
**Brakke Consulting's
Animal Health News & Notes for January 21, 2011**
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**REGISTER NOW FOR
BRAKKE CONSULTING'S 2011 INDUSTRY OVERVIEW
AT WVC**

Brakke Consulting will be presenting its annual US Animal Health Industry Overview at the Western Veterinary Conference in 2011.

WVC Overview
Date: **Tuesday, February 22, 2011**
Time: 2:00 - 4:00 pm
Place: The Four Seasons Hotel, Las Vegas

To register, go to www.brakkeconsulting.com and look for the Overview link in the "What's New" box. Payment by major credit card is required at time of registration.

COMPANY NEWS RELEASES

> **Bayer Animal Health, Brakke Consulting** and the **National Commission on Veterinary Economic Issues** (NCVEI) announced results of the Bayer Veterinary Care Usage Study, a comprehensive investigation into reasons for the decline in companion animal veterinary visits over the past several years. The study identified six root causes: the economic impact of the recession; fragmentation of veterinary services; consumers substituting Internet research for office visits; feline resistance; perception among pet owners that regular medical check-ups are unnecessary; and cost of care. (*company press release*)

> **Elanco** announced the launch of Trifexis (spinosad + milbemycin oxime), a broad-spectrum parasiticide formulated as monthly chewable tablet. Trifexis kills fleas and is indicated for the prevention and treatment of flea infestations, the prevention of heartworm disease and the

treatment and control of adult hookworm, roundworm and whipworm infections in dogs and puppies. *(company press release)*

> **Sergeant's Pet Care Products**, Inc. announced that it has entered into an agreement with **Sumitomo Chemical Company**, Ltd., for the licensing of Sumitomo's patent in association with the development, manufacture and sale of a composition combining fipronil with an insect growth regulator (IGR) to eliminate and prevent pests on dogs and cats. The license will permit Sergeant's to utilize the patent in the manufacture and sale of spot-on pesticidal compositions that combine fipronil with an insect growth regulator such as methoprene or pyriproxyfen. *(Business Wire)*

> **Kemin Industries** Inc. announced that it entered the veterinary market with the launch of a new division, Kemin Vet Innovations, which will provide products, solutions and services for the veterinary community serving the livestock, poultry, equine and companion animal markets worldwide. *(Feedstuffs)*

> **ThinkPets**, the evolution of **HealthyPet** and **Veterinary Metrics**, was launched this week. ThinkPets will provide personalized pet owner education and reminders via a suite of print and digital communications, along with user-friendly online analytics, allowing veterinary practices to easily view information on reminder, wellness and overall practice performance. *(PRWeb)*

ANIMAL HEALTH NEWS

> **UK - INTERNET DRUG SALES** The UK government has acted to tighten up the regulation of animal health product sales over the internet. This follows growing concern that unauthorized products are being sold online and that the sale of authorized products does not always come with specialist advice on their proper use. The major change is the legal requirement for all websites dispensing and supplying veterinary medicines online to be approved by the VMD. Approved sites will need to demonstrate that they comply with the VMR requirements for the dispense, supply and advertising of veterinary medicines in the same way as physical premises must. The VMD will carry out inspections to ensure the authorization is in place. *(Animal Pharm)*

BRASSE CONSULTING VIEWPOINT

It was great seeing many of you at NAVC earlier this week. We particularly want to thank those that attended our State of the Industry Overview Presentation. As noted in the presentation, the industry appeared to have a pretty good year in 2010, and has some interesting challenges to work through in 2011. The interest level related to the changing flea/tick and heartworm categories seems to be on every manager's mind even if they're not involved in the segment. Hopefully, the launch of new compounds and new formulations of existing products will catch the eye of the veterinarian and pet owner, and will grow the market in 2011. It will be interesting even if only half the new products that are being discussed reach the market this year.

Another very important announcement was the results of the Bayer Veterinary Care Usage Study. Brasse was pleased to be a part of this important initiative and believe it provides highly valuable information and insights that can be used by the profession to improve the health care of companion animals and strengthen veterinary practices. Bayer, Brasse and NCVET received many favorable comments regarding the study. Now the hard work begins!! The slides that were used in the seminar presentation to several hundred veterinarians Tuesday evening can be viewed by going to the Bayer or NCVET websites. We also plan to have the slides on our website in the next few days. There will be additional presentations of the research findings at the Western Veterinary Conference in February.

Have a great weekend and stay warm!!

Ron Brakke

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