



### **The Challenge:**

Hyperthyroidism is one of the most commonly diagnosed feline endocrine disorders

### **The Solution:**

IDEXX Laboratories and Dechra Veterinary Products, working together, are providing an affordable, convenient way for clinics to diagnose, treat, and monitor feline hyperthyroidism during patient visits

### **The Promotion:**

From January 1 – March 31, 2011, clinics that purchase any box of IDEXX SNAP® T<sub>4</sub> tests will receive 2 bottles of Felimazole™ (methimazole) Coated Tablets (2.5 mg) free

**Sound  
Byte**



## IDEXX SNAP® T<sub>4</sub> tests

**Feature:** Provides accurate T<sub>4</sub> results in minutes.

**Function:** Use reliable, accurate ELISA technology and run on the SNAPshot® Dx Analyzer or the SNAP® Reader.

**Benefit:** So you can have immediate accurate results that you can discuss face-to-face with pet owners during patient visits and then the ability to dispense and adjust medication on the spot as needed.



## Felimazole Tablets

**Feature:** The only FDA-approved and labeled drug for treatment of feline hyperthyroidism and are comparable in cost to generic drugs.

**Function:** Coated tablets in both 2.5 mg and 5 mg doses.

**Benefit:** So your customers will have an easy-to-administer product that does not require splitting.

# Sound Byte

CHECK-OFF & ECHO NOTES

### Confidence

There's an affordable, convenient and accurate way for you to diagnose, treat, and monitor feline hyperthyroidism during patient visits.

### Invitation (neutral)

Let me explain the new IDEXX/Dechra promotion so...

### For Decision

...you can decide if this promotion and ongoing approach to feline hyperthyroidism is right for your clinic and your customers.

First, always ask if the manufacturer rep has visited the practice recently:

**Doctor, has the IDEXX/Dechra rep been in to see you in the last two weeks?**

If yes, confirm the benefits!  
If no, detail as the primary contact.