



Aurora Pharmaceutical, Inc.  
Innovative Products Backed  
by Exceptional Service

# business essentials



## What's Inside

ABC Clinic Page 3  
Bend Equine Page 4  
Passion for Pigs Page 6  
Lexington Equine Page 8  
NEW DectoGard™  
(doramectin topical solution)  
Pour-On Page 10  
South Valley Equine Page 12  
Lancaster Swine Health Services Page 14  
Crow Creek Reservation Page 16



# A BRAND NEW YEAR BRINGS MANY NEW OPPORTUNITIES FOR GROWTH, REFLECTION & APPRECIATION



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

**I**n the blink of an eye, it's already 2023, and we look forward to starting our 14th year in business. Time really does fly when you're having fun! It also marks the official launch of two new products for our entry into the beef and dairy business — new **DectoGard™** (doramectin topical solution) Pour-On followed by new **EpriGard™** (eprinomectin) — both generic beef/stocker/feedlot and dairy endectocides.

If you follow our corporate timeline (see below), the beef and dairy industries have always been on our new product radar. And as with all the products we make, our production/formulations team has made these two new generic products better than any other competitor on the market. Manufactured exclusively in the USA and confidently backed with our Best-Price-Always guarantee, beef and dairy veterinarians will soon have a new, best-priced product to help them compete in the marketplace.

As we enter these two new industries, I am reminded of all the colleagues and mentors I have had in my life since starting into the animal health business in 1981. While I can't possibly name them all, I am especially grateful to my veterinary mentors as well as my distribution and business partners. You have taught me well, and embedded in me a love for the animal health business.

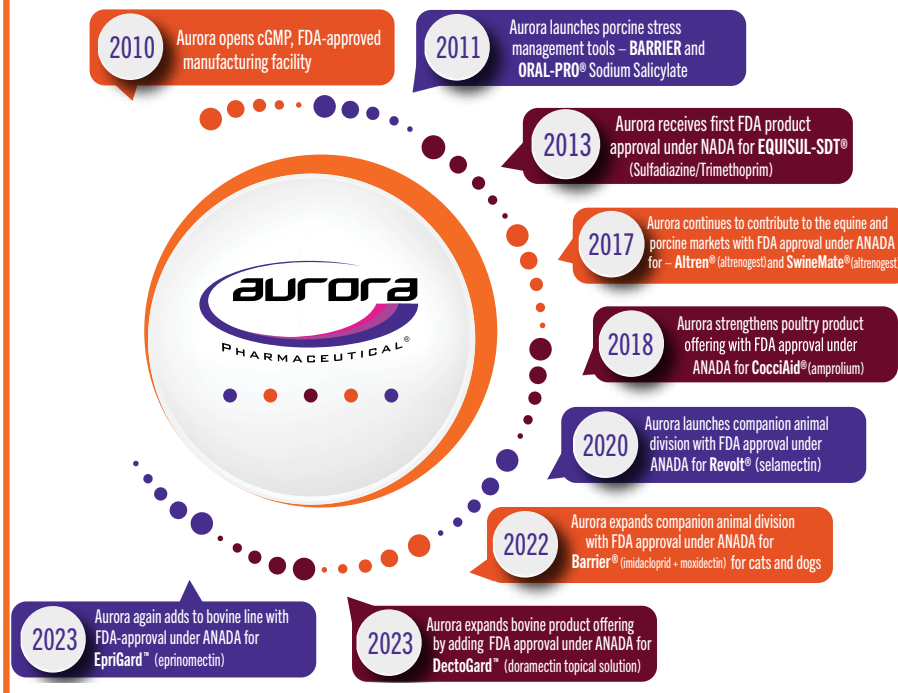
And last, but not least, a heartfelt thanks to Dr. Mike Strobel and Dr. Mark Werner, who brought me into their dream of building a veterinary products business that was based on bringing exceptional products to the market at a price that made veterinarians (and distributors) margins they could depend and build on. We take that vision into a new year here at Aurora Pharmaceutical.

Our message has always been clear – Build a level playing field for our distribution partners by offering exceptional products, above average margins and industry-leading incentive programs. This included offering product pricing that was the same to all veterinarians – regardless of practice size.

On behalf of all of us at Aurora Pharmaceutical, have a safe, happy and prosperous 2023!



## AURORA NEW PRODUCT LAUNCH TIMELINE



## Dr. Thomas Riddle Officially Retires After Four Decades as Equine Practitioner

On September 25, 2022, surrounded by hundreds of family, friends, colleagues and long-time customers, Tom Riddle, DVM, co-founder of Rood & Riddle Equine Hospital in Lexington, KY, officially retired after 44 years as an equine practitioner. As part of the retirement proceeding, Aurora Pharmaceutical donated \$5,000 in Dr. Riddle's name to the AAEP Research Endowment Fund. On behalf of everyone at Aurora Pharmaceutical, thank you Dr. Riddle for your countless contributions to the equine veterinary industry.





# TEXAS HQHV SPAY/NEUTER CLINIC PROVIDES ANIMAL COMPASSION FOR FIVE DECADES

With Much-Needed Community Services



Having a high-quality, high-volume (HQHV) spay and neuter clinic is one of the best ways to improve the lives of as many cats, dogs and families as possible. In smooth assembly line fashion, highly trained veterinary technicians easily guide a cat from trap to anesthesia, then to the veterinarian performing the surgery, and finally to the recovery area.

One of the best at doing this high-volume, humane service is **Animal Birth Control (ABC) Clinic in Waco, TX**. According to the clinic's Executive Director, Carrie Spivey, the nonprofit veterinary clinic and animal welfare organization began in 1971 to focus on preventing cruelty, neglect and shelter overpopulation by providing spay/neuter vouchers. In 1988, they opened

2011, down to 500 per month currently. Euthanasia has plummeted from 462 animals in 2011 to now only 12 per month."

The professionals at ABC have a seamless process for making sure their veterinary surgeons are as effective and efficient as possible. Sedation is prepared for each patient during the morning registration hour. When the veterinarian arrives near 8:30 am, examinations are performed with surgeries beginning just after 9:15 am. Spay/Neuter surgeries go on until 2:00-3:00 pm. Patient discharge begins near 4:00 pm. The flow of the day is smooth and pleasant.

"Although much of our visit registration is online and via text and email, we serve high need populations that often need additional personal assistance prior to their visit, so we have two staff members handling our phone lines. Volunteers help with supportive tasks like building head cones and crimping rabies tags. Paid veterinary technicians perform supportive medical procedures as is allowed with supervision of the veterinarians," says Spivey. "With the veterinary labor crisis, we must maximize efficiency.

"We have several LVTs as well as many technicians who receive training through our own thorough protocols," adds Spivey. "We start with the online *Fear Free Pets* certification immediately after being hired. This gives them tools and knowledge to put the focus on safety and pleasant experiences for pets and staff. They then go through our extensive phase training, ultimately moving to the surgery suite to support the veterinarians."

The clinic provides community preventive pet care to also improve public health and safety. Services include core vaccinations, heartworm testing, prevention and treatment, microchipping and registration, a food pantry and flea and tick treatment. "We focus most of our community outreach on underserved areas of McLennan County," outlines Spivey. "These are often where human social service agencies focus their resources and activities, too."

Aurora's Revolt® (selamectin) fits perfectly into the nonprofit's community health outreach. "Revolt is a staff and pet owner favorite for several reasons," outlines Spivey. "Because of our nonprofit commitment to the community, our prices are extra

CONTINUED ON PAGE 20



Dr. Gibson

the first public spay/neuter clinic in Texas.

"We have gone from providing a maximum of 15 surgeries per day, once a week, to currently providing upwards of 46 surgeries a day, five to six days a week, and employing several paid veterinarians and 34 full-time staff members," outlines Spivey, who has been with the clinic for 16 years. "The city of Waco and McLennan County have been most pleased with the impact for their dollar which helps pets of Waco families get high-quality spay/neuter and microchipping. The average number of cats and dogs entering the shelter each month went from 860 in



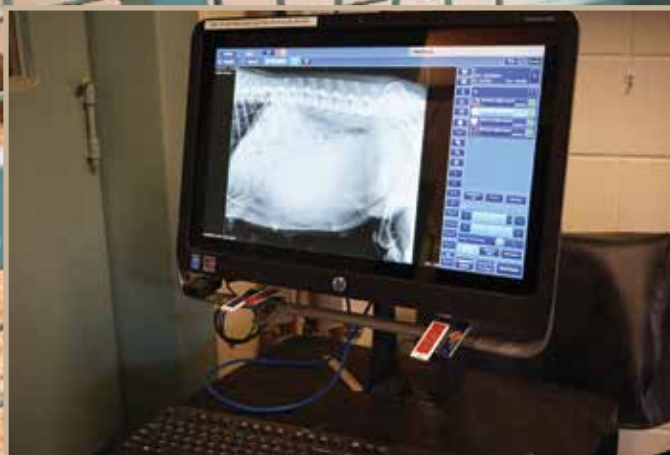
Elisa M., Jenna S., Reanna O.



# BEND EQUINE MEDICAL CENTER



THROUGH  
OUR WORK  
WOMAN'S INITIATIVE



## FOCUSED ON



Twenty-five years ago, Wayne Schmotzer, DVM (Michigan St. '81) teamed up with ambulatory equine practitioner Dan Harrison, DVM (UC-Davis '81). Together the business partners took a chance on building an equine-specific medical practice second to none in Central Oregon. The two veterinarians remained ambulatory for the first two years, but as the practice doubled its clients in the first twelve months alone, they found themselves in need of a home base clinic. Doing surgeries out on the grass, despite million-dollar mountain views, simply was not practical.

The evolution of Bend Equine Medical Center (BEMC) was rapid. Construction of a local equine surgical hospital capable of meeting many of the needs that could otherwise only be addressed at OSU, several hours away, ensured that Central Oregon and Eastern Oregon would have a high level of surgical and diagnostic expertise to rely on locally. It was a gamble at a time when there was no certainty that this region of Oregon could support it; yet, despite the odds and a recession, BEMC continued to grow and succeed.

Creating a highly functional workspace with revolutionary safety features was just the beginning of the facility's metamorphosis. Recruitment of exceptional technicians and veterinarians and creation of comprehensive externship and internship programs all added to the growth and success of the practice. Partnership eventually exchanged from Dr. Harrison to Wendy Krebs, DVM (OSU/WSU '02) in 2008, and then from Dr. Schmotzer to Dr. Krebs and her current practice partner, Shannon Findley, DVM (UC-Davis '11) and Practice Manager, Sarah Cook, CVT in 2019.

Dr. Krebs, however, didn't just fall into the ownership role by accident. After earning her dual DVM degrees from Oregon State University and Washington State University, she became the second intern at BEMC, completing a 12-month postgraduate internship in equine surgery, internal medicine, reproduction and dentistry at BEMC in 2003. She then completed a four-year American College of Veterinary Surgeons (ACVS) surgical residency program at BEMC under Dr. Schmotzer's mentorship.

"Dr. Schmotzer taught all of us to practice in a high-quality university style manner and we have perpetuated that with the type of practice we have here. There has always been a high level of integrity and a commitment to doing everything right for the horse at BEMC," says Dr. Krebs. "Dr. Schmotzer was always a firm believer in diagnostic tools and equipment way before it was financially feasible in most practices," she adds. "For example, we added surgical lasers (CO<sub>2</sub> and diode) back in 2004. We were one of the first clinics in the state to get digital radiography."

Dr. Krebs and Dr. Findley continue with the belief that BEMC should be a one-stop equine hospital, supporting all aspects of equine wellness. That's why they continue to add veterinarians and technicians that expand BEMC's services, including advanced wellness care, internal medicine, surgery, integrative therapies such as acupuncture and chiropractic care, lameness and sports medicine, ophthalmology, podiatry, dentistry, reproduction and neonatal intensive care, emergency and ICU care.

The stability of their team, with veterinarians such as Drs. Krebs, Findley and Dr. Jessica Evans (Ohio State, '07) having completed their internships and then continued with the practice since that time (for a cumulative 46 years with the practice between the three of them!), has helped them form long-lasting and mutually-trusting relationships with their clientele and cemented their reputation as a resource in the community that can be relied upon through thick and thin.

As Central Oregon's only full-service equine surgical center, BEMC – under the care of board-certified equine surgeon Karen Blake, DVM, Dipl. ACVS (CSU '04) – offers advanced equine surgical services, including colic surgery, fracture repair, arthroscopy, distal check ligament desmotomy, palmar digital neurectomy, tibial neurectomy, cryptorchidectomy, ophthalmic surgery, sinus surgery,

upper respiratory surgery, electrochemotherapy, cancerous growth removals, and many other procedures.

With Bend Equine's reputation of excellence as a referral hospital in Central Oregon, the clinic's ICU has become more expansive and sophisticated. In 2022, internal medicine specialist, Gemma Cock, MRCVS, DACVIM-LA (Royal Veterinary College, UK) joined the team. Dr. Cock arrived with extensive clinical experience under her belt, including two internships and a fellowship in Kentucky.

Dr. Joanne Fehr, DACVS, CAC, CVA (Univ. of WI, '93), also joined the team more recently when she moved to Central Oregon, adding comprehensive chiropractic and acupuncture care for both equine and small animal patients.


As a practice owner and practicing veterinarian who has a family, a farm, and her own horses with which she competes in upper level dressage, Dr. Krebs upholds a structure of work-life balance that works well for her, and also promotes the same for the entire BEMC team. A balanced professional and personal life is important and Dr. Krebs is always eager to share her wisdom and ideas on the topic. She was a speaker in the Business Session of the 2022 AAEP convention in San Antonio, TX, and was part of a recorded round table on this topic at the 2021 AAEP convention in Nashville, TN. She has also been involved in numerous podcasts that share ideas on incorporating effective practice solutions tailored to individual team members' needs.

As most equine practitioners are becoming aware of, recruiting new equine veterinarians into the profession is becoming increasingly challenging. Younger veterinarians often prefer a 3-4 day work schedule and shared emergency schedule to allow a work-life integration that meets their needs. BEMC has long embraced alternative and creative schedules, with most of its practitioners balancing family and veterinary demands, and hopes to promote this model in the profession.

Dr. Krebs acknowledges that the hospital's success and her ability to take needed managerial and personal time is largely due to the incredible team at BEMC. With ten veterinarians and an amazing group of technicians, assistants, client relations specialists, and maintenance crew, she feels confident and proud that the integrity, values, skillsets, and professionalism on which BEMC is based are well-represented.

As BEMC continues its amazing growth trend, Dr. Krebs, along with Dr. Findley (whose primary interests are reproductive work, preventive care and internal medicine) and Practice Manager and shareholder Sarah Cook, CVT, CVPM, are working towards breaking ground on a new addition to the equine practice that will house additional clinical space as well as advanced imaging. The new facility will have a covered lameness treatment area, more stocks for standing surgeries, an expanded isolation area, and additional office space.

The first class facility, large number and variety of cases, as well as the collective knowledge of the staff veterinarians has made Bend Equine a desirable place for vet school externships and two internships available annually. The beauty of Central Oregon and all it has to offer are bonuses.

In conclusion Dr. Krebs states, "Our constant dedication to excellence, comprehensive client communications and education, and to a positive culture with a growth mindset has helped us build a dream team of like-minded veterinary professionals. It is such a pleasure coming to work every day." 



Wendy Krebs, DVM

# GROWTH AND EXCEPTIONAL CARE

# BUILDING (AND GROWING) RELATIONSHIPS HELPS MISSOURI SWINE PRACTICE SUCCEED

**I**n 1993, Stephen Patterson, DVM, (U of MO '89), attended the very first Executive Veterinary Program (EVP) in Swine Health Management at the University of Illinois School of Veterinary Medicine in hopes of building his understanding of swine-specific medicine. What he got was a lot more valuable.

"My love of pigs started when I was a sophomore in vet school," he recalls. "I came back for holiday break and was interning with Dr. Art Griswold and Dr. Mac Wilt who were beginning to grow their swine business. At that time, I was a confused veterinary student who felt I needed to be excellent in all phases of veterinary medicine. Their guidance into swine medicine allowed me to be more focused and confident in pursuing that field. Dr. Griswold helped introduce me to Dr. Joe Connor and Dr. John Waddell for more advanced internships which opened my eyes to the world of swine medicine."

Once Dr. Patterson was committed to fulltime swine medicine, one of the first moves he made was starting a boar stud business – mainly based on Dr. Ron Broderson's mentorship.

"When I met Dr. Broderson in 1991, he had recently started a custom collect boar stud service. I remember thinking that was an excellent way to tie clients to the practice. I visited Ron's boar stud and quickly decided having a boar stud for my clients would give them a competitive edge and allow the practice to offer more advanced reproductive services for clients."

In 1996, BoarMax custom collect boar stud services – with locations in Missouri and Iowa – started with only 2 boars and has since grown to around 650 boars.

"It's a competitive business requiring large sale volumes with small margins. It has been an excellent tool for my customers and has certainly added to the practice," says Dr. Patterson. "The majority of



our customers rely on the BoarMax semen to keep their genetics up to date and we are more focused on being able to adapt quickly to the changing trends of both the packer and the consumer. Operating the boar stud has also helped me develop more expertise on the reproductive side of the business. It has helped us stay viable in our customers' eyes and has allowed the clinic to grow."

BoarMax has approximately 30 full-time and part-time employees and a dozen delivery people working throughout the Midwest.

## NEXT GENERATION OF SWINE VETERINARIANS

According to Dr. Patterson, one of the proudest moments in his life was when his son graduated veterinary school and decided to join the practice. Matt Patterson, DVM (U of MO '17) grew up in and around the practice his entire life. He spent a lot of time at the clinic's boar stud as well as doing a lot of hands-on work around the clinic. Now he spends most of his days traveling across the state of Missouri looking at sow farms, grow/finish, wean-to-finish and show pig medicine including surgeries

which he especially gravitates to.

While never pressured by his father to join the practice, Patterson admits it wasn't a guarantee he would end up back in the family business.

"My father encouraged me to look at other career options. I shadowed a dentist and a physical therapist, but that type of medicine didn't pique my interest as much as large-animal medicine did. Instead, I decided to be a swine veterinarian. I tried to get exposure to not only mixed animal practices in Texas and Oklahoma, but also other pork production systems throughout the Midwest. I completed an internship with Carthage Veterinary Service in Illinois and spent time with veterinarians Dr. Randy Bush and Dr. John Baker in Indiana, as well as Dr. John Waddell in Nebraska."

Dr. Matt Patterson adds, "In veterinary school it's up to you to get that outside view and learn from the very best." However, it's what his father instilled in him that makes him a good swine vet – humility, humbleness and a servant attitude.

"My father built this swine-specific practice on his ability to not only bring swine





**Passion for Pigs Staff from left to right:**  
 Elaine Gaus  
 Julie Lolli  
 Steve Patterson, DVM  
 Matt Patterson, DVM  
 Norm Penton  
 Dawn Pfanner  
 Jessica Thrasher  
 & Shooter



specialized veterinary medicine to the region, but also to build long-lasting relationships that continue to grow and develop," he stresses. "I feel blessed to be able to come into this practice and work with the people he has worked with for so long. I know most of his clients and I am trying to connect more closely to that next generation of pork producer coming of age. It's a great mix and we are both honored each day to have such good friends and customers."

The young veterinarian adds, "Our customer base is diverse – backyard pig to 5,000+ sow operations. We do a lot

of show pig business as well which has been a nice niche business for the clinic. It seems to be growing every year."

Dr. Stephen Patterson adds, "Matt grew up in this culture. He's seen the high times and the lows. He's got that servant attitude and that makes him fit right into what I've been growing and developing. He's doing more of the calls in the field which has allowed me to stay at the clinic and deal with the business side of a growing practice. He has also helped me prioritize my health, time with family, etc. Matt's

CONTINUED ON PAGE 18





**I**n the fall of 2018, Drs. Chris Smith, Rocky Mason and Patrick Ford took a leap of faith and left Hagyard Equine Medical Institute to create their own practice. After lengthy discussions, each determined that he wanted the ability to control the trajectory of his own medical career, deciding on which cases and clients he spent the most time accommodating.

With the belief that they could offer quality services at affordable costs while maintaining a work-life balance, the trio teamed up with veterinarian Michael Betz to establish Lexington Equine Medical Group (LEMG). Now in its fifth year, LEMG employs nine full-time veterinarians in the all-ambulatory practice.

"We officially launched LEMG in January 2019 and we've been building the practice one client at a time," says Dr. Smith. "Though it hasn't always been easy, we're all doing exactly what we always wanted to do," he says. "We get to work every day with fantastic horse owners who care about their athletes."

LEMG veterinarians have over 100 years of experience between them, serving a large, diverse clientele throughout the Bluegrass. The practice is equipped with full digital radiography and ultrasound capabilities, as well as with other diagnostic and treatment modalities to best serve their growing list of clients. Though much of their practice is focused on all aspects of the Thoroughbred industry, LEMG caters to Standardbreds, sport horses, polo ponies, gaited horses, retired horses and many other equine breeds.

Launching their own practice has allowed each of the founding partners the ability to concentrate on specific areas of veterinary medicine. Dr. Mason has a special interest in perinatology, advanced reproduction (the management of breeding stallions and mares), internal medicine and performance horse medicine and lameness.

Dr. Ford, who currently sits on the Kentucky Association of Equine Practitioners board of directors, is particularly passionate about equine reproductive medicine. Dr. Betz, a well-known veterinarian on the Thoroughbred breeding scene, shares Dr. Ford's passion for reproduction. Both vets enjoy sales work and providing clients with accurate X-rays and scopes. All the founding partners are well-versed in internal medicine, as well as preventative and herd health. Their associates are passionate about everything from import and export regulations to upper-level sport horse care.

While the partners' long-term plan is to create and operate a referral hospital, their current ambulatory-only business model fills a niche within Kentucky's equine veterinary market.

"Right now, we're really enjoying helping our clients," says Dr. Smith. "We like offering services based on client needs and budgets. We can care for most of our client's horses on their home farm, but if the horse needs to go into a clinic setting – for something like a surgery or medical issue – we can refer to any vet at any clinic." The freedom to refer to any equine hospital means that each LEMG vet can offer each owner guidance on specialists and practitioners across the board.

Teamwork, camaraderie and the pooling of knowledge are core tenets of the LEMG framework.

Dr. Smith adds, "Every doctor at LEMG works collaboratively to offer the best medical care. Unlike most ambulatory practices, we have veterinarians who specialize in lameness, racetrack, perinatology, reproductive medicine, sport horses, and more.

"When we have a case that requires a more-specific approach (like a lame gaited horse or a mare that can't get in foal), we have vets on the LEMG team we can call upon to brainstorm and assist. Our clients are reassured by the broad base of knowledge and experience our vets have, knowing we'll make every effort to help their horse at home before referring a sick or lame horse to a clinic for treatment."

This desire to keep a horse at home during treatment is one of the main reasons why Dr. Smith relies on Equisul SDT® (Sulfadiazine + Trimethoprim) as LEMG's go-to antibiotic. "We rely on Equisul for treat-



ment of everything from foal umbilical infections to respiratory issues and cuts where present pathogens indicate its use," Dr. Smith says. "We routinely use it when dealing with placentitis. I use it more than any other product on cases that show a sensitivity to this antibiotic."

Dr. Smith enjoys seeing successes from the breeding shed to the winner's circle, but what he values most of all doesn't have purse money attached to it: His goal is to be able to make a difference in the life of every horse he treats. As one of the easiest broad-spectrum antibiotics to use, Equisul's functionality is effective for the patient against a wide array of infections.

But it's not just the horses Dr. Smith cares for. "The relationships created with the horse's owners and managers along the way – that's a bonus," he explains. "They become like family. The centralized location of most farms in the Bluegrass allows me to spend less time in the truck and more time being a vet and interacting with both horses and humans," he concludes. "I can speak for the entire practice when I say the roads we travel and farms we're on daily are incredible, and they're never taken for granted. This is a great time to be an equine practitioner." **a**

EQUISUL SDT is registered trademark of Aurora Pharmaceutical, Inc.





Chris Smith, DVM

# LEXINGTON EQUINE MEDICAL GROUP FOCUSES ON

---

## INDIVIDUALIZED AMBULATORY CARE



# Aurora Launches New DectoGard™ (doramectin topical solution) Generic Equivalent to Dectomax®

  
**DectoGard™**  
(doramectin topical solution)  
**Pour-On**



Aurora Pharmaceutical is proud to launch new DectoGard™ (doramectin topical solution) Pour-On – **the first FDA approved generic doramectin topical solution** under ANADA 200-738. New DectoGard helps control **33 parasites and larval stages** for broad coverage against internal and external parasites in beef cattle. DectoGard contains a weatherproof<sup>1</sup> formulation and protection for up to 77 days against the biting cattle louse (*Bovicola bovis*).

Doramectin topical solution has been proved to effectively control infections and to protect cattle from reinfection with *Cooperia oncophora*, *Dictyocaulus viviparus*, *Ostertagia ostertagi*, and *Oesophagostomum radiatum* for 28 days; and *Cooperia punctata* and *Haemonchus placei* for 35 days after treatment. Doramectin topical solution has been proved to effectively control infestations and to protect cattle from reinfection with **biting cattle louse** (*Bovicola (Damalinia) bovis*) for **77 days** and **long-nosed cattle louse** (*Linognathus vituli*) for **42 days** after treatment.

Administer DectoGard™ to cattle topically at a dosage of 500 mcg doramectin per kg (227 mcg/lb.) of body weight. Each mL contains 5 mg of doramectin, sufficient to treat 22 lb. (10 kg) of body weight. Varying weather conditions, including rainfall, do not affect the efficacy of DectoGard.

DectoGard™ topical solution contains the same active ingredient and control regime as Dectomax® (doramectin) Pour-On and contains no inactive ingredients that may significantly affect the bioavailability of the active ingredient. DectoGard is available in 2.5-L, and 5-L multi-dose containers.

## Dosage and Administration

Apply DectoGard™ Pour-On topically along the mid-line of the back in a narrow strip between the withers and tailhead. Dosing guidelines are provided in the following table:

Body Weight (lb.)	Dose (mL)
Up to 110	5 mL
111-220	10 mL
221-330	15 mL
331-440	20 mL
441-550	25 mL
551-660	30 mL
661-770	35 mL
771-880	40 mL
881-990	45 mL
991-1100	50 mL

Approved by FDA under ANADA # 200-738  
Consult your veterinarian for assistance in the diagnosis, treatment and control of parasitism.

Not for human use

Restricted Drug (CA) Use only as directed.

Manufactured by:  
Aurora Pharmaceutical, Inc.  
Northfield, Minnesota 55057

DectoGard is a Trademark of Aurora Pharmaceutical, Inc.  
Dectomax is a Registered Trademark of Zoetis Animal Health.

<sup>1</sup> Skogerboe TL, Cracknell VC, Walstrom DJ, Ritzhaupt L, Karle VK. The effect of simulated rainfall on the efficacy of doramectin pour-on against nematode parasites of cattle. Vet Parasitol. 1999;86:229-234.





## DectoGard™ Provides Long-Lasting, Broad-Spectrum Lice Control

Lice are a common winter problem in cattle, especially in cold climates. Heavy infestations can rob valuable nutrition when cattle need it most, decreasing gain and leaving cattle more susceptible to disease.

Two types of lice infest cattle, chewing lice and sucking lice. Chewing lice are the most common, but large populations of sucking lice are the most damaging. All lice cause severe irritation and itching, causing cattle to react by rubbing, licking or chewing on themselves. Infested animals are often restless, focusing on their discomfort rather than eating – and the broken skin that can result is an avenue for secondary infection.

### DectoGard™ Product Benefits

- ◆ Contains the same active ingredient and control regimen as Dectomax® (doramectin) Pour-On, but at a fraction of the cost per head
- ◆ Contains convenient weatherproof<sup>1</sup> formulation for enhanced protection in any climate
- ◆ Controls external and internal parasites with a single dose
- ◆ Convenient 45-day, pre-slaughter withdrawal period
- ◆ Delivers long duration of activity against major cattle lice species:
  - ▶ 77 days against the cattle-biting louse (*Bovicola bovis*)
  - ▶ 42 days against the long-nosed cattle louse (*Linognathus vituli*)
- ◆ Is the only generic doramectin pour-on on the market to provide at least 28 days of protection against the most damaging internal parasites:
  - ▶ Roundworms (*Ostertagia ostertagi*, *Cooperia oncophora*, *C. punctata*, *Haemonchus placei*), nodular worms (*Oesophagostomum radiatum*) and lungworms (*Dictyocaulus viviparus*)
- ◆ Effectively controls infections and protects cattle from reinfection with roundworms (*Cooperia oncophora*), lungworms (*Dictyocaulus viviparus*), roundworms (*Ostertagia ostertagi* and *Oesophagostomum radiatum*) for 28 days and roundworms *Cooperia punctata* and *Haemonchus placei* for 35 days after treatment
- ◆ DectoGard™ provides 7 days of persistent activity against horn flies. The product should be used as part of an integrated control program and be combined with other methods for extended horn fly control
- ◆ Backed by Aurora's Best-Price-Always guarantee



### Lice Problem Solved

DectoGard™ – with active doramectin – has a long duration of protection for up to **77 days against the biting cattle louse (*Bovicola (Damalinia) bovis*)** and **42 days against the long-nosed cattle louse (*Linognathus vituli*)**.

Most ranchers treat for lice at fall weaning; in some regions, this treatment also gets the last of the horn flies, as well as grubs. **DectoGard Pour-On** formulation is effective against both chewing and biting lice. Ensure each animal receives a complete dose based on a current body weight. Underdosing may result in ineffective treatment, and encourage the development of parasite resistance.

# SOUTH VALLEY EQUINE... ESTAB



Charlie Heaton, DVM , Roger Rees, DVM, John Sieverts, DVM

located between Utah's Great Salt Lake to the west and the Wasatch mountains to the east, sits one of the most progressive and innovative full-service equine hospitals in the country – South Valley Equine, Saratoga Springs, UT. South Valley Equine (SVE) offers the unique combination of an established, well-respected, and thriving practice, coupled with an emphasis on innovation and continuing education.

Four partners currently lead the clinic with more than 75 years combined experience. Offering everything from advanced internal medicine and integrative therapy to surgery, dentistry and sports medicine, and rehab therapies, SVE has become the referral clinic of choice in the west for problem horses and specialty care cases.

"Clients seek out our practice from as far away as California, Colorado, Idaho, Nevada, and Wyoming," outlines practice founder Roger Rees, DVM (Cornell, '74). "With 42 stalls available for equine patients at our main facility, and more than 100 more at our reproductive center in Saratoga Springs, we provide first rate care for virtually all disciplines of equestrian activities – from backyard pets to world class performance horses." At 75 years old, Dr. Rees has cut back to 2-3 days a week at the clinic where he sees clients and helps with the occasional surgery – something he says has always been the best part of practice.

As Dr. Rees recalls, after a year's internship at CSU, he started an ambulatory practice in 1975 and did some surgeries at a nearby clinic. He decided to build a referral hospital in 1984 right in the middle of a recession. The best loan he could secure was at 13.75%. In comparison to the facility that now houses the 10-vet practice, the original building was small and could accommodate three vets and staff. Since then, he sold his partnership shares back to the clinic, but is still active in cases as time allows.

"When I got out of vet school, I was just looking for anything that would pay the bills," recalls Dr. Rees. "I initially worked two days a week at a small animal practice, but I quickly realized it was not in my nature to be a small animal vet. I started working with the small dairies in the Valley while I was building up my racehorse client list. As the racehorse has gradually diminished in the area, we started to see a lot of pleasure and performance horses coming into the area – perfect for an ambulatory practice to cover. Now the cutters, reiners, barrel racers and rodeo

**"A word to the veterinary schools ... get these kids who grew up on farms and ranches and have a fantastic work ethic into vet school."**

**They may not have the grades others may have, but based on my experience, they're going to go right into production animal and equine practice and stay. We've got to have these kids in the system if we're going to be able to keep pace with the workload coming from more horse owners and food production animal systems."**

**Dr. John Sieverts**

event horses etc. have really become huge in our area."

Under Dr. Rees, SVE grew to be the largest referral surgical clinic in Utah. SVE's medical facility in Saratoga Springs has multiple private exam rooms,



# LISHED... RESPECTED... THRIVING



Charlie Heaton and Roger Rees

surgical suites, recovery rooms and an Intensive Care Unit. Ambulatory and out-patient services are also provided. "Our on-site Reproductive Center provides full-service mare care with foaling out services and a robust recipient mare herd," adds Dr. Rees.

Stallion services can be tailored to entail breeding season management or haul-in. A satellite clinic at Heritage Ranch in Farr West, Utah features an underwater treadmill to assist in equine rehabilitation and conditioning, a reproductive center and medical clinic. From pasture to performance, their expertise touches all aspects of equine health, wellness, and reproduction.

After building the first clinic in 1985, Dr. Rees brought on John Sieverts, DVM (CSU, '88) and Charlie Heaton, DVM, (CSU, '87) and with their help, continued to grow the clinic.

John Sieverts grew up in Sandy, UT, spending his childhood summers working on the family's ranch before going to vet school at CSU. While in vet school he became a farrier to help offset the costs of school. "It probably was the best thing I ever did," he explains, "because I pick up a horse's leg every day. That farrier knowledge has always come in handy practicing lameness medicine."

Dr. Sieverts started working with Dr. Rees right out of veterinary school and has been at the practice for 34 years. "I have always enjoyed working with Dr. Rees. I learned a lot being around him and he's still teaching me today," Dr. Sieverts smiles.

"In the early years, our practice grew very fast, and it was mainly centered around racehorses. We did a lot of colic surgeries (only surgeons in the state) and a lot of lameness and rehab medicine. We then had a large migration of dressage and hunter/jumper clients move in from California, so the practice really took off."

Dr. Heaton started practicing equine medicine immediately after graduation. "I was always under the impression I was going to go back to my family ranch and run it, but after working in a small animal clinic a few years, I joined with Dr. Rees in 1990 at what was then called

South Valley Animal Clinic, and I've been doing equine medicine ever since."

A self-proclaimed workaholic, Dr. Heaton says he's always looking for the next horse to treat. The veterinarians started the equine reproductive center at the original clinic in South Jordan, UT, with 6 stalls but quickly grew to 75 stalls before outgrowing the facilities. That's when they found a 10-acre plot where the current facility is located and expanded the repro clinic.

After working with Dr. Rees for a few years, both Dr. Sieverts and Dr. Heaton were asked to join as partners. "We both

jumped at the opportunity to be owners," recalls Dr. Sieverts. "The three of us didn't really know anything other than to work hard every day and in the end, it will work out. As naïve as that may sound now, it really did work for us. We knew the guy doing the surgery was probably going to have a more profitable day, but we still needed to have someone checking on the lameness cases, floating teeth, etc. We all came to work with an attitude of 'what can I do to help the practice grow' and that's what we did. It allowed each of us to focus on the part of the business that excited us most. I enjoyed the lameness cases where Dr. Rees was good with the problem mares and foal issues and Dr. Heaton did the surgeries and repro work. It has been a fun, quick 34 years for me."

According to Dr. Heaton, the founding veterinary partners worked extremely hard to make the clinic something that was easier for younger veterinarians to transition into. "When it was just the three of us, we had time for personal relationships with every client that walked in the door," recalls Dr. Heaton. "Dr. Sieverts and I learned Spanish so we could better communicate with the Latino horse owners. That provided us a new clientele no one else in the Valley was servicing. Now the clinic is becoming more specialized with specific veterinary experts handling lameness, surgery, repro issues, etc. I get

the opportunity to work with my son, Kyle Heaton, DVM, (WA State, '19) who is a Board-Certified Equine Surgeon at the practice. While my role has changed to being an all-around 'helping' vet that allows me to do an occasional surgery, look and treat lameness cases, assist with difficult mares in the repro unit, etc."

Dr. Heaton adds, "It's already fun watching the younger partners and vets grow the facility even bigger," smiles the 63-year-old practitioner. "I still get to do a lot of lameness cases and surgeries. I tell all our new vets that they can do as much as they want to do, and they should embrace the diversity of the various equine cases. It's

always something different every day and right when you think you've seen it all, a new case comes along that humbles you. That's what makes equine practice so much fun – even after 35 years in practice."

In conclusion, Dr. Rees points out, "The thing that maintains the sustainability and success of a practice is the ability of the partners to get along. So many practices break up because the vets just can't see eye to eye. That has not been the case here. All the original partners were working for one goal – making sure the clients' needs were met. The rest we knew would bring success. I'm extremely proud of what we've established here."

Unlike a lot of clinics that just go away when the founders retire, SVE is just getting started. The management team and vets in place here are truly focused on growth, client relationships and being able to diversify the specialties they are bringing to horse owners. It was always the founding veterinarian's goal to build a practice that would carry on their original objectives of treating each horse with the utmost care and assuring the horse owner their horse(s) were the most important animal at the clinic. **In the next issue we will focus on the next generation of veterinarians keeping the legacy alive at South Valley Equine.**



Charlie Heaton







L

aura Carroll, DVM (NCST '16) is a prime example of the trend in veterinary medicine. She grew up in the suburbs and had no ag background. Her original career path was heading toward human medicine when fate landed her a part time job at a veterinary clinic while in undergrad school. She developed a passion for veterinary medicine.

"After graduating undergrad, I still needed to complete a few prerequisite courses in order to apply for veterinary school, so I worked as a veterinary technician, and I took classes at night and weekends to get into vet school," she recalls. "My plan was to become a small animal veterinarian until I spent a summer working for Michael Pierdon, VMD (U of PA '05). It was during my time with Four Star Veterinary Service that I fell in love with swine medicine. That summer was the first time I had spent much time interacting with pigs let alone picking one up. Dr. Pierdon's passion for swine medicine inspired me to pursue swine medicine. I have never regretted my decision and love being a part of the swine industry."

According to Dr. Pierdon, owner of the Lancaster Swine

# MENTORING

Laura Carroll, DVM





Health Services office of Four Star Veterinary Service and 2009 AASV's Young Swine Veterinarian of the Year, "Mentoring young veterinarians is a huge part of our mission as swine veterinarians. We owe it to our clients to constantly allow vet students and young veterinarians the chance to see how great a job (and lifestyle) we all have and how committed the entire food chain is to high-quality protein production and the continuation and success of the family farm. Dr. Carroll is just one example of how mentoring has paid off to expand our profession to the next generation of swine veterinarians."

However, anyone who knows Dr. Carroll can attest, she has never been afraid to ask for help. "Once I was accepted to veterinary school, I got in contact with as many swine practices as I could and rode with vets as often as school allowed. It did not take many truck

rides to solidify my decision to go towards swine medicine. I had kept in contact with Dr. Pierdon and worked at the clinic during breaks, so when I graduated, I called him and told him he should hire me full time and he agreed. I've been here ever since," she smiles.

rides to solidify my decision to go towards swine medicine. I had kept in contact with Dr. Pierdon and worked at the clinic during breaks, so when I graduated, I called him and told him he should hire me full time and he agreed. I've been here ever since," she smiles.

rides to solidify my decision to go towards swine medicine. I had kept in contact with Dr. Pierdon and worked at the clinic during breaks, so when I graduated, I called him and told him he should hire me full time and he agreed. I've been here ever since," she smiles.

rides to solidify my decision to go towards swine medicine. I had kept in contact with Dr. Pierdon and worked at the clinic during breaks, so when I graduated, I called him and told him he should hire me full time and he agreed. I've been here ever since," she smiles.

rides to solidify my decision to go towards swine medicine. I had kept in contact with Dr. Pierdon and worked at the clinic during breaks, so when I graduated, I called him and told him he should hire me full time and he agreed. I've been here ever since," she smiles.

rides to solidify my decision to go towards swine medicine. I had kept in contact with Dr. Pierdon and worked at the clinic during breaks, so when I graduated, I called him and told him he should hire me full time and he agreed. I've been here ever since," she smiles.

rides to solidify my decision to go towards swine medicine. I had kept in contact with Dr. Pierdon and worked at the clinic during breaks, so when I graduated, I called him and told him he should hire me full time and he agreed. I've been here ever since," she smiles.

# PAYS OFF WHEN ATTRACTING YOUNG SWINE VETS TO THE INDUSTRY BIG

rides to solidify my decision to go towards swine medicine. I had kept in contact with Dr. Pierdon and worked at the clinic during breaks, so when I graduated, I called him and told him he should hire me full time and he agreed. I've been here ever since," she smiles.

rides to solidify my decision to go towards swine medicine. I had kept in contact with Dr. Pierdon and worked at the clinic during breaks, so when I graduated, I called him and told him he should hire me full time and he agreed. I've been here ever since," she smiles.

rides to solidify my decision to go towards swine medicine. I had kept in contact with Dr. Pierdon and worked at the clinic during breaks, so when I graduated, I called him and told him he should hire me full time and he agreed. I've been here ever since," she smiles.

rides to solidify my decision to go towards swine medicine. I had kept in contact with Dr. Pierdon and worked at the clinic during breaks, so when I graduated, I called him and told him he should hire me full time and he agreed. I've been here ever since," she smiles.

rides to solidify my decision to go towards swine medicine. I had kept in contact with Dr. Pierdon and worked at the clinic during breaks, so when I graduated, I called him and told him he should hire me full time and he agreed. I've been here ever since," she smiles.

rides to solidify my decision to go towards swine medicine. I had kept in contact with Dr. Pierdon and worked at the clinic during breaks, so when I graduated, I called him and told him he should hire me full time and he agreed. I've been here ever since," she smiles.



ORAL-PRO and SwineMate are registered trademark of Aurora Pharmaceutical, Inc.



# Iowa State Veterinary Students Hone Their Skills While Working on the Crow Creek Reservation

Since 2009, Iowa State University's School of Veterinary Medicine takes approximately 20 fourth-year veterinary students to the Crow Creek Reservation in Fort Thompson, SD, for a three-day small animal and equine clinic where veterinary students participate in examining, treating and providing spays and neuters on dogs and cats.

Students also examine, treat and perform castrations on horses at the Crow Creek and Rosebud Reservations.

According to ISU Clinical Associate Professor Joan Howard, DVM, DABVP, "The Crow Creek Reservation is one of the

smaller Tribal communities in South Dakota and is in the poorest county in the U.S. Many owners cannot afford, and do not have access to, veterinary care for their pets.

"Tribal members have been welcoming to our participants and have provided our veterinary students with the opportunity to learn about Dakota culture and history. In the last three years we have also sent a group of clinicians and veterinary students to Mission, SD, to offer veterinary students to the Rosebud Reservation horse owners. A tribal member there has organized a facility and program



to host veterinarians who can offer services to Rosebud Tribal members," she adds.

According to Dr. Howard, they had 14 veterinarians coming in from Michigan, New York, Illinois, South Dakota and Iowa involved in running the various clinics. "We are so thankful for these ISU-trained veterinarians that volunteer their time, service and expertise each year," says Dr. Howard.

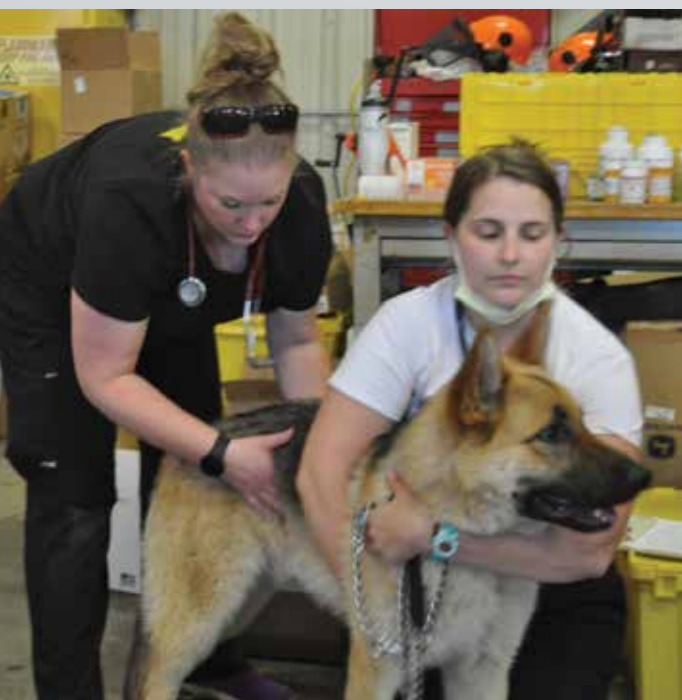
"We are also extremely grateful to the 10 veterinary products companies – like

Aurora Pharmaceutical – for providing veterinary products and drugs to make this venture successful."


For the last four years the service trip has been part of a two-week, fourth-year rotation called *Clinical Practice in Diverse Communities*. Students spend time talking with historians and Tribal members before they travel to South Dakota to learn more about the culture and history of Tribal members. They also spend time reviewing clinical







skills necessary to provide preventative care and spays and neuters. When they return from the trip, they review and discuss the experience and discuss topics relevant to working as a veterinarian in

diverse communities. "We feel that exploration of diversity, equity and inclusion in veterinary medicine is an important part of the education of our students," concludes Dr. Howard. 

#### FACTS:

- ◆ Vaccinated and provided preventive care to 447 cats, dogs and horses
- ◆ Performed 38 feline surgeries
- ◆ Performed 57 canine surgeries
- ◆ Castrated 10 horses
- ◆ Provided dental care for 21 horses
- ◆ Provided numerous hands-on learning opportunities to future veterinarians







# PASSION FOR PIGS BUILDING (AND GROWING) RELATIONSHIPS

CONTINUED FROM PAGE 7

In the surgery suite left to right: Stephen Patterson, Norm Penton, Elaine Gaus, Matt Patterson

generation of vets do a much better job of balancing work and life.”

## PASSION FOR PIGS SEMINAR & TRADE SHOWS

In 2009 the clinic was tossing around the idea of doing a customer tradeshow. “We wanted to bring in vendors and speakers to help keep our clients on the cutting edge of pork production,” says Event Coordinator and Practice Manager Julie Lolli. “We were looking for a name to help brand the event and Dr. Patterson came up with *Passion for Pigs Seminar and Trade Show*. It was mainly based on his first wife (Debbie) who died of lung cancer in 1997, because she had such a passion for life, her kids and her church.”


The first keynote address was titled the *Debbie Patterson Keynote Address* and was presented by Dr. Scott Dee. They’ve been conducting the trade show every year since and continue the *Debbie Patterson Keynote Address* with inspirational and motivational speakers.

According to Dr. Patterson, the Trade Show has tied their veterinary practice closer to their clients. “There is a social component to learning,” he stresses, “and producers like to be around other producers. They discuss labor issues, training and herd health issues. We bring in experts from across the country and provide an educational format that really


has been well accepted.

“When we decided to go to an exclusively swine specific practice, we relied on companies like Aurora to help us do it the right way,” adds Dr. Stephen Patterson. “They have always been there when we needed answers and they offered us a price point on products reserved for much bigger practices. That’s why we still rely on their excellent product line today, especially their Barrier Wound Spray and Oral Pro® Sodium Salicylate. We were extremely excited when they came out with TiaGard® (tiamulin). We rely on the excellent cost point and protection we get with this water treatment – especially for *Streps* and other respiratory issues in the nursery and grow/finish. We’ve used in for *Lawsonia* issues in grow-finish as well with great success.”

In conclusion Dr. Patterson states, “Our success comes down to the teams we have at Passion for Pigs and Boar-Max. I still enjoy solving problems and working with clients. The other thing I’ve really come to enjoy is helping my staff. I enjoy watching them grow in the business and become successful in their own right. Many of our core teammates have been with me 10 – 20 years. It’s exciting to see them grow personally as well as see them serve clients with care and passion. It’s important for me to continue to provide



Event Coordinator &  
Practice Manager  
Julie Lolli

a mentor-style and family-based relationship where I can help them succeed and enjoy their job and life. I owe a lot to their dedication through the years. I want to be there for them as we grow Passion for Pigs and Boar Max and prepare for the next generation of clients and teammates.” 

Barrier, ORAL-PRO and TiaGard are registered trademarks of Aurora Pharmaceutical, Inc.





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

# FINAL THOUGHTS

## BEWARE OF WHO AND WHAT YOU ARE BUYING WHEN PURCHASING UNAPPROVED OR COMPOUNDED DRUGS

I want to begin wishing everyone a happy and prosperous 2023. We all have dealt with many challenges in the last three years and it appears we have some new ones coming with continued inflation and a possible recession in the next year. Although we seem to have one challenge after another lately, I am optimistic for the future of the veterinary profession.

One of the things we all strive to do is offer the best quality of service and medications to our patients. As a manufacturer of FDA-approved products, I am acutely aware what goes into creating the quality, efficacy and safety we all expect in our medications.

I currently serve as an elected representative on the AVMA COBTA (Council on Biologic and Therapeutic Agents) representing Clinical Pharmacology. That position, combined with running a pharmaceutical company, has afforded me a unique perspective on the need to keep our veterinary community informed on issues affecting the drugs we all depend on.

Recently I was reminded that as practitioners, we have an obligation to understand what we are purchasing and prescribing to our patients and how price isn't the only factor to consider when buying a product. I can say with confidence that FDA licensed products, whether the pioneer or a licensed generic equivalent, will and do deliver the best quality in the marketplace.

Compounded and unapproved products can and do vary significantly and generally do not meet the same stringent requirements expected of approved manufacturers. It is a veterinarian's responsibility to make sure we are delivering quality products to our patients in these circumstances. I am often asked what questions I need to ask to assure I am purchasing and/or prescribing a quality product. There are some red flags to watch for and several general questions you can ask to help you understand if you

are dealing with a reputable supplier or someone who is not as concerned about the quality of product they are selling.

With the recent publishing and enactment of FDA Guidance 256 for compounding, the FDA has significantly clarified the rules required for compounding from bulk drug active ingredients. This guidance will **restrict compounding for companion animals from bulk chemicals**. It should end compounding copies of approved products.

Using bulk starting ingredients in compounding a drug is not approved in food animals except in a few exceptions for poison antidotes. This also applies to manufacturers making drug products like liquid aspirin, guaifenesin or sodium salicylate in facilities that are not licensed by the FDA and not following FDA 21CFR cGMP (Current good manufacturing practices) manufacturing requirements and starting with USP compliant starting ingredients.

This is the FDA view of these drugs from Guidance 256.

### GUIDANCE 256

*"Unapproved animal drugs are new animal drugs that don't have legal marketing status. They have not been approved, conditionally approved, or indexed by FDA. It's illegal to market unapproved new animal drugs because they haven't gone through the FDA pre-market review and obtained legal marketing status under the FD&C Act.*

*Unapproved animal drugs may not meet the agency's strict standards for safety and effectiveness and may not be properly manufactured or properly labeled and packaged. Unapproved animal drugs include animal drugs compounded from bulk drug substances."*

[www.fda.gov/regulatory-information/search-fda-guidance-documents/cvm-gfi-256-compounding-animal-drugs-bulk-drug-substances](https://www.fda.gov/regulatory-information/search-fda-guidance-documents/cvm-gfi-256-compounding-animal-drugs-bulk-drug-substances)

There are a few things to look for to verify a manufacturer is properly licensed and following all the appropriate regulations. They include:

1. Is their facility licensed by the FDA to manufacture drugs? This can be verified by going to the FDA CVM (Center for Veterinary Medicine) website at [www.accessdata.fda.gov/scripts/cder/drls/default.cfm](http://www.accessdata.fda.gov/scripts/cder/drls/default.cfm). **If a company doesn't have this, the product is illegal.**
2. Do they list their drug on FDA's DailyMed website [www.dailymed.nlm.nih.gov](http://www.dailymed.nlm.nih.gov)? A listing on daily med will tell you if the drug is approved or an unapproved other.
3. Do they have a SDS (Safety Data Sheet) available which lists the actual manufacturer and has a correct contact number?
4. Do they use USP starting ingredients? If they are significantly cheaper, it is likely they are not as USP ingredients are generally more expensive due to purity and testing requirements compared to technical grade chemicals.
5. Make sure you know who the actual manufacturer is for private labeled products. Often unlicensed manufacturers will hide behind private labels in the case of unapproved drugs. Ask your supplier for the name of the actual manufacturer so you can independently verify their status.

I don't think most veterinarians, or their clients, want to use illegal medications in animals. It is important to understand that the manufacture of quality medications is regulated by the FDA and State pharmacy boards. There are unfortunately people selling products in the U.S. that deliberately do not follow the regulations because they are expensive, inconvenient and take extra time to comply with and they can make more money if they don't.

We have built Aurora Pharmaceutical on a foundation of producing quality FDA-compliant products exclusively. All our products whether FDA approved or not requiring FDA approval are manufactured following all FDA approved product requirements. As a licensed veterinarian and COBTA member, I want to help you have the best information available to make quality decisions for your clients.





DVM Business Essentials  
Aurora Pharmaceutical, Inc.  
1196 Highway 3 South  
Northfield, MN 55057

Aurora Pharmaceutical, Inc.  
Innovative Products  
Backed By Exceptional Service

For full prescribing information for EQUISUL-SDT®, Revolt® ORAL-PRO®, TiaGard®, Barrier® or any Aurora product, please see the package inserts on our website, [www.aurorapharmaceutical.com](http://www.aurorapharmaceutical.com) br000061 02/2023

CONTINUED FROM PAGE 3



Jenna S.



Animal Birth Control (ABC) Clinic in Waco, TX,  
Executive Director, Carrie Spivey

For questions about  
any Aurora product,  
please call  
1-888-215-1256,  
visit our website  
[www.aurorapharmaceutical.com](http://www.aurorapharmaceutical.com)  
or email us at  
[info@aurorapharmaceutical.com](mailto:info@aurorapharmaceutical.com)



important to families with little discretionary income. We work to eliminate basic life barriers to access veterinary care. Price is a big one. For a family to discover fleas is an immediate household health issue that also puts the pet at risk. Having an option for them that is affordable is critical. Additionally, the families we serve have their pets snuggled up tight to them, so Revolt's non-greasy formula is super important for compliance."

HQHV spay and neuter clinics are a critical part of the proven Trap-Neuter-Return (TNR), approach to managing community cat populations. Spivey adds, "Having Revolt as an affordable topical flea treatment is huge for outdoor cat caretakers who are bonded to their cats. As caretakers first begin TNR in a group of cats that have never had veterinary care, we see parasites and illness more often. Getting Revolt started ASAP, brings

life-saving health improvements right away. Although they may not be able to hold them on their lap, the bond between feeders and their cats is as strong as a typical indoor household pet. Providing affordable Revolt for groups of fragile outdoor kittens eliminates suffering and deaths."

In conclusion Spivey adds, "The first big difference after the collaborative community changes in 2012 was a massive reduction of the number of outdoor cats entering the shelter. Euthanasia plummeted. Stretched shelter staff and resources were instantly freed to focus on getting sheltered dogs out alive through rescue, returning strays to owners and rehoming. I go home at night happy about the pet, family, neighborhood and sheltering changes ABC makes every day."



Revolt is registered trademark of Aurora Pharmaceutical, Inc.