
**Brakke Consulting's
Animal Health News & Notes for January 11, 2013**
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**BRAKKE CONSULTING, INC.
2013 INDUSTRY OVERVIEW
LAST WEEK TO REGISTER ONLINE FOR NAVC!**

Brakke Consulting will present the 2013 US Animal Health Industry Overview twice this winter - once at the North American Veterinary Conference in Orlando, Florida and once at the Western Veterinary Conference in Las Vegas, Nevada. These dates are:

- **NAVC:** Monday, January 21, 2:00 – 4:00 pm, Gaylord Palms. **Online registration for NAVC ends Wednesday, Jan. 16!**
- **WVC:** Tuesday, February 19, 2:00 – 4:00 pm, Four Seasons.

Registration for the Industry Overview at the NAVC and WVC is now open. To register, go to www.brakkeconsulting.com and scroll down to the "What's New" box. The price is \$385 per person for online registration; late registration is \$425.

www.BrakkeConsulting.com

COMPANY NEWS RELEASES

> **Bayer** received FDA approval for Veraflox (pradofloxacin), an oral antimicrobial indicated for the treatment of skin infections (wounds and abscesses) in cats. (FDA)

> **Abbott** received FDA approval for OroCAM (meloxicam), a transmucosal oral spray indicated for the control of pain and inflammation associated with osteoarthritis in dogs. (FDA)

> **Oasmia Pharmaceuticals** announced an expanded agreement with **Abbott Animal Health** whereby Abbott will have global distribution rights (with certain exceptions) to Oasmia's nanoparticle animal health oncology products Paccal Vet and Doxophos Vet. (*AzoNano.com*)

> **Dechra Veterinary Products US** announced it has entered into a long-term agreement with **ArthroDynamic Technologies** to exclusively sell, market and distribute three products in the US: A-Cyst Sterile Solution; Polyglycan-SA Sterile Solution; and Polychews Supplements for aging and geriatric dogs. (*company press release*)

> **IDEXX Computer Systems** announced that it has acquired **Sneakers Software, Inc.**, maker of DVMAX Veterinary Practice Management Software and the DVMAX Research electronic medical records solution. (*Vet Advantage*)

> **Nestle Purina PetCare** and **Del Monte** announced a recall of certain dog treats because they might contain trace quantities of poultry antibiotics not approved by US regulators. Purina's Waggin' Train treats and Canyon Creek Ranch treats, as well as Del Monte's Milo's Kitchen's Chicken Jerky and Chicken Grillers homestyle treats, are being recalled. There is no known threat to pet health. (*AVMA Smartbrief, Huffington Post*)

> **Lallemand Animal Nutrition** announced that it has acquired **Microbial Developments Ltd.**, manufacturer of Aviguard. Aviguard is an avian competitive-exclusion product that aids the rapid establishment of normal gut flora in day-old chicks. Financial terms were not disclosed. (*Feedstuffs*)

ANIMAL HEALTH NEWS

> **US - BIODEFENSE** Kansas Governor Sam Brownback and the Kansas Congressional Delegation announced that the US Department of Homeland Security has signed a land transfer agreement with the state of Kansas for the National Bio- and Agro-Defense Facility (NBAF) site in Manhattan, Kansas. It was December 2008 when Kansas State was selected as the site of a biosafety level 4 (BSL 4) facility to replace the aging and now storm-damaged Plum Island facility in New York. Difficulty in securing federal funding for the facility has slowed the project. The estimated 500,000-square-foot facility has a price tag of at least \$650 million and will take five years to complete. (*DVM360*)

> **US - VETERINARY EDUCATION** The US Department of Education's National Advisory Committee on Institutional Quality and Integrity has outlined changes in 14 areas of evaluation for the American Veterinary Medical Association's (AVMA) Council on Education. In order to retain federal recognition as the accreditor for the country's veterinary schools, the council must comply within one year. A final decision has not yet been made on whether the Council on Education should continue to act in a regulatory role while it becomes compliant with the committee's requirements. The Council on Education is presently the only accrediting body for US veterinary colleges and schools. (*DVM360*)

BRASSE CONSULTING, INC. NEW PRACTICE MANAGEMENT COLUMN

Brasse Consulting is pleased to announce that our veterinary practice management consultant, Jessica Goodman Lee, CVPM, is now authoring a monthly column with Dr. Karen Felsted in *Veterinary Economics* magazine. To read Jessica and Karen's inaugural column on client retention, go to <http://veterinarybusiness.dvm360.com/vetec/Veterinary+business/Your-veterinary-clients-arent-coming-back/ArticleStandard/Article/detail/801054> .

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BRAKKE CONSULTING VIEWPOINT

This week's news includes additional licensing transactions or agreements between early stage technology companies and mid-sized firms. There are also a couple examples of larger firms purchasing smaller companies and/or technologies.

The cost today of developing technology and then funding the marketing has become almost impossible for early stage venture-backed firms. The planned exit strategy for many early stage companies is to invest and prove the viability of the technology or service, which then allows them to either license or sell it to a firm with established marketing and sales organizations. We expect this model to be around for sometime because of the current financial and regulatory environment in animal health. This model is supported when one looks at the number of larger companies who have more than doubled their business development staffs the past few years.

Have a great weekend!!

Ron Brakke

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