personalized touch to veterinary medicine. "More people seem to have a better idea of what it is going

on with their animals and want to know what is going on," she said. "It seemed like in the 1970s, the pet owner would bring the pet in and say 'OK doc, I don't really want to know what's wrong, just take care of them.' Now, clients really want to know what's happening."

Those conversations offer Dr. Overeem the opportunity to explain what's happening and why she recommends a certain procedure or using a certain diet and why she thinks it's what's best for their animal. "You're more able to talk with pet owners to help them understand what we're doing to help this animal live as long as possible," she said. ■

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COVID-19: Resources, information and tips for veterinary clinics



FDA issues surgical mask and gown conservation strategies during COVID-19

The U.S. Food and Drug Administration acknowledged that demand for personal protective equipment – like surgical masks, surgical and isolation gowns, and surgical suits – may outpace supply during the coronavirus outbreak. The agency has provided guidance for health care organizations and personnel to conserve supplies. They

are organized by level of severity, from adequate supplies to complete lack of availability. Today's Veterinary Nurse has the [announcement](#).

AVMA sending regular updates

The AVMA announced it is in regular contact with CDC, FDA, and USDA; other state, national, and international veterinary and public health expert groups; and intergovernmental organizations (such

as the WHO and OIE) to learn the latest developments and their potential impacts on veterinarians, patients, and clients. Among the available AVMA resources are:

- > “COVID-19 in Humans”: <http://bit.ly/3amxOjE>
- > “Coronaviruses in Domestic Species”: <http://bit.ly/2VAQOGU>
- > “Coronavirus: Detailed Taxonomy”: <http://bit.ly/2wjuYwS>

The AVMA blog item “What Do You Need to Know About Coronavirus?”

and additional links are posted at www.avma.org/blog/what-do-you-need-know-about-coronavirus.

AAHA blog offers suggestion on proper communication

The situation with the coronavirus (COVID-19) is rapidly evolving. This can make it challenging for your veterinary practice to know how to respond, and it's important to re-visit policies and procedures daily, wrote Kellie G. Olah, SPHR, SHRM-CP, for AAHA NEWStat. Olah offered several tips for communicating with staff, including:

- Be transparent and openly provide information about the coronavirus to your workforce. This includes any updated policies regarding hygiene and other safety precautions, along with any business-travel limitations, quarantine requirements, and so forth. If there are opportunities to work remotely for some positions, discuss the parameters.
- Ensure that the workplace has enough supplies to meet the personal hygiene and facility-cleaning policies in place. This includes soap, hand sanitizer, hand wipes, disposable cleaning

wipes, tissues, and whatever else is needed for your practice.

When communicating with clients, Olah wrote that it is recommended that animal owners keep an emergency supply of food and medications for their pets, with two weeks being the typical recommendation. Veterinary practices may decide that it's prudent to limit client visits to emergency ones only, at least until the United States is past the peak of the COVID-19 pandemic.

For the full article, visit: www.aaha.org/publications/newstat/articles/2020-03/coronavirus-guide-communicating-with-staff-and-clients. ■



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Georgia, Owner of Premier Veterinary Care, TVC Member

80%

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5 of 6 medical practices report higher client approvals with Scratchpay

According to a 2020 partner survey

Getting to Know Your TVC Staff



Name: Nick McCart

How long have you been at TVC: 6 Years

➤ **Why did you choose to join the TVC**

team: I joined The Veterinary Cooperative near the beginning. The lure of helping the independent veterinarians simply level the playing field against the big box stores was inspiring. But the really compelling reason I joined TVC was to be part of a positive, important organization

with a strong mission and seize the opportunity to really develop a business from its foundation. It feels really promising to help build an organization from scrappy roots to what it is today. This is where I add the most value to our organization and where my passion remains. I'm excited to elevate it even further. If we can make the rebates and discounts so accessible, and our website so user friendly that our owners keep coming back, then we continue our mission to be as useful as possible to the veterinarians. This experience will help unify our buying power so that we may leverage it in the marketplace.

What do you do in your free time: I'm an avid cinephile, I love a compelling story. I travel as often as I can. I'm a rusty musician who very much enjoys living in the live music capital of the world (Austin Texas). I'm really into real estate and spend a lot of time in community development and organizing.

Tell us about your pets: My dog is named after the former chancellor of Germany "Schroeder." I had just come back from living in Europe and adopted my new best friend and named him after him. He's my best friend and has been by my side everyday at work at

TVC. An extremely loyal Border Collie that just successfully battled cancer thanks to some very talented veterinary oncologists. Come to think of it, his start day was probably around mine. Since we all work from home, he's been to practically every meeting, although he'd probably get in trouble for sleeping through a few meetings, I don't really mind. He's approved every trade show giveaway item we've ever had at TVC. He really enjoys the Virbac blankets, and the Bayer squishy fish toys we give out at our trade show booth. He doesn't quite understand what the Merck phone chargers are for, but he

is happy that I'm happy with those, so we got his approval. A TVC board member was reflecting on all her dogs once to me and described one she had in her twenties as her soul dog. I'd never heard of that term before, but he's mine. You can check out a picture of him as a puppy on my LinkedIn profile www.linkedin.com/in/nickmccart while you're there you should add me!

I'm a rusty musician who very much enjoys living in the live music capital of the world (Austin Texas).

What is your hope for 2020: As an organization it is critical to move together; it is my role to help make it as easy as possible to unify. TVC.coop should be a product that is easy to understand and navigate and doesn't get in your way. As an Owner, you should be able to get exactly what you want at your fingertips. I hope that I can help create a better experience and really help demonstrate the power that we have as an organization to leverage our purchasing together. If I can accomplish that, then we will further our cause. ■

JOIN TVC AT THE

Co-op Community Summit on Covid-19

April 22nd | 11 AM (CST)

TVC will be hosting an online community summit where you will be able to ask the questions you may have in the light of COVID-19. We have gathered experts to provide you with the answers and speak to the ways in which you could effectively face the times ahead. We will also have representatives from our vendor partners aboard, who will update you on how they are being affected by COVID-19, and the additional ways in which they are reaching out to help the independent veterinarian.

→ **Click here to register!** ←



Let's Get Clinical

Not All “Urinary Friendly Foods” are Created Equal

By Michael (Mike) T. Robbins, DVM, Practice Limited to Small Animal Clinical Nutrition
Scientific Communications Specialist, Hill's Pet Nutrition, Inc.

➤ **Veterinarians often see dogs and cats that have developed urolithiasis or concerning crystaluria. Following a complete diagnostic work-up, the next step is developing a treatment plan. Considering struvite and calcium oxalate (CaOx) are the most common, these plans are relatively straightforward and often incorporate nutritional support. Luckily, there are a multiple “urinary friendly food” options. However, different companies may take different scientific approaches in formulating these foods. Thus, all foods are not created equal. Let's take a look at the most commonly used strategies.**

First, controlling dietary intake of certain nutrients (e.g., magnesium, phosphorus and calcium) lowers urinary saturation of lithogenic substances and helps decrease the risk for CaOx and magnesium ammonium phosphate (struvite) crystal formation.^{1,2} A second strategy is controlling the target urinary pH by understanding how ingredients affect this. Urine pH is well-known to influence urinary struvite crystal formation risk. Compared with alkaline urine ($\text{pH} \geq 7.4$), moderate urine acidification ($\text{pH} \leq 6.4$) increases urinary struvite solubility, making it less likely to precipitate and form crystals.³ Conversely, wide range changes in urine pH (acidic to alkaline) had minimal impact on CaOx solubility/saturation of

stone-forming cats.³ In another study of healthy cats, reducing urine pH from 6.8 to 6.2 had no effect on CaOx relative supersaturation (RSS) but significantly decreased struvite RSS.⁴

Relative supersaturation is another commonly used test to validate “urinary friendly foods.” It is a good overall indicator of urine saturation with lithogenic substances and helps predict risk for crystal and stone formation, but it has some limitations. Separate values are mathematically calculated for struvite and CaOx RSS after measuring several key urinary constituents. Those values are then classified as either: undersaturated — new uroliths will not grow and struvite uroliths should dissolve; metastable —

new uroliths are unlikely to form and existing uroliths may remain stable or grow slowly; or oversaturated — new uroliths may form and existing uroliths may grow. The risk of CaOx crystal formation is lowered by maintaining urine that is metastable for CaOx because achieving undersaturated urine for CaOx is unlikely.⁵ However, RSS does not account for various, naturally present urinary inhibitors and promoters that may affect crystaluria and urolithogenesis.

So far, from public knowledge, Hill's is the only company that has developed and validated an assay to assess the effects of crystal promoters and inhibitors for CaOx. This is important because of the high likelihood for urolith recurrence. The Hill's COT test is based on the Bonn Risk Index (BRI), which correctly segregates $\geq 70\%$ of people who are likely to form a second CaOx urolith compared with

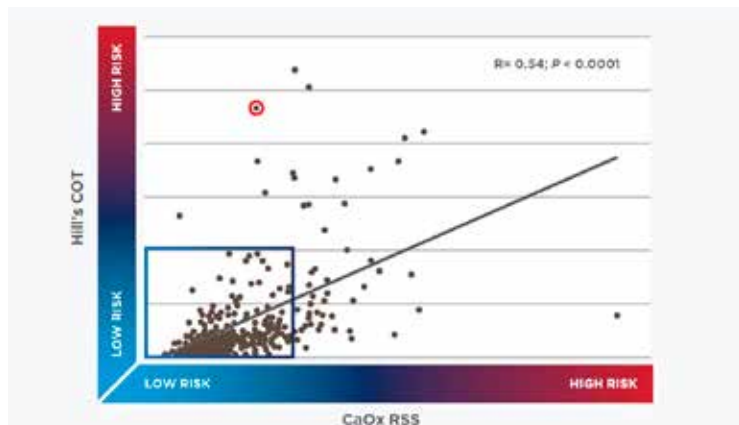


Figure 1. Urine from cats fed foods that help reduce the risk for CaOx crystal formation are represented in the bottom left corner (blue box) and are associated with lower values for COT and CaOx RSS, which indicates more stable urine that is less likely to form CaOx crystals. Some foods may be associated with production of urine that has a low CaOx RSS but high COT (e.g., open red circle) and vice versa. Therefore, it is helpful to consider results of both tests (Hill's COT and CaOx RSS) when assessing and formulating pet foods that decrease risk for CaOx crystal formation.

individuals who do not.⁶ The BRI is correlated with RSS, but is better at identifying individual people at risk for CaOx uroliths. The Hill's COT test has been adapted for evaluation of canine and feline urine where it is a highly repeatable and relatively easier test to perform than RSS.⁷⁻⁹ The Hill's COT test was developed to help formulate foods that result in urine that is more resistant to CaOx precipitation.

Ultimately, clinical support of efficacy and individual patient factors should be considered when selecting a food, and routine monitoring is fundamental to the success of any feeding plan. ■

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Webinar opportunity

If you found this article interesting and are looking for more information on the relationship between food and urinary tract signs, you may be interested in our webinar on May 13th, at 9 am and 3 pm (CST). If you would like to register for "Tackling Feline Lower Urinary Tract Signs," you can [click here to register](#).

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AAHA releases new anesthesia guidelines



New guidelines from the [American Animal Hospital Association](#) aim to help veterinarians address client fears around anesthesia. The “[2020 AAHA Anesthesia and Monitoring Guidelines for Dogs and Cats](#)” outline ideal practices for three phases of treatment: pre-anesthesia, the hospital treatment itself and the return home. “We call anesthesia a continuum of care because it encompasses the pet’s experience from ‘doorknob to doorknob,’

through home preparation; arriving at the hospital; before, during, and after anesthesia; and returning home again,” said AAHA CEO Dr. Michael Cavanaugh. “These guidelines help every member of the team embrace their role in patient care and client education by training them to be more comfortable with the continuum of anesthesia.”

FDA turns antimicrobial efforts to companion animals

The U.S. Food and Drug Administration is turning its attention from livestock to pets as officials try to promote judicious use of antimicrobials, the VIN News Service [reports](#). “We’ve been trying to look at this [issue] through a One Health lens, so we recognize the need to look at the uses in all animals,” said Dr. Bill Flynn, deputy director of science policy in the FDA’s Center for Veterinary Medicine. One Health is the idea that animal, human and environmental health are all connected. To begin its companion animal work, the FDA is examining antimicrobial use in dogs and cats. The agency announced it will distribute up to \$400,000 for research. This research is preliminary, Flynn said: “What we’re looking for here is a pilot project, a proof of concept that may not give us nationally representative data but will give us a sort of sampling, or testing out, of methodology that could in the future be expanded in scope.”

Artificial intelligence model tracks spread of Lyme disease

Using 17 years of publicly available data, researchers built an artificial intelligence model that can help identify regions of the United States where Lyme disease may go unreported, Health IT Analytics [reports](#). The researchers published their study in the JAMA Network Open. “We believe our analysis can help predict the trajectory of where Lyme will spread,” said Maria Pilar Fernandez, a post-doctoral researcher at Columbia University and the lead author of the study. “Identifying high-risk areas can lead to surveillance in counties and areas where infections are likely to emerge. It also allows authorities to alert physicians and the public, which can lead to early treatment, when it is most effective.” The AI model developed by the research team was able to predict the first reported Lyme disease case an average of 5.5 years earlier than it was reported to the Centers for Disease Control and Prevention.

Advantage Multi® for Dogs and for Cats (imidacloprid + moxidectin)

BRIEF SUMMARY: Before using Advantage Multi® for Dogs (imidacloprid+moxidectin) or Advantage Multi® for Cats (imidacloprid+moxidectin), 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.

Advantage Multi for Dogs:

- WARNING**
- **DO NOT ADMINISTER THIS PRODUCT ORALLY.**
 - For the first 30 minutes after application ensure that dogs cannot lick the product from application sites on themselves or other treated animals.
 - Children should not come in contact with the application sites for two (2) hours after application.
- (See **Contraindications**, **Warnings**, **Human Warnings**, and **Adverse Reactions** for more information.)

INDICATIONS:

Advantage Multi for Dogs is indicated for the prevention of heartworm disease caused by *Dirofilaria immitis* and the treatment of *Dirofilaria immitis* circulating microfilariae in heartworm-positive dogs. Advantage Multi for Dogs kills adult fleas and is indicated for the treatment of flea infestations (*Ctenocephalides felis*). Advantage Multi for Dogs is indicated for the treatment and control of sarcoptic mange caused by *Sarcoptes scabiei var. canis*. Advantage Multi for Dogs is also indicated for the treatment and control of the following intestinal parasites species: Hookworms (*Ancylostoma caninum*) (*Uncinaria stenocephala*), Roundworms (*Toxocara canis*) (*Toxascaris leonina*) and Whipworms (*Trichuris vulpis*).

Advantage Multi for Cats is indicated for the prevention of heartworm disease caused by *Dirofilaria immitis*. Advantage Multi for Cats kills adult fleas (*Ctenocephalides felis*) and is indicated for the treatment of flea infestations. Advantage Multi for Cats is also indicated for the treatment and control of ear mite (*Otodectes cynotis*) infestations and the intestinal parasites species Hookworm (*Ancylostoma tubaeforme*) and Roundworm (*Toxocara cati*). **Ferrets:** Advantage Multi for Cats is indicated for the prevention of heartworm disease in ferrets caused by *Dirofilaria immitis*. Advantage Multi for Cats kills adult fleas (*Ctenocephalides felis*) and is indicated for the treatment of flea infestations in ferrets.

CONTRAINDICATIONS: Do not administer this product orally. (See **WARNINGS**). Do not use the Dog product (containing 2.5% moxidectin) on Cats.

WARNINGS:

Advantage Multi for Dogs: For the first 30 minutes after application: Ensure that dogs cannot lick the product from application sites on themselves or other treated dogs, and separate treated dogs from one another and from other pets to reduce the risk of accidental ingestion. Ingestion of this product by dogs may cause serious adverse reactions including depression, salivation, dilated pupils, incoordination, panting, and generalized muscle tremors. In avermectin sensitive dogs*, the signs may be more severe and may include coma and death†.

* Some dogs are more sensitive to avermectins due to a mutation in the MDR1 gene. Dogs with this mutation may develop signs of severe avermectin toxicity if they ingest this product. The most common breeds associated with this mutation include Collies and Collie crosses.

† Although there is no specific antagonist for avermectin toxicity, even severely affected dogs have completely recovered from avermectin toxicity with intensive veterinary supportive care.

Advantage Multi for Cats: Do not use on sick, debilitated, or underweight cats. Do not use on cats less than 9 weeks of age or less than 2 lbs. body weight. Do not use on sick or debilitated ferrets.

HUMAN WARNINGS: Not for human use. Keep out of the reach of children. Dogs: Children should not come in contact with the application sites for two (2) hours after application. Cats: Children should not come in contact with the application site for 30 minutes after application.

Causes eye irritation. Harmful if swallowed. Do not get in eyes or on clothing. Avoid contact with skin. Wash hands thoroughly with soap and warm water after handling. If contact with eyes occurs, hold eyelids open and flush with copious amounts of water for 15 minutes. If eye irritation develops or persists, contact a physician. If swallowed, call poison control center or physician immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by the poison control center or physician. People with known hypersensitivity to benzyl alcohol, imidacloprid, or moxidectin should administer the product with caution. In case of allergic reaction, contact a physician. If contact with skin or clothing occurs, take off contaminated clothing. Wash skin immediately with plenty of soap and water. Call a poison control center or physician for treatment advice. The Safety Data Sheet (SDS) provides additional occupational safety information. For a copy of the Safety Data Sheet (SDS) or to report adverse reactions call Bayer Veterinary Services at 1-800-422-9874. For consumer questions call 1-800-255-6826.

PRECAUTIONS: Do not dispense dose applicator tubes without complete safety and administration information. Use with caution in sick, debilitated or underweight animals. The safety of Advantage Multi for Dogs has not been established in breeding, pregnant, or lactating dogs. The safe use of Advantage Multi for Dogs has not been established in puppies and dogs less than 7 weeks of age or less than 3 lbs. body weight. Advantage Multi for Dogs has not been evaluated in heartworm-positive dogs with Class 4 heartworm disease.

Cats may experience hypersalivation, tremors, vomiting and decreased appetite if Advantage Multi for Cats is inadvertently administered orally or through grooming to the application site. The safety of Advantage Multi for Cats has not been established in breeding, pregnant, or lactating cats. The effectiveness of Advantage Multi for Cats against heartworm infections (*D. immitis*) after bathing has not been evaluated in cats. Use of this product in geriatric cats with subclinical conditions has not been adequately studied. Ferrets: The safety of Advantage Multi for Cats has not been established in breeding, pregnant, and lactating ferrets. Treatment of ferrets weighing less than 2.0 lbs. (0.9kg) should be based on a risk-benefit assessment. The effectiveness of Advantage Multi for Cats in ferrets weighing over 4.4 lbs. (2.0 kg) has not been established.

ADVERSE REACTIONS: Heartworm Negative Dogs: The most common adverse reactions observed during field studies were pruritus, residue, medicinal odor, lethargy, inappetence, and hyperactivity. **Heartworm Positive Dogs:** The most common adverse reactions observed during field studies were cough, lethargy, vomiting, diarrhea (including hemorrhagic), and inappetence. **Cats:** The most common adverse reactions observed during field studies were lethargy, behavioral changes, discomfort, hypersalivation, polydipsia and coughing and gagging. **Ferrets:** The most common adverse reactions observed during field studies were pruritus/scratching, scabbing, redness, wounds and inflammation at the treatment site; lethargy; and chemical odor.

For a copy of the Safety Data Sheet (SDS) or to report adverse reactions call Bayer Veterinary Services at 1-800-422-9874. For consumer questions call 1-800-255-6826.

Advantage Multi is protected by one or more of the following U.S. patents: 8,232,328 and 6,001,858.

NADA 141-251,141-254 Approved by FDA V-03/2016
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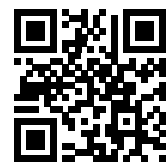
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