

Brakke Consulting, Inc. & Trone Brand Energy, Inc.
2015 Pet Pharmaceutical Market Study

Table of Contents

EXECUTIVE SUMMARY	5
BACKGROUND	7
VETERINARIANS—CURRENT SITUATION.....	10
General Audience Profile	10
Pharmacy Revenue	10
Prescription Writing Behavior.....	12
Generic Medications	14
Portable Prescriptions.....	14
Variance in States Requiring Portable Prescriptions	16
Impact and Reactions.....	16
Additional Veterinarian Segment Analysis.....	18
Veterinarians’ View of the Future.....	22
Veterinarian—Current Situation Summary.....	24
PHARMACISTS—CURRENT SITUATION	25
General Audience Profile	25
Reported Stocking and Order Replenishment Behavior.....	27
Promotion Behavior for Pet Prescription Clients.....	31
Pharmacists’ Reported Pet Owner Purchase Behavior.....	32
Future Plans to Fill Pet Prescriptions	35
Filling Pet Prescriptions.....	36
Pharmacists’ Discussions With Pet Owners	38
Pharmacist Education in Animal Pharmacology	38
Manufacturer and Distributor Support and Expectations	39
Online and In-Store Search for Product Availability and Pricing	42
Future of Pharmacists’ Education	49
Pharmacist—Current Situation Summary	50
PET OWNER—CURRENT SITUATION	51
General Audience Profile	51
Pet Prescription Understanding and Experience	52

Brakke Consulting, Inc. & Trone Brand Energy, Inc.

2015 Pet Pharmaceutical Market Study

Drivers of Purchase Channel Migration	56
Migration of Flea and Tick and Heartworm Preventive Medication	58
Pet Owners Maintain a High Degree of Trust in their Veterinarian	61
Pet Owners Will Drive Channel Shifting.....	63
Pet Owners—Summary.....	64
THE FUTURE—CHANNEL SHIFTING IS IN MOTION.....	65
Pet Owner Desire for Choices is Strong	65
View of Pet Owner Segment Differences.....	69
Fairness to Pet Owners Act is Not a Driving Force.....	70
Risk or Reward to the Veterinary Profession.....	72
Veterinarians and Pet Owners Desire Injectable Formulations.....	75
OPPORTUNITIES AND RISKS	76
VETERINARIAN SUCCESS STORIES.....	79
ACCELERATORS AND RESTRICTORS TO CHANNEL SHIFTING	83
APPENDICES.....	86
APPENDIX A—Interviews with Industry Experts and Key Opinion Leaders	87
APPENDIX B—Revenue Trends Associated With Therapeutic Diets.....	94
APPENDIX C—Veterinarian Open-Ended Responses	97
APPENDIX D—Pharmacist Open-Ended Responses.....	98
APPENDIX E—Pharmacy School Interview Responses.....	99