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*Law TH, Davies ES, Pan Y, et al. A randomised trial of a medium-chain TAG diet as treatment for dogs with idiopathic epilepsy. *Br J Nutr.* 2015 Nov 14;114(9):1438-47

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*as an adjunct
to veterinary
therapy

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education?
#skeptical**



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Fear Free, high value continuing education? *#skeptical*

I didn't believe a lower stress approach could make a difference ... until CVC made a convert of our assistant manager.

By *Kyle Palmer, CVT*

As a member of the veterinary field for 26 years, I've been fortunate to attend some terrific regional continuing education conferences, and in many cases I've been able to enact small but meaningful changes that have helped move our practice forward. The same is true of our veterinarians and other key team members. But recently our assistant manager Julie and I went to the CVC conference, and the "take away" has created a major change in our practice culture that none of us saw coming. And many of us are still amazed at the immediate success.

Our assistant manager elected to attend the "Low-Stress, Pet-Friendly Practice" track presented by Drs. Marty Becker and Jonathan Bloom. After a few of her classes, I listened intently while she started to describe how becoming certified in the Fear Free program might be a good fit for our practice. To say I was skeptical would be an understatement. It's not that I wouldn't embrace a more welcoming environment for our patients. But I'd been hardened with the idea that most of our patients just fundamentally don't like being poked and prodded when they'd rather be home instead, and there's not much we can do about that. Boy was I wrong ... Read the full story at dvm360.com/fearfreeskeptic.



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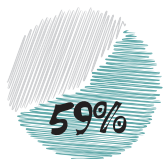
PEARLS

(Lustrously good advice and tips)

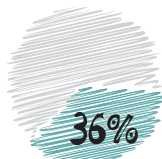
What Uber can teach us about the national credential initiative

If you've ever cringed when someone asks what you do for a living because you're just not sure how to explain it, you're in good company. Ken Yagi, BS, RVT, VTS (ECC, SAIM), and Tasha McNerney, BS, CVT, CVPP, VTS (anesthesia and analgesia), share their views on tech titles and roles.

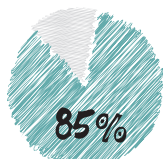
These are just a few examples of clinical tasks technicians may perform:



of technicians perform cystocentesis*



of technicians perform simple dental extractions*



of technicians induce anesthesia, intubate and monitor patients under anesthesia

*IN STATES THAT ALLOW IT

SOURCE: DVM360 CLINICAL UPDATES: FUTURE OF VETERINARY MEDICINE SURVEY

"I personally like the idea of an across-the-board—all across the nation—registered veterinary nurse. I think it lets people know what we do," McNerney says. "I think that registered veterinary nurse is a step in the right direction for us as a profession to come together under one name and present ourselves to the public as 'We're veterinary nurses, and we're awesome!'"

"We don't just hold the animal for the doctor. We're an integral part of the medicine team. We're making decisions together with the doctor to elevate the standard of care for patients," McNerney says.

Yagi says he's grown tired of trying to explain his job to Uber drivers each time he travels. The name change not only communicates to the outside world, he says, but it also can have the power to change the mindset of team members as a whole, elevating patient care.

"One thing I want to see change is for veterinary technicians to think of veterinary technology as more than receiving orders and carrying out the physical act of doing that order," Yagi says. "There's a lot of thinking involved and I think that if everyone had that mindset, it would elevate the profession even higher."

Watch the full video at dvm360.com/uber to hear Yagi's and McNerney's heartfelt opinions on what the term veterinary nurse would bring to the profession.

"Gnaw Another employee is leaving?!"

If you've ever been blindsided by an employee's departure from your hospital, it might be because you've clogged communication with logs of blissful ignorance and denial. Here's some advice to get things flowing again. *By Amanda Inman, CVPM*

You walk purposefully into work with high energy and a running to-do list. Next thing you know, there's a knock on the door followed by a small, cautious voice asking if you have a minute to talk. Before you can answer, your employee launches into the two weeks' notice speech she's been practicing for months. But you—you were blindsided. You saw no warning signs. You didn't even hear any clinic gossip. The unburdened employee sighs with relief and leaves you to sit and worry about finding a replacement.

If this hits close to home, I can tell you how you were caught off guard: Communication between you and your employees is dammed up with giant logs of denial and blissful ignorance. In other words, you've

way!



created a damned mess.

Telling your team you have an open-door policy isn't enough to break the dam. All that does is put the onus on employees, who will likely keep their thoughts to themselves. It's your responsibility to initiate discussions about their goals—and not just the ones that directly benefit your hospital.

If possible, begin these discussions at orientation and revisit them at regular intervals. Routinely give employees an opportunity to talk to you about concerns, as well as accomplishments and ambitions. It's important to set up these discussions as two-way communication chains. Your team needs to know that whatever is discussed with you will be shared in appropriate measure with the entire management-owner team, and that in return, you will direct

upstream knowledge (in the form of expectations, plans, timelines and so on) downstream. Instead of a dam, you'll create a canal with carefully managed locks.

I won't pretend this kind of communication is always easy or that awkward moments won't still happen. You might learn details you'll wish you hadn't, but you also might get to share in an employee's excitement over a new opportunity.

Do yourself a favor and do away with communication processes that are built on ignorance and denial, because it's not a matter of *if* change will happen but *when*.

Read the full story at dvm360.com/dammed.

Amanda Inman, CVPM, is practice manager at Pet Care Clinic of Kokomo in Kokomo, Indiana.

Have you tried the warm compress trick for difficult IV placements?

Obtaining vascular access can be difficult in shocky patients with poor perfusion. Applying a warm compress to the vessel can help the vein stand up to improve visualization. Also, flushing the IVC before insertion helps you see the flash when BP is low.

*Colleen Manthe, RVT,
and Julia Morrow, RVT
BluePearl Veterinary Partners
Overland Park, Kansas*



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INSIDER'S INSIGHTS

By Christine Shupe



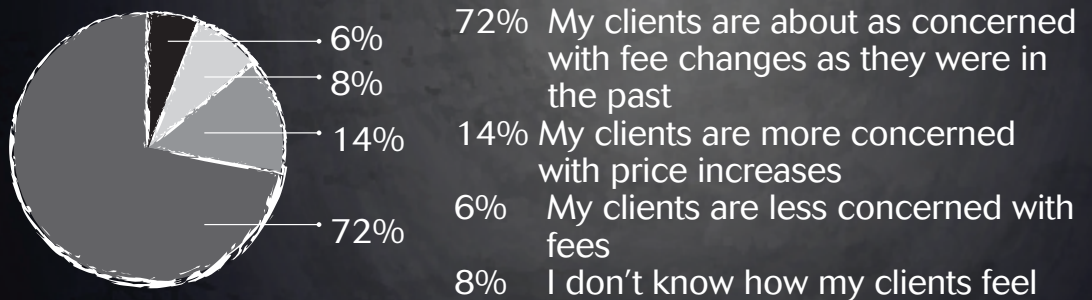
Who's raising fees this year?

Ahh, fees. How many hours have you spent analyzing them? Are they too high? Too low? What's shopped? What's not? And what's your competition doing? Your fee schedule can be as unique as your practice, tailored to your services and clientele. But if you're looking for trends in the profession, consider what respondents to a recent Veterinary Hospital Managers Association (VHMA) survey on fees said. Results are based on responses from 247 practice management professionals.

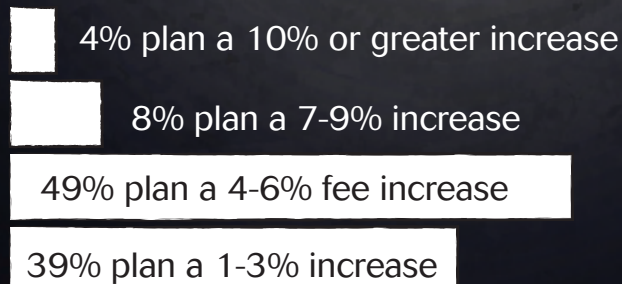
Who's raising fees?



Will clients notice a fee change?



For practices raising fees, how much are they increasing?



Christine Shupe, CAE, is the executive director of the Veterinary Hospital Managers Association.

Source: 2017 VHMA Insider's Insight Survey

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3 killer cat toys

Playful products for the killer cat (literally) in your life.

1 DA BIRD

Go Cat Feather Toys sports a couple dozen toy options, but you can't go wrong with the classic USA-made feather on a stick. The rod pulls apart for easy storage, so don't leave it hanging out when you're not supervising. There are also lots of different options online for refills.



2 CRINKLE FISH

Did your cat ever go crazy for a noisy paper ball or crinkly plastic wrap? Well, match that "crinkle" sound up with a feather tail and catnip filling and, boom, it's off to the races with this KONG Naturals toy. (What makes it natural? The company says materials and dyes all come from natural, renewable resources.)



3 TWIST 'N' TREAT TEASER

Some of the problems eagle-eyed veterinarians and team members have all associated with feline obesity are sedentary lifestyle and easy access to food. Try this toy to tackle both with a food-motivated feline. PetSafe has matched a feathery tail up with a disc-shaped toy that allows you to insert treats and tighten the halves for additional challenge.



Would you share with us at firstline@ubm.com what cat toys your team recommends at your practice? And don't forget to check out more cool new toys at dvm360.com/petproducts.



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Canine dental treat comparison

Product	Company	Product Claims	VOHC Claim(s)
Tartar Shield Soft Rawhide Chews for Dogs	Therametric Technologies	"The fibrous nature of the extruded chews helps remove dental plaque and oral debris while a clinically proven additive (sodium tripolyphosphate) significantly reduces the reformation of dental calculus."	tartar
Canine Greenies Original Dental Chews 	Nutro-Greenies	"These clinically proven dental chews mechanically control plaque and tartar buildup ... The patented toothbrush shape scrubs dogs' teeth clean with every delicious bite."	tartar plaque
Canine Greenies Weight Management Dental Chews	Nutro-Greenies	"These clinically proven treats offer the same teeth-cleaning formula as our original dental chews but contain fewer calories to help dogs maintain a healthy weight ... The patented toothbrush shape mechanically scrubs dogs' teeth clean with every delicious bite."	tartar plaque
Greenies Veterinary Formula Canine Dental Chews *Only available through veterinarians 	Nutro-Greenies	"These delicious, clinically proven treats also contain omega-3 fatty acids from microencapsulated fish oils to support brain development, antioxidants to help keep immunities strong and chelated minerals for healthier metabolism."	tartar plaque
Canine Greenies Hip and Joint Care Canine Dental Chews	Nutro-Greenies	"They feature natural sources of glucosamine and chondroitin from New Zealand green mussels and chicken cartilage to help support mobility. When fed daily, these treats also help fight tartar buildup, control plaque and freshen breath. They're designed for dogs of all ages, but have a softer texture that's ideal for older dogs."	tartar plaque
Canine Greenies Grain Free Dental Chews	Nutro-Greenies	"These clinically proven dental chews mechanically control plaque and tartar buildup while supporting a grain-free diet ... The patented toothbrush shape scrubs dogs' teeth clean with every delicious bite."	tartar plaque
Bright Bites (Spearmint, peppermint, cinnamon)	Sugar Creek Pet Products	"Developed by veterinarians, Bright Bites help fight plaque and tartar, freshen breath and promote whiter teeth. Most importantly, Bright Bites are wheat gluten free and highly digestible for optimum health." "Clinically proven to reduce plaque by 21% and tartar by 65%."	tartar plaque
Checkups 	Sugar Creek Pet Products	"They help remove plaque and tartar, stimulate gums and freshen breath. Plus, they are highly digestible, contain omega-3 fatty acids and are wheat gluten free." "Reduces plaque by 25% and tartar by 62%."	tartar plaque
C.E.T VeggieDent Chews for Dogs	Virbac Animal Health	"C.E.T. VeggieDent chews are highly palatable, vegetable-based chews ... For clients already brushing their pets' teeth, C.E.T. VeggieDent chews can help clean teeth and freshen breath on those days when they don't brush." "Independent study demonstrated significant plaque and tartar control in dogs fed one C.E.T. VeggieDent chew per day."	tartar
Milk-Bone Brushing Chews Daily Dental Treats (Regular and Fresh Breath)	Big Heart Pet Brands	"These daily dental treats are clinically proven to reduce tartar and fight bad breath. The revolutionary dental twist bone is designed to help clean even hard-to-reach back teeth and down to the gum line. Dogs love the irresistible chicken taste of Milk-Bone Brushing Chews and you'll love giving them a daily dental treat that's fortified with 12 essential vitamins and minerals, including calcium for strong bones and teeth." 	tartar
VetIQ Minties Medium Dog Dental Treats	TruRx	"Each delicious bone has a triple action formula to help clean teeth, promote fresh breath and help reduce plaque and tartar."	tartar
OraVet Dental Hygiene Chews *Only available through veterinarians	Merial	"They are the only veterinary dental chews with delmopinol hydrochloride, a patented ingredient that is already used in a human oral rinse. It's delmopinol that helps make OraVet Dental Hygiene Chews so effective, creating a barrier against the bacteria that lead to plaque, calculus and halitosis."	tartar
Hill's Prescription Diet Canine Dental Care Chews *Only available through veterinarians 	Hills Pet Nutrition	"Clinically proven to reduce plaque and tartar build-up. The unique shape works like a toothbrush and dental floss to clean teeth and freshen breath."	tartar plaque

chart

Thirteen canine dental treats have been awarded the Veterinary Oral Health Council's (VOHC) Seal of Acceptance. Use the chart below to help clients choose the right chew for the job.

Download this chart (and print it out in poster size!) at dvm360.com/treatchart.

Ingredients	Sizes
American beef hide, natural bacon flavor, sodium tripolyphosphate, cetyl pyridinium chloride 	<ul style="list-style-type: none"> ● Small dogs (<35 lbs.) ● Large dogs (35-70 lbs.) ● Extra-large dogs (>70 lbs.)
Wheat flour, wheat protein isolate, glycerin, gelatin, oat fiber, water, lecithin, natural poultry flavor, minerals (dicalcium phosphate, calcium carbonate, potassium chloride, magnesium amino acid chelate, zinc amino acid chelate, iron amino acid chelate, copper amino acid chelate, manganese amino acid chelate, potassium iodide), choline chloride, dried apple pomace, fruit juice color, vitamins (dl-alpha tocopherol acetate [source of vitamin E], vitamin B12 supplement, d-calcium pantothenate [vitamin B5], niacin supplement, vitamin A supplement, riboflavin supplement [vitamin B2], vitamin D3 supplement, biotin, pyridoxine hydrochloride [vitamin B6], thiamine mononitrate [vitamin B1], folic acid), turmeric color	<ul style="list-style-type: none"> ● Teenie (5-15 lbs.) ● Chelate (15-25 lbs.) ● Regular (25-50 lbs.) ● Large (50-100 lbs.) ● Jumbo (>100 lbs.)
Wheat flour, wheat protein isolate, glycerin, gelatin, oat fiber, water, lecithin, natural poultry flavor, minerals (dicalcium phosphate, calcium carbonate, potassium chloride, magnesium amino acid chelate, zinc amino acid chelate, iron amino acid chelate, copper amino acid chelate, manganese amino acid chelate, potassium iodide), choline chloride, dried apple pomace, fruit juice color, vitamins (dl-alpha tocopherol acetate [source of vitamin E], vitamin B12 supplement, d-calcium pantothenate [vitamin B5], niacin supplement, vitamin A supplement, riboflavin supplement [vitamin B2], vitamin D3 supplement, biotin, pyridoxine hydrochloride [vitamin B6], thiamine mononitrate [vitamin B1], folic acid), turmeric color	<ul style="list-style-type: none"> ● Teenie (5-15 lbs.) ● Petite (15-25 lbs.) ● Regular (25-50 lbs.) ● Large (50-100 lbs.)
Wheat flour, wheat protein isolate, glycerin, gelatin, oat fiber, fish oil, water, lecithin, natural poultry flavor, minerals (dicalcium phosphate, calcium carbonate, potassium chloride, magnesium amino acid chelate, zinc amino acid chelate, iron amino acid chelate, copper amino acid chelate, manganese amino acid chelate, potassium iodide), DL-methionine, choline chloride, dried apple pomace, taurine, fruit juice color, vitamins (dl-alpha tocopherol acetate [source of vitamin E], L-ascorbyl-2-polyphosphate, vitamin B12 supplement, d-calcium pantothenate [vitamin B5], niacin supplement, vitamin A supplement, riboflavin supplement [vitamin B2], vitamin D3 supplement, biotin, pyridoxine hydrochloride [vitamin B6], thiamine mononitrate [vitamin B1], folic acid), decaffeinated green tea extract, marigold extract, turmeric color	<ul style="list-style-type: none"> ● Teenie (5-15 lbs.) ● Petite (15-25 lbs.) ● Regular (25-50 lbs.) ● Large (50-100 lbs.)
Wheat flour, glycerin, wheat protein isolate, gelatin, water, fish oil, dried chicken cartilage (source of glucosamine and chondroitin sulfate), lecithin, dried New Zealand green mussel (source of glucosamine and chondroitin sulfate), natural poultry flavor, minerals (dicalcium phosphate, calcium carbonate, potassium chloride, magnesium amino acid chelate, zinc amino acid chelate, iron amino acid chelate, copper amino acid chelate, manganese amino acid chelate, potassium iodide), DL-methionine, dried yeast, choline chloride, dried apple pomace, fruit juice color, vitamins (dl-alpha tocopherol acetate [source of vitamin E], L-ascorbyl-2-polyphosphate, vitamin B12 supplement, d-calcium pantothenate [vitamin B5], niacin supplement, vitamin A supplement, riboflavin supplement [vitamin B2], vitamin D3 supplement, biotin, pyridoxine hydrochloride [vitamin B6], thiamine mononitrate [vitamin B1], folic acid), turmeric color	<ul style="list-style-type: none"> ● Teenie (5-15 lbs.) ● Petite (15-25 lbs.) ● Regular (25-50 lbs.) ● Large (50-100 lbs.)
Dried chickpeas, gelatin, glycerin, powdered cellulose, dried potato, water, lecithin, potato protein, natural poultry flavor, minerals (dicalcium phosphate, calcium carbonate, potassium chloride, magnesium amino acid chelate, zinc amino acid chelate, iron amino acid chelate, copper amino acid chelate, manganese amino acid chelate, potassium iodide), choline chloride, dried apple pomace, fruit juice color, vitamins (dl-alpha tocopherol acetate [source of vitamin E], vitamin B12 supplement, d-calcium pantothenate [vitamin B5], niacin supplement, vitamin A supplement, riboflavin supplement [vitamin B2], vitamin D3 supplement, biotin, pyridoxine hydrochloride [vitamin B6], thiamine mononitrate [vitamin B1], folic acid), turmeric color	<ul style="list-style-type: none"> ● Teenie (5-15 lbs.) ● Petite (15-25 lbs.) ● Regular (25-50 lbs.) ● Large (50-100 lbs.) ● Jumbo (>100 lbs.)
Spearmint: Potato flour, rice flour, glycerine, potato starch, natural flavor, gelatin, water, canola oil, chlorophyll, lecithin, titanium dioxide, monoglycerides of edible fatty acids, flaxseed oil, citric acid, magnesium stearate, tetrasodium pyrophosphate, natural spearmint Peppermint: Potato flour, rice flour, glycerine, potato starch, natural flavor, gelatin, water, canola oil, lecithin, titanium dioxide, monoglycerides of edible fatty acids, flaxseed oil, citric acid, magnesium stearate, tetrasodium pyrophosphate, blue #2 lake, natural peppermint Cinnamon: Potato flour, rice flour, glycerine, potato starch, natural flavor, gelatin, water, canola oil, lecithin, titanium dioxide, monoglycerides of edible fatty acids, flaxseed oil, citric acid, magnesium stearate, tetrasodium pyrophosphate, red #40 lake, natural cinnamon	<ul style="list-style-type: none"> ● Small (up to 15 lbs.) ● Medium (15-40 lbs.) ● Large (40 lbs. and over)
Potato flour, rice flour, glycerine, water, natural flavor, gelatin, canola oil, titanium dioxide (color), monoglycerides of edible fatty acids, flaxseed oil, citric acid, magnesium stearate, tetrasodium pyrophosphate 	Meant for dogs at least 6 months old and at least 20 lbs.
 Corn starch, glycerin, soya proteins, rice flour, saccharomyces cerevisiae, sorbitol, corn derivatives, water, potassium sorbate, chlorhexidine digluconate	<ul style="list-style-type: none"> ● 4-in strips (small dogs) ● 6-in strips (medium/large dogs)
Regular: Rice, powdered cellulose, chicken by-product meal, propylene glycol, dried skim milk, modified food starch, dextrin, water, sodium tripolyphosphate, bone phosphate, calcium sulfate, gelatin, animal digest, potassium sorbate, phosphoric acid, titanium dioxide (color), minerals (ferrous sulfate, zinc oxide, manganous oxide, copper sulfate, calcium iodate, sodium selenite), vitamins (vitamin E supplement, vitamin A supplement, niacin supplement, D-calcium pantothenate, riboflavin supplement, pyridoxine hydrochloride, thiamine mononitrate, vitamin D3 supplement, folic acid, biotin, vitamin B12 supplement), natural smoke flavor, yellow 6, yellow 5, BHA (used as preservative) Fresh Breath: Rice, powdered cellulose, chicken by-product meal, propylene glycol, dried skim milk, modified food starch, dextrin, water, sodium tripolyphosphate, bone phosphate, calcium sulfate, gelatin, animal digest, potassium sorbate (used as preservative), phosphoric acid, titanium dioxide (color), minerals (ferrous sulfate, zinc oxide, manganous oxide, copper sulfate, calcium iodate, sodium selenite), vitamins (vitamin E supplement, vitamin A supplement, niacin supplement, D-calcium pantothenate, riboflavin supplement, pyridoxine hydrochloride, thiamine mononitrate, vitamin D3 supplement, folic acid, biotin, vitamin B12 supplement), natural smoke flavor, sodium copper chlorophyllin, BHA (used as preservative), spearmint	<ul style="list-style-type: none"> ● Mini (5-24 lbs.) ● Small/medium (25-49 lbs.) ● Large (50 lbs. and up)
Rice flour, vegetable glycerin, water, natural chicken flavor, calcium carbonate, brewers dried yeast, lecithin, garlic, tricalcium phosphate, dried alfalfa, parsley, fennel, dill, peppermint, cholecalciferol, mixed tocopherols	For dogs 20-35 lbs.
Information not available	<ul style="list-style-type: none"> ● 3.5-9 lbs. ● 10-24 lbs. ● 25-50 lbs. ● Over 50 lbs.
Rice, potato starch, glycerin, hydrolyzed chicken liver, powdered cellulose, gum arabic, gelatin, calcium carbonate, sodium tripolyphosphate, citric acid, vitamins (vitamin E supplement, L-ascorbyl-2-polyphosphate [source of vitamin C], niacin supplement, thiamine mononitrate, vitamin A supplement, calcium pantothenate, biotin, vitamin B12 supplement, pyridoxine hydrochloride, riboflavin supplement, folic acid, vitamin D3 supplement), parsley, potassium chloride, minerals (zinc oxide, ferrous sulfate, copper sulfate, manganous oxide, calcium iodate, sodium selenite), salt, sodium copper chlorophyllin color, mixed tocopherols for freshness, spearmint, beta-carotene, rosemary extract	<ul style="list-style-type: none"> ● Small (10 – 25 lbs.) ● Regular (25 lbs. and up) *Adult and mature dogs only

4 questions for a healthy wellness plan

Wellness plans could be a real pet owner pleaser at your practice. But ask yourself these questions first. *By Roger Zinn, CVPM*

Wellness plans are a viable source of income for veterinary hospitals. Think of the expanding nature of opportunities for veterinary care they offer, providing clients with products and services at a more manageable expense. But, are wellness plans right for every practice, every client, every time? Let's answer four questions first:

1 Does my practice need wellness plans?

Profitability and success with wellness plans is all in the execution. First, are your current and future clients in the right marketing demographic for a program like this? Wellness plans work best with a clientele that wants affordable monthly payments vs. come-in-whenever appointments on a client's whim with a potentially big and unexpected diagnostic and physical-exam fee at that moment.

You know your clients best. Research and survey current clients. Review your

financials on wellness care. Check client compliance in scheduling doctor-recommended procedures or routine wellness and lab work. Are people coming back to you for these services in a timely manner—or going to one-time shot clinics or wellness-plan-using competitors?

Before diving into wellness plans, make sure you already have good reminder and follow-up procedures in place. Wellness plans are intended to increase compliance and clients' annual expenditures by providing affordable monthly payments versus client-driven visits (whenever they think they've got a problem or feel like coming in). If preventive-care compliance isn't a huge issue in your practice, why rock the boat by adding these plans? Just beef up your existing procedures for reminders.

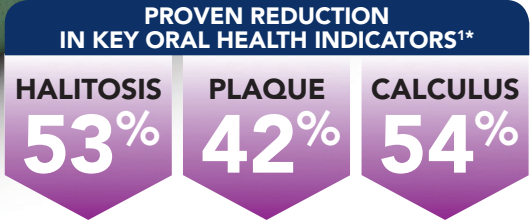
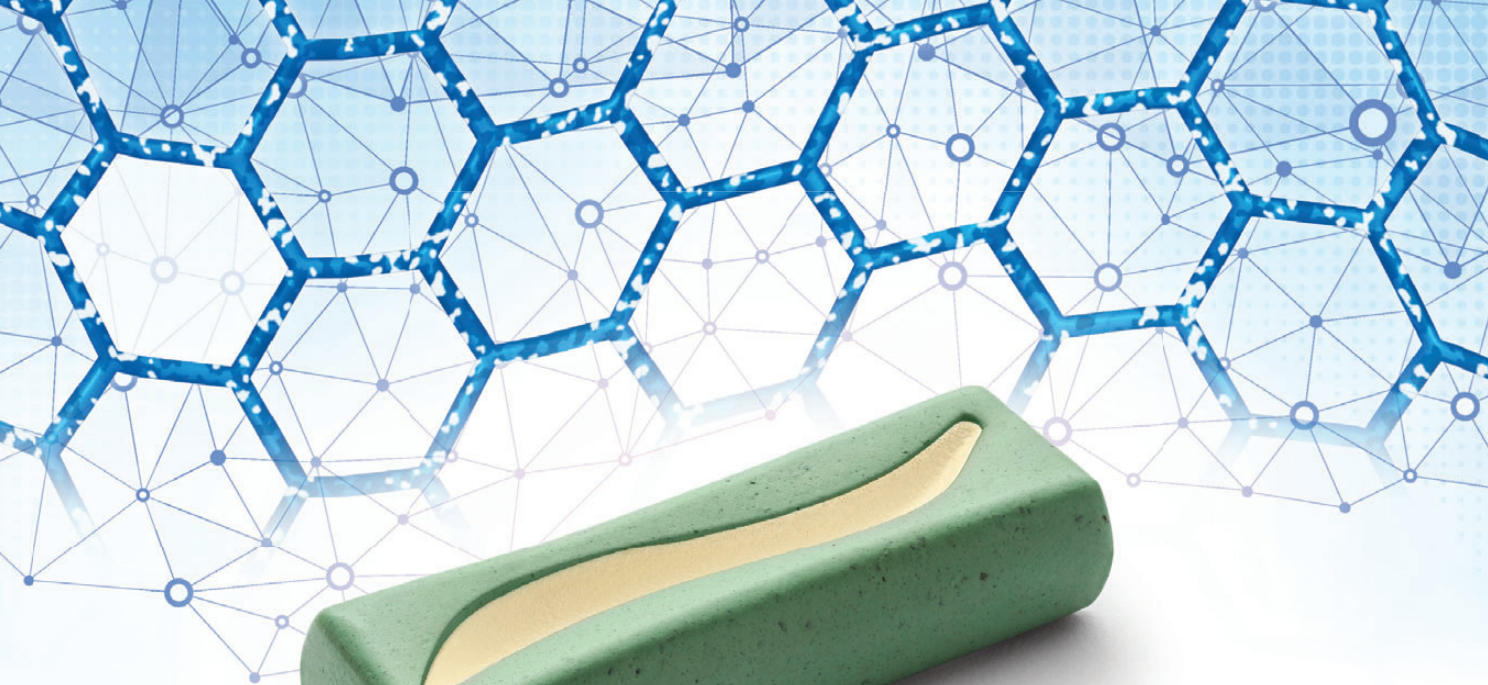
2 Will wellness plans be profitable for my practice?

It's a numbers game, as many things are, when introducing a program like this. How much will these services cost your clients up front? Perception of value is essential when marketing these plans and discussing the potential savings, but on the administrative side don't forget to make sure your discounting is not affecting your monthly profit margins.

An important factor to look at is your hospital's monthly financial sustainability. Wellness plan adoption often is slow and gradual, with proof it's working measured at year's end, not month's end. For hospitals with tighter budgets, that slow burn could initially hurt your monthly profitability.

Practices who skip third-party help for their wellness plans often don't realize the amount of work, time and dedication





Block plaque, calculus, and halitosis with the science of prevention

OraVet[®] Dental Hygiene Chews work in a new way to combat plaque, calculus, and halitosis where they start—bacterial biofilms.



The mechanism of action is simple but remarkably effective: Each daily chew releases delmopinol hydrochloride, a surfactant used for years in a human oral rinse, to create a barrier that prevents bacterial attachment.^{2,3} When bacteria can't attach, they can't produce plaque biofilms or the volatile sulfur compounds of halitosis. And the scrubbing action of the chew works in parallel to effectively remove plaque and calculus.

For more information, contact your Merial representative or visit OraVet.com

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- Efficacy demonstrated in multiple canine trials
- Delmopinol has been extensively tested in human and animal trials
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- Available through veterinarians

¹Compared with dry diet alone.

References: 1. Data on file, Merial, Inc. 2. Steinberg D, Beeman D, Bowen W. The effect of delmopinol on glucosyltransferase adsorbed on to saliva-coated hydroxyapatite. *Archs Oral Biol.* 1992;37:33-38. 3. Vassilakos N, Arnebrant T, Rundergren J. In vitro interactions of delmopinol hydrochloride with salivary films adsorbed at solid/liquid interfaces. *Caries Res.* 1993;27:176-182.



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NexGard® (afoxolaner) Chewables

CAUTION: Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian.

Description:

NexGard® (afoxolaner) is available in four sizes of beef-flavored, soft chewables for oral administration to dogs and puppies according to their weight. Each chewable is formulated to provide a minimum afoxolaner dosage of 1.14 mg/lb (2.5 mg/kg). Afoxolaner has the chemical composition 1-Naphthalenecarboxamide, 4-[5-[13-chloro-5-(trifluoromethyl)-phenyl]-4,5-dihydro-5-(trifluoromethyl)-3-isoxazolyl]-N-[2-oxo-2-[2,2,2-trifluoroethyl]amino]ethyl.

Indications:

NexGard kills adult fleas and is indicated for the treatment and prevention of flea infestations (*Ctenocephalides felis*), and the treatment and control of Black-legged tick (*Ixodes scapularis*), American Dog tick (*Dermacentor variabilis*), Lone Star tick (*Amblyomma americanum*), and Brown dog tick (*Rhipicephalus sanguineus*) infestations in dogs and puppies 8 weeks of age and older, weighing 4 pounds of body weight or greater, for one month.

Dosage and Administration:

NexGard is given orally once a month, at the minimum dosage of 1.14 mg/lb (2.5 mg/kg).

Dosing Schedule:

Body Weight	Afoxolaner Per Chewable (mg)	Chewables Administered
4.0 to 10.0 lbs.	11.3	One
10.1 to 24.0 lbs.	28.3	One
24.1 to 60.0 lbs.	68	One
60.1 to 121.0 lbs.	136	One
Over 121.0 lbs.	Administer the appropriate combination of chewables	

NexGard can be administered with or without food. Care should be taken that the dog consumes the complete dose, and treated animals should be observed for a few minutes to ensure that part of the dose is not lost or refused. If it is suspected that any of the dose has been lost or if vomiting occurs within two hours of administration, redose with another full dose. If a dose is missed, administer NexGard and resume a monthly dosing schedule.

Flea Treatment and Prevention:

Treatment with NexGard may begin at any time of the year. In areas where fleas are common year-round, monthly treatment with NexGard should continue the entire year without interruption.

To minimize the likelihood of flea reinfestation, it is important to treat all animals within a household with an approved flea control product.

Tick Treatment and Control:

Treatment with NexGard may begin at any time of the year (see **Effectiveness**).

Contraindications:

There are no known contraindications for the use of NexGard.

Warnings:

Not for use in humans. Keep this and all drugs out of the reach of children. In case of accidental ingestion, contact a physician immediately.

Precautions:

The safe use of NexGard in breeding, pregnant or lactating dogs has not been evaluated. Use with caution in dogs with a history of seizures (see **Adverse Reactions**).

Adverse Reactions:

In a well-controlled US field study, which included a total of 333 households and 615 treated dogs (415 administered afoxolaner, 200 administered active control), no serious adverse reactions were observed with NexGard.

Over the 90-day study period, all observations of potential adverse reactions were recorded. The most frequent reactions reported at an incidence of > 1% within any of the three months of observations are presented in the following table. The most frequently reported adverse reaction was vomiting. The occurrence of vomiting was generally self-limiting and of short duration and tended to decrease with subsequent doses in both groups. Five treated dogs experienced anorexia during the study, and two of those dogs experienced anorexia with the first dose but not subsequent doses.

Table 1: Dogs With Adverse Reactions.

	Treatment Group			
	Afoxolaner		Oral active control	
	N ¹	% (n=415)	N ²	% (n=200)
Vomiting (with and without blood)	17	4.1	25	12.5
Dry/Flaky Skin	13	3.1	2	1.0
Diarrhea (with and without blood)	13	3.1	7	3.5
Lethargy	7	1.7	4	2.0
Anorexia	5	1.2	9	4.5

¹Number of dogs in the afoxolaner treatment group with the identified abnormality.

²Number of dogs in the control group with the identified abnormality.

In the US field study, one dog with a history of seizures experienced a seizure on the same day after receiving the first dose and on the same day after receiving the second dose of NexGard. This dog experienced a third seizure one week after receiving the third dose. The dog remained enrolled and completed the study. Another dog with a history of seizures had a seizure 19 days after the third dose of NexGard. The dog remained enrolled and completed the study. A third dog with a history of seizures received NexGard and experienced no seizures throughout the study.

To report suspected adverse events, for technical assistance or to obtain a copy of the MSDS, contact Merial 1-888-637-4251 or www.merial.com/NexGard. For additional information about adverse drug experience reporting for animal drugs, contact FDA at 1-888-FDA-VETS or online at <http://www.fda.gov/AnimalVeterinary/SafetyHealth>.

Mode of Action:

Afoxolaner is a member of the isoxazolone family, shown to bind at a binding site to inhibit insect and acarine ligand-gated chloride channels, in particular those gated by the neurotransmitter gamma-aminobutyric acid (GABA), thereby blocking pre- and post-synaptic transfer of chloride ions across cell membranes. Prolonged afoxolaner-induced hyperexcitation results in uncontrolled activity of the central nervous system and death of insects and acarines. The selective toxicity of afoxolaner between insects and acarines and mammals may be inferred by the differential sensitivity of the insects and acarines' GABA receptors versus mammalian GABA receptors.

Effectiveness:

In a well-controlled laboratory study, NexGard began to kill fleas four hours after initial administration and demonstrated >99% effectiveness at eight hours. In a separate well-controlled laboratory study, NexGard demonstrated 100% effectiveness against adult fleas 24 hours post-infestation for 35 days, and was > 93% effective at 12 hours post-infestation through Day 21, and on Day 35. On Day 28, NexGard was 81.1% effective 12 hours post-infestation. Dogs in both the treated and control groups that were infested with fleas on Day -1 generated flea eggs at 12- and 24-hours post-treatment (0-11 eggs and 1-17 eggs in the NexGard treated dogs, and 4-90 eggs and 0-118 eggs in the control dogs, at 12- and 24-hours, respectively). At subsequent evaluations post-infestation, fleas from dogs in the treated group were essentially unable to produce any eggs (0-1 eggs) while fleas from dogs in the control group continued to produce eggs (1-141 eggs).

In a 90-day US field study conducted in households with existing flea infestations of varying severity, the effectiveness of NexGard against fleas on the Day 30, 60 and 90 visits compared with baseline was 98.0%, 99.7%, and 99.9%, respectively. Collectively, the data from the three studies (two laboratory and one field) demonstrate that NexGard kills fleas before they can lay eggs, thus preventing subsequent flea infestations after the start of treatment of existing flea infestations.

In well-controlled laboratory studies, NexGard demonstrated >97% effectiveness against *Dermacentor variabilis*, >94% effectiveness against *Ixodes scapularis*, and >93% effectiveness against *Rhipicephalus sanguineus*, 48 hours post-infestation for 30 days. At 72 hours post-infestation, NexGard demonstrated >97% effectiveness against *Amblyomma americanum* for 30 days.

Animal Safety:

In a margin of safety study, NexGard was administered orally to 8 to 9-week-old Beagle puppies at 1, 3, and 5 times the maximum exposure dose (6.3 mg/kg) for three treatments every 28 days, followed by three treatments every 14 days, for a total of six treatments. Dogs in the control group were sham-dosed. There were no clinically-relevant effects related to treatment on physical examination, body weight, food consumption, clinical pathology (hematology, clinical chemistries, or coagulation tests), gross pathology, histopathology or organ weights. Vomiting occurred throughout the study, with a similar incidence in the treated and control groups, including one dog in the 5x group that vomited four hours after treatment.

In a well-controlled field study, NexGard was used concomitantly with other medications, such as vaccines, anthelmintics, antibiotics (including topicals), steroids, NSAIDs, anesthetics, and antihistamines. No adverse reactions were observed from the concomitant use of NexGard with other medications.

Storage Information:

Store at or below 30°C (86°F) with excursions permitted up to 40°C (104°F).

How Supplied:

NexGard is available in four sizes of beef-flavored soft chewables: 11.3, 28.3, 68 or 136 mg afoxolaner. Each chewable size is available in color-coded packages of 1, 3 or 6 beef-flavored chewables.

NADA 141-406, Approved by FDA

Marketed by: Frontline Vet Labs™, a Division of Merial, Inc.
Duluth, GA 30096-4640 USA

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required to implement and maintain them. Wellness plans need to be tracked and managed, and monthly payments, if you use them, need to be collected.

My experience is, staffing hours increase by roughly 15 percent. That may require hiring additional support staff to handle the workload, increasing payroll cost by as much as \$1,750 to \$3,500 a month for one to two new employees (or more hours for existing part-timers). Many hospitals aren't fully prepared to take on that initial expense (which is why some hospitals give up a little profit for the outside, third-party management of their preventive-care plans).

Be prepared to see an increase in your accounts receivables and set up strict policies and procedures for collections. If you elect to use a third party for a wellness plan, plan in advance for those costs, as they'll cut into your profit margins.

3 Will wellness plans frustrate my clients?

You know all the standard anger and frustration some veterinary clients experience about your standard fees for services rendered. Now consider the special situations that pop up with annual wellness plans. What if a patient passes away? What if clients want to cancel a plan midyear, say, because they're moving out of the neighborhood? Do you collect the remaining difference? These scenarios can be delicate when

dealing with clients, especially if the services have already been rendered and are being paid out in installments.

Attempting to collect by filing a claim with a third-party collection agency can add more hidden costs that you didn't expect. Most collection companies' fees range from 15 to 30 percent of a collection balance.

4 Will wellness plans get too big for us to manage?

The biggest pitfall of wellness plans is lack of a plan. Give clients a lot of different plan options, and things get complicated fast. This creates a tidal wave of unexpected hurdles, loss of time and revenue.

I recommend you start small with a single plan—for example, puppy or kitten plans—where payments are an up-front, one-time cost. Use this opportunity to test the waters: How many clients buy them? Track these sales in your practice management software so you can analyze the impact on your business.

Do your homework. There are resources out there on implementing and developing these programs properly.

Don't just make a splash out of the gate—commit and dive in to make these successful and profitable. Offering wellness plans takes more time and investment than simply just dreaming them up and passively making them available to your clients.

Roger Zimm, CVPM, is hospital administrator at Animal Medical Center of the Village in Houston, Texas.



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GOOD.**



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DEAD.**

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and ticks – not their dogs.
Protect dogs with the beef-
flavored chew they love.¹



NexGard[®]
(afoxolaner) Chewables

See brief summary on page 16.



¹Data on file at Merial.

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IMPORTANT SAFETY INFORMATION: NexGard[®] is for use in dogs only. The most frequently reported adverse reactions included pruritus, vomiting, dry/flaky skin, diarrhea, lethargy, and lack of appetite. The safe use of NexGard in pregnant, breeding, or lactating dogs has not been evaluated. Use with caution in dogs with a history of seizures. For more information, see full prescribing information or visit www.NexGardForDogs.com.

Corporate is coming! Should I run?



Though “corporate practice” might seem like dirty words to you, don’t hit up the want ads just yet.

dvm360
leadership
CHALLENGE
Go Your Own Way

The prospect of workplace change can be a scary one, especially when that change is a potential sale of the practice. One *Firstline* reader asked us for help:

“The practice where I work (as a team member—not doctor) is for sale, and there are rumors a corporation might buy it. Should I start looking for a new job now?”

- 1 Take a deep breath.
- 2 Ask your practice manager what’s going on.
- 3 Don’t be rash.

Practice management expert Brian Conrad, CVPM, says not so fast. If you have honest conversations with the current owners and do your research, you might find that this is a change for the better and that the big scary corporation is interested in more than profit—they’re interested in you.

Once you know all of the facts, you can make a solid decision. See all of Conrad’s advice at dvm360.com/corporateiscoming. Then weigh your options (and you do have some!). The chart on page 20 will help you decide if you’d be happiest working for an independent practice or a corporate practice. Then turn to page 22 to decide if the next owner of your practice just might be—you! We’ve included a buying checklist and tips and advice on nonveterinary ownership options.



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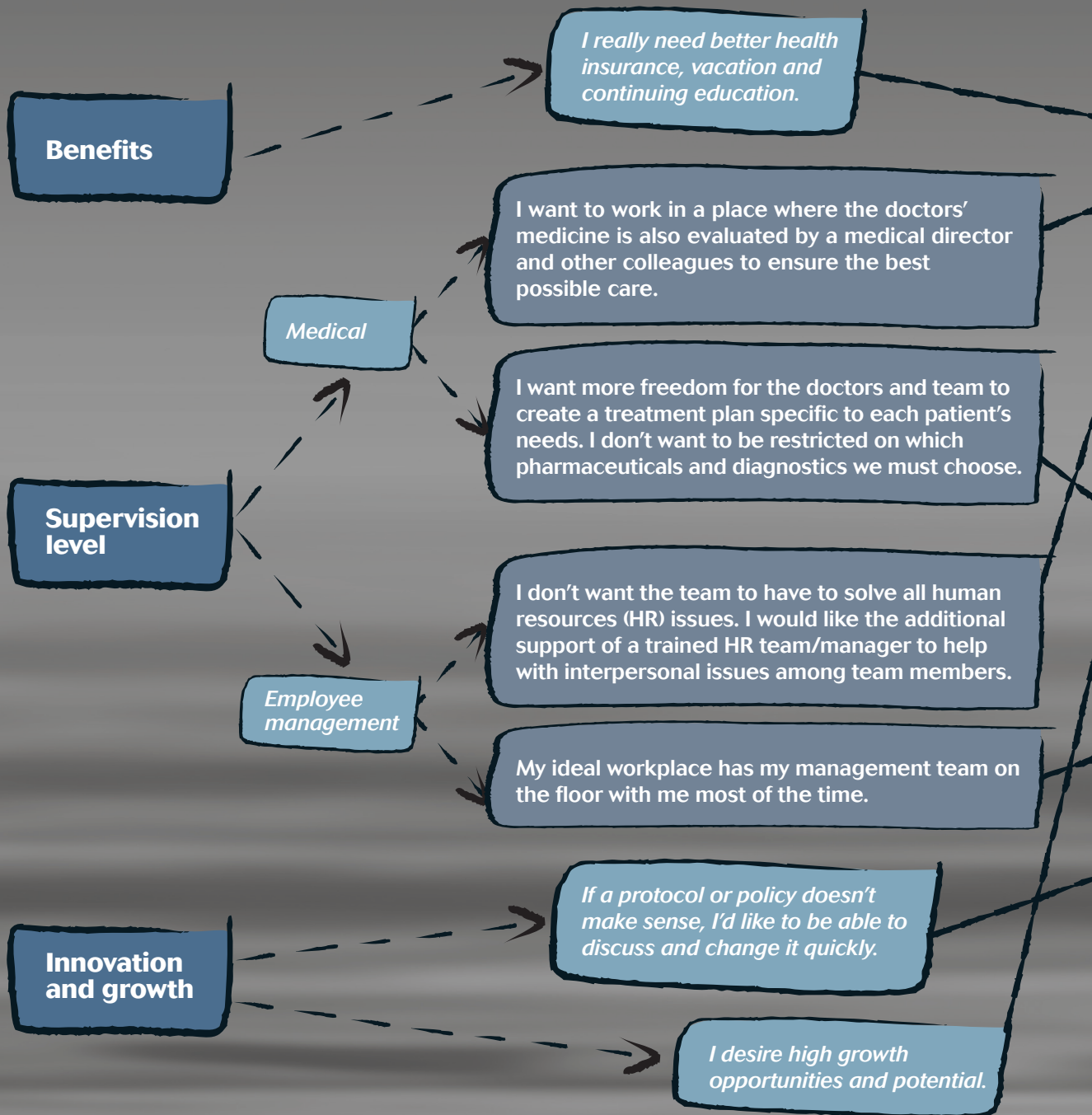


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Corporate vs. independent practice: Choose your own adventure



Ori Scislowicz is a CVC educator and a team leader LVT at CVCA—Cardiac Care for Pets in Richmond, Virginia.

DON'T LIKE THE ANSWER?

Consider the other factors that matter to you and try again until you find the right road.



Where do you belong? Choose the factor that matters most to you and follow the path.

By Oriana D. Scislowicz, BS, LVT

Corporate practice

- > **Medical supervision:** There is often greater supervision over care to ensure a high-quality, modern approach.
- > **Employee management:** They often include an HR manager as part of their administrative team. This helps the team feel their concerns are heard and are addressed by a professional HR manager (versus the practice owner).
- > **Innovation:** There is sometimes more red tape and a requirement for company-wide approval before major changes occur.
- > **Growth opportunities:** The business is larger and tends to have multiple management positions and room for growth. Corporate medicine may be a better fit for team members looking to move into management roles.
- > **Benefits:** Corporations and large businesses can typically afford to offer better insurance plans and a 401(k). Their increased levels of staffing and financial capabilities allow for more vacation time as well.

Independent practice

- > **Medical supervision:** There is often more flexibility for the team to tailor their patients' treatment as they see necessary. The team can regularly research new treatment options and diagnostics and have a better chance of quickly implementing them.
- > **Employee management:** There is usually a more physically removed management presence in corporate practice, oftentimes due to the sheer size of the company. In independent practice, managers are typically a part of day-to-day processes.
- > **Innovation:** Change can occur quickly in independent practice if the stakeholders are motivated and agree.
- > **Growth:** Smaller practices may offer fewer career paths.
- > **Benefits:** Independent practices may not be able to afford the benefits a corporation can offer.



FORGE YOUR OWN p^{aw}th

Associates do it. Corporations do it. Even educated managers do it. Let's do it. Let's talk about buying a veterinary practice (when you're not the doctor). *By Tricia Eagle*

You love your job as a receptionist, veterinary technician or practice manager. You enjoy the challenging, ever-changing and unpredictable world you work in. At night, when you go home exhausted or exhilarated, you sometimes wonder, "Is this what I want to do for the rest of my career?" You love what you do but you know that there will come a time when your salary reaches a ceiling. Or maybe those aches and pains from all those years of lifting and restraining are finally taking their toll.

Pause to consider owning

So you want to move up the ladder where you are right now? There are many avenues to take and many roads to travel. But have you ever

considered forging your own trail by owning a practice? Many states allow non-DVMs to own practices. If you love your independent clinic and don't want to see it sold to a corporate conglomerate, maybe you should buy it!

I've worked in the same clinic for more than 20 years. And four years ago this month, I became a co-owner of my beloved hospital. The dvm360 Future of Veterinary Medicine Study asked if your state offered the opportunity for a manager to own, would you be interested in practice ownership. Figure 1 shows how managers responded.

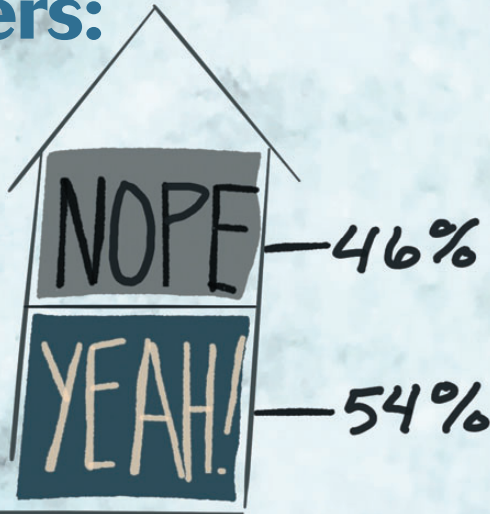
If you decide to sidestep the ladder climb and buy the ladder instead, there are several steps to owning you should take before the big buy occurs. Flip to page 24 for a checklist of advice.

Tricia Eagle is practice manager and co-owner of Ashby Animal Clinic in Harrisonburg, Virginia.



Figure 1

Managers: Do you want to own?



2016 DVM360 FUTURE OF VETERINARY MEDICINE SURVEY



Looking for a different path?

Find the latest veterinary technician job listings at dvm360.com/techjobs. Is your boss hunting too? Find the latest veterinarian positions at dvm360.com/vetjobs.

1

Find out if your state allows nonveterinary ownership.

(The chart at dvm360.com/canlown can help.)

3

Fact find. If you work at the hospital, start a discussion with current practice owners about their exit strategies. Find out if they're open to selling to you.

2

Educate yourself. Make sure you're ready for ownership. For example, becoming a certified veterinary practice manager (CVPM) will educate you on all functions of practice management. Or you could pursue an MBA for more all-around business knowledge.

5

Have the owner get a practice valuation and determine how you will finance the purchase. Many owners are willing to provide financing, giving themselves a steady monthly income and a feeling of still being involved.

4

Decide how you want to own. Do you want to be the sole owner or have other business partners? It may be a good idea to consider owning with at least one veterinarian who serve as medical director. Then you don't have to worry about not having a doctor available to practice. You will share ownership, responsibility and accountability.



dvm360 dives deep into the top 12 things corporations look for in a practice and how many practices are corporate-owned. We offer a guide to practice ownership options and survey results on corporate practice opinions. Then we ask, should you fear the corporate boogeyman? And who will buy rural and remote practices?

"Corporate medicine" means different things to different people, and those differences of opinion are creating fragments in the profession. We're busting out big questions: Is it better for the pet? And can we come together, or is it up to everyone to go their own way? Plus a series of Vet Confessions on the struggles with managing, owning and buying veterinary practices.

Join the discussion on corporate practice and what it means for the future of veterinary medicine at CVC Kansas City, Aug. 25-28. Visit thecvc.com/kc to register or learn more. Looking for more information about the fate of independent and corporate practice? Check out our complete coverage at dvm360.com/goyourownway.



6

Decide how you will structure your practice. Will it be an LLC, a sole proprietorship or a corporation? (For the pros and cons of each, read dvm360.com/bizstructure.) Get the advice of an accountant and a lawyer on what will work best for your situation. If you have partners, make sure you have an agreement in place before you finalize the purchase.

8

Negotiate the purchase price, including goodwill and all the contents of the practice. Make sure the seller is just as clear as you are on what stays and what goes—that includes the owner. Make sure you are clear on how their employment will continue or not after the purchase.

7

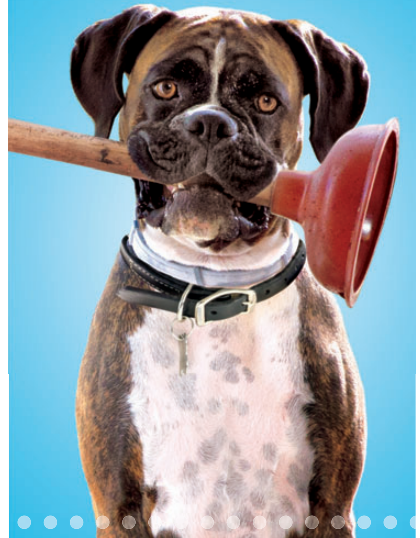
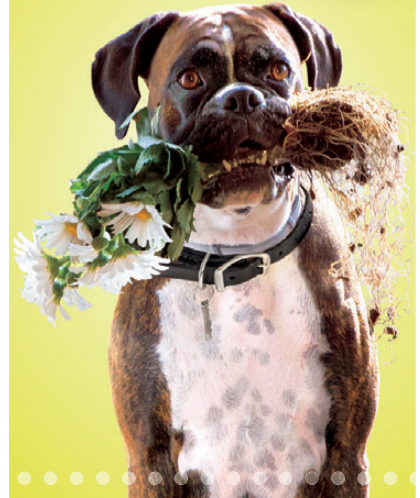
If you will partner with others, make sure you discuss each partner's ownership roles so you know what to expect of each other. (For a quick look at expectations vs. reality in partnerships, see dvm360.com/getreal.)

9

Prepare to work hard. If you thought you were busy before, you have no idea what's coming. Remember, if you weren't already, now you're definitely on emergency speed dial for anything that goes wrong at the practice, day or night.

10

Once you are settled into your ownership position, it's time to work on *your* exit strategy. Strategic planning for the future growth of your practice is integral to being able to exit with enough income for retirement. The sky is the limit when you decide to own a practice. Just make sure you think it through completely before jumping!



How to ace autoimmune skin disease diagnostics

Cytology slip-ups to avoid, biopsy tips to try and why you need to perform complete blood count and chemistry tests (even when the veterinary patient's spirits and energy level are high).

By Darin Dell, DVM, DACVD





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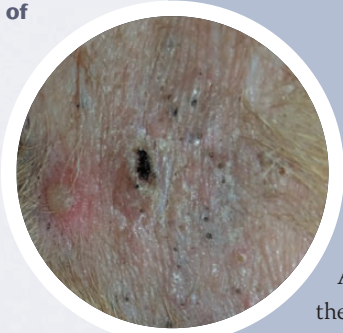
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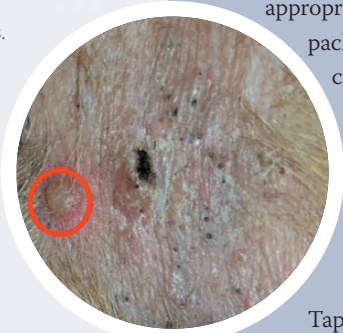
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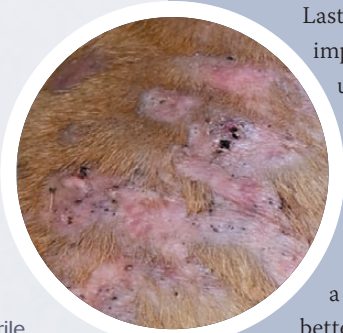
Figure 1:
Examples of
where to
place the
biopsy
punch



A dog
with sterile
nodular
panniculitis.



Another
view of sterile
nodular
panniculitis on
the same dog.



Your patient's body is attacking itself. Before you can develop your plan of attack, you'll need to perform these tests and perform them well to determine what you're fighting.

Avoid these cytology slip-ups

A cytology test is simple to perform, but there are many common pitfalls to avoid: First, you must consider whether it is more appropriate to use a glass slide or a piece of clear packing tape to collect the sample. Slides can be easily pressed onto moist or goeey lesions and can also be used to lift the edge of a crust to maneuver underneath. Tape is most helpful when collecting samples from dry lesions and from areas too small for the glass slide.

Next, you need to stain your sample. Tape does not need to be dipped in a fixative and should not be heated.

Lastly, your ability to evaluate cytology will improve with time, but you can set yourself up for better results by upgrading your dilapidated microscope to a current model.

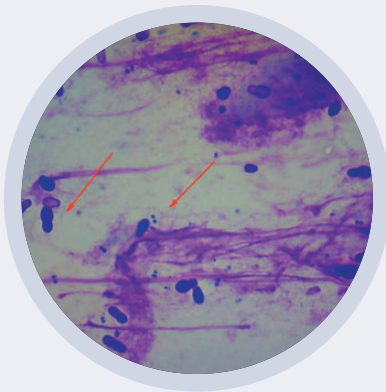
6 tips for a better biopsy

A biopsy is the ultimate dermatology test, but it won't always give you a straight answer. Here are six tips for better results:

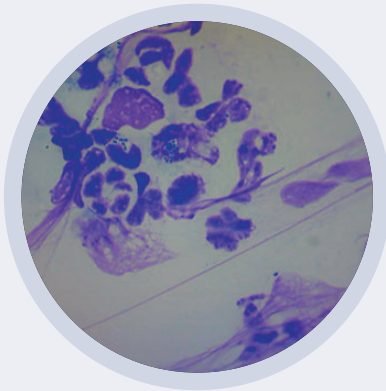
- 1. Collect multiple samples.** In most cases, aim for four to six pieces of tissue.
- 2. Center your biopsy punch on the lesion** (see figure 1 for examples). Do not send normal tissue to the pathologist. If you send in the margin of a lesion and include normal tissue, there is a risk that the lab technician will not "cut in" the diseased tissue for examination.

ALL IMAGES COURTESY OF DR. DARIN DELL

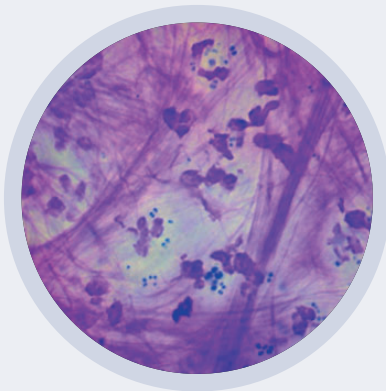
Figure 2:
Examples of infection
seen on cytology



Fireworks yeast and cocci



Neutrophil and cocci



Degenerative
neutrophil and cocci

Figure 3:
Examples of photos sent
with skin samples



Nodular panniculitis



Cutaneous adverse drug reaction



Juvenile cellulitis
(puppy strangles)

3. If you see an infection on cytology (see Figure 2 for examples), consider resolving it before collecting biopsy specimens. Infection can obscure the primary disease and make the pathologist's job much more difficult.

4. Send a thorough history along with your samples.

5. Include clinical photographs with the samples when possible (see Figure 3 for examples).

6. Who you send your samples to could make the difference between the right answer, the wrong answer or no answer at all, so send your tissue samples to a dermatopathologist.

The case for complete blood count and serum chemistry profiles

These tests may not seem particularly related to the skin disaster on your exam table (especially when the dog is happy and energetic), but they are important for ruling out underlying metabolic problems that could be causing the disease. The tests are typically used as a guide when determining medications for treatment.

Dr. Darin Dell spent six years in general practice and two years in emergency medicine before becoming a diplomate of the American College of Veterinary Dermatology in 2012. He is currently on staff at Animal Dermatology Clinic in Indianapolis. Dr. Dell's hobbies include woodworking and mountain biking.

GOT SKIN IN THE GAME?

Don't miss Dr. Paul Bloom's presentation "Simplified diagnosis and management of autoimmune skin diseases" at CVC in Kansas City. Visit thevcv.com/kc to learn more.





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**Who failed? Preventive,
pet owner or ...**

YOU?

you've found fleas on Fluffy and roundworms in Rover's fecal sample, but their owners just can't understand how it happened. You can't guarantee parasite preventives will work perfectly every time. And you can't make pet owners use veterinary-approved preventives and use them correctly every time. But when a parasite outbreak happens, here's how to ask the right questions and remind everyone to educate clients every time. *By Ciera Miller, CVT, VTS*



Client question No. 1:
“Are you using veterinary approved preventives?”

Maybe the client went the holistic route—you know, some drops of cedar oil, a dab of lavender oil or some apple cider vinegar. Or maybe they tried to save some money with a grocery store brand; the packaging looks good, right? (When things work out, these alternatives work.) Other times, they lead to an infestation or reaction that could have been otherwise avoided.

You’ve got to ... always stress that veterinary-approved products are not only more effective, but also safer for our patients.

Client question No. 2:
“Do you give these preventives year-round?”

I’d be rich if I had a nickel for every time I’ve heard, “We don’t use preventives when it’s cold out,” or “I only put it on if I see fleas on his fur.” Again, when things work out, maybe they miss the fleas in the winter once or twice, or maybe their eagle eyes are adept at identifying just the right time to strike the very first flea. But many external parasites can withstand cold weather in the right circumstances, and a warm home is an even better breeding ground. Also, waiting until an infestation begins actually defeats the point of these “prevention” plans in the first place.

You’ve got to ... recommend consistent and year-round use of these products. It’s the only way these preventives will actually prevent, rather than treat after the fact.



Client question No. 3:
“Are you giving preventives to all the pets in your household?”

Many owners are really good about using preventives with their dogs, but then they forget about their feline friends, especially if those cats are kept indoors. Indoor cats may seem to be at less of a risk, but are often the perfect place for parasites to thrive within the home.

You’ve got to ... educate clients on the need for year-round preventives for cats to avoid infestations. Remember to tell them to use a product approved for cats to prevent any adverse reactions.

Ciera Miller is a CVT, VTS (clinical practice), at Metzger Animal Hospital in State College, Pennsylvania.



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Calm skies ahead: **Helping pets with thunderstorm phobias**

CVC educator Dr. E'Lise Christensen, DACVB, offers at-home behavior modification strategies veterinarians and team members can offer to clients.

By Katie James, Associate Content Specialist

Thunderstorm phobia is a panic disorder commonly seen in adult dogs in which the trigger is associated with a storm. The panic lasts the duration of the storm and often after anywhere from 30 minutes to days. There is often anticipation of the storm before it happens. Thunderstorm phobias cause suffering to patient and family, and, if left untreated, can worsen over time. This negatively impacts the patient's welfare and increases its chance of being abandoned, abused, rehomed or euthanized, says E'Lise Christensen, DVM, DACVB, at a recent CVC. This is especially true if the pet owner lives near neighbors who complain, like an apartment, she says. But this doesn't have to end this way, as the disorder can be managed with a multi-modal approach.

Once a patient has been started on the proper medication for its phobia, which could include trigger-time medication or daily medication, the treatment plan shouldn't stop there, according to Dr. Christensen. Behavior modification should be implemented in the home as well to help keep the animal feeling safe. Use the strategies on the next page to help your clients manage a thunderstorm phobia.





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Create a storm bunker

The first thing clients should do is create a safe space or “storm bunker” for the pet to rest during storms or perceived triggers. These spaces are defined by the patient’s own preferences, but could be a windowless room or a room with curtains or blinds over the windows in an interior part of the home’s floorplan or in the basement. When given the choice, many dogs choose closets, bathrooms or their crates as safe spaces, Dr. Christensen says. Playing classical music or using a white noise machine can help drown out some outside noises as well.

Develop a non-storm routine

On non-storm days, behavior modification should be worked on for at least five minutes a day. This process includes desensitization and counterconditioning for each of the patient’s individual triggers and relaxation coaching, which includes use of the storm bunker. If your veterinary team is new to behavior or doesn’t have the time to do in-depth behavioral counseling with veterinary clients, Dr. Christensen says you can recommend noise desensitization and counterconditioning audio packages to clients that include structured behavior modification plans. Relaxation and massage work can also improve the patient’s baseline anxiety levels and increase its ability to tolerate trigger situations in the long term, she says.

Try different tools

Anti-anxiety aids like body wraps, Thundershirts, caps, goggles, headphones and earplugs are available to help lessen trigger intensity, but remember that efficacy is

dependent on the patient, Dr. Christensen says. One study has shown significant improvement in patients that wore a body wrap during thunderstorms.¹ Pheromone diffusers have also been shown to decrease fear and anxiety scores in laboratory models.²

Send in the supplements

There are a number of supplements you can try, but don’t use them as the cornerstone of treatment for thunderstorm phobia. Supplements should be used in conjunction with psychoactive medications, behavior modification and management for the best outcome. Dr. Christensen’s words of warning: Always source these medications and supplements from veterinary-specific providers who have researched the supplements they sell and ensure consistency of their products—or at the very least are sensitive to reaching out for veterinary insight, criticism and support.

She uses a variety of supplements and adjunctive therapies to treat storm phobias. Zentrol can work quickly—in around 60 minutes in many patients. Solliquin is good to have on board because many patients with thunderstorm phobia have other noise phobias and/or separation anxiety. It can be given daily to help support behavioral health throughout the season rather than just focusing treatment only on trigger days, Dr. Christensen says.

References:

1. Cottam N, Dodman N, Ha J. The effectiveness of the Anxiety Wrap in the treatment of canine thunderstorm phobia: An open-label trial. *J Vet Behav.* 2013;8(3):154–161.
2. Landsberg GM, Beck A, Lopez A, et al. Dog-appeasing pheromone collars reduce sound-induced fear and anxiety in beagle dogs: A placebo-controlled study. *Vet Rec.* 2015;177(10):260.



Whatever the weather

Make sure dog owners and their pooches are happy together. Learn more about behavioral supplements Zentrol and Solliquin (plus many more) at dvm360.com/calmproducts.

Plus—CVC has a ton of continuing education sessions on behavior topics in Kansas City, August 25–28. Check out thevcv.com/kc for more information.





(fluralaner topical solution) for Cats

BRIEF SUMMARY (For full Prescribing Information, see package insert)

Caution:

Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian.

Indications:

Bravecto kills adult fleas and is indicated for the treatment and prevention of flea infestations (*Ctenocephalides felis*) and the treatment and control of *Ixodes scapularis* (black-legged tick) infestations for 12 weeks in cats and kittens 6 months of age and older, and weighing 2.6 pounds or greater.

Bravecto is also indicated for the treatment and control of *Dermacentor variabilis* (American dog tick) infestations for 8 weeks in cats and kittens 6 months of age and older and weighing 2.6 pounds or greater.

Contraindications:

There are no known contraindications for the use of the product.

WARNINGS

Human Warnings:

Not for human use. Keep this and all drugs out of the reach of children. **Do not contact or allow children to contact the application site until dry.** Keep the product in the original packaging until use in order to prevent children from getting direct access to the product. Do not eat, drink or smoke while handling the product. Avoid contact with skin and eyes. If contact with eyes occurs, then flush eyes slowly and gently with water. **Wash hands and contacted skin thoroughly with soap and water immediately after use of the product.**

The product is highly flammable. Keep away from heat, sparks, open flame or other sources of ignition.

Precautions:

For topical use only. Avoid oral ingestion. Use with caution in cats with a history of neurologic abnormalities. Neurologic abnormalities have been reported in cats receiving Bravecto, even in cats without a history of neurologic abnormalities. Bravecto has not been shown to be effective for 12-weeks duration in kittens less than 6 months of age. Bravecto is not effective against *Dermacentor variabilis* ticks beyond 8 weeks after dosing. The safety of Bravecto has not been established in breeding, pregnant and lactating cats.

Adverse Reactions:

In a well-controlled U.S. field study, which included a total of 161 households and 311 treated cats (224 with fluralaner and 87 with a topical active control), there were no serious adverse reactions.

Percentage of Cats with Adverse Reactions (AR) in the Field Study

Adverse Reaction (AR)	Bravecto Group: Percent of Cats with the AR During the 105-Day Study (n=224 cats)	Control Group: Percent of Cats with the AR During the 84-Day Study (n=87 cats)
Vomiting	7.6%	6.9%
Pruritus	5.4%	11.5%
Diarrhea	4.9%	1.1%
Alopecia	4.9%	4.6%
Decreased Appetite	3.6%	0.0%
Lethargy	3.1%	2.3%
Scabs/Ulcerated Lesions	2.2%	3.4%

In the field study, two cats treated with fluralaner topical solution experienced ataxia. One cat became ataxic with a right head tilt 34 days after the first dose. The cat improved within one week of starting antibiotics. The ataxia and right head tilt, along with lateral recumbency, reoccurred 82 days after administration of the first dose. The cat recovered with antibiotics and was redosed with fluralaner topical solution 92 days after administration of the first dose, with no further abnormalities during the study. A second cat became ataxic 15 days after receiving its first dose and recovered the next day. The cat was redosed with fluralaner topical solution 82 days after administration of the first dose, with no further abnormalities during the study.

In a European field study, two cats from the same household experienced tremors, lethargy, and anorexia within one day of administration. The signs resolved in both cats within 48-72 hours.

In a European field study, there were three reports of facial dermatitis in humans after close contact with the application site which occurred within 4 days of application.

For technical assistance or to report a suspected adverse drug reaction, or to obtain a copy of the Safety Data Sheet (SDS), contact Merck Animal Health at 1-800-224-5318. Additional information can be found at www.bravecto.com. For additional information about adverse drug experience reporting for animal drugs, contact FDA at 1-888-FDA-VETS or online at <http://www.fda.gov/AnimalVeterinary/SafetyHealth>.

How Supplied:

Bravecto is available in three strengths for use in cats (112.5, 250, and 500 mg fluralaner per tube). Each tube is packaged individually in a pouch. Product may be supplied in 1 or 2 tubes per carton.

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155373 R8



Slow and steady diet transitions

By Ed Carlson, CVT, VTS (nutrition)



Sick of the sighs and the eye rolls you get from clients when your veterinarian recommends a diet change? In today's busy society, we know clients only retain some of what they hear in the appointment. We can often boost compliance with nutritional recommendations by offering written instructions. Make it easier on yourself and the pet owner and offer a written plan. Here are a few guidelines to gradually transition the pet to a new food.



FOR DOGS

As a general rule of thumb, the transition schedule for some healthy dogs is:

Days 1 and 2:

25% of the recommended diet and 75% of the pet's previous diet

Days 3 and 4:

50/50 split

Days 5 to 7:

25% of the pet's previous diet and 75% of the recommended diet

Day 8 and on:

1 cup of the recommended diet, discontinuing the previous diet

FOR CATS

When it comes to cats, I recommend making the transition twice as long.

Days 1 to 4: 25% of the recommended diet and 75% of the pet's previous diet

Days 5 to 8: 50/50 split

Days 9 to 11:

25% of the pet's previous diet and 75% of the recommended diet

Day 12 and on:

1 cup of the recommended diet, discontinuing the previous diet

SPECIAL CASES

When it comes to some patients—especially cats, finicky dogs and any patient that's been ill—try a much slower transition. For example, perhaps only a few kibbles of a new dry diet, adding a few more each day. Or if transitioning to a new canned diet, simply using a small amount of the new diet as a top dressing.

Some dogs and cats transition to a new diet easier if it's not mixed with or even in the same bowl as their normal diet. In these cases, offering a small amount of the new diet in a

separate dish from the pet's normal diet may work.

STOP THE HURRY

Explain that a gradual transition can help avoid gastrointestinal upset, diarrhea, vomiting, food aversions and so on. If your veterinarian has recommended a therapeutic diet because the pet had been diagnosed with a medical condition, clients may think they need to make a change to the new diet quickly. Tell clients they don't need to rush this process. Patients, for any number of reasons,

may require a more gradual transition plan than a healthy dog or cat.

In my practice, I explain the goal of nutritional management to these worried clients. I tell them a long-term approach—whether it's a few more days or a few more weeks—generally won't have a major impact on the patients' health.

Find a sample script to explain the diet transition at dvm360.com/diettransition.

Ed Carlson, CVT, VTS (nutrition), is the technician learning and development manager at InTown Veterinary Group.

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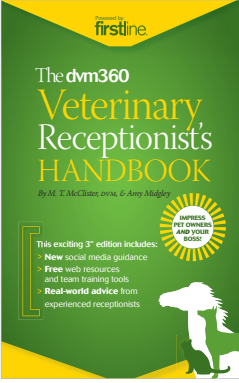
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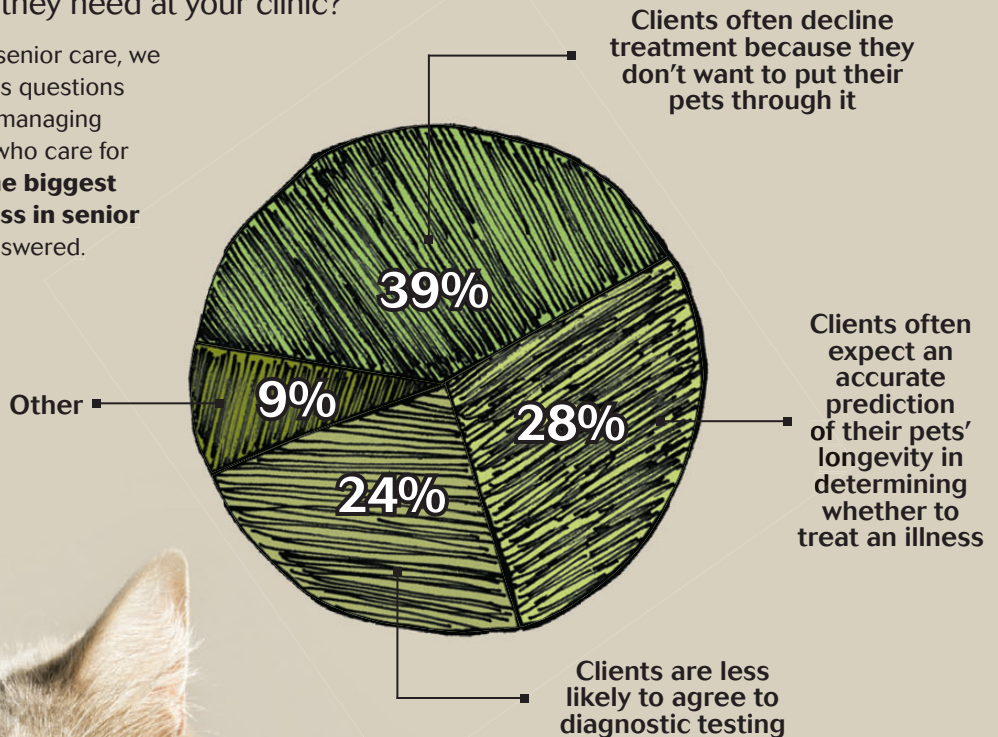
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Senior pets: Living on the edge

Are your senior patients—especially senior cats—getting the regular care they need at your clinic?

In a recent dvm360 survey on senior care, we asked veterinary team members questions about treating senior pets and managing relationships with their clients who care for them. When we asked about **the biggest challenge in managing illness in senior pets**, here's how your peers answered.

"Cats come to us as kittens and then skip some of the adult years. Then they'll present as a senior with significant disease and limited options."



Show your support

Don't miss the special CVC session given by Heidi Lobprise, DVM, DAVDC, on "Senior care: Defining aging and how to support your patients" at CVC Kansas City, August 25-28. Team members are encouraged to attend clinical sessions, too! Visit thevcv.com/kc for more.



Source: The dvm360 clinical updates: Senior care survey was sent to subscribers of *dvm360*, *Vetted* and *Firstline*. It garnered 446 responses and generated a 5% margin of error.

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back to the
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