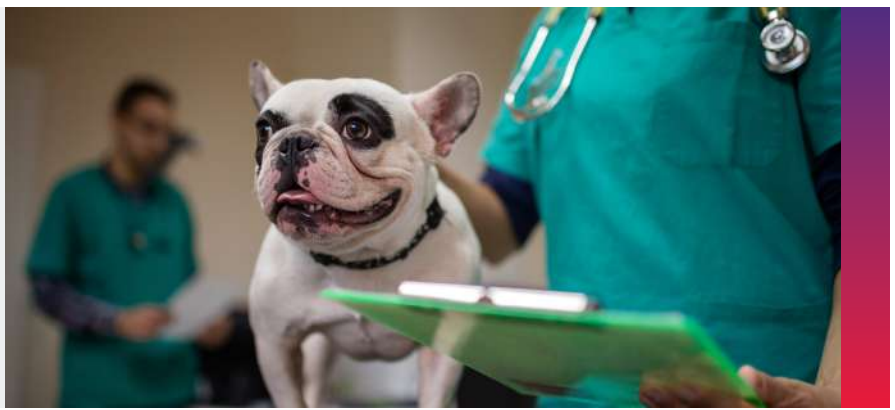


TICKS AND COMPLIANCE



How do you talk to a client that feels there are no ticks in their area, or aren't worried about a tick problem? Five veterinarians discuss how to approach these types of people.

There will always be clients that don't feel they need to worry about ticks. This video will give you some ideas of how to address these clients at your clinic.

Your clients need parasite control even if they live in a place without ticks. Help them understand that they need to consider flea control as well—their pets can get fleas any time they go outside.

Share the facts. Use data to make your clients realize how many flea and tick outbreaks are in their area. Keep this data local—what's happening in the local area matters, and will help start the conversation with clients.

People need to remember that ticks do not live 365 days of the year, but there are ticks feeding 12 months of the year. If you are in a tick area there is not a month of the year that you can say, "I do not need to have my pet protected."

Encourage your doctors to talk about flea and tick control at the beginning or at the middle of the wellness exam. This, along with a well-trained staff, will help you increase compliance. Including preventative recommendations into wellness plans is a key element to increasing compliance as well.

At the end of the day, the most important thing for your client is convenience. Bravecto helps with that by moving dosage from 12 times a year to about 4 times a year.

Mike Canfield, DVM:

- If they don't have a problem with ticks they still need a product for fleas.
- It's easier when you explain to them that some animals can carry fleas that can end up on your dog when he goes out.

Dan Markwalder, DVM:

- Address clients with the facts.
- Pictures are worth 1,000 words.
- When talking about cases keep it local.
- Client sales go up when they are more educated about the product.
- Encourage your doctors to have conversations about flea and tick prevention at the beginning or middle of the wellness exam, instead of the end.

Randall Bennett, DVM:

- If you train your staff well, you don't have to sell the new product. They will understand what is needed to sell the product; you only need to check if pets get the treatment.
- Make sure you are not the one recommending the product. You cannot have excellent sales if you are the only one recommending. Train your staff to be an extension of you.

Craig Prior, BVSc, CVJ:

- Ticks do not live 365 days of the year, but there are ticks feeding 12 months of the year.
- If you are in a tick area there's not a month of the year that your pet is safe without protection.

Joel Sailor, DVM:

- Including preventative options in your wellness plan is a key element to increase compliance.
- Bravecto provides persistent protection against fleas and ticks longer than other products