
**Brakke Consulting's
Animal Health News & Notes for June 14, 2013**
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**BRAKKE CONSULTING, INC.
SALES FORCE TRAINING**

Is your sales organization ready to meet the demands of the changing animal health environment? Today's top sales representatives must not only understand the current veterinary practice environment but have situation fluency and be prepared to offer customized solutions for the entire practice. Product-centric selling is no longer effective!

A Brakke custom-designed sales training program will provide your sales organization the knowledge, skills and abilities needed to establish credibility and deliver customized solutions based on the needs and goals of today's veterinary practice.

For more information about our sales training programs contact Susan Warren at 913.631.2666 or SWarren@BrakkeConsulting.com .

www.BrakkeConsulting.com

COMPANY NEWS RELEASES

> **Imaxio**, a biopharmaceutical company specialized in vaccines and genomics, announced that it has signed a license option agreement with **Merial**. The aim of the agreement is to develop a number of veterinary vaccines using Imaxio's immuno-enhancing IMX313 technology. (*ThePigsite.com*)

> **ImmuCell Corporation** announced that First Defense, a USDA-approved scours preventative for newborn dairy and beef calves, has been reviewed by the Organic Materials Review Institute (OMRI) and may be used in certified organic production. (*Vet Advantage*)

> **Patterson Veterinary** announced a new selection of laser therapy systems available to veterinary practices: the line of Companion and Pegasus Therapy Lasers manufactured by **LiteCure**, LLC. Patterson Veterinary will be adding five new laser products to its technology portfolio, as well as the Laser Liaison marketing and support program. (*company press release*)

> **Orabrush**, Inc. announced two new Orapup Lickies flavors and supplements: Cherry Chicken Cobbler to fortify joint health, and Cinnamon Chicken Pot Pie to help improve skin and coat. These additions also contain anti-plaque agent and bad breath-fighting enzymes. (*Business Wire*)

> **Pharmaq** has been acquired by equity fund Permira, which valued the deal at around EUR 250 million (\$327 million). Pharmaq develops and sells vaccines, pharmaceuticals and diagnostics for a range of fish species. In 2012, the company recorded revenues of NOK507 million (\$87 million). (*Animal Pharm*)

> **POLAND Merial** announced it is establishing a wholly owned subsidiary business in Poland which will be fully operational by January, 2014. Merial has been operating for several years in Poland through its exclusive distributor **VetTrade**. VetTrade will continue the commercialization of the Merial products until the end of this year and will then work with Merial to ensure the transition phase. (*Animal Pharm*)

ANIMAL HEALTH NEWS

> **US - VETERINARY SCHOOLS** The Midwestern University College of Veterinary Medicine (MWU-CVM) in Glendale, Ariz. has become the 29th U.S. college or school of veterinary medicine to become a member of the Association of American Veterinary Medical Colleges (AAVMC). The MWU-CVM already received a Letter of Reasonable Assurance from the American Veterinary Medical Association (AVMA) Council on Education, which clears the way for the College to begin admitting students to its inaugural class of 100 students who are scheduled to matriculate in August 2014. The program will be eligible for provisional accreditation in 2014 and full accreditation in 2018, upon graduation of the first class. (*association press release, university website*)

> **DUCK GENOME** The duck genome consortium (consisting of scientists from China Agricultural University, BGI, University of Edinburgh and other institutes) has completed the genome sequencing and analysis of the duck (*Anas platyrhynchos*), one principal natural host of influenza A viruses. This work reveals some noteworthy conclusions and provides a resource for unraveling the interactive mechanisms between the host and influenza viruses. (*Feedstuffs*)

> **US - PET MONITORING** Pet owners with an affinity for technology will have a new toy to play with this summer with the upcoming release of the Whistle, a wearable device for dogs that tracks their activity and rest patterns. The disc-shaped, waterproof device attaches to a dog's collar to provide round-the-clock monitoring of the animal's activity and rest patterns. (*Vet Advantage*)

BRASSE CONSULTING VIEWPOINT

News that Midwestern University has joined AAVMC and intends to start accepting veterinary students in 2014 highlights the controversy about whether we need more schools or whether there are already too many veterinarians. The AVMA Workforce Study released this spring would suggest there's a surplus of professionals.

A question that has been coming up more frequently is: The dental profession closed schools; how did they do it? In a well-written article released by VIN News Service this week, Edie Lau

points out that individual dental colleges made the decision to shut down because of high costs and a shortage of highly qualified applicants – not because of any grand plan implemented by the profession. “The truth is,” Edie learned, “that dental schools, like all colleges and universities, operate independently from the professions for which they train.”

Ironically, in spite of the economic woes confronting the veterinary profession, the number of applicants to veterinary schools is rising, not declining, according to Lau’s article. So veterinary schools are experiencing rising demand for their services even as demand for their graduates is dwindling. Don’t expect any vets schools to close soon.

John Volk, Chicago

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