



Aurora Pharmaceutical, Inc.
Innovative Products Backed by Exceptional Service

Volume 2 Issue 1

business essentials



BUSINESS ESSENTIALS - INSIDE

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Managing A Diverse Partner Channel Requires Trust and Transparency



Bob Rehurek,
Director of Sales and Marketing
Aurora Pharmaceutical, Inc.

The culture at Aurora is very much one of contribution and self-management with an emphasis on empowering individuals to make a difference and help the company succeed.

Our style is not so much sales driven as relationship driven. We turned the traditional product sales model on its head and invented our own model for sales, trust and customer growth. Instead of just passing on a product, we pull people into a relationship that is more rewarding for all parties.

We firmly believe, and show our customers daily, the only way to build a trusted brand is by doing business in a transparent and honest business transaction. Today, business relationships are based on past experience and sales policy consistency. Individuals in charge of building a relationship with a brand bring history and past behavior to the relationship. The staff at Aurora has a deeply held belief in treating everyone the same and offering everyone the same opportunities to earn revenue selling the Aurora brand.

Those who work with Aurora can confirm, we make honesty a critical component of our daily behavior. We own our mistakes and refuse to pass blame. We make all our partners the same promises and strive to deliver on our promises daily. We welcome constructive criticism to build a more trusting relationship. And, we continually seek advice from our trading partners on packaging, margins, pricing and marketing strategies. By valuing each partner's opinion, we build a trust that grows daily.

A few of our core policy directives include:

Transparency. This is the key element to building a sustainable robust channel. Transparency has always been a key part of our interactions with customers and partners. Take a second to think through how misleading product representations or hidden manipulative price changes will affect a relationship over years. Will partners or end users want to deal with businesses who mislead them?

Loyalty. This comes from trust and shared experiences. There are no shortcuts to achieving partner loyalty. It is probably true that loyalty is only as strong as your last interaction, however, long-lasting relationships will help build a dedicated and loyal business channel.

Flexibility. This becomes more of a challenge the larger a reseller channel becomes. In order to meet this challenge, we provide answers to our partners which would be applicable to any partner in the same situation. *Do the right thing for the customer and the partner* is a mantra we use. It focuses on what is actually important. Showing that we have the ability to apply common sense to decisions and to do this without delay, or unnecessary bureaucracy, plays a huge part in convincing partners to deal with us and promote our product portfolio.

Educating resellers. This is difficult and requires lots of effort. We constantly battle with providing enough useful information for partners and we always think about how we can take some of the burden away from them.

Cooperation. This is not only between Aurora and our partners, but also within Aurora. Cooperation plays a huge part in our success and ensures that teams are able to communicate effectively and quickly. All teams are well informed of what is happening within the channel, and we can react quickly to any issues that may arise.



“Those who work with Aurora can confirm, we make honesty a critical component of our daily behavior.”



VETERINARY CLINICS REPRESENTED:

Bush Veterinary Services, PC; Cass Veterinary Services, LLC; Effingham Vet Clinic; Lena Veterinary Clinic; WVC Legacy Veterinary Services; Lodi Veterinary Care; Pork Veterinary Solutions, LLC; Rudolphi Veterinary Service; Stateline Veterinary Service; Veterinary Associates; Winthrop Veterinary Clinic; North Central Veterinary Services, Inc.; York Animal Hospital, Inc. and Heartland Veterinary Services, Inc.



INNOVATIVE VETERINARY SOLUTIONS (IVS) ... Built to Compete and Stay Relevant in a Consolidating Industry

To categorize the members of Innovative Veterinary Solutions (IVS) as a group of veterinarians providing high quality, regional veterinary support to their clients would only be scratching the surface of this unique practice management team.

“The reason we wanted to start this group was to create an avenue for those of us who are independent practitioners to be able to better communicate, to encourage each other, to be accountable and to provide additional services like benchmarking, etc.,” outlines Randy Bush, DVM, Flora, IN.

“As the industry continues to consolidate with tight margins, we are continuing to work hard to maximize our value to our clients by providing products and services competitively,” states founding partner John Baker, DVM, WVC Legacy Veterinary Services in Boonville, IN. “We created IVS originally with 10 clinics (now 14) with mixed practices, mainly beef cattle, dairy and swine.”

“It’s a great group with like interests,” adds Mike Etter, DVM, Lodi Veterinary Care, Lodi, WI. “We train each other’s veterinarians and new graduates. We have CE on all conference calls. We can now give our independent practices increased competitiveness that benefits all of our customers.”

Now IVS partner clinics are licensed in 12 Midwest states and oversee about 285,000 sows and impact over 5.8

million pigs produced a year. They work with over 88,000 dairy cows, 34,000 cow/calf pairs and 66,000 feedlot animals. They also own and/or manage over 28,500 sows and 206,000 pigs.

“The diverse membership in the IVS group allows us to share a variety of insights and best practices to help my practice succeed,” states Mike Mull, DVM, York Animal Clinic in Bellevue, OH. “It is a tremendous value being able to exchange information and ideas with like-minded veterinarians.”

IVS is a young organization. They found out right away that some practices were doing certain things one way while others were doing it completely differently. “By communicating on a regular basis, we are all finding improved and streamlined ways of doing everyday items,” says Joe Rudolphi, DVM, Noble, IL. “We have referred clients and veterinarians to other members of IVS, whose expertise may better meet the client’s needs.”

“Our goal is not always to have the lowest price, but we have to be competitive. If we are not competitive, we do not have access to those customers we want to service,” notes Matt Ackerman, DVM, New Palestine, IN. “IVS gives us an opportunity to be competitive and provide our customers with value that we could not do as effectively in the past as an independent veterinary hospital.”

V.E.T. Program Designed to Team Vet Students & Practices

One evening in 2017, a group of equine veterinarians in Oklahoma were discussing how they really wished more veterinary students could enter the industry with more clinical experience. While the universities were providing the right studies, they were not providing the scientific education and basic skills to enter equine practice.

But rather than sit around and talk about the issue, these vets decided to do something about it. Led by Sam Crosby IV, DVM; Trent Stites, DVM; David Stone, DVM; Matt Klotz, DVM (Aurora Equine Technical Services Veterinarian) and Laurel Klotz, Midwest Veterinary Supply, they formed a new organization dedicated to providing veterinary students with the one-on-one experience, contacts and mentoring necessary to make it in today's equine practice environment.

A year later – and literally thousands of hours of meetings, organization, planning and discussion – Veterinarians Encouraging and Teaching or V.E.T. was launched.

"Veterinarians Encouraging and Teaching (V.E.T.) is a newly formed organization focused on enhancing relationships between veterinary students, private practice and academia through social events, practical experience labs and mentorship avenues," outlines Dr. Klotz. "A primary objective is to furnish students with networking opportunities with local and out-of-state veterinarians for externship and internship opportunities via career fair symposiums and expanded summer programs."

"We started off small this year with a few wet labs specific to equine medicine," adds Laurel Klotz. "We felt we needed to get students and clinic owners together earlier than post-graduation. That's when we decided to hold a symposium

in October in Oklahoma City, OK, that allowed regional veterinary students and clinic owners to meet, develop relationships and start working towards meeting the

needs of the hiring practitioner and industry. It costs the student nothing to attend. This was all funded by the veterinary clinics and industry supporters (including Aurora Pharmaceutical and Midwest Vet Supply)."

The inaugural symposium's specific purpose was to bridge the gap between equine practitioners and veterinary students through all four years of the curriculum. Set in a tradeshow atmosphere, each participating vendor and veterinary hospital was furnished with a booth to display and discuss its services and products. Students then had an opportunity to meet practitioners in a one-on-one setting to discuss internships, externships, shadowing opportunities, and even possible associate positions.

Guest speakers included Dr. Dan Burba, DVM, equine surgeon, and head of the Department of Veterinary Clinical Sciences at OSU's Center for Veterinary Health Science and Dr. Chris Ray, an equine surgeon and resident veterinarian from the prestigious Copper Spring Ranch in Bozeman, MT, known for his role in the television reality show *Rockstar Vet*.

Topic areas were designed to assist veterinary students interested in equine practice to achieve their goals, deal with problematic issues encountered by new graduates and



Above V.E.T. Board Members left to right: Dr. David Stone, Dr. Sam Crosby IV, Dr. Trent Stites, Laurel Klotz, Dr. Matt Klotz



Above in the white shirt, Holly Stormont details Aurora products to vet students.

become a viable part of the equine veterinary field. The event culminated in an evening social and dinner.

"I can assure you that nothing like this is being organized in our industry," says Dr. Burba. "It is the missing step between academia and students entering the practice world. I would encourage veterinary students to take full advantage of this type of organization so they can enhance their education with real-time experience. It's a win-win for the practice owners and veterinary students."



V.E.T.
VETERINARIANS
ENCOURAGING
AND TEACHING

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Equine First Responders ... A Labor of Love and Preparedness

Even before the devastating 2018 California wildfires, 2017 was the second most destructive wildfire season on record in California in terms of property damage, with a total of 9,133 fires burning 1.4 million acres of land. Throughout 2017, the fires destroyed or damaged more than 10,000 structures in the state, a higher tally than the previous nine years combined. State data showed wildfires killed 47 people – 45 civilians and 2 firefighters. Unfortunately, those figures do not take into account the number of animals killed, displaced or humanely euthanized due to burns.

Yet in all the devastation, there exists First Responders of a different kind. They are the ones whose ultimate objective is protecting animals of all sizes and shapes, especially horses. In the heart of the inferno is the Northern California Association of Equine Practitioners (NCAEP).

One of those heroes is Claudia Sonder, DVM (UC-Davis, '95) an associate veterinarian at the Napa Valley Equine Hospital, Napa, CA, who in 2017 saw the hills around her practice engulfed in the fast-moving flames.

After receiving her DVM at UC-Davis, Dr. Sonder purchased the Napa Valley Equine Hospital in 2001 and as she puts it, "academia called," so she sold her practice in 2011. She worked as the Director at the UC-Davis Center for Equine Health until 2016, when she returned to the same practice she had sold.

Dr. Sonder vividly recalls the day the fire erupted. "When it hit, all communications were down. I drove through the smoke to a part of Napa that I knew I could get cell coverage, so I could alert the NCAEP Board. I told them we were going to need a massive amount of help. There were thousands of animals in shelters in the burn area. They immediately started scheduling veterinarians and supplies. They helped run the Solano Fairground shelter with more than 400 horses."

Dr. Sonder notes, "I knew we were somewhat isolated because many of the roads were cut off. We had no immediate access to many life-necessary medical supplies, and the fires were



Dr. Claudia Sonder

The Northern California Association of Equine Practitioners (NCAEP) leadership team (pictured below, left to right) Wally Lieberman, DVM; Sarah Freeman, DVM candidate 2020; Gary Hanes, DVM; Claudia Sonder, DVM; Carol Ormond, VMD; Natalie Zdimal, DVM; Alex Eastman, DVM; Jenna Hahn; Kelly Zeytoonian, DVM. Not pictured Nora Grenager, DVM and administrator Chelsea Damon.



ing, training, and protocols are in place ahead of the disaster?"

The NCAEP is working on plans to provide funding or mutual aid for veterinarians who donate large periods of time, so they can be compensated for the weeks of lost income.

"Veterinarians want to volunteer, but incidents of this scale require weeks of coverage, and the economic impact on local practices and volunteers is significant," Dr. Sonder states. "We need to develop a mechanism to compensate them and make this a sustainable process. The fires aren't going to suddenly stop, so we have to be prepared for these types of scenarios. It all starts with having good equine veterinarians on the ground where they are needed most."

In conclusion Dr. Sonder notes, "It used to be two or three months that we were busy or concerned with fires. Now the length and scope of wildfire season in California seems daunting. There are many excellent veterinarians and industry partners out there who are making a difference and the NCAEP is thankful for their work and dedication."

continuing to move. I remember calling Dr. John Madigan at the University of California-Davis School of Veterinary Medicine and asking him to email me a recipe for making IV fluids in the field. I also asked him for his latest information on managing burns. Within an hour, I had all the information and was passing it out to the other volunteers on site. As a veterinarian, I've been incredibly grateful that I have UC-Davis in my back yard if I've got an animal that needs intensive care."

Once the veterinarians of the NCAEP treated all the injuries and made sure all the horses were taken care of, they put out an all-call for needed medical supplies. The answer came quickly from many industry partners including Aurora Pharmaceutical, Boehringer-Ingelheim, Zoetis and Tractor Supply, to name a few.

"With the help of Dr. Gerri Brown (Aurora Pharmaceutical) and her husband Brent Brown (Boehringer-Ingelheim), we were able to secure valuable drugs and needed medications and supplies to help with the triage and treatment of the horses," recalls Dr. Sonder. "They were also able to reach out to the Murieta Equestrian Foundation who graciously donated the resources to purchase a large trailer, so the NCAEP could manage

and maintain the supplies that were coming in from all around the country."

Currently the NCAEP board is working on activation and restocking protocols to assure all donated drugs are stored and properly maintained to assure viability. "All of this is done to enable our ultimate mission of being able to restock the trailer and respond quickly to aid the next disaster, as well as support the care of equines caught in these devastating fires," states Dr. Sonder.

"We could not have done any of this without the support of both Aurora and BI, as well as the other partners of the NCAEP," she stresses.

According to Dr. Sonder, the trailer (as well as the plans to handle such disasters) has served as a model to other parts of the country fighting disasters that involve animals.

"We are currently dealing with issues like, 'how do veterinarians get compensated for their time and expenses while serving on the front lines? Who's on the network of veterinarians in each specific care area and are they a part of the Emergency Action Plan? Do they have the training they need to follow incident command and attend to disaster specific veterinary issues? How do we better integrate the animal component of response into the Emergency Response System, such that fund-

To donate to this cause, please contact the Northern California Association of Equine Practitioners, a 501 (c)(3) non-profit organization committed to protecting the health and welfare of the California equine population at: www.norcalaep.org or Chelsea@norcalaep.org

DR. TOM RIDDLE ...

VETERINARY MEDICINE IS A JOURNEY BEST MEASURED IN FRIENDS, NOT MILES



IF you practice equine veterinary medicine, then you probably know Dr. Tom Riddle of famed equine hospital Rood & Riddle, Lexington, KY. But what you may not know is Rood and Riddle (much like Apple) was founded in a garage.

Dr. Riddle grew up in Greenville, SC, went to undergrad at Wake Forest and earned his veterinary medicine degree at the University of Georgia (1978). Immediately after veterinary school, Dr. Riddle moved to Kentucky to do what he thought was only going to be a 1-year internship with equine practitioner Dr. Don Witherspoon at Spendthrift Farm.

"During the course of the internship, the assistant resident vet decided to move back home, so I took over that position. That allowed me to stay at Spendthrift for 3-½ years under the watchful tutelage of Dr. Witherspoon," recalls Dr. Riddle. "It was a great experience and I was able to meet and work with a lot of well-known vets."

"My first year at Spendthrift, Seattle Slew, who had won the Triple Crown the year before, retired to stud there. My second year, Affirmed, who had also won the Triple Crown the year before, retired to stud there. Needless to say," he adds, "it was an amazing time for the farm, and I had direct contact with some of the biggest horses in the equine world. For a South Carolina boy who did not know that much about the

thoroughbred horse business, I was blessed to have had that opportunity.

"I met my wife at Spendthrift, married her in 1981, and then decided to expand my wings a bit. I was in a comfortable rut at Spendthrift, but it was time to move on."

"When I first approached Dr. Bill Rood, he already had a very successful single-man practice in Lexington. I called him up and asked him if he'd ever thought about working with somebody. In January 1982, after meeting a few times, we were able to make a deal and formed Rood & Riddle.

"He and I knew we were very fortunate, and a lot of things aligned for us. We brought on very good vets who cared a lot for their clients. The timing was right. We worked very hard and we made our opportunities. It's been an exciting ride filled with challenges. We've weathered the storms and come out on the other side.

"Our supply room was in Dr. Rudd's garage. His neighbor managed the garage and did our inventory. He had a full-time assistant that worked with him and we had a bookkeeper who did our billing on the side. After a year we grew out of the garage and started working out of a warehouse/office. After two years we decided to take the plunge and buy some land and build an equine-specific facility. We broke ground in 1985 and moved to our current location in 1986.

"We had no conceivable idea we would grow as rapidly as we have. We went from two vets in 1982, six vets by 1986, and now

have 58 vets in Lexington, an additional 10 in New York at Saratoga Springs and 9 vets in Wellington, FL," Dr. Riddle states.

Rood & Riddle has evolved into a combination ambulatory and referral hospital. "We have maintained a fairly large ambulatory presence as well as a referral hospital. One-third of the practice's income comes from the ambulatory side and two-thirds from the referral hospital

business," Dr. Riddle notes. The practice still has a number of vets who work on the farm, including Dr. Riddle. While he admits to backing off the daily practice some, he puts lots of miles on his truck. "I still get a thrill working on the mares, watching them foal and the challenges of getting the mares back in foal," he smiles.

"The industry has changed dramatically

over my career," recalls Dr. Riddle. "It's even more exciting to think how it will change in the future. When I started practicing there were no ultrasound machines. By necessity I became good at rectal palpations of the reproductive tract. Around 1985 we started working with ultrasound machines. It was an unbelievable thrill to see what you were feeling. That was a huge step forward. Surgery and intensive care units for

foals have improved dramatically and we're saving so many more foals than before.

"When I started practicing it was a last resort to send a horse over for colic surgery. What we didn't know was that we were hurting ourselves by waiting and making it a last resort. Techniques and success rates have increased dramatically, and owners are referring to the surgery so

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**I know I am very blessed
to work at a job I love,
to work with people that I
enjoy and to have a family
that I can depend on.**
Dr. Tom Riddle

Compart Family Farms is Changing the Way the World Enjoys Pork

We've all heard the pork promotion for *The Other White Meat*. But an unintended consequence of that late 1980s campaign was very lean pork that was lighter in color with a tendency to be tough and dry. As the industry struggled, the Compart family from Nicollet, MN, soon responded to the consumer concerns the only way they knew how – through genetic selection of their pigs. They have enjoyed success in developing pigs that provides a tasty, tender and flavorful eating experience. This journey has been ongoing for more than 50 years and currently on center stage is the third generation Compart brothers, Dean, Jim and Chris.

"Comparts have always been known for raising Duroc pigs, a heritage breed that the National Swine Registry dubs, 'the sire of choice for the American farmer,'" Dean Compart notes. "The Duroc breed has long had a reputation for rapid growth and being an easy pig to raise. Their meat is darker colored with more natural marbling." Besides Durocs, the family raises Yorkshire and Landrace pigs, two white breeds known for raising large litters and being good mothers.

Up through the 1990s, the Compart family sold boars and gilts across the U.S. and around the world to other producers interested in genetic progress.

The Comparts had a long history of performance testing, as well as constant research and adoption of new technologies in feeding, housing and care of their pigs. In the mid 90s, a large-scale

genetic evaluation was funded by the National Pork Producers Association that focused on the differences between breeds of pigs used in the U.S. hog population. Results from that study found Duroc to be a breed that excelled in qualities scientifically associated with better eating pork: color, marbling, pH and water holding capacity.

Around 2002, the Comparts focused on selling the family hogs for meat as well as for breeding stock. Using their Duroc bloodlines as the defining difference, the family began this new venture labeled as Compart Family Farms Premium Duroc Pork.

To educate consumers and increase demand for their products, they labeled their pork offerings along the lines of beef cuts, promoting pork porterhouses and ribeyes. The idea caught the imagination of restaurant chefs who feature cuts like pork

porterhouses with increasing frequency on menus all around the world. A pork entrée from Compart Family Farms Premium Duroc can be found in some high-end establishments including J. Gilberts Steaks, Roy's Steakhouse, Ditka's, Bellagio's, Caesar's Palace, New York's famed Tavern on the Green and

the world-famous Delmonico's restaurant in New York.

Another cut they are particularly proud of is their dry-aged chop, which is rare in the world of pork. Due to the natural juices, pH level and marbling in their meat, the aging process is achievable using Compart Duroc Pork. This is a premium cut, and in high demand as consumers become repeat customers.

As Compart Duroc Pork demand grew, the challenge for the family was to increase production for the suddenly in-demand product line. "Duroc sows typically have eight pigs per litter. To boost that, we developed a prolific Yorkshire and Landrace female line to crossbreed and routinely wean up to 12 piglets per litter," states Jim Compart. "We're now getting more pigs and they grow more efficiently."

To ensure quality, the Compart family tapped ultrasound technology, allowing them to select and breed their Duroc lines for added marbling. Currently, Compart's Duroc lines have two to four times the industry average for marbling. "We spent a lot of time and money researching and working with our local feed company nutritionists to develop a highly specialized feeding program that fortifies the hogs with vitamins and trace minerals while also boosting their products' meat quality and shelf life," Chris Compart asserts.

In the past decade, the demand for Compart Duroc has grown to the point that the family outsourced a team of hog farmers to produce their top-tier pork. "Unlike other cuts of meat, pork does not participate in the USDA grading program," notes Jim Compart.

"The farmers instead must monitor themselves. We have highly specific feeding programs in place, and we focus on animal welfare throughout our entire system. Our contract farmers are happy, because they are growing a premium product, not a commodity pig," he adds.

In conclusion Chris Compart notes, "We go to great lengths to supply pork that has a Wow! factor, and customers will tell us it tastes like the pork mom used to make!"

The family has an online store where you can read, learn and order Compart Duroc Pork at www.compartduroc.com.

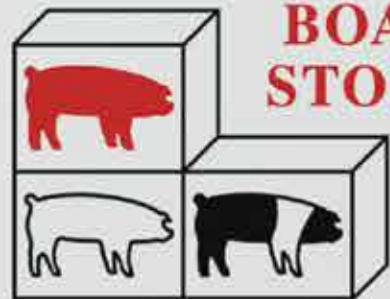


Left to right: Jim Compart, Diana Compart, Rochelle Compart, Chris Compart, Bonnie Compart, Dean Compart, Kaye Compart



Compart Family Farms™ is made up of fourth generation swine producers

COMPART'S BOAR STORE



Make'em Grow!



The "Black Angus" of Pork®

www.compartduroc.com

* No artificial ingredients. Only minimally processed.



Synchronization of Estrus in Swine Keeps Production Consistent

On any given day, it is difficult to predict or control the number of females in estrus in the breeding barn. While estrus normally occurs spontaneously in gilts and mature females that are not pregnant or lactating, once estrous cycles have begun, they normally occur every 18 to 21 days.

Practitioners rely heavily on orally active, synthetic progesterone-like compounds like SWINEMATE® (altrenogest) from Aurora Pharmaceutical, to help their clients improve profitability by creating predictable breeding schedules for gilts while reducing labor intensive heat checks.

Physiology Associated with Estrus

Estrus occurs when three organs, the hypothalamus, the pituitary gland and the ovaries communicate by chemical messaging (hormones) in a coordinated fashion to stimulate a group of follicles on the ovary to produce high levels of estrogen, ovulate and release eggs. In short, that is all it takes to complete the reproductive cycle in swine. The hormone produced by the hypothalamus, in response to environmental stimuli, is gonadotropin releasing hormone (GnRH). The pituitary gland produces two hormones,

luteinizing hormone (LH) and follicle stimulating hormone (FSH), collectively referred to as gonadotropins.¹ The pituitary gland basically serves to amplify information processed by the hypothalamus.

Both LH and FSH cause follicles on the ovaries to increase in size and mature. As follicles mature, they produce estrogen. Estrogen is the hormone responsible for physiological and behavioral changes (standing heat) normally observed in sows and gilts as they approach estrus.²

SWINEMATE® (altrenogest) is an orally active, synthetic progesterone-like compound for synchronizing estrus in mature sows and gilts that have had at least one estrous cycle. SWINEMATE contains the same active ingredient and formulation as Matrix® (altrenogest) and is administered at the same dosing regimen of 6.8 mL (15 mg altrenogest) per gilt once daily for 14 consecutive days.

Gilts are treated on an individual animal basis by top-dressing SWINEMATE on a portion of each gilt's daily feed allowance. To produce the desired synchronization of estrus in a group of gilts, treat all of the gilts daily for the same 14-day period. When fed for 14 days, it produces estrus, on average, 4 to 9 days after its removal from the feed (or 18 to 23 days after the first day of feeding). Females can be at any stage of the estrous cycle at the onset of feeding.

Because SWINEMATE is a progesterone-like compound, it has the same quiescent effect as progesterone on the release of GnRH and the growth of follicles.

When gilts exhibiting normal estrous cycles are fed SWINEMATE for 14 days, typical responses are for 85% to 90% of the treated animals to be in estrus between 4 and 9 days after its removal, with the majority exhibiting estrus on either days 4, 5 and 6, or on days 5, 6, and 7.

¹ Gonadotropins: Luteinizing and Follicle Stimulating Hormones, vivo.coloradostate.edu.
² Swine Production Fact Sheet, Estrus in Swine, University of Pennsylvania School of Veterinary Medicine, Pitcher, P, 1997.

SWINEMATE®(altrenogest) is a registered trademark of Aurora Pharmaceutical, Inc. MATRIX®(altrenogest) is a registered trademark of Merck Animal Health



SWINEMATE® Features and Benefits

- SWINEMATE is used to synchronize the estrous cycle of gilts and to synchronize farrowing.
- Dosage – 6.8 mL/day for 14 consecutive days (15 mg of altrenogest per day).
- Achieve standing heat 4 – 9 days after SWINEMATE treatment.
- The exact formulation and active ingredient as MATRIX® (altrenogest).
- The cost-effective alternative to MATRIX®(altrenogest).
- Operating efficiency improves by controlling estrus synchronization.
- Predictable breeding timetable for sexually mature gilts that have had at least one estrus.
- Available in a convenient handling system.



"I strongly feel it is our responsibility – especially with our interns – to utilize our contacts and help them find a position in equine medicine."
Dr. Terry Arnesen

Washington County, MN, has one of the largest concentrations of equine in the nation. It's one of the reasons famed equine surgeon Terry Arnesen, DVM ('83, U of MN), started practicing at the Stillwater Equine Veterinary Clinic, Stillwater, MN. Known for their high-end equine reproductive and surgery expertise, clients want a one-stop, full-service practice that includes a lameness practice area as well as facilities to handle foaling and breeding. While Dr. Arnesen is providing these services to fulfill the equine service growth in his area, it's the equine surgery that holds his most immediate attention.

Upon graduation in 1983, Dr. Arnesen headed west to train with noted equine surgeon Bob Baker, DVM, who established one of the first equine-specific surgery centers on the West Coast.

"Dr. Baker was well known and recognized for his cutting-edge technique in surgery," notes Dr. Arnesen. Prior to his death, Dr. Baker saw it as his duty to share his knowledge and contribute to training a new generation of colleagues. He established a system of internships in his hospital and trained up to 30 interns from all over the world over the 18-year period from 1972 to 1990.

"Dr. Baker was an excellent mentor and friend. He taught me how to be meticulous in surgery," states Dr. Arnesen. "Some practices have a good equine case load, and others do not. I felt like I needed to be somewhere where the case load was varied and frequent. I was doing two major surgeries every day and at least a few colic surgeries every other day."

Now Dr. Arnesen does surgeries, almost exclusively, for the clinic that includes six staff veterinarians and two interns. "We do a lot of arthroscopy and complicated castration, hernias, colic, tie-back, etc."

Having such a wide variety of equine species in his practice area provides him a unique view of different conditions – from sports hernias and lameness issues, to torn muscles, stress related issues and upper respiratory issues.


Altren® and Equisul-SDT® are registered trademarks of Aurora Pharmaceutical, Inc.

"This wide variety of issues allows us to prescribe Equisul-SDT® (sulfadiazine-trimethoprim)," stresses Dr. Arnesen. "It's a very good broad-spectrum antibiotic. It's also good for respiratory problems. We reach for it for urinary problems as well. What Aurora has done that's very impressive is the FDA regulatory work. They can prove that their product has better absorption and the bioavailability is much better than SMZ (sulfamethoxazole + trimethoprim) tablets. It's a better product and has a better chance that it's going to work. Now, especially since Aurora has done so much testing, we know it's absorbed and is working."

Dr. Arnesen also reaches for Aurora's Altren®(altrenogest) regularly. "We highly recommend Altren for behavior modification on some of the show horses, but mostly on the mares to maintain pregnancy," he states. "We do progesterone assays and if they are below a Level 4, then we put them

on Altren. We commonly use it on older mares where the owner wants to get another foal. Peak reproduction efficiency in mares is around age 13. We use this product and are able to maintain pregnancy through age 15-20. They need help and a good altrenogest like Altren does the trick."

Dr. Arnesen likes that the 150 mL package is a two-week supply and that fits many of the mares he wants to cycle early in the year. "We put them on for two weeks and then take them off. It's so handy for the horse owner to use. This helped us offer a better price that's more owner-friendly."

In conclusion, Dr. Arnesen and his staff believe in paying it forward. "I strongly feel it is our responsibility – especially with our interns – to utilize our contacts and help them find a position in equine medicine. I remember how tough the learning curve was for me in those early practice years. I strongly suggest vet students and interns shadow practitioners. Find out what the lifestyle is all about. My mentor and association with Dr. Baker certainly made me a better surgeon and veterinarian." 



Keeping the Family Involved in the Practice Ultimate Goal of Veteran Swine Practitioner

Dr. John Baker



While not officially on his radar when he started his veterinary practice after graduation from Purdue ('81), John Baker, DVM, utilized strategic vision in developing a solid business foundation that could adapt with changes over time. He was building for a future that was not in total focus until two children came into the picture.

Fast forward to 2019 and the Baker children are now young veterinarians who joined the family business, named Warrick Veterinary Clinic, located in Boonville, IN. Jordan Baker, DVM, (Purdue 2010) and Natalie Baker, DVM, (Purdue 2014) are contributing their own ideas into expanding services, facilities and dedicated employees.

Currently the scope of veterinary services include: swine consultation; food animal and small ruminants care; a large animal clinic known as WVC Legacy Veterinary Service; three companion animal practices within Warrick County, the original clinic in Boonville and two located in Newburgh, IN; and plans for a new companion animal clinic in Boonville to replace the aging and

space-limited original clinic. The growing businesses now have 10 full-time veterinarians and a total of 58 employees; yet, the Bakers make every attempt to maintain a family feeling.

Both Dr. Jordan and Dr. Natalie enjoy the diversity of veterinary medicine and the opportunity to serve both long-time clients and meeting new animals and their owners.

"We were raised and grew up in a barn taking care of animals," says Dr. Natalie. "I always knew I was going to be a

large animal veterinarian. Just riding on calls and watching dad and his clients interact and seeing the respect they had for his experience, training and profession was rewarding."

According to the Bakers, smaller, independent practices are finding it harder to be financially competitive when attempting to volume-purchase products for their clients. "In order to get into a buying position of relevance, we started working with several like-minded practitioners to form Innovative Veterinary Solutions (IVS) (see full story on page 3)," outlines Dr. John Baker.

"This collaboration was a lot like I remembered the concepts of the Executive Veterinary Program in Swine Production Medicine at the University of Illinois (EVP) to be – a group of people with a common interest and purpose. IVS has allowed our independent

clinics to offer more competitive pricing that in the past, we could not provide. The cost savings are now passed directly to our clients, because we are trying to help our clients survive as well in this tight financial market," he adds.

Dr. Jordan agrees, "This arrangement allows someone like Dr. Natalie and me who are in the first half of our veterinary career, to sit in the same room and learn from more seasoned veterinarians. We're able to benchmark with each other and build upon and improve what we are currently doing. It's professional guidance that you can't get in vet school."

"Aurora fits into this template extremely well," says Dr. John. "We support Aurora because we believe there is a huge need for small companies to bring products into the market that (in our case) are focused on swine issues."

"For example," Dr. Natalie adds, "Aurora's Sodium Salicylate for pain management. We have not found a product on the market that compares to sodium salicylate's efficacy. It would be difficult treating illness without this type of anti-inflammatory product. Salicylate gives us the ability to control the pain, reduce fever and inflammation and it's easy to administer and well tolerated by the pigs. We frequently rely on this product for control of inflammation associated with influenza, PRRS, stresses and lameness. The quicker we can get an animal up moving and eating, the quicker they will recover from disease. We appreciate Aurora's commitment to bringing new and effective products to the market that are economical to use."

Smaller, independent practices are finding it harder to be financially competitive when attempting to volume-purchase products for their clients.

Dr. John Baker



Dr. Jordan Baker and Dr. Natalie Baker

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FINAL THOUGHTS



By: Mike Strobel, DVM, MS, President/CEO Aurora Pharmaceutical, Inc.

What is "Judicious Antibiotic Use" and how do we navigate the shifting landscape of proper use to reduce and prevent resistance from developing?

Since the discovery of antibiotics, veterinary practitioners have known that bacteria can develop resistance. This is not a new phenomenon. Resistance to antibiotics, most of which are naturally occurring substances or chemical variants of natural substances, has been occurring far longer than humans have been on the earth. The main difference today is the amount of

antibiotics used and the exposure of both pathogenic and environmental bacteria to the various compounds. Fortunately for the food animal sector, we do not use the newest products on the market, and we have developed robust science-based systems to reduce the chance of human exposure to resistant pathogenic bacteria in meat.

There is an increased awareness of resistance development amongst the public. There is also a significant disconnect between perception and scientific reality. Although there is evidence of increasing levels of resistance over time, it is not the same for all antibiotic classes, and in the case of many older drugs used in both production and companion animals, levels of resistance appear to be relatively stable. Much of the current alarm centers around the newer generations of antibiotics which are viewed by physicians as broad spectrum, last line of defense drugs. Many of these drugs are not used in production animals at all and the two primary drugs that are (enrofloxacin and ceftiofur) have restrictions on extra label use already placed on them.

The primary question posed by all of this is, "what is reasonable when it comes to using antibiotics in animals?" In my opinion there are several factors that go into defining proper use.



First and foremost is the concept of **selecting when treatment is needed and when it is not**. This seems like a simple concept but in both animals and human medicine there is a long history of inappropriate use. Examples include treating viral infections, allergic reactions, and in some cases, animals and humans with no infections at all.

The second concept is **prescribing the proper dose and the duration of treatment**. In production animals it often occurs because of the cost of treatment. There is a tendency to treat at as low a dose and as short a time as possible instead of optimizing for treatment result. This can result in reoccurrence or worsening of the infection and in some cases the development of resistance. The bottom line requires treating the patient long enough and at the right dose.

The final concept to consider is the **antibiotic you select**. The need for proper diagnosis followed by adequate diagnostic work to assure the selection of a drug with a reasonable chance to work cannot be overstated. It should apply to every patient, every time, but due to time and cost this is often overlooked. It is critical to long-term success regardless of the setting. It includes not only culture and sensitivity of the bacteria but when presented with multiple choices of potentially effective drugs, the selection of the one least likely to pose a threat if resistance were to develop. It is usually better to do the diagnostic work than to guess. **In the animal world the most expensive antibiotic is the one that doesn't work.** Practitioners should explain this to clients, so they understand why diagnostic work is so important not only for their animal but also for themselves to preserve the effectiveness of antibiotics.



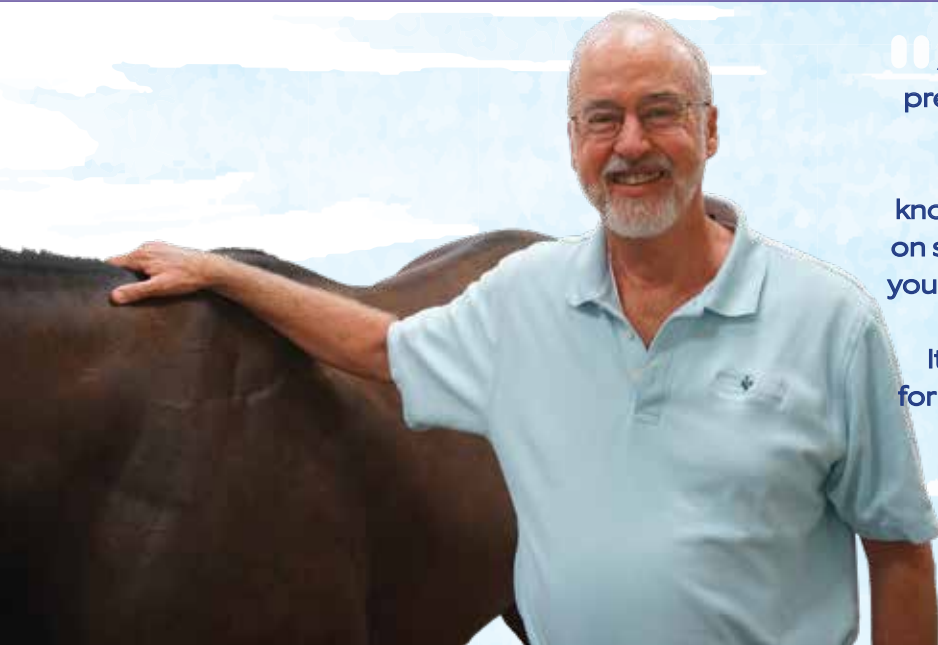
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Bob Rehurek, along with members of the Aurora Pharmaceutical, Inc., management team, proudly accept the 2019 Business of the Year award presented by the Northfield Area Chamber of Commerce. The award recognizes Aurora for its continued commitment to community involvement/contributions, innovation, expansion and business growth.

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As a young vet you sometimes give the impression to a client that you know everything. But you don't.

It's important to the client that if you don't know, you have the respect for the client to call on someone who does. It's not a weakness and you should never be threatened by the fact that you don't know everything.

It doesn't lower the esteem your clients have for you, but rather shows them how much you care and that you're willing to make that call to resolve the problem.

It becomes a lesson in vanity.

Dr. Don Witherspoon to Dr. Tom Riddle

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much earlier than before. It has gone from maybe 1 in 30 cases being successful to 90% survive the surgery. Similarly, Caesarian sections and controlled vaginal deliveries are also highly successful. Thankfully, farms are much quicker to refer mares and foals to the hospital than in the past," he recalls.

Dr. Riddle notes, "My first mentor was my father. I spent a lot of time with him over the years. He taught me the importance of perseverance. There were many times we'd

go out to perform a procedure and things weren't going well. I would be thinking to myself, 'Ok dad, it's time to quit now and leave it alone.' My dad would always persevere. He would stay until the task was done.

"The other life lesson I learned was from Dr. Witherspoon, and that was to call on



the help of others when I needed it," he recalls. In conclusion Dr. Riddle warns veterinarians to pay attention to professional burnout. "It's important to make time for your family. I told myself that I would be home every night for dinner. I oftentimes had to go back to work after my family time, but I always made time for them. I read a lot of fiction and self-help type books. I get plenty of exercise and whenever possible, I get away from work." **a**