Promoting Excellence in Animal Health Sales

A Peek into the Future

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Give dogs all the Lyme protection they need and none of the antigens they don’t.

It only takes a single protein, OspA, to block the transmission of *Borrelia burgdorferi* in the United States.¹,²,³ Help protect your patients with nothing less, expose them to nothing more.

RECOMBITEK® Lyme - the only vaccine with OspA in a nonadjuvanted formula

Clients expect convenience above all; excellent communication before, during and after visits; more automated functions.

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Pet anxiety: Humans aren’t the only ones who feel stress

Editor’s note: The following are key points to consider with pet anxiety and behavioral problems. Look for the full story in the June 2015 print issue of Veterinary Advantage.

Get to it early
More often than not, a challenging or poorly behaved pet is suffering from some form of anxiety or stress. And, the earlier veterinarians intervene, the better. “By educating their clients to intervene and treat their pets early, they can avoid many behavior problems that lead to stress for the pet and owner,” says Valarie Tynes, DVM, Diplomate American College of Veterinary Behaviorists and Veterinary Services Specialist for CEVA Animal Health.

Know the triggers
Pet anxiety is caused by a number of triggers. “For the average pet, things that commonly lead to stress include moving, a new person moving into the household or adding a new pet to the family,” says Tynes. “Really, anything that interrupts the pet’s routine can cause anxiety.” Triggers vary from one pet to the next, she says. “Some pets travel from a very young age and aren’t stressed out by this. But, for other pets that aren’t used to traveling, this is a source of stress.”

Additional pet anxieties include social anxiety, separation anxiety, noise phobias, veterinary visits, boarding – even visits to a local dog park, according to Wayne Hunthausen, DVM, director of Animal Behavior Consultations. It’s not uncommon for dogs to become anxious around people or other dogs, he says, particularly if they weren’t socialized well or were abused as a puppy.

Respond the right way
Anxiety in itself is unhealthy for any pet. But, how pet owners respond to their pet’s stress-induced behavior can, in many cases, exacerbate the anxiety level. “The number one thing that causes (or increases) anxiety is people’s failure to read pets’ body language and communicate with them properly,” says Tynes. “Often, when a dog bites someone, it’s because he or
she failed to read the dog’s body language, and continued approaching or petting it, even though it showed signs of anxiety or that it was uncomfortable about being touched.”

Inconsistent discipline can cause or exacerbate anxiety, she continues. “Pet owners may assume their dog understands that what it did was wrong,” Tynes explains. “But, animals generally are not spiteful and wouldn’t behave in a certain way if they thought it was wrong. In fact, dogs generally react to their owners’ anger with anxious body language.”

**Treatment options**

“Anything sales reps can do to help their veterinarian customers educate their clients is helpful,” says Hunthausen. There are many excellent tools that address pet anxiety, which sales reps can make available to their customers, says Tynes:

- **Pheromones**, when used early on, can help pets avoid anxiety.
- **Nutraceuticals**, which come in the form of tablets or capsules, can be opened and sprinkled on pet food.
- **Benzodiazepines**, given at low doses.
- **Serotonergic drugs**, such as fluoxetine (Prozac).

Drugs such as benzodiazepines and serotonin are designed to relieve anxiety without leading to excessive sedation or other side effects. And, while Prozac, Paxil Xanax and Valium are not actually approved for use in dogs, according to Hunthausen, there is a good amount of research to back them up, he says.

**Why veterinarians need to be the go-to source**

“Today, pet owners get much of their information from the Internet and television commercials,” says Tynes. Often, they don’t realize is that by combining multiple products and allowing certain ingredients to interact, they can actually cause more harm than good, she adds. If veterinarians don’t know the types or amounts of ingredients a pet has received, they may overlook a potential problem. “Sales reps need to introduce veterinarians to products that have research and data to back them up, and then encourage them to get these safe and effective solutions in front of their clients.”

True, some veterinarians may object to stocking prescription products at their clinic when pet owners are heading to the store for over-the-counter products, Tynes says. But, some OTC products aren’t always supported by data. Sales reps can encourage their customers to emphasize to pet owners that veterinarians are the best source to prescribe and hand out products, and ensure they are used appropriately so that patients receive the right dosage.

“The key is for veterinarians to ensure the right products are used appropriately,” says Tynes.

**Questions to ask**

Tynes recommends sales reps encourage their customers to ask clients some pointed questions about their pet’s well-being, such as:

- How is your pet when:
  - Visitors come to your home?
  - You travel?
  - There is a thunderstorm?
  - It comes into contact with other pets?
  - It is separated from you (the owner)?

“Some pet owners are embarrassed or afraid to ask the right questions, or they struggle with the stigma or side effects associated with giving their pets drugs,” Tynes says. “Veterinarians should ask these clients, ‘If your pet had a disease, such as cancer, you would treat it. So, why not treat its emotional state as well?’”
A Dialogue on Dairy

Why you and your veterinary customers are an important voice in promoting dairy during June’s National Dairy Month

In an era of instant access to downloads, uploads and all types of digital consumption, the American consumer has become more and more disconnected from the source of actual food they consume.

According to the U.S. Census, only 17 percent of Americans live in a rural area with any proximity to a farm, and less than 2 percent of the U.S. population farms. The average American consumer is uneducated about the inner workings of a dairy farm. When headlines and sound bytes pop up from activist groups regarding antibiotics and animal treatment, consumers don’t have all the facts before them to make an informed decision about the food they eat. Because they don’t know any farmers personally, they are not familiar with dairy’s shared values related to animal care, food safety and sustainability.

“Few livestock veterinarians are active online,” Pelzer says. “If you look at it, where do consumers get most of their information? It’s online. We’re trying to work with the veterinarian community to be more proactive in working with traditional and social media.”

Pelzer works with state and regional dairy promotion groups to conduct media training for dairy veterinarians around the country. Here are his recommendations on how veterinarians can help promote Dairy Month, and how you can help them:

• Realize veterinarians are one of the most trusted sources of information on animal care. Their expertise, and opinion, matter.
• Veterinarians can use their position as a credentialed and trusted “third party” to help tell dairy’s story to promote and defend their clients (and own) livelihood. This may include educating their mixed-practice colleagues about dairy. In two video examples on dairygood.org, the dairy industry’s consumer-facing website, Dr. Richard Veeman, DVM, of Oregon, discusses the importance of keeping cows healthy (http://dairygood.org/keeping-cows-healthy), as well as the importance of producing a safe milk supply. (http://dairygood.org/producing-safe-milk-supply).
• Veterinarians have a unique viewpoint to share the commitment of their dairy farm clients to ensure healthy cattle and a safe milk supply.
• Veterinarians can also share how they and their client farms are committed to cow comfort and how the cows’ needs are often met before the farmers “come rain, snow or 30 below.”

For more information on ways to promote National Dairy Month, visit Dairygood.org.
Dairy Management Inc™ (DMI) is funded by America’s 47,000 dairy farmers, as well as dairy importers. Created to help increase sales and demand for dairy products, DMI and its related organizations work to increase demand for dairy through research, education and innovation, and to maintain confidence in dairy foods, farms and businesses. DMI manages National Dairy Council and the American Dairy Association, and founded the U.S. Dairy Export Council, and the Innovation Center for U.S. Dairy.

When they tell their client’s and their own story to consumers, veterinarians should remember three things, according to Stan Erwine, V.P. Farmer Relations and Activation, Dairy Management Inc.

1. **Lead with a values-based statement.** Tell consumers that dairy farmers are committed to caring for their animals. This is a statement of their values and ethics around animal care. Then, provide examples of how this is true (e.g., providing good medical care, a well-balanced diet, proper shelter, etc.).

2. **Keep comments simple.** Veterinarians have a doctorate in dairy. Consumers have a third grade education at best. Remembering this, the veterinarian should first thank the consumer for asking their question, no matter how basic. This conveys transparency and opens the door for a conversation. Veterinarians can use consumer-friendly terms to answer questions and provide simple examples of how farmers care for their animals, or how milk is tested to ensure food safety. Answer the consumer’s question directly, then pause (before continuing), and ask if their question has been answered to their satisfaction. You’ll be surprised how many times the consumer expressed thanks for the information.

3. **Expand connections with consumers.** Devote an hour a week to telling dairy’s story on Facebook, Twitter, or LinkedIn, or by participating in your clients’ Farm Tours, or speaking at a school or civic event. ■

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Killing Parasites = Good Decision

**Features**
- Broadest spectrum of control, including biting & sucking lice totaling 39 species & stages of internal & external parasites
- For use in Dairy & Beef operations - Zero milk withdrawal - Zero meat withdrawal
- Fast acting, weatherproof, odorless, non-flammable formulation
- Available in 5 pack sizes: 250mL, 1L, 2.5L, 5L, 20L
- Competitively priced to ensure best overall value

**Functions**
- Effectively controls immature & adult worms, biting & sucking lice, mange mites, grubs, & horn flies
- Only endectocide with up to 99.9% control of both Chorioptes bovis (tailhead/udder mange) & Sarcoptes scabiei mange mites (sarcoptic mange mites)
- Controlling parasites with EPRINEX (eprinomectin) can reduce negative impact of parasitism on immune systems, appetite, feed intake, & conception rates

**Benefits**
- **Kills more species and stages of parasites than any other brand.** 39 species and stages to be exact.
- Can help increase milk production
- Kills more species and stages of worms than any other parasiticide
- Supported with Product Satisfaction Guarantee
- FDA approved

**EPRINEX® (eprinomectin) is the broadest spectrum parasite control product available**

**Expect more milk production.** Stronger parasite control leads to higher milk production. In a study, even eliminating low (subclinical) parasite burdens in lactating cows produced a consistent increase in milk production. This study included 28 herds and 954 cows in Canada. Study results showed:
- Increase in milk production of 2.07 lbs./day
- Drop in egg counts that lasted at least 100 days
- Return on investment of more than 7:1

**Fast acting**

EPRINEX significantly reduces fecal egg counts faster than the competition. A study demonstrated that EPRINEX delivers more (P<0.05) control in Days 2, 3 and 4 than CYDECTIN® (moxidectin).

**Count on Improved Conception Rates**

A study of first-calf heifers revealed an advantage in conception rates when cows were treated for parasites with EPRINEX® (eprinomectin).• Calving to conception took 12.9 fewer days with EPRINEX.
• 19.9% more first-calf heifers (P<0.01) were pregnant after the first service.

**IMPORTANT SAFETY INFORMATION:**
No meat or milk withdrawal is required when used according to label. Do not use in calves intended for veal or unapproved animal species as severe adverse reaction, including fatalities in dogs, may result.

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**INTERNAL** (adults and 14, unless otherwise noted)

- Brown stomach worm *Ostertagia ostertagi* (including inhibited L4)
- Barbers pole worm *Haemonchus placei*
- Black scour worm *Trichostrongylus colubriformis*
- Thread-necked intestinal worm *Nematodirus helvetianus*
- Intestinal threadworm *Strongyloides papillosus* (adults only)
- Nodular worm *Oesophagostomum radiatum*
- Whipworm *Trichuris spp.* (adults only)
- Lungworm *Dictyocaulus viviparus*
- Small intestinal worm *Coopera onchophora*
- Small intestinal worm *C. punctata*
- Small intestinal worm *C. surnabada*
- Hairworm *T. axei*
- Black scour worm *T. fongispicufaris* (adults only)
- Hookworm *Bunostomum phlebotomum*

**EXTERNAL**

- Biting louse *Damalinia bovis*
- Short-nosed cattle louse *Haematopinus eurysternus*
- Long-nosed cattle louse *Linognathus vituli*
- Small blue louse *Solenopotes capillatus*
- Mange mite *Sarcoptes scabiei*
- Mange mite *Chorioptes bovis* (tailhead mange)
- Horn flies *Haematobia irritans*
- Northern cattle grub 1st instar *Hypoderma bovis*
- Northern cattle grub 2nd instar *Hypoderma bovis*
- Northern cattle grub 3rd instar *Hypoderma bovis*
- Common cattle grub 1st instar *Hypoderma lineatum*
- Common cattle grub 2nd instar *Hypoderma fineatum*
- Common cattle grub 3rd instar *Hypoderma fineatum*

**Sound Byte**

**CHECK-OFF & ECHO NOTES**

**Confidence**

**Doctor/Producer,** I am sure you’re challenged to reduce livestock production input costs. I am confident that comprehensive parasite control is NOT an area to cut costs and that EPRINEX brings exceptional value for control efforts of 39 species and stages of internal and external parasites - more than any other product.

**Qualify (Check-off)**

**Doctor/Producer,** have you discussed endectocides with a representative lately? :
- If yes, confirm the benefits!
- If no, detail as the primary contact.

**Invitation (neutral)**

Let’s take a fresh look at EPRINEX in the context of production input costs...

**It’s the customers’ decision**

...after that, you can determine how to prioritize parasite control in your herd health programs and where EPRINEX will benefit the animals in your care.

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**Patterson to Acquire Animal Health International**

Patterson Companies, Inc., recently announced a definitive agreement to acquire Animal Health International, a leading production animal health distribution company in the United States. Vet-Advantage discussed the agreement with George Henriques, President of Patterson Veterinary at Patterson Companies, Inc.

**Vet-Advantage:** The press release identifies Animal Health International as a “leading production animal health distribution company” where Patterson has been a companion focused business. When the dust settles, what will Patterson Veterinary’s combined annual sales be in all markets?

**Henriques:** Animal Health International had sales of $1.5 billion for the trailing 12 months, as of March 2015. Patterson Veterinary’s fiscal 2015 sales totaled approximately $1.2 billion. So on a pro forma, combined basis, sales would have been approximately $2.7 billion in the last 12 months.

**Vet-Advantage:** How will that break out between the companion and production businesses?

**Henriques:** On a pro forma basis, sales from the combined company would be evenly split, with production animal representing approximately 51 percent of the total.

**Vet-Advantage:** What does the acquisition give Patterson Veterinary in terms of expanding its geographical coverage in the companion animal market?

**Henriques:** Animal Health International does business in North America, in both the U.S. and Canada. Patterson Veterinary is concentrated in the U.S. and U.K. The acquisition will add a Canada distribution network to Patterson’s current footprint.

**Vet-Advantage:** How do you see the acquisition benefiting your customers? Manufacturing partners?

**Henriques:** We believe that the benefits for our customers and partners come from several areas, including:

- History of longstanding partnerships and deep customer relations on the part of both organizations
- Similar strong cultures rooted in focused customer service and innovation
- Industry-leading demand-creation salesforce

**Vet-Advantage:** Patterson expects $20 million to $30 million of synergies to result from the acquisition. Can you break that down for us?

**Henriques:** It is premature to discuss the details of those expected synergies, until we start integrating the two organizations. We will be able to share more information in the future.

**Vet-Advantage:** Will the acquisition affect your current product mix in the companion market? Production market?

**Henriques:** The majority of Patterson Veterinary’s sales last year were in the companion pet market, compared to approximately the majority of Animal Health International’s sales being in the production animal sector. On a pro forma basis, sales from the combined company would be more evenly split, with production animal representing approximately 51 percent of the total.

**Vet-Advantage:** What do you anticipate to be the biggest challenge you will face in the next 12 months as you bring the two companies together?

**Henriques:** Our immediate focus needs to be on the integration of the two organizations. Both have built an excellent culture of innovation and customer service in their respective markets, and our focus will be on ensuring that we are able to integrate those cultures and values as well.

**Vet-Advantage:** The press release stated the new headquarters will reside in Greeley, Colo. How will this affect the Devens, Mass., location?

**Henriques:** We will have staff in both locations.

**Vet-Advantage:** What’s next for Patterson Veterinary in terms of growth?

**Henriques:** Our philosophy for growth has always been to maintain a focus on both organic and inorganic opportunities. We are fortunate to be in an industry that is forecasted to grow faster than the GDP over the next few years, so we will look for opportunities to take advantage of that opportunity. We will also continue to look at acquisitions that make sense from both a strategic and synergistic perspective.

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**Patterson to Acquire Animal Health International**
GI Balance Pro is a palatable synbiotic recommended for advanced digestive health support in dogs and cats.

**FEATURING:**
- GanedenBC30™: A patented and extremely stable probiotic bacteria
- Fructooligosaccharides (FOS): A prebiotic soluble fiber
- Synbiotic: The synergistic combination of probiotics and prebiotics

**TO SUPPORT:**
- Digestive health
- A healthy immune system
- A healthy inflammatory response
- Regularity
- Microbial balance during times of stress and after antibiotic therapy

GanedenBC30™ is the trademarked name for a patented lactic acid bacteria strain called Bacillus coagulans. It has been extensively researched in over 20 published studies for its efficacy, safety, shelf stability and survivability in stomach acid.

**CLICK HERE FOR YOUR FREE BAG OF GI BALANCE PRO**

LIMITED OFFER — REQUEST YOURS NOW!
To help you save time during or before your sales calls, Vet-Advantage has added two databases to the Vet-Advantage website: www.vet-advantage.com. One is a special edition version of the North American Compendium (NAC) of Veterinary Products, a database of product labels. The other is a copy of NAC’s COMPAS Material Safety Data Sheet (MSDS), a database for U.S. animal health products.

If you didn’t know, the NAC is in the business of building, managing, maintaining and marketing data and databases in animal health and other industries. Among other things, it provides a central repository of product labels and of MSDS documents.

Labels
Their Compendium of Veterinary Products database features over 5,000 pharmaceutical, biological, feed medication and parasiticide product monographs or labels which can be viewed or printed in long and short form. The database is updated weekly. The version available at www.vet-advantage.com offers unique features that make searching for products and comparing ingredients even easier.

3 Unique features of the Compendium available at www.vet-advantage.com

1 – Searchable three ways
Most versions of NAC of Veterinary Products allow users to search by product category or by product use only (two search options). The Vet-Advantage special edition version allows users to search by Category, Use AND Ingredient (three search options).

2 – Compare feature
The “compare” feature allows you to determine product equivalents. This feature can potentially help you save 20 to 30 minutes a day when helping customers with product
research. Once inside the Compendium database, whether it’s the small or large animal database, simply click “Compare” from the top menu and select your preferred compare method (By Category, By Use, By Ingredient).

3 – Weekly updates delivered via email
Because Vet-Advantage includes updates to the NAC every week in our Vet-Advantage News, our readers get the latest updates added to the NAC database delivered right to their inbox. Updates include new product additions and notification of products that have been discontinued or removed in the past seven days. (Let us know if you’d like to subscribe to the Vet Advantage News or if you need to update your email address with us.)

MSDS
A Material Safety Data Sheet (MSDS) is a safety document required by the Occupational Safety and Health Administration (OSHA) that contains data about the physical properties of a particular hazardous substance. The purpose of the information is to convey chemical safety and hazard information to end users of products containing potentially hazardous substances. The sheets are created for a variety of hazard materials including some chemicals used in veterinary products. The filing of MSDS is an important component of a veterinary clinic’s hazard communication plan because OSHA requires that “anyone who might handle, work with or be exposed to hazardous materials must have access to the Material Safety Data Sheets.”

The NAC’s COMPAS MSDS U.S. Animal Health database system offers over 14,000 MSDS documents for Veterinary and Animal Health Products in the United States. Currently, 24 distributors and manufacturers are using the system. All data is product specific and listed by manufacturer and trade name. The version available at Vet-Advantage.com is updated monthly and lets you search for critical safety information by product or manufacturer in alphabetical format. From the database, MSDS documents can be downloaded and saved for future reference and printed or emailed for sharing with customers.
Bronchi-Shield® ORAL is making a happy vaccine experience the new normal.

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<th>Features</th>
<th>Functions</th>
<th>Benefits</th>
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| Oral vaccine for *Bordetella*   | Administered with 1 mL squirted into the buccal cavity of the dog’s mouth—no needles, no sneeze-backs | Easy administration for the veterinarian and the staff  
Recognized and appreciated by pet owners as a more pleasant experience for their dog |
| Mucosal administration          | Aligns with the American Animal Hospital guidelines for protection against *Bordetella bronchiseptica*¹ | May be useful for clients who will board their dog after vaccination                                   |
| No initial booster series required²* | Effective protection begins after administration of just 1 dose¹ ³       | Less worry by clinics on getting dog owners back in the door for a second dose  
Less overall volume and injections required for each dog                                              |

*Annual booster recommended.

A happy vaccine experience with effective protection

- 1 mL squirted into the buccal cavity
- Annual booster recommended
- Convenience, safety, and efficacy

**Bronchi-Shield® ORAL challenge study**

**Study structure**

- Puppies at 8 weeks old received a single dose of BRONCHI-SHIELD ORAL in the buccal cavity
- Puppies were challenged through aerosol administration of a virulent strain of *Bordetella bronchiseptica* 5 weeks later
- Puppies were observed for 2 weeks for clinical signs of infectious canine tracheobronchitis (ITB)

**The results**

- BRONCHI-SHIELD ORAL provides 93% protection
- All 15 non-vaccinated control dogs developed ITB and coughed for an average of 6 days
- Only 1 of 14 vaccinated dogs developed ITB, and this dog only coughed for 2 days

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**Percentage of Dogs that Developed ITB***

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<th>0%</th>
<th>20%</th>
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<td><strong>Control dogs</strong></td>
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<td><strong>Vaccinated dogs</strong></td>
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*The clinical case definition for ITB was defined as a dog that coughed for at least 2 days. Control dogs coughed for an average of 6 days, whereas 1 vaccinate coughed for 2 days.

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**Sound Byte**

First, always ask if a Boehringer Ingelheim Vetmedica, Inc. (BIVI) representative has visited the practice recently:

**Doctor, have you been introduced to BRONCHI-SHIELD ORAL, the Bordetella vaccine from BIVI?**

If **YES**, confirm the benefits!
If **NO**, detail as the primary contact.

---

**Confidence**

I believe BRONCHI-SHIELD ORAL may help eliminate the discomfort and inconvenience often associated with other Bordetella vaccines.

**Invitation (neutral)**

Let’s take a look at why this vaccine is different...

**Acknowledge the customer as the decision maker:**

...so you can determine whether BRONCHI-SHIELD ORAL is a vaccine that will make protecting your clients’ dogs from *Bordetella bronchiseptica* a happier experience.

---

**Bronchi-Shield® ORAL**

- Covered by the BIVI Vaccine Assurance Program
- Manufactured with **PUREFIL Technology**
- Included in the BIVI Dollars & Sense™ program

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Editor’s note: Recently a group of industry veterans and professionals gathered with Vet-Advantage Publisher Chris Kelly to discuss the leading trends today, and to make predictions for the veterinary business in the Year 2020. The following are the top predictions from the group.

The veterinary business will expand
More pets; more visits; more care; influence of the human-animal bond; more procedures; expansion of diagnostics; Millennial customers will spend; U.S. population expands.

Corporate veterinary medicine will expand
Consolidators will spend an estimated $2 billion over the next 5 years on acquisitions; will move from 9 percent of the business today to approximately 13 percent by 2020. This opens the door today for vets who are seeking to retire or slow down.
Client expectations will increase
Clients expect convenience above all; excellent communication before, during and after visits; more automated functions (billing, communications, home delivery).

Technology will change interaction with pet owners
Tablet driven visits; automated customer interaction; direct client access to PIMS; easier payment options; FaceTime, Skype, virtual visits.

Veterinary business models will change
More venture capital available; more veterinarians in retail locations; mobile vaccination clinics continue to expand; offering more high priority services (rapid tests, vaccinations).

Debt levels remain at unsustainable levels
Estimated to be $230,000 upon graduation from vet school; it could mean less veterinarians opening practices and more going to work for corporate entities, and more part-time veterinarians.

Wellness plans and wellness clinics will grow
The Banfield model proliferates; prevention continues to be a focus for veterinarians and pet owners; hybrid plans and models emerge.

The hospital retail business evolves
Shift to FDA products, EPA products may move OTC; Big Boxes press forward, likely get federal legislation passed; hospitals get better at merchandising, pricing and inventory management, less JIT; look for more automated dispensing machines (ADMs) up front.

Purchasing groups continue to grow
The model is well entrenched and valued; 45 percent of hospitals use one today and moves to 64 percent in 2020; margin pressure continues for both distributors and manufacturers; the groups that deliver value, compliance and actively work on behalf of their members win.

The shelter or low cost model continues to grow
Non-profits will build better facilities; the budget conscious consumer will be attracted, but still expect a high level of care; more veterinarians will be required to staff them.

Rise of the machines
Dr. Google is the first option for many consumers; the Millennial customer is prone to seek information; vets will have technology to assist in diagnosis; customer convenience will be served through technology.

Consolidation continues at all levels
Distributors, manufacturers, hospitals too, but more slowly than some predict; who can get bigger fastest and leverage that position; will large entities be able to adequately serve the hospitals, customers and meet their expectations; will we see cross market purchases (manufacturers buying distributors, corporate veterinary groups buying distributors or doing private label?)

Generic products and private label products will see continued growth
As pricing/ margin pressure grows, the movement to generics and private label will continue; we could see 2-3 times more of this business in 5 years; will we see more blockbuster products? If yes, this may alter this dynamic.

Drive for excellence will separate the winners and losers
The well-run practices will seek to grow, adopt best practices, and deliver the highest quality of medicine; most typically in a 3+ doctor environment.
Canine Infectious Respiratory Disease in Chicago Outbreak

Starting around mid-March 2015, veterinarians in the Chicago area noticed an increase in dogs presenting to their clinics for signs of infectious respiratory disease. More than 1,000 dogs have been reported to be affected. Initial testing through a commercial veterinary diagnostic laboratory was inconclusive. To offer support to the veterinary community, Merck Animal Health sponsored a diagnostic testing program in which veterinarians from the affected areas submitted nasal and pharyngeal swabs from sick dogs. Samples were submitted to the New York State Veterinary Diagnostic Laboratory at Cornell University. The screening panel included PCR testing for Bordetella, Adenovirus 2, Canine Distemper, Canine Influenza, Parainfluenza virus, Pneumovirus and Respiratory Coronavirus — all members of the Canine Infectious Respiratory Disease Complex (CIRDC.) Between March 10 and April 23, 2015, Merck Animal Health’s diagnostic sampling program tested more than 350 samples from sick dogs. Of those, 198 dogs tested positive for Canine Influenza (Graph 1). Further evaluation by Cornell and the University of Wisconsin has identified the strain as being Canine Influenza H3N2. The H3N2 influenza virus is of avian origin and was first isolated in China in 2006 and in South Korea in 2007. Canine H3N2 influenza virus has been associated with severe respiratory signs and other clinical signs such as fever, reduced body weight, and interstitial pneumonia. Canine Influenza H3N2, like Canine Influenza H3N8, is an influenza virus that causes respiratory infections in dogs. The H3N8 virus was first discovered in Florida in 2004 and is of equine origin. Nobivac Canine Influenza H3N8 vaccine was launched in 2009 to combat this type of influenza in dogs.

Results of the testing also identified 24 cases of parainfluenza, 9 cases of bordetella, 3 cases of adenovirus type 2, 27 cases of pneumovirus, and 29 cases of respiratory coronavirus. Intranasal vaccines,
We are people protection.
Canine Infectious Respiratory Disease

Key Points

For DSR’s from the recent study at Cornell University regarding Canine Influenza Outbreak:
None of the CIV affected dogs tested had been vaccinated against canine Influenza — a reminder that outbreaks can occur any time anywhere.

Many of the CIV diseased dogs never had been boarded which adds inner city dogs to the list of dogs which should receive CIRDC vaccinations.

Twenty two of the 24 dogs which were diagnosed with parainfluenza infection had received parainfluenza vaccination with injectable distemper, adenovirus 2, parvovirus and parainfluenza combination vaccines. This suggests that injectable vaccinations with combination vaccines do not protect dogs sufficiently against parainfluenza infections.

Effective broad coverage against canine respiratory disease complex is reached with 3-way intranasal vaccines and injectable CIV vaccines. Oral and injectable canine cough vaccines just provide bordetella protection.

Dogs living in cities appear to be at greater risk even when not boarded or exposed to previously suspected risks.

To learn more and access resources visit: www.doginfluenza.com/

Graph 2 a+b : Vaccination History of Dogs Diagnosed with Parainfluenza Virus Infections in the Chicago Outbreak Sample

a. Administration of Injectable Combination Vaccines (DAPvPi)

- Injectable Distemper, adenovirus-2, parvovirus, parainfluenza virus vaccine
- Unknown Vaccination

b. Administration of Canine Cough Vaccines

- Bordetella Only Vaccination
- Unknown Vaccination
- Intranasal Bordetella/Parainfluenza
- Vaccinated with Bordetella/Parainfluenza within the last 2 Weeks*

*Possible false-positive from vaccine strain

have been proven to provide protection against parainfluenza, bordetella, and adenovirus type 2. Oral and injectable bordetella canine cough vaccines will only immunize dogs against bordetella infections and, therefore, will provide a narrower spectrum of canine cough protection. Currently, there are no vaccines available to prevent respiratory coronavirus or pneumovirus infections.

Further evaluation of the positive cases of parainfluenza showed that 22 of the 24 had received parainfluenza vaccination with an injectable distemper, adenovirus 2, parvovirus and parainfluenza virus combination vaccine (Graph 2a). This, in addition to findings from a 2013 study by Weese and Stull, suggests that
injectable vaccinations with combination products do not pro-
tect dogs sufficiently against respiratory parainfluenza infec-
tions. Also, of the 24 positive parainfluenza dogs, 13 had been
vaccinated with a monovalent bordetella vaccine and 5 had
been vaccinated with a bordetella and parainfluenza combina-
tion product, of which 4 had recent vaccination and the parain-
fluenza sampled may have been of vaccine origin, not the true
disease (Graph 2b). This information suggests that intranasal
parainfluenza (in combination with bordetella and adenovirus)
may have a greater impact on both clinical disease and viral
shedding in canine parainfluenza infections, a major pathogen
in CIRDC.

References:
People

Boston Strong

With a little grit and a smile on her face, Lindsey Robison accomplished her dream of running in the Boston Marathon.

Imagine running 26.2 miles in cold, rainy, and windy conditions. For Lindsey Robison, it was a dream come true. Robison, marketing director for MAI Animal Health, recently completed running the Boston Marathon in those very conditions – all with a smile on her face.

Robison started running just four years ago, and worked up to and completed her first full marathon, the Medtronic Twin Cities Marathon, just a couple years ago. “The Boston Marathon was my third full marathon,” she says. “It has been one of my dreams to run Boston!”

Boston holds a special place in Robison’s heart, she says. She attended college at Northeastern University in Boston and lived just down the street from the finish line for years. She has memories of standing on Boylston Street near the finish line cheering the runners on. The bombings two years ago “hit close to home,” she says.

“The Boston Marathon is unlike any other,” she says. “That city. Those people. The pride and brotherhood that is felt from the spectators in Boston is indescribable.”

Robison says typically, there is a great deal of training involved to properly prepare for a marathon. “Unfortunately, I was unable to train as much as I should have or would have liked for the Boston Marathon due to becoming very ill in the months prior to the race and having to undergo unexpected surgery in February,” she says. “I was only cleared to run again by my doctor a month before the Boston Marathon, but I was still determined to do it. Once I set my mind to something, there is no stopping me!”

Despite the conditions, and despite the setback with her illness, Robison says she was surprised at how well she felt during the race.

“I was cold and wet and going against the wind the entire race, but I literally smiled the entire way through and never hit ‘a wall’ like you typically do at a certain point of a race,” she says. “I think a lot of people don’t realize how much mental strength is involved in addition to the physical strength.”

Robison says the most amazing part of the race was when she came around the corner to the final stretch on Boylston Street. “You can see the finish and the crowds are just incredible. I also somehow spotted my husband in the crowd and he handed me a dozen roses, and I crossed the finish line holding them up in the air. He did good!”

Robison ran in memory of her mother-in-law, who passed away from a rare liver disease at a young age. “I truly feel like she was with me and helping me get through it. I never realized that 1 in 10 Americans has liver disease and it is one of the top ten causes of death in the U.S. Run for Research is such an important cause – I was honored to be on the team raising awareness and funds for the American Liver Foundation, and hope it brings us closer to finding a cure.”

“I think a lot of people don’t realize how much mental strength is involved in addition to the physical strength.”

– Lindsey Robison
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Editor’s Note: The following is a synopsis of the June 2015 print issue cover story, which will hit the streets during the second week of June.

Clear communication is key to practice strength, according to AAHA report

State of the Industry

Explain things in an understandable way, and you’ll keep a client. Communicate poorly and offer poor customer service, and they’ll likely walk out your doors. Those were two of the key findings of data from the AAHA State of the Industry 2015.

For the last three years, the association has worked with IDEXX Laboratories on an in-depth data and survey analysis to identify the drivers of consistent growth for veterinary hospitals. In 2014, a report was released showing 16 key factors that differentiated top-growers in the veterinary industry from the rest. This year’s study builds on those findings, identifying essential themes that strengthen the client/practice bonds and keep practices growing.

The research showed that successful practices that experience practice growth do five things to strengthen the bonds with their clients:

- Explain things to pet owners so that they understand and appreciate the value.
- Make the value of routine bloodwork clear, and always share test results.
- Empower the pet owner as a full partner in providing the best care.
- Engage in discussions around prevention, and deploy strategies such as forward booking and preventive care plans to drive routine checkup visits.
- Minimize stress during routine checkup visits.

Roughly nine in 10 view preventive care discussions as important to their pet’s health, but only six in 10 recall having such a discussion at their pet’s last checkup.

Other key findings from the AAHA State of the Industry 2015:

- When asked why clients stay with their current practice, “explaining things in an understandable way” was selected more frequently than many other factors, including reputation, cost and level of medical advancement.
- When asked why clients have left practices in the past, communication and customer service issues were selected more often than any other reasons under the practices’ control. (Roughly three of 10 defections vs. one of 10 for cost of services.)
- Roughly six in 10 pet owners research their pet’s health online before or after visits, but only three in 10 currently receive recommendations for trusted online resources.
- Pet owners are 30 percent less likely to use search engines to research their pet’s health when a trusted resource is recommended, according to a separate study by IDEXX Laboratories.
- Roughly nine in 10 view preventive care discussions as important to their pet’s health, but only six in 10 recall having such a discussion at their pet’s last checkup.
- The No. 1 preferred reminder method for upcoming appointments are postcards or something in the mail.
- AAHA-accredited hospitals exhibited more active clients, more new clients in a year, higher average transaction value and higher income per veterinarian.

Editor’s note: Watch for the June issue of Veterinary Advantage for more data from — and analysis of — the AAHA report.
“That’s just my [SUPRESSED IMMUNE SYSTEM. ELEVATED HEART RATE. ABNORMAL RESPIRATORY RATE. GI UPSET. HORMONE CHANGES. INAPPETANCE.] stress coming out.”

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VetSource announces partnership with Merritt

VetSource, a veterinary pharmacy service provider, announced a distribution partnership with Merritt Veterinary Supplies. Merritt will bring a team of 50 Distributor Representatives to support the VetSource Home Delivery pharmacy solution across the Eastern United States, according to a release. The new partnership will complement VetSource’s existing sales and marketing partner, Patterson Veterinary. “We couldn’t be more excited to team up with Merritt,” said Kurt Green, VetSource CEO. “With their intense focus on customer service, they provide a fitting addition to our existing sales efforts.”

Merck Animal Health sponsors scholarship program with the American Veterinary Medical Foundation

Merck Animal Health announced the recipients of the Merck Animal Health Veterinary Student Scholarship Program, awarding $170,000 in scholarships to 34 veterinary students from around the world. Through a partnership with the American Veterinary Medical Foundation (AVMF), the program recognizes outstanding second- and third-year students who are pursuing careers in large animal and companion animal medicine. “These students are our future visionaries and will become the leaders of the veterinary profession,” said Norman Stewart, D.V.M., livestock technical services manager for Merck Animal Health. “Through this program, we are reinforcing our longstanding commitment to education, personal development and the science of healthier animals. It also allows us to help support the cost of veterinary education, as well as recognize and celebrate the next generation of leaders.”

PRN® Pharmacal names Ralph Claxton, MS, DVM Director of Regulatory Affairs

Pegasus Laboratories, makers of PRN® Pharmacal branded products, has named Ralph Claxton, MS, DVM as Pegasus Laboratories Director of Regulatory Affairs. Dr. Claxton will report to Donna Logan, Vice President of Compliance & Technical Services. Dr. Claxton will provide regulatory strategy for both pre-market...
(developmental) and post-market veterinary products to ensure product compliance with FDA/CVM, EMEA and VDD regulations. The expansion of the company’s regulatory department is a direct result of the company’s rapidly expanding product portfolio. Dr. Claxton will be a key contributor to PRN Pharmacal’s New Products Development Team. Prior to joining PRN Pharmacal, Dr. Claxton was Director of Regulatory Affairs for Schafer Veterinary Consultants, LLC, Fort Collins, Colo., where he was responsible for providing project management and consulting services pursuant to FDA market authorization and regulatory submissions for all phases of product development. Dr. Claxton has 23 years regulatory experience across a wide range of therapeutic categories and species at four other leading pharmaceutical companies.

Sempermed names Ken Spence as National Accounts Leader – Alternate Care
Sempermed announced the hiring of the newest member of the Alternate Care leadership team, Ken Spence. Spence is now a National Accounts Leader responsible for the company’s executive suite of distributors, key customers, and end users. Spence studied Business Management at the University of South Carolina, Moore School of Business. He comes to Sempermed with 33 years of successful experience in the Medical Sales & Distribution Industry, including 10 ½ years as Southeast Territory Manager with Sempermed where he accomplished the Top Preforming Alternate Care Territory Manager five times during this period. Prior to re-joining Sempermed, Spence worked at Clorox/Healthlink as the Mid-Atlantic Regional Manager in Infection Control Prevention.

Dechra Veterinary Products expands veterinary professional team to support growth and new equine sales team
Dechra Veterinary Products’ US division has expanded its Veterinary Professional Team to support continued growth in the companion animal market and its new Equine focused sales team, according to a release. Drs. Mike LaRosh, Kathy Engler, David Stone and Joe Manning have all recently joined Dechra. Dr. Mike LaRosh is the newly appointed Director of Pharmacovigilance and Veterinary Technical Services. Dr. Kathy Engler joined Dechra as a field based Technical Services Veterinarian for the Western region companion animal sales team.

Drs. David Stone and Joe Manning are experienced equine practitioners and industry veterinarians who will support the newly formed Dechra Equine Sales Team. Drs. Stone and Manning are field based Equine Technical Services Veterinarians and their role is to educate veterinarians and horse owners about OSPHOS® (clodronate injection) and Dechra’s growing equine portfolio.

Industry veteran John Webster passes away
John Archibald Webster Jr., 79, of Concord, South Dartmouth and Vero Beach passed away on April 17. Born in Boston, he was the eldest son of the late Jack and Mildred Webster. He was raised in Wakefield, attended Wakefield High School and graduated from Boston University in 1957. After a brief stint in the insurance business, Mr. Webster joined his father’s company, J.A. Webster, in 1958 as a sales representative. The company was a distributor of veterinary products in New England. For the next ten years, he sold the company’s products to veterinarians throughout the New England region. In 1968, he became Vice President of Sales and held that position until he was appointed President in 1978. During the next 10 years, he grew the company from a New England regional company to a flourishing company in the Eastern United States with offices in Massachusetts, New York, North Carolina, Pennsylvania, Florida, Alabama and Texas. Webster was joined by his three sons in business during the 1980s and 1990s, during which time the company continued to grow, becoming one of the largest and most successful in the industry. In 2001, J.A. Webster was purchased by Patterson Dental Supply, a leading distributor in the dental industry.
Merial U Advanced for MWI Reps

Merial held its unique Advanced University for top performing MWI reps on April 16-18 at the Evergreen Resort in Stone Mountain, GA. The two day session was put together by John Stone and Bob Whelan, members of Merial’s national account team.

Headlining the training were Jason Wernli, Murray Lyons, and Pat Malone, Senior Partner at the PAR Group. Education about the business of veterinary medicine was provided in the areas of marketing and finance, with Pat Malone detailing strategies on how a DSR can position this knowledge to help customers become more successful. Attendees included:

Allison Boos, Amy Zidovsky, Chad Lockard, Chasity Jordan, Dagmar Sachs, Denise Wooley, Dominic Lickteig, Holly Mills, Jonathan Karas, Josh Lienhoop, Julie Baird, Kate Elmore, Lacey Theilen, Nancy Hackler, Patty Ross, Sandy Bass and Sara Anderson
Bovie Medical releases the new Aaron® Surgi-Center|PRO, 200 watt electrosurgical generator with standard four-year warranty

Bovie Medical Corporation announced the release of the Aaron® Surgi-Center|PRO, 200 watt electrosurgical generator for a variety of veterinary surgical procedures. The unit incorporates the power and safety of an operating room caliber generator at a significant savings to the veterinary facility. The Aaron® Surgi-Center|PRO provides monopolar and bipolar RF energy through 12 refined modalities to provide extraordinary surgical precision. The ESU incorporates patient safety features such as BovieF-DFS™ tissue sensing technology, self-test circuits as well as specialized modes for laparoscopic and delicate procedures. The unit also delivers dual activation with equal outputs, for simultaneous use in spray mode. The Aaron® Surgi-Center|PRO is backed by Bovie’s unprecedented 4-year standard manufacturer’s warranty and is available exclusively through animal health distribution. For additional information on features and availability contact Jonathan Smith, Director of Animal Health Sales (jonathan.smith@boviemed.com).

Midmark Animal Health introduces Synthesis™ Casework Collection

Midmark Animal Health introduced its new line of veterinary casework. The Synthesis™ Casework Collection is a durable clinical storage solution developed specifically to address the diverse storage requirements and demands of veterinary facilities. The Synthesis Casework Collection is designed to meet the specific rigors of animal health environments and to help clinicians maximize existing space, meet workflow requirements and compliance regulations, and complement infection control protocols. Synthesis casework helps veterinarians address the changing needs of their practice by bringing together levels of style and functionality that help to establish a unique, consistent brand while creating a clinical storage solution that is still flexible and durable enough to accommodate the highly specialized needs of clinical work.

Companion announces new CTX Therapy Laser

Companion Animal Health unveiled the new CTX Therapy Laser at the Western Veterinary Conference. The CTX combines advanced features with a redesigned approach to dosing that gives the user an unmatched level of versatility and control over treatments. The CTX features 0.5 to 15 watts of therapeutic power, and long-life battery operation, providing the user with maximum flexibility in both treatment applications and treatment locations. The CTX features three different dosing solutions to provide an appropriate tool for the new, intermediate, and advanced laser user. These dosing solutions include detailed, species-specific built-in pre-programmed protocols. Also new in the CTX platform is the addition of a comprehensive set of exotic animal protocols.

Putney launches Enrofloxacin Antibacterial Injectable Solution

Putney, Inc., has commercially launched its fifth veterinary generic drug in less than five months, according to a release. Putney is introducing its Enrofloxacin Antibacterial Injectable Solution, the generic of Baytril® Antibacterial Injectable Solution, with a special price promotion that includes both Putney’s Enrofloxacin Flavored Tablets and Putney’s Enrofloxacin Antibacterial Injectable Solution. Putney is the only company selling FDA approved generics of both dosage forms of enrofloxacin developed specifically for pets.

Vetrimax Products launches Command Shampoo

Vetrimax Products announced the launch of Command Shampoo, a deep cleansing, non-drying, antimicrobial shampoo to help relieve symptoms associated with atopic dermatitis in animals including inflammation, pruritus, odor, and infection. A recent study found that Command Shampoo, formulated with sodium hypochlorite and salicylic acid, decreases bacterial load, reduces clinical lesion severity, and results in improved owner assessment scores, according to a release. “Regular use of this shampoo will have a substantial impact on reducing the recurrence rate of pyoderma for dogs with atopic dermatitis,” cites the author of the study, to be published in the Journal of American Animal Hospital Association this year. Command Shampoo, in 4 and 12 ounce sizes, is now available for orders and shipping.