



# business essentials

Volume 2 Issue 4

Aurora Pharmaceutical, Inc.  
Innovative Products Backed by Exceptional Service

BUSINESS ESSENTIALS- INSIDE



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# KNOWLEDGE PROGRAMS ... A CHALLENGING – AND REWARDING – PATH



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

**A**s a young Aurora Pharmaceutical was forming a decade ago, the business environment was quickly changing and becoming more dynamic and demanding. We clearly saw our customers (distributors and veterinarians) wanted their suppliers to stop selling prepackaged “solutions” and actively contribute to their commercial success. Based on our collective experience and analysis, moving in this direction required changes on multiple levels. We decided companies that develop an outcome-based approach to selling products will be able to collaborate more directly with their customers and take on shared responsibility for creating greater, more sustainable value. When our customers win, we win.

## WHAT IS VALUE?

Today, there is certainly a huge shift from cost to value. Procurement at customer organizations used to focus almost solely on negotiating for the lowest price. Today, it's aimed at identifying the supplier that can help generate the greatest business value.

This concept that we are in business to make our customers more successful requires that we focus on the **customers' customers**. Through this lens, Aurora tasked our two Technical Services Veterinarians – **Matt Klotz** ('92 OSU) and **Grant Weaver** ('89 ISU) – to develop a series of information-based programs that would not only educate and inform our distribution partners, but also engage their direct customers – veterinarians and the end-product users. To that end, Dr. Klotz and Dr. Weaver developed a series of educational talks that focus on some of the industry's most critical issues affecting overall success.

### DR. MATT KLOTZ – EQUINE EDUCATION

Equine veterinary specialist, Dr. Klotz, travels the country working with distributors to educate veterinarians on a wide variety of social and veterinary topics, critical for success, which no one in the industry is helping veterinarians to understand, including:

- The direct veterinary liability associated with prescribing improperly compounded products
- Options for battling bacterial pneumonia
- Estrus suppression in mares
- The proper use of sulfonamide antibiotics in horses

All of these topics come with CE education credits and supporting marketing materials to share with your sales staff, clinic personnel and end-product users.

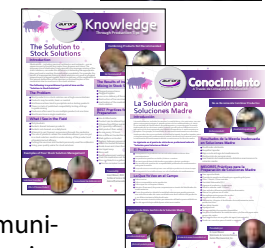
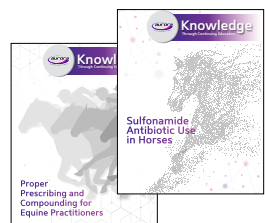
### DR. GRANT WEAVER – SWINE & POULTRY EDUCATION

Likewise, swine veterinarian Dr. Grant Weaver is focused on veterinary and producer meetings sharing information including:

- Estrus synchronization in gilts
- Avoiding the economic distress of stress in pigs and poultry
- Liquid aspirin vs. sodium salicylate – What you don't know is costing you money

Handouts of each presentation are available, and many in Spanish for direct education with the producer's Spanish-speaking staff. Again ... educating the client's clients.

Working and educating through Aurora's Knowledge Program requires a two-way communication platform between Aurora and our partners and their end product users. Our Tech Services veterinarians are always ready to meet with your best customers to provide CE programs, technical issue education, industry issue education, etc. Their focus is on education and bringing a value position to your customers. Lean on this expertise to help make your business look more informed and caring for the customer and as a valuable marketing tool to help you stay competitive. **a**



**“What the customer buys and considers value is seldom a product. It is always utility, that is, what a product or service does for him.”**



# HOW TO PICK A COMPOUNDING PHARMACY

By: Matt Klotz, DVM  
Technical Services Veterinarian  
Aurora Pharmaceutical, Inc.

## Part 2



**I**n the last issue, I addressed many of the falsehoods that surround the modern use of compounding pharmacies in veterinary medicine. Compounding medications is an age old practice and is necessary to fill many voids in our pharmacies to treat animals of all shapes and sizes. However, the quality of those medications can vary wildly mostly due to individual pharmacy practices. In this article, I will give you the pertinent questions to ask pharmacies when making the decision on which one to use.

**1 Are they accredited by PCAB?**  
The Pharmacy Compounding Accreditation Board was established in 2007. They are the industry standard for compliance and assess pharmacies for strict adherence to United States Pharmacopeia guidelines for the compounding of patient-specific medications.

**2 Do they have liability insurance?**  
By federal law, approved pharmaceutical manufacturers are required to carry liability insurance for adverse event coverage; however, compounding pharmacies are not required by law to do so. If the pharmacy does have liability insurance, how much does it cover per event? Is it enough to cover the value of the animal should something go wrong?

**3 Who does the compounding; is it a pharmacist or a technician?**  
In many cases pharmacy technicians are left unsupervised to compound medications. This is a scary fact since they lack the training in chemistry to perform this critical action. A pharmacy must always have a pharmacist present and either performing the compounding personally or in direct supervision of the technicians doing it.

**4 Do you compound from veterinary preparations from FDA-approved, finished form drugs?**  
This is the only legal way to do it and most importantly, it eliminates some of the risk associated with impurities or concentration problems in the compounded form.

**5 If the needed compound must be produced from raw ingredients, do you use only from FDA inspected suppliers?**  
Reagent grade chemicals are not produced to the same standards of purity and cleanliness. Also, does the pharmacy have a certificate of analysis for the raw material and does the pharmacy validate these raw chemicals before use?

**6 Does the pharmacy validate final products before dispensing?**  
This must be done! Many of the catastrophes involving compounded drugs would have been completely avoided if the pharmacy would have tested the final preparation before shipping it out to the veterinarian and/or consumer.

**7 How do you establish shelf life?**  
We as veterinarians have long taken for granted the 6-month expiration dates on compounded drugs. Most pharmacies blindly apply this date to their products because that is what the law says is the max; however, few actually test the stability of the products to validate the date.

**8 For sterile preparations, do they validate sterility after compounding?**  
Sterile compounding is incredibly difficult to perform and few pharmacies have the technology to sterilize the final product. Validation of sterility can take weeks and must be done before release to the client.

Hopefully, this article will arm you, the prescriber, with the essential knowledge to select the compounding pharmacy to trust. As a veterinarian, you assume all the liability of compounded drug use and must take all precautions possible to protect your livelihood. **We fall prey to our compassion for our clients and our patients and many times allow those emotions to sway our good judgement in lieu of less expensive medications.** What we must all bear in mind is if something goes wrong, will the client stand with us and support our judgement or will they stand against and possibly cost us the ability to practice veterinary medicine in the future? **a**



## Vet Students —

"To be a good specialist you must be a good generalist. Keep an open mind, positive attitude, just have fun. Pick a mentor that's going to shoot straight to you. The equine medical industry needs bright minds and is ready to compensate for that commitment."

- Nathan M. Slovis, DVM



## Unquenchable Thirst for Answers Keeps Hagyard Equine Medical Center's Director

# FOCUSED ON FINDING THE NEXT ANSWER TO THE NEXT ISSUE

**T**he phrase "scientia potentia est" is a Latin aphorism meaning "knowledge is power." It's also the credo that directs Nathan M. Slovis, DVM, CHT, Diplomate ACVIM in his daily life as Infectious Disease Director at the McGee Center (Hagyard Equine Medical Institute) in Lexington, KY. It is the reason the McGee Medical Center is known industry wide as the foremost center at Hagyard Equine Medical Institute for equine health, infectious disease diagnoses and emergency care. When equine practitioners can't figure out what's happening in their equine patient, the case (and usually the horse) is sent to our internal medicine department. "We are compared to the Mayo Clinic, but for horses," Dr. Slovis says proudly.

Dr. Slovis ('96 Purdue) is the youngest Director of the McGee Center Equine Medical Institute since being handed the reins in 2006. Since then, he has dedicated

himself to hiring the best internal medicine veterinarians and building the most advanced equine referral diagnostic and medical centers in the world. It now comprises a 54-stall hospital that includes a critical care center, shock trauma facility and an emergency room overseen by six board-certified internal medicine veterinarians and six to ten internal medicine fellows training at the facility.

In their ICU alone, they see upwards of 300-plus neonates yearly. That makes Hagyard the largest neonatal ICU in the world with these types of numbers. "Our team of board-certified veterinarians administer medical care to a variety of other cases including high-risk pregnancies, diarrheas, respiratory problems (which require us to have advanced oxygen capabilities) and hard-to-identify infections," Dr. Slovis states. "Because we see so many

chronic infections, we have invested in a hyperbaric chamber and developed highly-specialized hyperbaric medicine protocols. This, along with state-of-the-industry, high-definition endoscopes, allows us to identify infections and thereby implement individual horse treatment protocols. We now routinely use the chamber for a variety of medical conditions including resistant staphylococcal infections, non-healing wounds, osteomyelitis, head trauma and post operatively to counter reperfusion injury sustained after certain colic surgeries."

Dr. Slovis has also formed a solid working relationship with a team of human medical doctors at the University of Kentucky Infectious Disease Department looking at emerging diseases he thinks are critical to equine health. Dr. Slovis and his colleagues at the McGee Medical Center have also collaborated in a variety of infectious



## Equine Practitioners –

"One of the issues that really bothers me is the indiscriminate use of compounded products by equine veterinarians, when there are perfectly good, research-based products available. Equine vets think they are saving their customers' money giving them these inferior, cheaper, unproven products. In the end, you're hurting the horse, doing a total injustice to your client and not providing the utmost care for the horse. We must as an industry support the FDA-approved products. If we keep supporting the pirating of these drugs, the pharmaceutical companies will simply stop putting the time, money and research into bringing new products to market. This really upsets me that we're not educating our vet students about these issues. These unethical pharmaceutical companies that we continue to support by ordering compounded products, when we already have proven products to prescribe, are causing a detrimental effect on animal safety and health. I see it every day. Only we can stop it."

– Nathan M. Slovis, DVM

disease studies with Texas A&M, University of California-Davis as well as the University of Georgia Veterinary School.

"We are fortunate that we have a network of human specialists, here at the University of Kentucky to work with that are also isolating and treating internal issues similar to those we are finding in horses," outlines Dr. Slovis. "We have several collaborations ongoing to study resistant equine rhodococcus – a common cause of pneumonia in foals between the ages of 1-6 months, an infection sometimes associated with other problems such as diarrhea, swollen joints and abscesses in other parts of the body.


"We're taking soil samples, air samples, looking at various pathogens associated with rhodococcus. While early, we are seeing that the resistant strains are the same clone – so they are the same in California as they are in Kentucky and Maryland. We're also looking at why some rhodococcus cause internal abscesses in the abdomen and the bone, but not affect the lung. We're also observing *Enterococcus durans* (rare member of non-faecium enterococcal species found in equine intestines) as a cause of diarrhea in neonates. It's extremely cutting edge and exciting."

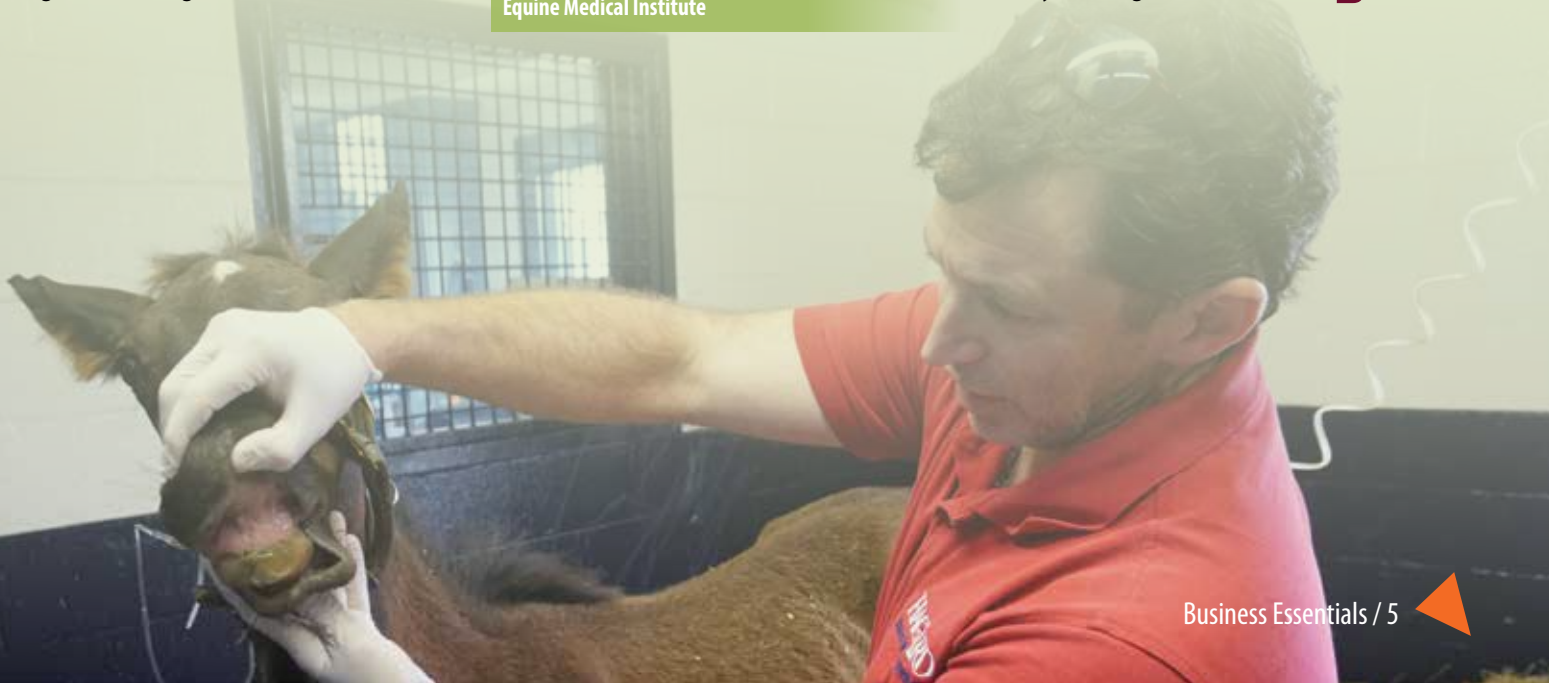
Dr. Slovis believes in order to be a good internal medicine doctor, you must be a good general practitioner and a jack of all trades. "Besides my role as Director of the McGee Medical Center, I have a caseload that requires me to be a neurologist, pathologist, cardiologist, urologist and shock trauma vet," he stresses. "I personally have a strong interest in infectious diseases. That's what gets me up in the morning. It's like solving a puzzle that you don't have all the pieces."



Nathan M. Slovis, DVM, Director, McGee Center Equine Medical Institute

In his "spare time," Dr. Slovis has published over 50 manuscripts in both national and international peer-reviewed veterinary journals and is a frequent speaker at many national and international veterinary conferences. He is the Editor of both the *Atlas of Equine Endoscopy* and *The Atlas of Diseases/Disorders of the Foal*. As well as authored numerous book chapters related to equine neonatology, equine neurology, hyperbaric medicine, and infectious diseases.

Dr. Slovis is the first to admit he has a lot of irons in the fire, but he just smiles and says, "I sincerely love pushing myself to the limits. As a referral hospital, we look at ourselves as the *Last Man Standing*, so we have to be better at what we do, more up to date on the latest diseases, etc. We must figure it out. While that may keep you up at night, it's exhilarating to come up with the answer or solution and see the relief in the client's eyes. I love being part of a highly specialized team of veterinarians and diagnosticians at our hospital conducting cutting-edge research nobody's even looking at. To say it's exhilarating would be an understatement. If I were only doing clinic work and not looking into various other disease and staying in a comfort zone, I'd go crazy. I'm always looking for 'what's next?'" 







# TEXAS

## Lextron Veterinary Division Brings a High Level of Expertise to His Clients

**F**or a quick history of how the animal health distribution business has changed over the past 30-plus years, look no further than Charles Dinsdale's career. Dinsdale, a Territory Manager for Patterson's Veterinary Division, based in Magnolia, TX, on the outskirts of Houston, has worked 33 years for the same company ... sort of.

"After graduation from Texas A&M in 1986, I started working as a distributor rep for Hypro Animal Health. They were purchased by Walco International (Western Vet Division) and eventually sold to Lextron (Provet Division). Lextron sold their Provet division to Patterson Vet and then the entire division was sold to Patterson Companies, Inc.," he outlines. "What's funny is that I've only changed distribution companies twice, but in that time still managed to wind up with the same company," he smiles.

According to Dinsdale, Patterson's Veterinary division is one of the biggest, most successful animal health distribution and services companies in the country. But their true strength is their people. "We unquestionably have some of the most tenured equine and mixed-animal sales reps in the business," assures Dinsdale. "That expertise pays dividends every day for our customer base."

Like so many tenured distributor reps, Dinsdale has worn many hats over his career. The one he seems to gravitate to the most is Corporate Field Trainer, where he effortlessly passes on his decades of product and application knowledge, and as he puts it, 'school of hard knocks,' experience. "I specialize in veterinary medicine issues (he became a certified Veterinary Technician while at A&M), including immunology,

parasitology and veterinary business management. I held this training role for three separate distribution companies," recalls Dinsdale.

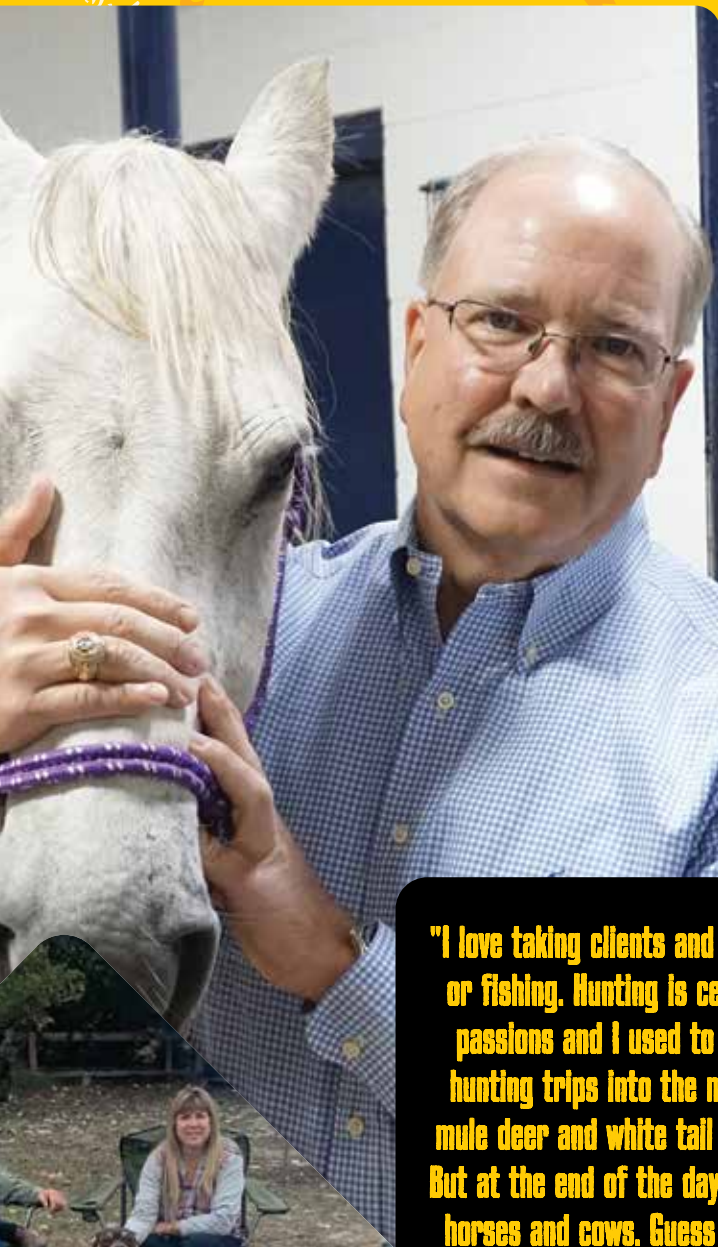
As chance would have it, the area surrounding Houston has become one of the biggest equine breeding areas in Texas. That fits Dinsdale perfectly since his post-grad work was in reproductive physiology.

"We see a lot of breeders in this area now and our vets are specializing in stallion semen transfer, embryo transfer, A.I. work, etc. This has allowed me to be heavily involved with my specialized equine reproduction clients."

Dinsdale believes distributor reps need to know more about their clients' business needs than just products and services. "What separates us from other distribution partners is our knowledge of the problems veterinarians see and how we can bring a specific product or service to fix it. We've never been just salesmen, we're business partners with our clients. I've raised horses and cattle, so I can walk a mile in their shoes. I try to pass that knowledge and experience on to whomever I'm training."

For Dinsdale, the teaching doesn't happen just during the business day. At night and weekends Dinsdale teaches equine medicine and veterinary techniques to technical college students. Dinsdale is an active Board Member of Texas A&M's Blinn College District Veterinary Technology Program, a two-year, entry-level program designed to prepare





**"I love taking clients and colleagues hunting or fishing. Hunting is certainly one of my passions and I used to guide and outfit hunting trips into the mountains for elk, mule deer and white tail in southern Texas. But at the end of the day, I still love raising horses and cows. Guess it's in my blood."**

**- Charles Dinsdale**



students to become fully credentialed, licensed veterinary technicians (LVTs). His technical and career experience helped shape the curriculum. "For more than a decade, I've been teaching new Vet Techs the types of things they don't see in school. It's eye opening, and they come out far more prepared to help a clinic than in other programs," he states.

However, when the day is done, Dinsdale gauges his overall success on how well he's served the needs of his customers. "From veterinary-specific business education classes and same-day veterinary equipment maintenance and repair to practice management software solutions, same-day product delivery and inventory management, I make sure my clients are taken care of. That part of my job has never changed. It's a sincere privilege to be partners with my customers and I try and earn their respect every day," he concludes.







Front Row (L to R): Dr. Doug Powers, Leslie Yazel, Dr. Daniel Hendrickson, Dr. Cary Sexton, & Dr. Duane Long  
Back Row (L to R): Dr. Bill Minton, Dr. Jim Kober, Dr. Randy Jones, & Dr. Mike Pierdon

**W**hen you look at the partners' directory at Four Star Veterinary Service (FSVS) headquartered in Chickasaw, OH, one thing immediately jumps off the page – it's a proverbial Who's Who of swine practitioners. Formed in 2005 to bring a more dedicated approach to pork production for their independent pork producers, FSVS consists of 17 veterinarians across seven clinics based in Indiana, Ohio, Michigan, Pennsylvania and North Carolina. Their ultimate goal is pork progress through knowledge.

"Our business philosophy is simple but uncompromising: *If it's best for the pig, it's best for the producer*," outlines Bill Minton, DVM ('85 The Ohio State University), one of the four original founders of FSVS.

"I switched to a swine-exclusive consulting business in 2001 when I saw the need for a more swine-intensive medicine and production approach to independent pork production. Independent swine producers have their own specific management needs that large system production medicine does

not cover," continues Dr. Minton. "They have to stay on the cutting edge of health and production while juggling employee management, input costs, marketing arrangements and producing a high-quality pork product to remain competitive. I realized a single-man practice could not provide those required resources. That was the foundation of what is now FSVS."

FSVS is among the largest veterinary service centers in the country with independent swine clients spanning 25 states, ranging in size from 200 to 30,000 sows, and finish hogs from 1,000 to 900,000 head a year. They also work

extensively with breeding stock companies to help deliver the most production-efficient sows and gilts possible.

Despite the tremendous growth, their "pigs-first" approach hasn't wavered. "With our diverse client base, we're acutely aware that no two farms or production systems are the same," outlines Duane Long, DVM ('92 Purdue) Swine Health Care, Inc., in Mexico, IN, and a founding partner of FSVS. "We tailor health programs to suit the individual needs and goals of each client. We also strive to bring the best science-based solutions and care to our clients. The fact that our group size affords them a better price on products which is a huge production cost benefit for smaller farms."

According to FSVS partner Daniel Hendrickson, DVM ('14 Purdue) Stoney Creek Veterinary Service and Consultation, P.C. in Farmland, IN, "Swine medicine used to be more emergency based, but now our clients are more proactive; we're a true partner with them on a regular basis. Now we're in a better position to prevent problems instead of treating them."

"All farms have different markets and



Bill Minton, DVM





# FOUR STAR VETERINARY SERVICE CLINICS KEEP CLIENTS COMPETITIVE BY PROVIDING EXPERIENCE DEDICATED TO PORK PRODUCTION

unique goals," adds Michael Pierdon, VMD ('05 U of PA), Lancaster Swine Health Services, P.C. in Elizabethtown, PA, and 2009 Young Swine Veterinarian of the Year by the American Association of Swine Veterinarians. "Being there on a more regular basis allows us to be an asset to their overall management decision. They call on our expertise



more often before making decisions. We're increasingly becoming part of the management team of our clients. Not only on herd health issues, but

also business direction and new market opportunities."

And where FSVS clients really glean the benefits of such a diverse swine-specific group is being able to draw on all the success to make decisions. "We're no longer an isolated single-vet practice, we're an entire network that's constantly evolving to bring success to our client base," states Jim Kober, DVM, MS ('87 Michigan State) Swine Veterinary Services of Michigan, L.L.C. in Holland, MI. "Where I may not be an expert in one area, I have the knowledge of the entire organization to draw from. Our clients

love the fact that no matter what issue we're facing, someone in our group has faced it and has the answers. It has made us all better practitioners and certainly brings a higher level of value to our clients."

And while many medium-to-large clinics vacillate on growth plans, the veterinarians at FSVS understand they can only grow as fast and as big as their information and knowledge stream allows. That's why hiring a practice manager was a business decision they knew had to take place quickly. Enter Leslie Yazel ('87 Ball State), FSVS's Chief Operating Officer.

"Leslie is the conduit that helps facilitate the information and group knowledge," outlines Doug Powers, DVM ('97 Purdue) Veterinary Care and Consultation, P.C., in Rushville, IN. "Simply put, she allows us to bring to fruition all the things we talk about but never have the time to do. She keeps us organized and the overall business on task. It's great to have a point person who has her thumb on the overall business as well as the

day-to-day activities that keep us productive."

"Our veterinarians and their clients want information immediately and my task to make sure it's available



Doug Powers, DVM

and, in a format, both can utilize," says Yazel. "And because our veterinarians cover such a large geographical area, and each with their own set of clients, keeping the team updated and working towards the ultimate goal of keeping our clients competitive is a full-time job."

CONTINUED ON PAGE 16





# KENTUCKY EQUINE SPECIALIST REDEFINES MOBILE PRACTICE

**I**f you look at Andy Roberts', DVM (Ohio State '94) truck odometer, it paints a fairly accurate picture of how mobile his equine practice truly is. Today it reads 787,000 miles. By the end of the following month, it will have added an additional 5,000+ miles. That doesn't count how many airplanes and rental cars he'll use in that month. But the Lexington-based internal and sports medicine specialist loves what he's doing and is in great demand for very good reasons.

"I bring a completely different view to equine sports medicine," Dr. Roberts outlines. "I hold both a trainer's license and a driver's license. I also own some brood mares, some racehorses and a few thoroughbred racehorses. I have won (and lost) races myself driving standardbred horses. Besides the obvious health issues, I can also look at shoeing, how the horse is trained, etc., and offer ways to improve the horse's performance that have nothing to do with health. Also, simple fixes to the rigging can prevent performance issues. If there is too much weight on a horse's foot, or not enough, it can be a problem with training and performance. Any time you're dealing with a gaited horse, even a minute level of lameness can cause major problems."

Dr. Roberts notes in a lot of cases, just by making a few subtle changes, he can help to avoid a catastrophic lameness issue or performance potential issue. "That experience just comes from racing and being in that standardbred racing industry that a lot of vets have not had the chance to experience. I have been very fortunate to work around some fantastic veterinarians who have taught me to always stay vigilant of others. To always listen and watch what other veterinarians are doing. Maybe they have a better way of diagnosing or treating. This type of mentoring has proven invaluable in my career."

Dr. Roberts says his family has always been in the equine business, so deciding to go to veterinary school to be an equine practitioner was sort of written on the walls. "When I graduated from vet school, I was given the opportunity to work in a mixed animal practice in Nicholasville, KY, with Dr. Bill McCaw and Dr Dan Boling. I worked for them for a little over a year until I was offered a position that was 100% racetrack with Dr. John Kellman in 1996. I worked for the Racing Commission for 18 months, when I opened my own equine racetrack-specific practice in Lexington. It's been a great ride so far."

Dr. Roberts' practice is about 80% standardbred and 20% thoroughbred work. He is currently licensed to practice veterinary medicine in five states. "Primarily my practice is focused on sports medicine issues such as lameness and respiratory issues. That covers about 80% of the racetrack practice focus. I also do a little bit of neurology and internal medicine as well. I travel throughout the Midwest and East Coast.

"A perfect example of his case load is the type of fill-in work he does with Carol Grant, DVM, head veterinarian at world famous Lindy Farms in Connecticut. "I am called in to assist with lameness exams, assess horses and work with their large foal herd to get them as close to physically sound as possible. I also have a few trainers in other areas that have a specific veterinarian they work with



“ I HAVE BEEN VERY FORTUNATE TO WORK AROUND SOME FANTASTIC VETERINARIANS WHO HAVE TAUGHT ME TO ALWAYS STAY VIGILANT OF OTHERS. TO ALWAYS LISTEN AND WATCH WHAT OTHER VETERINARIANS ARE DOING. MAYBE THEY HAVE A BETTER WAY OF DIAGNOSING OR TREATING. ”



Andy Roberts,  
DVM



but will often call me in for more aggressive treatments. That's why I carry with me a nice digital radiology unit, top-of-the-line shock wave therapy, IRAP capabilities, centrifuge and an incubator for IRAP. With my years of specific equine athlete experience, I make a great partner with many of these guy's main veterinarian who may not have that level of equine sports medicine experience."

And it's that experience that often has him prescribing EQUISUL-SDT® (sulfadiazine + trimethoprim). "EQUISUL-SDT is my first course broad spectrum antibiotic," the equine specialist insists. "EQUISUL-SDT is mainly used for respiratory issues, i.e., a febrile horse, elevated SAA, no cough and making a presumptive diagnosis that they have an early respiratory issue. I want a horse on this product a minimum of 10 days. With the convenient 560 mL bottles, I can script it out to a trainer for 10 days."

Dr. Roberts says EQUISUL-SDT is extremely easy for clients to administer, which is a huge benefit for a mobile veterinarian. "Because the sulfadiazine + trimethoprim combination is so broad spectrum, I don't have to worry about a quick culture result. Almost without exception, oral medications, whether its sulfa tablets, Uniprim® or Phenylbutazone (Bute), horses refuse to take them. It's usually money wasted and you still have a sick horse. That's what makes EQUISUL-SDT so nice to send home with clients, because I have not seen a horse yet that does not like the apple flavor of EQUISUL-SDT. Consequently, horse owners follow the dosing protocols virtually every time because they're not forcing the horse to take the meds."

In conclusion Dr. Roberts notes, "In our industry, most two-year-olds have had minimal exposure to handlers/trainers. They are a little wild and can be difficult to handle and control when administering oral medications. What I really like about the EQUISUL-SDT is I can leave the bottle with the owner/trainer and may not be back at that farm for a week. I know the horse is being dosed every day on schedule because they actually like the taste. I have not seen that with any other oral medication. I also don't need to worry about that call that they tried to give the horse a Baytril® shot and it reared up on them and now they have another issue. This product is safe, efficacious and the easiest, oral medication I deal with. It's the go-to antibiotic on my farm for my horses as well." **a**





A green-framed sign for the Equine Medical Center of Ocala. The sign is white with green text and a logo of a horse's head. The text reads "EQUINE MEDICAL CENTER OF OCALA" and "ADMISSIONS & DISCHARGES".

EQUINE MEDICAL CENTER  
OF OCALA  
ADMISSIONS & DISCHARGES

EQUINE CENTER OF OCALA ...

STATE-OF-THE-ART  
FACILITY WITH  
TOTAL FOCUS  
ON SPECIALIZED  
MEDICINE





“  
This is our second season using Altren® (altrenogest) and have had absolutely no breeding issues with the product. As far as we're concerned, it's as good as Regumate®. We use it regularly for mares that have a hard time keeping a baby or staying pregnant.”

**Y**ou would have to conduct an extensive search to find anyone more excited to be practicing equine medicine than Corey Miller, DVM ('94 U of TN), MS, Diplomate ACT. From the time he graduated veterinary school, completed a one-year internship at Rood & Riddle Equine Hospital to completing a three-year residency and master's program at Texas A&M in Equine Reproduction, his total focus was opening a highly-specialized equine hospital.

“When the opportunity to join noted equine surgeon John Peloso, DVM ('87 U of Guelph), MS, Diplomate ACVS came around, I never hesitated,” recalls Dr. Miller. Together they formed the Equine Medical Center of Ocala (EMCO) into one of the most exclusive equine practices in the country. With the addition of lameness expert Patrick Worden, DVM ('99 U of FL) in 2003, all the major pieces were in place to make the practice the only hospital in the horse-dense region to provide equine clients with board-certified specialists in surgery, reproduction and internal medicine.

“The central theme behind the expansion of EMCO, since opening in 2003, is addressing the specialized needs of the equine patient,” outlines Dr. Miller. “We practice in an industry with a wide variety of equine athletes ranging from pleasure horses, intensively trained show horses and impeccable breeding operations to some of the fastest racehorses in the country. With that in mind, the goal of this hospital has always been to be in a position to offer a wide variety of equine services to all equine athletes – regardless of their breeding or training disciplines. Within the practice, specific equine responsibilities are directed to veterinarians specializing in that particular problem area. We believe this specialized, personalized care has played a major role in our rapid and early success.”

Dr. Miller adds, “In addition to our board-certified specialists, our generalists have also focused their professional skills to provide care for clients and patients with specific needs. This includes reproduction, sport horses, thoroughbred sales preparation, horses in race training, dentistry and geriatric care. In concert with this, the hospital provides a wide variety of orthopedic and soft-tissue surgeries, advanced reproductive technologies, internal medicine diagnostics, state-of-the-art imaging, around-the-clock intensive care and after-hours emergency service. It is a one-stop equine care center.”

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While EMCO has grown to include eight staff veterinarians, Dr. Miller is the director of the Reproductive Department at EMCO. It's right where he's always wanted to be. Dr. Miller is a board-certified specialist as certified by the American College of Theriogenology. “Our comprehensive, specialized array of reproductive services includes stallion reproductive services, mare reproductive services, and imported frozen semen,” outlines Dr. Miller. “We perform all the necessary procedures to assure breeding and fertility soundness including stallion fertility evaluations, collection of semen for freezing and cooled transport, mare evaluations, management of mares for breeding with cooled and frozen semen, embryo transfer and vitrification and complete management of the sub-fertile mare and stallion.”

One health issue he sees constantly is placentitis in mares. “Placentitis has emerged as a leading cause of reproductive loss in our area (and the equine breeding industry in general), with considerable economic impact when a pregnancy ends in abortion or the birth of a small, ill-thrift foal,” outlines Dr. Miller. “I find that I reach for EQUISUL-SDT® (sulfadiazine/trimethoprim) more regularly in mares that show early signs of placentitis in mid-to-late gestation and have issues with infections of the placenta.”

According to Dr. Miller, In the past he was forced to use human bacterin tablets to try to ward off the infection with minimal results. “We now know we're getting better penetration to the placenta with the EQUISUL-SDT,” he observes. “What we really like is how consistent the results have been in these situations. It seems to me some of these infections resolve quicker, but it's really hard to quantify. I'll usually reach for EQUISUL-SDT in mares at about six months when I'm ultrasounding the placenta thicknesses. Some mares we'll have to treat a week out of every month from 5-6 month of gestation while other mares may stay on it for up to 2-3 months until they foal if the placentitis is bad enough. It remains an excellent tool for us.”

In conclusion Dr. Miller notes, “What keeps me coming to work every day is seeing my clients' eyes light up when we have successfully bred an older mare with reproductive issues that was thought to be unbreedable or we've gotten a mare pregnant from semen I've collected or purchased frozen. These people aren't just my clients,” he concludes, “they are my friends. I get to help my friends every day and that's unbelievably rewarding. It's exactly what I always thought it would be.” **a**

Corey Miller, DVM,  
MS, Diplomate ACT



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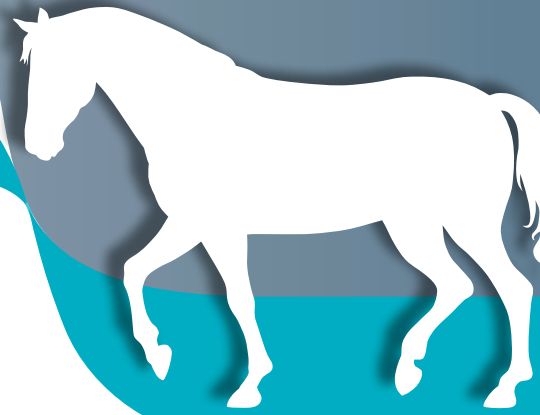
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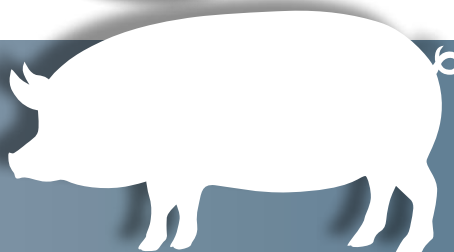
## AURORA CONTINUES COMMITMENT TO SAFE HANDLING AND USE OF ALTRENOGEST PRODUCTS WITH NEW FDA-APPROVED VENTED DRAW-OFF DOSING CAP

Aurora Pharmaceutical, Inc., is excited to announce the FDA approval of our exclusive vented draw-off dosing cap now included with every purchase of **Altren® (altrenogest) Solution 0.22%** for equine and **SwineMate® (altrenogest) Solution 0.22%** for porcine. "This vented dosing cap adds an additional level of safety to our altrenogest product line by eliminating the inconvenience of the bottle developing a vacuum during syringe filling," states Bob Rehurek, Director of Sales and Marketing at Aurora. "By either not drawing against a vacuum or having to inject air first to prevent it, a source of possible leakage and personnel contamination is eliminated with this new, first of its kind draw-off dosing cap."

Rehurek adds, "While not in the progestins market as long as the pioneer, Merck, with their Regu-Mate® and MATRIX® altrenogest products, we have always been acutely aware of the handling issue associated with such an effective and powerful drug. For that exact reason, we didn't wait to start developing a safer product to handle and use. We started enhancing the Altren® packaging – and were FDA approved for a convenient 150 mL package – two years after receiving our original Altren 1000 mL label."

Competitive products are typically sold in larger (1,000 mL) bottles and "requires" the veterinarian or vet-tech to pour the active product into smaller, blank

bottles for dispensing. "It is this dangerous process (and exposure) that Aurora eliminated with the new 150 mL bottle," Rehurek adds. "Another key safety advantage is the fact that each Altren® 150 mL bottle contains a full label. When filling blank bottles, the veterinarian is responsible for labeling. Oftentimes it is insufficient and may even be non-compliant with what the FDA wants or requires. This is why the Altren® 150 mL is gaining such traction in the marketplace – pronounced handling safety and FDA compliance," Rehurek explains. 



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\*Regu-Mate and MATRIX are Registered Trademarks of Merck Animal Health



# FINAL THOUGHTS

## Aurora Pharmaceutical = Sustainability



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

In a world where we have finite resources, it is important for companies to do all they can to develop and use sustainable processes. At Aurora we were founded with the idea that we could improve on the processes our industry has used historically and develop better, more environmentally friendly sustainable manufacturing. Since our inception, we have made great strides in achieving that goal.

I would like to describe a few of the things we have been able to accomplish over the last 9 years.



### Sustainable Chemistry

Aurora has been able to substitute plant-based chemicals for petroleum-based products in over 50% of our products. These chemicals are renewable and environmentally friendly.



### Increased Productivity

Aurora has been able to increase output in our factory by 500% without using additional electricity or natural gas use in our facility. This has been achieved through a combination of energy saving investments and increased manufacturing efficiency.



### Investing in Renewability

Aurora is making strategic investments in renewable energy including solar power with the goal of 100% renewable energy use by 2030. I believe this is a very reachable goal.



### Conserving What We Use

Aurora is making ongoing investments to conserve and use less energy. This includes everything from energy-efficient buildings to LED lighting. With the help of our local power provider, we continue to do more with the same or less energy input.



### Toward Zero Emissions

Virtually everything we make ends up in the product we supply. All byproducts are handled responsibly. We recycle all our packaging. We minimize incoming product packaging and strive to reduce the materials we use to package our products. All our containers and boxes are recyclable. What we can't recycle, we dispose of via incineration or in a lined landfill to keep them out of the water supply. Over 80% of our waste is currently recycled. We will continue to look for ways to reduce waste in our processes.

The path to sustainability requires a commitment by our management, employees and industry partners. Our goal is to continuously improve our products by investing the time and money necessary to achieve this goal. This is a core value at Aurora Pharmaceutical.

When customers buy our products, they help us to achieve and continue to invest in these goals. I believe we can always do better, and I will continue to move the company in this direction, because I do not believe we can afford to do anything less. **a**







DVM Business Essentials  
Aurora Pharmaceutical, Inc.  
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Aurora Pharmaceutical, Inc.  
Innovative Products  
Backed By Exceptional Service

For full prescribing information for Altren®, EQUISUL-SDT® and SwineMate®, please see the package inserts on our website, [www.aurorapharmaceutical.com](http://www.aurorapharmaceutical.com)

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## FOUR STAR CONTINUED FROM PAGE 9

As Yazel and her team prepare for their *Second Annual Pork Industry Conference* on Tuesday, March 31, 2020, in which all FSVS clients share a day of scientific information, production medicine updates and leading-edge topics, she stays ever vigilant in making sure weekly conference calls are organized, diagnostic updates are sent and any new information worth sharing is reviewed and sent to the group to pass on to their clients.

"If we go to a meeting and learn something new, we're already behind," states veteran swine specialist Randy Jones, DVM ('81 NCSU), Livestock Veterinary Services, PLLC Kinston, NC. "Our advantage is that we see a lot of pigs every day. We share that

information with the group. We can't wait for research to be published to move our clients forward. We are on the front lines and having a group like this – and through Leslie's ability to keep fresh ideas in front of us – we are a better conduit of information to our clients. That's the reason we



Randy Jones, DVM

started this group and why it's growing. Our clients like how we can be on the cutting edge and they certainly like to be in a better competitive position," concludes Dr. Jones.

What's FSVS's next step? "We want to be a protein solution company," adds Cary Sexton, DVM ('03 MSU), Livestock Veterinary Services, PLLC Kinston, NC. "While our

success and growth have come within pork production, it makes us experts in food animal production medicine. We see demand from our existing clients to expand our role into other protein production species, including poultry and aquaculture. We're open to those opportunities and feel that our collective expertise in production medicine is a natural fit into some other areas of veterinary medicine and production."

"That also opens doors for interns and young veterinarians to step into a multi-species position so they can see what area of veterinary medicine

lights them up," concludes Dr. Hendrickson. "As we grow, we will need young, motivated veterinarians to help move us into these other opportunities. It's an exciting time for FSVS, our clients and our industry." **a**