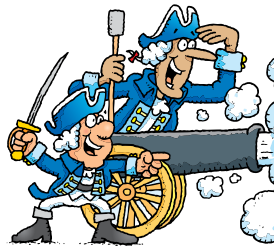


Defend Your Pharmacy – FIGHT BACK! Pet Internet Pharmacy Brochure



Defend Your Pharmacy!

Fight the Internet Pharmacy encroachment and educate your clients...

Mark Opperman - Veterinary Economics, "You are the patient's best advocate. And it's in the pet's best interest to receive medications through you. For these reasons, we can't roll over. We must fight this encroachment and educate clients."

Now With New FDA Consumer Warning!

Educate Your Clients On The Pitfalls Of Pet Internet Pharmacies!

Pet Internet Pharmacies

what you need to know...

FDA NOTICE: The U.S. Food and Drug Administration (FDA) cautions pet owners who shop for prescription pet medicines online.

Why our hospital pharmacy is your best choice —

PRICE: Internet Pharmacies are not always the cheapest source for medication. Our price for most items is typically less than most Internet Pharmacies would charge. In addition, some medications are temperature sensitive and require next day or 2nd day air delivery, which adds to the cost. Prescriptions sometimes need a signature on delivery, so you need be home to receive the shipment. According to a news story by Channel 5 News, WCVB Boston, "In all but one case, the medication purchased from the veterinarian was less expensive" than the Internet pharmacy.

REBATES: Our veterinary practice also passes on manufacturers' promotions and/or rebates and these frequently result in greater savings. These rebates are not usually available from online sites or catalogs.

CONVENIENCE: Using an Internet pharmacy means a delay in getting your medication. It typically takes 1-2 days for the online pharmacy to contact you and process the prescription, then there's a 2-3 day shipping time.

SAFETY: Any prescription medication purchased from our hospital has been inspected and approved by the FDA, and manufactured and packaged according to U.S. government regulations. Medications purchased online may have been purchased outside the United States and have different strengths and labeling than U.S. products. Sometimes you can tell by checking the label. If approved by the FDA, it should say "Caution: Federal law restricts this drug to be used by or on the order of a licensed veterinarian." Do not use products that do not have this warning, or if the label has been removed.

GUARANTEE: Pharmaceutical manufacturers will only honor product guarantees when the medications are prescribed by and purchased from the pet's veterinarian. Internet and mail-order catalogs do not qualify for these guarantees.

INSURANCE: Pet insurance companies require that all prescriptions be FDA approved. If you have pet health insurance you may be reimbursed for medications when purchased from a legal online pharmacy. You will be required to provide a copy of your veterinarian's prescription order and a copy of the Internet pharmacy's invoice. When you purchase a prescription from our hospital there is no additional paperwork. Your hospital office call along with any prescription is all that is needed in one invoice for easy submission to your insurance company.

EDUCATION: Every week representatives from companies like Bayer, Pfizer, Novartis, Merck, and others visit our office. These representatives have access to the latest data and research, and are a valuable source of up-to-the-minute information. In addition, our staff regularly attends veterinary conferences and reads the latest veterinary medical journals and research papers. We stay up-to-date on the latest disease trends in our region and stay abreast of recent advances in veterinary medicine. However, our first source of information about products and treatment protocols are the pharmaceutical representatives. Because we offer a full-service dispensing pharmacy on site, these folks make a point of visiting our hospital frequently.

FAX ORDER TO 888-302-8832

Non-Customized Pharmacy Brochure

- 100 brochures
- 200 brochures
- 300 brochures

\$39.95 per 100 plus shipping
price breaks are available when you
order from our online store
www.practicebrochure.com

Customized Pharmacy Brochure

- A Customized Brochure Size & Quantity**
Add your practice info and edit ANY elements to meet your needs. There is a standard design fee which includes 3 revisions. Each additional revision is \$49.

- 3 Panel** 8.5"x11" folds to 3.66"x8.5" (\$129* design fee)

Printing charge (plus shipping and handling):

- 500 (\$289) 1000 (\$520) 2000 (\$680)

- 4 Panel** 9"x16" folds to 9"x4" (\$449* design fee)

Includes products you would like to feature from your pharmacy

Printing charge (plus shipping and handling):

- 500 (\$599) 1000 (\$815) 2000 (\$1080)

Please fax us which pet health products you would like to feature in your pharmacy brochure. (heartworm, parasites, shampoo, ear, dental, odor)

- B Optional Services**
 Add Super High Gloss Coating (2.7¢ each brochure)

- C Include AAHA Logo in project**

- YES NO

Include your practice logo in project

- YES NO



Email logo to: phil@philwinter.com

Practice Name: _____

Veterinarian: _____

Circle Credit Card Type: VISA MASTERCARD AMX DISCOV

C.C. #: _____

Exp. Date: _____ CVC # _____

Address: _____

City: _____

State/Zip: _____

Phone #: _____

FAX #: _____

Contact Person: _____

Signature: _____

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