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Hissing booth 5¢

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Agency Bayer
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seresto

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Mission

To inspire receptionists, credentialed technicians, practice managers and veterinary assistants to build strong relationships with coworkers, improve their communication skills and educate clients with confidence in order to enhance their contributions to a veterinary practice and maximize every patient's well-being.

(Micro) Team Meeting in a Box
"Will my pet be in pain?"



How do you talk to pet owners about pain? And does your team know how to answer the question, "Will my pet hurt?" Visit **dvm360.com/teammeeting** to unlock free team training tips and tools to hold a complete educational team meeting in your practice.

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ASK SHAWN:

Take the power away from button-pushers



Turn down the bad vibes and get on with your life.

In your veterinary clinic is there a tech who ticks you off? Or a doctor who puts the “ass” in associate? Consultant Shawn McVey, MA, MSW, says it’s up to you take the power away from these button-pushers. Listen as he discusses conflict triggers with Sarah Wooten, DVM.

>>> Want more advice on dealing with conflict and toxic team members? Check out the dvm360 Full Circle sessions—especially “Improvement education: Staff drama” at CVC Virginia Beach, May 12-15. Head over to thecvc.com for more details.



Got a question? Ask Shawn.

Maybe you’re tired of babysitting your team members. Perhaps you’re looking for strategies to beat a bully. Shawn can help. **Shawn McVey, MA, MSW**, is a member of the *Firstline* and *Veterinary Economics* Editorial Advisory boards and CEO of McVey Management Solutions in Austin, Texas. Email your questions for him to firstline@advanstar.com, then visit dvm360.com/mcvey to read McVey’s advice on other hot topics.



You know you’ve got someone in your life who gets your goat. (And no, not the cute kind all over the Internet.) Scan the code for tips on how to deal.



Tricks for a Fear Free veterinary visit

The trick's in the trick—really! Pets love to show off—and this fun activity just may relax the pet parents too.

By Mikkel Becker, CPDT

When you meet a pet, ask about his or her tricks or behaviors. Many animals relax when they're asked to do a behavior they're familiar with. Why? Simple. It has the elements of predictability and provides the animal with a choice and control.

Dogs and cats can learn foundational behaviors you can integrate into the veterinary exam, such as targeting, going into a crate or onto a mat and wait and sit. For some animals, getting to do the behavior is rewarding and relaxing in and of itself, such as asking for their favorite high five or spin.

A chance to greet someone interesting, moving onto a desirable space, praise, petting, play or delivery of a toy are rewards to reinforce known behaviors. These behaviors can also add predictability and familiarity to new people—such as veterinary team members—when you use these favorite tricks with the animals.

Ready to teach these behaviors? Offer pet owners the free training handouts at dvm360.com/FFtraining. FL

1 DOWN STAY ON A MAT



2 HAND TARGET



3 WAIT



Live Fear Free education

Mikkel Becker will present at CVC Virginia Beach, May 12 to 15. Learn more about her sessions and the Insights Seminar, "From Fearful to Fear Free: How to Help Your Veterinary Patients Relax and Cooperate" at thecvc.com.



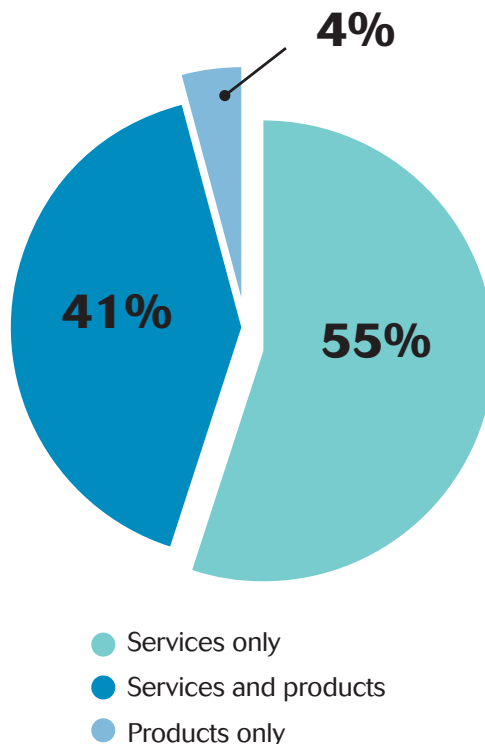
Your wellness plans **meme** well ...

But are they successful? Or wait, do you even have one? Does it all seem like too much work? Time to have that awkward discussion at your practice. *By Christine Shupe, CAE*

Our clients love their pets, but love may not be enough. To ensure their pets live long and prosper, owners must commit to regular healthcare. Offering preventive healthcare plans help, but how many practices have taken the plunge? VHMA asked its members in a recent survey and 261 respondents weighed-in.

A mere **20%** reported they offer pay-by-the-month preventive care plans. And many of these respondents say they've offered these plans for two years or less. So why so few? **32%** reported they don't know how to implement a plan and **24%** said they don't have the resources to offer a plan.

What do wellness plans cover?



**DOC, I'VE
GOT 9
LIVES.**



As consumers, we're constantly bombarded with inducements to buy and take advantage of special offers and services. The question: Do practices offer inducements to clients to promote preventive care plans? With 33 percent reporting the services in the plan aren't discounted, the real benefit of opting into a plan appears to be the convenience of making monthly payments.

I'M GETTING FIXED? AM I BROKEN?



VHMA files

How much do you discount?

Discounted products and services ranged from nominal to magnanimous:

1% to 10% discount

19%

11% to 20% discount

23%

21% to 40% discount

17%

41% to 50% discount **6%**

Although respondents believe that preventive plans offer budgeting convenience, encourage more patient visits and improve the health of pets, they also believe that clients don't understand the concept of preventive care and confused the plans with health insurance. The plans have been slow to catch on, with respondents reporting that between one and five percent of their clients have signed up for the plans.

As a concept, preventive care plans make sense—a prescribed schedule for treatment, manageable monthly payments and healthier pets. But between concept and acceptance, a wide gulf exists that interferes with practices' ability and willingness to offer these plans and clients' willingness to buy into the plans.

Ready to get serious about wellness plans? Check out the team discussion guide at dvm360.com/WellnessTalk to plan your successful program.

How many plans is too many?

Many practices that offer plans offer a menu of plans. For example, **34%** of respondents offered nine or more plans, and **25%** offered between six and eight plans. More than half of practices manage their plans in-house. Practices that opt for third-party plans reported these plans often manage the financial aspects, contract template and team training.



Christine Shupe, CAE, is the executive director of the Veterinary Hospital Managers Association. The association is dedicated to serving professionals in veterinary management through education, certification and networking.

**You'll
be
fine.**



**We'll
run a
CAT
scan.**

Make me famous!

A social media marketing tip from Kat Francois, a veterinary receptionist at Seville Animal Hospital in Seville, Ohio: Want to show your community you care—and obtain new clients? Each week we choose one pet to be featured as our Pet of the Week, which we've dubbed #POW in social media. We have the pet owner fill out a questionnaire of fun facts (get the form at dvm360.com/POWform) that we then turn into a story. We ask such things as "I was named after ..." "My favorite activity is ..." "The most annoying thing I do is ..." and "I am cutest when ..."



We pair the story up with an adorable photo and fun hashtags, always including #POW. Once the pet is featured, we send our clients an email asking them to check out their pet's story and welcoming them to share with their family and friends. By doing this, we get many likes and comments on the photo but we also get the chance to invite our clients' friends who liked the story to like our page. Our Facebook has done remarkably well since we started featuring a Pet of the Week, and we've gained many new clients! #POW FTW!



Fish for clients' emails

Hook your veterinary clients with this quick and easy solution to reel in email addresses at your front desk. All you need is a cardholder, a fishbowl and a small incentive. Download these printable cards and place them in a cardholder next to a fishbowl at your front desk. Then create a small sign that invites pet owners to share their email address. At Bigger Road Veterinary Center in Springboro, Ohio, they hold a monthly drawing for clients who submit their email addresses. The winner receives a \$15 credit on their account. But really, everyone's a winner, because now the practice can communicate valuable pet health information.

That'll be how much?!?!

"Blah, blah, blah ... \$\$\$\$\$\$\$\$." Is this what clients hear when you present your treatment plan? Use the pro tips at dvm360.com/dentaltreatplan to cut through the sticker shock and focus on the high-quality care you offer.





Sample script: Ticks in the city

“Do I really need to have the tick conversation one more time with pet owners?” The quick answer: Yep. The good news: There’s plenty to say to keep this conversation compelling. Consider this sample script. (You might even try role-playing it with your team at your next staff meeting.) Then find ways to paraphrase and make it your own:

Ms. Ticked: I live in the city. Do I really have to worry about ticks and my pets?

Sample response:

Team member: I’m sure you don’t see ticks very often in the city, but that doesn’t mean they aren’t around. While it’s true ticks are more common in wooded or grassy areas, they can actually be found anywhere—even in the city. The truth is that any pet may be exposed to ticks. You could even carry ticks into your home, where they can jump onto your indoor-only pets. Of course, pets are

more likely to be exposed to ticks when they’re outdoors. So we recommend avoiding tall grasses and checking your pets frequently for ticks.

Ticks are known to carry pathogens that can cause serious illnesses, such as Rocky Mountain spotted fever, Lyme disease, ehrlichiosis and more. The longer a tick is attached to your pet, the more likely the tick can transmit disease. And an attached tick can cause skin irritation and even infection in your pet.

If you find a tick on your pet, use tweezers or a special tick removal tool to gently grasp the tick where the head meets the skin and pull straight out. Be careful not to pinch your pet’s skin. Also, it’s important that you don’t squeeze the body of the tick or you may cause the tick to deposit more disease into your pet.

The most important thing you can do is to keep ticks from affecting your pet in the first place. This is why it’s so important to use tick prevention all year round. I’m happy to go over some of the products our veterinarian recommends.

Jenna Stregowski, RVT, is a hospital manager in Atlanta.

Honest toy reviews from the family dog

Chew on this: Dogs product test the toys and chews their pet owners are serving up to satisfy their chew and play needs. Do you offer toy recommendations at your veterinary practice? Visit dvm360.com/dogreviews to see pooch product testing in action.

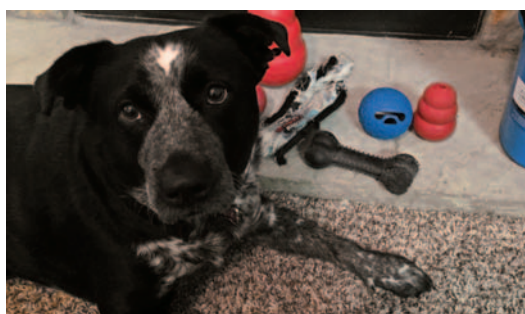
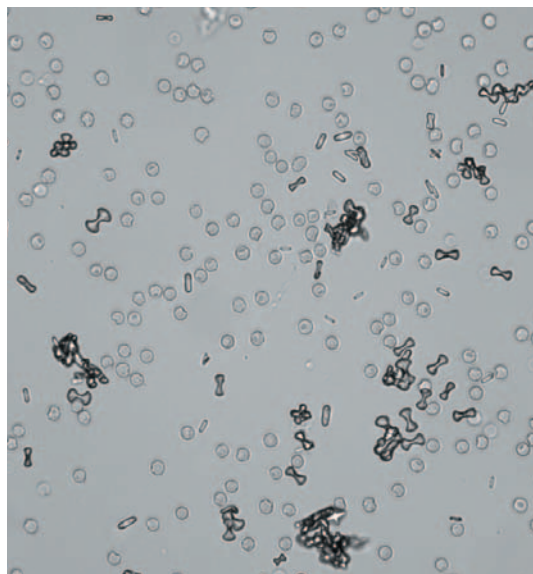


Image Quiz: What's up with this urine sample?

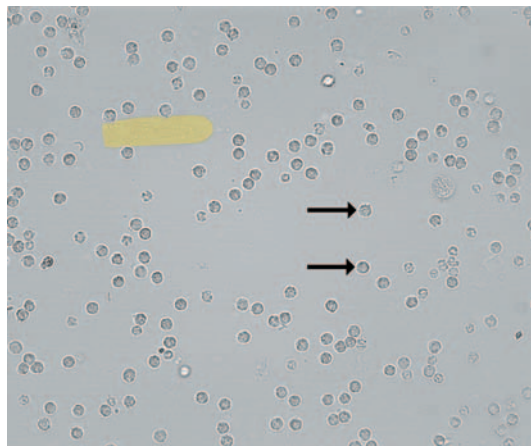
Bilirubin crystals, granular casts, *Capillaria* eggs ... do you know your stuff? Take a look at these snapshots and test your knowledge.

Do you know what's going on with the sediment in that urine sample you just took? Do you really? Here you'll see everything from the frequently present—white blood cells—to the rarely present—bilirubin crystals—with images produced by the new SediVue DX Urine Sediment Analyzer from IDEXX Laboratories. Think you're smarter than this machine? Test your knowledge:



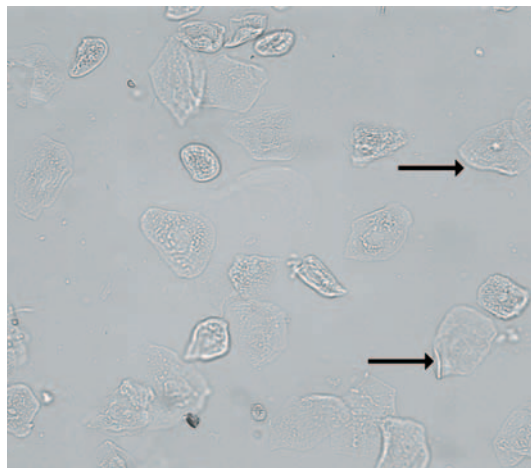
Which of the following does this sample contain?

- a. Struvite crystals
- b. Calcium oxalate monohydrate crystals
- c. Granular casts



What does this sample contain?

- a. White blood cells and a hyaline cast
- b. Squamous epithelial cells
- c. *Capillaria* eggs



Does this sample contain (arrows):

- a. Fiber contamination
- b. Bilirubin crystals
- c. Squamous epithelial cells

Take the rest of the quiz and find the answers at dvm360.com/urinequiz.

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***Bravecto kills fleas, prevents flea infestations, and kills ticks (black-legged tick, American dog tick, and brown dog tick) for 12 weeks. Bravecto also kills lone star ticks for 8 weeks.**

IMPORTANT SAFETY INFORMATION: The most common adverse reactions recorded in clinical trials were vomiting, decreased appetite, diarrhea, lethargy, polydipsia, and flatulence. Bravecto has not been shown to be effective for 12-weeks' duration in puppies less than 6 months of age. Bravecto is not effective against lone star ticks beyond 8 weeks after dosing.

References: 1. Bravecto [prescribing information]. Summit, NJ: Merck Animal Health; 2014. 2. Beck S, Schein E, Baldermann C, von Samson-Himmelstjerna G, Kohn B. Tick infestation and tick prophylaxis in dogs in the area of Berlin/Brandenburg—results of a questionnaire study. *BerlMünch Tierärztl Wochenschr.* 2013;126(1-2):69-76. 3. Kidd L, Breitschwerdt EB. Transmission times and prevention of tick-borne diseases in dogs. *Compend Contin Educ Pract Vet.* 2003;25(10):742-751. 4. Gassel M, Wolf C, Noack S, Williams H, Ilg T. The novel isoxazoline ectoparasiticide fluralaner: Selective inhibition of arthropod γ -aminobutyric acid- and L-glutamate-gated chloride channels and insecticidal/acaricidal activity. *Insect Biochem Molec Biol.* 2014;45:111-124.

Please see Brief Summary on following page.



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 tick infestations [*Ixodes scapularis* (black-legged tick), *Dermacentor variabilis* (American dog tick), and *Rhipicephalus sanguineus* (brown dog tick)] for 12 weeks in dogs and puppies 6 months of age and older, and weighing 4.4 pounds or greater.

Bravecto is also indicated for the treatment and control of *Amblyomma americanum* (lone star tick) infestations for 8 weeks in dogs and puppies 6 months of age and older, and weighing 4.4 pounds or greater.

Contraindications:

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

Warnings:

Not for human use. Keep this and all drugs out of the reach of children. 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. Wash hands thoroughly with soap and water immediately after use of the product.

Precautions:

Bravecto has not been shown to be effective for 12-weeks duration in puppies less than 6 months of age. Bravecto is not effective against *Amblyomma americanum* ticks beyond 8 weeks after dosing.

Adverse Reactions:

In a well-controlled U.S. field study, which included 294 dogs (224 dogs were administered Bravecto every 12 weeks and 70 dogs were administered an oral active control every 4 weeks and were provided with a tick collar); there were no serious adverse reactions. All potential adverse reactions were recorded in dogs treated with Bravecto over a 182-day period and in dogs treated with the active control over an 84-day period. The most frequently reported adverse reaction in dogs in the Bravecto and active control groups was vomiting.

Percentage of Dogs with Adverse Reactions in the Field Study

Adverse Reaction (AR)	Bravecto Group: Percentage of Dogs with the AR During the 182-Day Study (n=224 dogs)	Active Control Group: Percentage of Dogs with the AR During the 84-Day Study (n=70 dogs)
Vomiting	7.1	14.3
Decreased Appetite	6.7	0.0
Diarrhea	4.9	2.9
Lethargy	5.4	7.1
Polydipsia	1.8	4.3
Flatulence	1.3	0.0

In a well-controlled laboratory dose confirmation study, one dog developed edema and hyperemia of the upper lips within one hour of receiving Bravecto. The edema improved progressively through the day and had resolved without medical intervention by the next morning.

For technical assistance or to report a suspected adverse drug reaction, 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 five strengths (112.5, 250, 500, 1000, and 1400 mg fluralaner per chew). Each chew is packaged individually into aluminum foil blister packs sealed with a peelable paper backed foil lid stock. Product may be packaged in 1, 2, or 4 chews per package.

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Summit, NJ 07901

Made in Austria

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141487 R2

Reference: Bravecto [prescribing information] Summit, NJ: Merck Animal Health; 2014
Available by veterinary prescription only.





Help painful pets pad peacefully down the hall

Look at your clinic floor—hardwood, laminate, tile? All for easy clean-up, right? But the moment a pet walks on in, they slip (“Woooah!”). This is especially uncomfortable for patients with chronic pain. Here’s a solution:

When this rehab patient with sensitive hips and slippery toes came in for a visit, the team at Bigger Road Veterinary Center in Springboro, Ohio, sprang into action. They placed a series of nonslip, comfy mats down over their floor for the dog to walk on, moving them as he made progress to the underwater treadmill area, where he was going to enjoy some therapy time.

So for painful pets, no more “Wooah!” Only “I’m walking on sunshine!” Now to make sure they don’t spend their whole lives just waiting for you (in the exam room) ...

5 medical risk factors for Dalmatians

Dalmatians are loyal, high-energy companions. But any veterinary technician or prospective pet owner should know a few of the breed’s potential health problems. Check it out at dvm360.com/Dalmatian.



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Hissing booth 5¢

you're not
yourself
when you're
angry

Use these tips to tame tempers and vanquish veterinary team tantrums. *By Oriana D. Scislowicz, BS, LVT*

Most of us spend more time with our coworkers than our own family, which often creates a unique second family. Unfortunately,

like our genetic family, this can lead to arguments and anger. And then there's the emotional turmoil that comes with this field: upset clients, euthanasia

and sick animals to name a few. It can create the perfect storm that leads to a furious coworker. Check out these tips to extinguish those flames of anger.

Allow time to decompress

It's rarely a good idea to jump into solution-mode when team members are at the height of their frustration. Give them some space (and yourself some breathing room) and let them calm down. Before you respond to that angry email in the heat of the moment, give it a solid 24 hours.



Determine the best setting



When you're ready to tackle a coworker's frustrations and anger, be sure to plan carefully. Decide who needs to be involved and find neutral ground. For more complicated issues, the hospital environment may not be best. Rent space if needed, but discuss the heavier issues in a neutral place. Before the discussion, consider why the team member felt the way she did, and get other teammates' perspectives as well. When talking, have everyone sit so no one feels threatened, and don't encroach on team members' personal space.

Focus on the underlying issue

Heated discussions are rarely about what the two individuals appear to be discussing. The upset team member likely isn't just angry that she's working every Saturday this month. Perhaps she's reacting because she isn't being treated the same as her coworkers, who work every other weekend. Try to figure out the real problem creating this whirlwind of emotion—does the team member feel disrespected? Excluded? Ignored?



Compromise

There's a trade-off. The angry coworker gets something she wants, and the team is also happy. No one gets their way 100 percent, but you're defusing a tense situation. For example, the angry team member never wants to stay late on Wednesdays. Another team member really wants to get off on time on Mondays to make it to her son's soccer matches. See if the two team members can swap their late days. And although they will still have to stay late at least one day during the week, the compromise may work much better for both of their schedules.



Acknowledge the anger



Even if you don't completely understand it, try to get into your coworker's shoes and understand why she was so upset. Factor in the person's personality and perhaps even life circumstances that may have made her feel this way. Express empathy and let her know you understand where she's coming from.

Apologize

If you truly feel you've erred, apologize to your coworker and let him know how you will avoid this scenario again. Let him know you've given thought to your actions and won't repeat this behavior now that you see how it has upset him.

However, if you're not wrong, don't always apologize. This releases your coworker from needing to analyze his anger and actions. This will also encourage him to continue to conclude heated discussions by waiting for his teammates to give in.





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Stand up for yourself



In my early days as a veterinary assistant, I worked with a doctor who would call names and even throw his stethoscope in the trash when he was angry, expecting someone to come by and swoop it up for him. I quickly learned not to give into these toddler-like tantrums and stood my ground. Don't engage these types of coworkers—they enjoy a fight. Be as even-keeled as possible, make eye contact and firmly let him know this behavior is unacceptable and needs to come to an end. (Oh, and side note: Don't pick up the stethoscope. When the trash collectors came by that week and the stethoscope was gone, he quickly learned his lesson!)


Create reward systems



Encourage positive behavior and discourage angry outbursts. Create a complaint jar. When coworkers have intense feelings of anger, they can put them into the jar instead of acting on these feelings. This will encourage coworkers to stop and think whether their feelings are truly warranted and also if they're worth bringing up to the team. At the end of every week, the supervisor can go through the complaints and discuss them with the team (or individually, if more appropriate). And reward positivity! Whoever has the least amount of complaints in the jar every month gets a small gift card to their favorite store.



Want it live?



Join us May 12-15 in Virginia Beach to hear Ori talk about how to breed positivity in your practice. Visit **thecvc.com** to learn more.

With patience and determination, your team can squash negativity and angry outbursts in the workplace and create a place of tranquility and respect. We can all get wrapped up in frustration and respond with anger, but revamping our response is a team effort. Get everyone on board to make the workplace more positive, and your sense of morale and productivity will surely benefit.

Oriana Scislowicz, BS, LVT, is a Firstline Editorial Advisory Board member and a technician in Richmond, Virginia.



How paperless practice is like 'Free Bird'

Like the Skynyrd classic, electronic records really *can* appeal to baby boomers. Here's how. *By Lori Woods, MBA*

The owner of my hospital is a baby boomer and not the most computer-savvy. With years of experience writing records by hand, she sees paper as a more efficient and secure copy of the legally required medical records. So I'd like to remind those of us speeding into the technology age that we shouldn't leave these wonderful practitioners behind in the mad dash to paperless practice. Here are some tips to

make the switch carefully and sensitively and bring along the veterinarians who say they prefer the scratch of pen to paper.

Write first, type later

Writing notes in the moment and typing them into the software later is one way to help records go digital. This seems like extra work, but this phase usually lasts a short time and helps a reluctant paper lover to dip a toe in the paperless pool.

Stop the repeats

Templates for standard physical exams as well as surgeries, common ailments and standard client instructions are a wonderful resource. Typing this all fresh for every visit every time can be time-consuming and tedious. Setting up these resources takes a little time but pays off in the long run. Even better, your practice software may already have predefined templates—Henry

>>> While some might claim, "This bird you cannot change," we're optimistic that you can set the paper lovers in your practice free.

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-[3-chloro-5-(trifluoromethyl)-phenyl]-4,5-dihydro-5H-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 at 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 isoxazoline 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

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SKILL builder

Schein's AVImark and IDEXX's Cornerstone do. AVImark even has a "Glossary" section to store templates you can import into exam room documents or an end-of-exam patient health report card.

Get into the flow

Flow sheets—simpler than full medical record forms—capture basic client and patient information. We created ours in a SOAP (subjective observation, objective observation, assessment and plan) format so doctors can take short notes on a templated form and put them into the record later. (See more at dvm360.com/soapmedicine.)

Often we miss out on good client interaction when we worry too much about typing extended notes. Flow sheets can be printed during check-in using merge words, which allow you to automatically populate a Word document with name, age and medical alert fields. This allows for a personal touch in patient health report cards you send home—with no extra work on your part!

Be heard

Got slow typers? Introduce them to speech recognition software. It takes a little time to get used to, but many programs get smarter and better at understanding particular speakers over time. Our practice uses Dragon NaturallySpeaking software; it's quick to learn your speech patterns and big medical words. (There is a pricey human health-care version, but we get by with the lower-priced one.)

Grab the technician

Most exam room technicians have already heard the veterinarian's exam findings and can move the process forward by typing up the first pass in the electronic medical record. After the doctor finishes with the client, he or she just reviews the record.

Taking an entire practice paperless can be hard, and those who are resistant to the change can make it even harder. So take it a step at a time. Prove to veterinarians that the system works. Offer templates and flow sheets to speed things up. The professional, 21st-century nature of your records, the faster time for input, the ease of record handling and the disaster-resistant data (you back up to the cloud, right?) far outweigh the tedium of the switch. **FL**

Lori has 15 years' experience in the veterinary industry, nine of those as practice manager and now human resource specialist at Northshore Animal Hospital in the Knoxville, Tennessee, area.



Protect cats—from cats

Feral or outdoor cats seek refuge wherever they can—and spread parasites and other diseases to pets. When feral cat colonies get a little “too close to home,” help clients protect their cats with these tips. *By Ciera Miller, CVT*

Tip 1

Refrain from feeding the feral cats or giving them shelter without guidance.

For animal lovers, it can be tempting to want to help each homeless cat that seems hungry or cold. But when clients feed or shelter feral cats they don't plan to permanently care for, they're encouraging them to come closer to their home and to stay there. Because feral cats tend to form “colonies,” one cat can quickly become several cats. As more cats inhabit the area, the number of pregnancies and diseases within the colonies increases. And leaving food outdoors can attract more wildlife than just a few cats. Raccoons and skunks are often known for helping themselves to food left at the doorstep for outdoor cats. This is a danger not only to clients' pets, but to themselves as well.



Tip 2

Keep pet cats indoors or monitor their time outside.

Many pet cats enjoy time outside, some more than others. It can be great exercise and stimulation. However, if there are feral cats in the area, there's a greater chance a pet cat will get into fights with other cats. Cat bites can lead to bite wound abscesses, as well as the transmission of the feline immunodeficiency virus (FIV) and rabies virus. Feral cats are also a common source of intestinal parasites, such as roundworms and hookworms, which can affect pet cats. Indoor/outdoor cats can also become infested with fleas from contact with a feral cat—or even places feral cats have been. Recommend clients use either a leash or in a fenced-in yard where they can easily monitor cats and bring them back inside.

Tip 3

Ensure pet cats' vaccinations and preventives are up-to-date.

Whether cats are kept indoors or allowed to spend some of their time outside, it's important to keep their vaccinations up-to-date. This helps protect them from life-threatening diseases they could come in contact with when feral cats are in the area. There are vaccines available for rabies, FIV and feline leukemia virus (FeLV). Monthly preventive products can protect pets from heartworm disease, fleas and intestinal parasites.



Tip 4

Use available tools for a better future for feral cats.

Some clients may still want to help the feral cats. Local shelters will often provide a trap or help trap nearby feral cats to have them treated by a veterinarian, spayed or neutered and vaccinated. For sociable cats, adoption in an appropriate home is an option. Some people also manage feral cat colonies to establish a safe living place. Clients can arrange to have cats transported to these colonies, where they can have more appropriate care without endangering pets.

Ciera Miller is a CVT at Metzger Animal Hospital in State College, Pennsylvania.

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Listen up! *Low-stress ear cleaning*

We're all ears to hear this five-step lower-stress approach to cleaning a patient's ears in veterinary practice. *By Ciera Miller, CVT*

Gather your supplies

Before attempting to clean your patient's ears, be sure to have all necessary supplies ready. If you're using an exam table, put a blanket down to make it more comfortable. We used a pheromone spray on the blanket to help create a calmer environment. If your patient will take them, it's always a good idea to have treats ready to help your patient feel more at ease.

STEP
1



Remember less is almost always more

When you're able, try to use the least amount of restraint to help your patient feel calm and less defensive. Speak in a low and encouraging voice.

STEP
2



Treat the pet

Before attempting to clean the patient's ears, try offering treats to start the process off on the right paw!

STEP
3



STEP
4



Keep treating while you treat

Using minimal restraint and continuing to give treats, begin cleaning your patient's ears.

STEP
5



Treat a little more

Be sure to offer treats afterward as well to reward the pet's good behavior!



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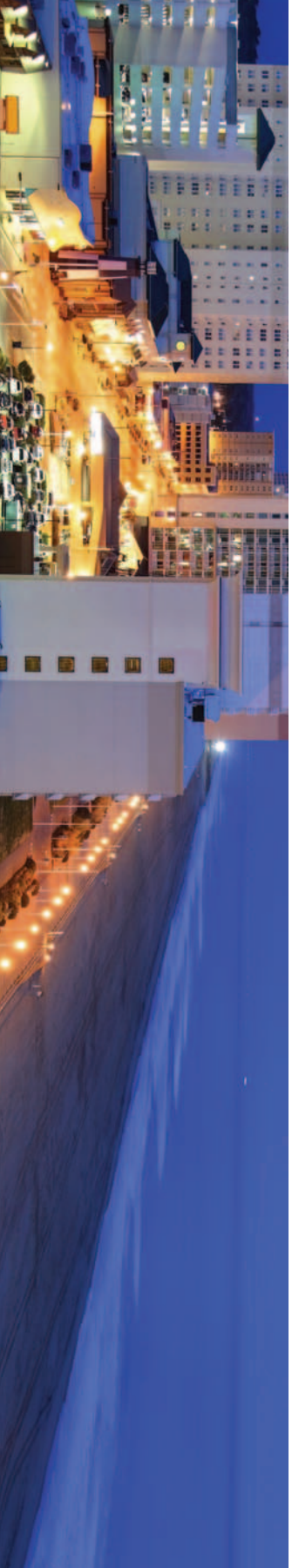
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See brief summary on page 18