

Volume 6 Issue 3

business essentials

Aurora Pharmaceutical, Inc.
Innovative Products Backed
by Exceptional Service

PROTECTING THE LEGACY





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

PROTECTING THE LEGACY

More Than A Marketing Slogan

As we continue with the highly successful launch of our newest endectocides – **DectoGard™ (doramectin) Pour-on** and **EpriGard™ (eprinomectin) Pour-on** – into the beef, feedlot and dairy sectors, we decided on the marketing slogan, **Protecting The Legacy**, as our core marketing theme. Upon deciding on this launch theme, it

occurred to us that it represented more than a slogan. It truly represented a challenge and a commitment to our veterinary and distribution partners as well as to the end-users of our competitive line of livestock enhancement products.

Sustainability challenges present fascinating opportunities to employ the sort of interdisciplinary enquiry that is familiar to veterinarians. As a profession largely trusted and respected by the public, we have the platform from which to advocate the farming systems that optimize animal welfare, farm performance and environmental stewardship, to influence consumer choices.

We also have the platform to advise at local, national and global level on some of the bold and disruptive systemic changes in animal production that would help us to balance the economic, ethical and environmental impacts of our food system. When we adopt a scorecard approach to monitor our outcomes, I trust we will see veterinarians driving new norms in livestock farming – in production systems, genetics and environmental practices – that will strengthen and future-proof our food system.

By 2050, livestock production will be twice what it was in 2000. Right now, more than 70 billion animals are farmed for food each year. Agriculture is the world's largest industry. It employs more than one billion people and generates over \$1.3 trillion worth of food annually. Livestock also provide increased economic stability to the farm or household, acting as a cash buffer (small livestock) and as capital reserve (large animals), as well as a deterrent against inflation. In mixed-farming systems, livestock reduce the risks associated with crop production.

The need for sustainable resource management is increasingly urgent. Demand for agricultural commodities is rising rapidly as the world's population grows. Agriculture's deep connections to the world economy, human societies and biodiversity make it one of the most important frontiers for conservation around the globe.

Our goal is to ensure farmed animals live good lives by transforming the global food system. We all envision a world where respect for animals and nature sits at the heart of our food system, which is equitable, sustainable, resilient and capable of feeding the world.

Making sure our end-users continue to have choices for less expensive, high-quality generic products is the core of Aurora's business. It's important to us – and we continue to invest heavily – in making all our products here in the USA with only the highest quality ingredients. It is our way of helping you *Protect the Legacy* of your dairy farmers, beef and feedlot ranchers, pork producers and equine owners. **A**



PROTECTING THE LEGACY

Part of protecting your legacy is protecting your dairy herd investment against profit-robbing internal and external parasites. Now you can get maximum protection without hurting your profit potential with new Eprigard™

Introducing new Eprigard™ (eprinomectin) Pour-on – the dairy manager's new low-cost, broad-spectrum weapon against 39 species and stages of internal and external parasites

- ▶ Same active ingredient and dosing regimen as Eprinomectin (eprinomectin) Pour-on
- ▶ 99.9% Effective against the major species and stages of parasites: including control of gastrointestinal roundworms (including inhibited *Ostertagia ostertagi*), lungworms, grubs, sucking and biting lice, chorioptic and sarcoptic mange mites, and horn flies in beef and dairy cattle of all ages, including lactating dairy cattle
- ▶ ZERO days meat withdrawal
- ▶ ZERO milk discard
- ▶ Available in 2.5L and 5L plastic containers
- ▶ Backed by Aurora's Best-Price-Always Guarantee



Proudly Made in the USA

Eprinomectin is a trademark of Aurora Pharmaceutical, Inc.
Eprinomectin is a registered trademark of Aurora.
Based on Eprinomectin 1% concentrate and water-soluble salts.



www.aurorapharmaceutical.com



Scan for dosing
instructions
and more

44800006 01/2021



PROTECTING THE LEGACY

Part of protecting your legacy is protecting your beef cattle investment against profit-robbing parasites. Now you can get max protection without hurting your profits with new DectoGard™

Introducing New DectoGard™ (doramectin topical solution) Pour-On from Aurora Pharmaceutical. Contains the same active ingredient and control regimen as Dectomax™ (doramectin) Pour-On, but at a fraction of the cost per head.

- ▶ Controls external and internal parasites with a single dose – including gastrointestinal roundworms, lungworms, eyeworms, grubs, sucking lice and mange mites in cattle
- ▶ Delivers a long duration of activity against major cattle lice species
- ▶ Contains convenient weather-proof formulation for varying weather conditions
- ▶ Convenient 45-day pre-slaughter withdrawal period
- ▶ Available in 2.5L and 5L multi-dose containers
- ▶ Backed by Aurora's Best-Price-Always Guarantee



Proudly Made in the USA

Doramectin is a trademark of Aurora Pharmaceutical, Inc.
Doramectin is a registered trademark of Aurora Animal Health.

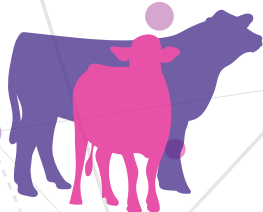


www.aurorapharmaceutical.com



Scan for dosing
instructions
and more

44800006 01/2021



Knowledge

Through Research



Grant Weaver, DVM
Swine Technical Services Veterinarian
Aurora Pharmaceutical, Inc.

Importance of Parasite Identification in Cattle and Timely Prevention

Cattle grubs are an old pest of cattle (Bishop *et al.*, 1926). The grub or larval stages can feed directly on the skin, connective tissues and muscles of live cattle. Cattle grubs can riddle the back muscles and skin with holes; damaged carcasses and hides will need to be trimmed at harvest causing direct losses in weights and quality (Roberts and Lindquist, 1956).

The recommended cutoff date for treating cattle for cattle grubs using systemic insecticides or endectocides is no later than **8–12 weeks before the anticipated first appearance of grubs in the backs** of infested cattle (Reichard, 2020). In Florida, for example, the recommended treatment cutoff date is August 31 (Kaufman and Weeks, 2019); in the Pacific Northwest, the recommended treatment cutoff date is no later than November 30 (Arispe, 2019). Campbell (1985, 1989) recommended November 1 as the cattle grub treatment cutoff date for Nebraska cattle when using systemic insecticides or endectocides; Barker *et al.* (2017) recommend October 1 as the treatment cutoff date in Oklahoma.

So why should bovine practitioners be ready to recommend treatment of cattle grubs? In today's competitive market, not treating your clients' herds for external parasites isn't worth the risk. Knowing exactly what types of parasites are impacting your herd is the first step in selecting parasiticides and administering those products at the right time.

Cattle grubs or heel flies are large, robust flies similar in coloration to that of a bumblebee. There are two species of importance *Hypoderma bovis* and *Hypoderma lineatum*. The adult female seeks out a host to attach

her eggs to the hairs on their hind legs. **The larvae then emerge and enter the skin of the host through very small holes. Cattle grubs are a major economic pest of cattle and cost the industry several million dollars each year in hide loss, decreased weight gain, tissue/meat damage and carcass downgrading.**

It all starts with herd vigilance. As a veterinarian you should be aware that anti-parasite treatment for cattle grubs should be applied in the fall, when the grubs are too small to cause issues because they die within the animal. If the parasiticide is applied in the late winter months, the grubs are larger, and their death may result in an internal infection within the host animal.

On the flip side, parasites like lice and mange are usually a problem in the winter months because cooler temperatures and longer hair coats favor these parasites' survival.

Treating too early in the fall will not knock down a lice population because it's likely not even there yet. Cattle grubs can be fatal to the host if treated for larval infestations at the improper time. When treating for cattle grub infestations with a systemic product, it is **unadvisable to treat** when the larvae are clustered near the esophagus or the spinal column with a systemic product. The ensuing death of the larvae can lead to tissue inflammation that could cause the animal to suffocate or become paralyzed.

Animals with dead northern cattle grubs in the spinal canal may exhibit an adverse immune response that may result in temporary or permanent paralysis of the hind legs; animals with dead common cattle grubs along the esophagus may experience severe vomit-

ing and bloating (Campbell, 1985).

Diagnostic tests are the most accurate way to identify the most prevalent parasites in your herd, but parasite monitoring can also be as simple as asking your herd managers if they notice any lice or tailhead "mange" during preg-checking. Producers dealing with cattle grub, for instance, should consider when the grubs are moving through the body. With properly timed parasiticide applications, parasite monitoring, veterinarian consultation and the use of a proven product, producers can keep parasite populations at bay to ensure cows are happy, healthy and productive.

Cattle grub treatments must be properly timed to be effective and to minimize risk to animals. Make applications as soon as heel fly activity ceases, usually by the last week in July. Do not treat after October 15. Cattle grub treatments applied as pour-ons, spot-ons, injections, or sprays are systemic insecticides which travel within the animal's bloodstream.



Treatments applied too late may cause toxic reactions and must be avoided. When using avermectins in a fall deworming program, there is no need to use another insecticide for cattle grub control. Do not treat calves less than 3 months old or cattle under stress from illness, shipping, castration, dehorning, etc.

Aurora Pharmaceutical recently introduced **DectoGard™** (doramectin) and **EpriGard™** (eprinomectin) – true lower-cost generics of pioneer Dectomax® (doramectin) and Eprinex® (eprinomectin) to battle parasites and late-season cattle grubs on both beef and dairy cattle. Contact your local distributor for ordering details. **A**

DectoGard and EpriGard are trademarks of Aurora Pharmaceutical
Dectomax is a registered trademark of Zoetis Animal Health
Eprinex is a registered trademark of Boehringer Ingelheim



Anthelmintic for Beef and Dairy Cattle

Brand Name	Active Ingredient	Dose (See Label)	Target Parasites	Milk Withdrawal	Meat Withdrawal
EpriGard™ Pour-On for Cattle 	eprinomectin (5 mg/mL) (0.5% 5 mg/mL)	The dose rate is 1 mL for each 22 lb. of body weight. The formulation should be applied along the topline in a narrow strip extending from the withers to the tailhead using a recommended applicator. Do not use in calves intended for veal.	gastrointestinal roundworms, lungworms, cattle grubs, biting and sucking lice, horn flies, mange mites (see label for detailed list)	ZERO Days	ZERO Days (See Label)
DectoGard™ Pour-On 	doramectin (0.5% 5 mg/mL)	Administer DectoGard™ Pour-On solution to cattle topically at a dosage of 500 mcg doramectin per kg (227 mcg/lb.) of body weight. Apply topically along the mid-line of the back in a narrow strip between the withers and tailhead using a recommended applicator. Not for use in female dairy cattle 20 months of age or older. Do not use in calves to be processed for veal.	gastrointestinal roundworms, lungworms, eye worms, cattle grubs, biting and sucking lice, horn flies, mange mites (see label for detailed list)	(See Label)	45 Days



we love pets

NORTHEAST ARKANSAS HUMANE SOCIETY CREATES COMFORTABLE LIFE FOR HOMELESS PETS

Founded in 1971, Northeast Arkansas Humane Society (NEAHS) is a 501c non-profit animal shelter devoted to placing surrendered or abandoned pets into loving homes. For years, their commitment has been to ensure that every animal has food, shelter and comfort as they transition them into new homes.

"We're so proud of the work we do in giving a voice to animals," says Hillary Starnes, Former Executive Director of the NEAHS in Jonesboro, AR. "We believe that adoption is one of the noblest ways to become a pet parent. Without our facility, many cats and dogs would go without the help they need. It is through donations, volunteers and the open hearts of northeast Arkansas residents that we give these animals the chance they deserve."

According to new Executive Director Amy Schmidt, they are a low-cost clinic, not a full-service veterinary clinic. They don't have x-rays or do blood work there. Since NEAHS services a low-income community, they only look the animal over for basic care and refer all others to local full-service veterinary clinics. However, 13 years ago they decided to bring on a part-time veterinarian to handle the basic surgeries and health needs of the Shelter. Enter Dr. Mac.

Roger McMillan, DVM (OKST, '68) has been practicing veterinary medicine for more than 55 years. After graduation from veterinary school, Dr. McMillan went into dairy practice in nearby Booneville, AR. He realized quickly that was not his ideal job path and started a small animal practice in the Jonesboro area where he worked

for 40 years before selling his practice and retiring. Or so he thought.

"After retiring," Dr. McMillan adds, "was when I really went to work. I've always enjoyed small animal surgeries and when the Humane Society found out I had retired,



Roger McMillan, DVM

they hired me to basically do spay and neuter surgeries as well as an occasional enucleation and some amputations. I've been working here almost 10 years now and will probably retire again soon. After that, I'll focus on my fishing skills."

Dr. McMillan says shelter medicine is completely different than the medicine he practiced for 40+ years. "Here you're doing

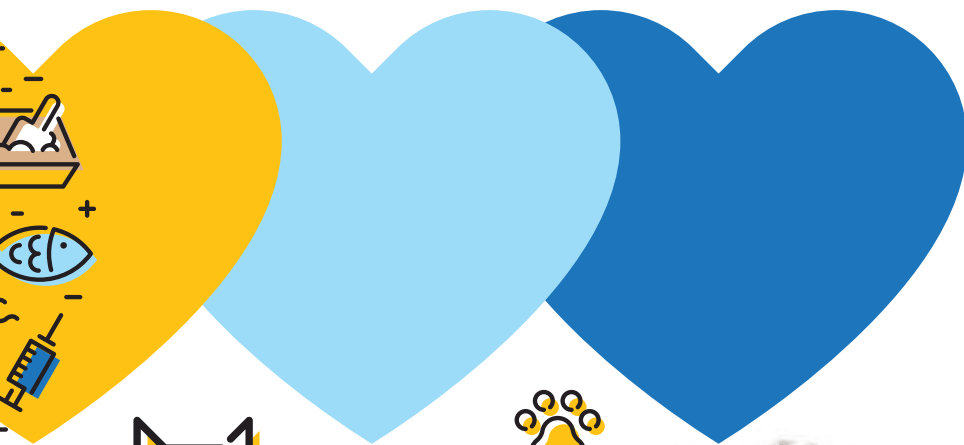
a lot of surgeries and dealing with the immediate medical problems that arise every day. From upper respiratory issues in cats to bites and cuts in aggressive dogs. It's always something with a stray population. We're dealing with the psychological factors associated with animals that may have never had any human interaction or touch. We're a dumping ground for antisocial pets terrorizing homes, owner abuse and those that just can't adjust to humans."

Even though they are a non-profit organization, they provide flea, tick and heartworm prevention to 1,200 to 1,500 adoptable pets in their facility. Cost and effectiveness were the two main reasons they switched to Revolt® (selamectin) almost two years ago. According to Dr. McMillan the product works extremely well on young cats – four months old and above – and seems to be very safe and non-abrasive to younger dogs and cats.

"We start them on Revolt and then advise new owners to continue with the low-cost treatment when they take their animals to their local veterinarian."

They are constantly looking and comparing prices on all their treatment products and Revolt has always been an economical choice for them. "The fact that it provides control and prevention of fleas and prevention of heartworms is huge in this part of the country. With our mission to keep everything low-cost, Revolt has certainly fit that need," concludes Dr. McMillan.

One of the local veterinarians that looks over many of the adopted animals from the NEAHS is Norette Underwood, DVM (LSU,




Amy Schmidt, Executive Director



Norette Underwood, DVM

'82) at Trumann (AR) Veterinary Clinic. After graduating from veterinary school, she went to work in New Orleans before coming home to Northeast Arkansas and opening her own small animal clinic. She has been practicing there for more than 39 years.

"I've always been a Revolution® (selamectin) user, but I firmly believe Revolt has been a nice, less expensive alternative to the more expensive Revolution product line," says Dr. Underwood. "I like to start both dogs and cats on a heartworm prevention program when they are puppies or kittens. This is a great, broad-spectrum product to help move the client forwards with this prevention program at a reasonable cost per month."

Dr. Underwood adds, "Cats are oftentimes overlooked when it comes to heartworm and flea prevention. I highly recommend both dog and cat owners to get on a good preventive program and stay on it year-round in this part of the country. Revolt fills this niche, especially in kittens and cats. It has worked just as well as Revolution and the owners really like the savings. I believe Revolt has allowed many more of my clients to stay on a good flea/heartworm program because of the economics and control level." 



Revolt is a registered trademark of Aurora Pharmaceutical, Inc.
Revolution is a registered trademark of Zoetis Animal Health





MOVING FORWARD

North Carolina was known to be a dream location to raise pigs. But now, according to veteran swine practitioner, Randy Jones, DVM (NCST '85), doing business in a highly-regulated state combined with the inflated cost of feedstuffs, fuel, labor and the high rate of litigation, makes pig ownership a burden that seems only accessible to the biggest of integrators.

However, Dr. Jones and business partner Cary Sexton, DVM (Miss St '03), Livestock Veterinary Services, Kinston, NC, have carved out a swine veterinary business that seems comfortable riding the ebb and flow of the animal agriculture industry. "Once, North Carolina was one of the largest concentrations of independent swine operations

in the country," explains Dr. Jones. "Now, however, due primarily to lack of market access and volatility of the industry, we have seen a reduction in independent swine operators over the past 10 years. We continue to service those 1,200 to 20,000 sow operations that are streamlining their production expenditures to remain viable businesses. However, new independent pig production ownership has all but stopped."

According to Dr. Jones, he and partner Dr. Sexton made the decision 10 years ago to embrace diversification. "I'm glad we did," says Dr. Jones. "We are trying to do as many species as we can, which means more ruminant business. We built a haul-in facility which allows

more producers to bring pigs (and ruminant species) to our facility for surgeries, etc. It has also allowed us to do more show pig business, which is growing in the area."

He adds, "There just are not a lot of food animal veterinarians in these parts, so having the haul-in facility has expanded our business to more of the East Coast. There has also been an explosion in small ruminant ownership – goats, sheep, llamas, and alpacas – which is changing the overall business focus. Parasitism and nutrition are

huge issues, and these owners are counting on us to help them.”

The partners are optimistic with the various opportunities available to an aggressively professional practice. “We believe swine buildings cannot remain empty forever. There are always innovative growers who recognize opportunities and are buying many of these older facilities and adapting them to grow-out and production facilities,” emphasizes Dr. Jones. “Those producers will always need an experienced veterinary group to assist through these ventures and we are being brought into many of these decisions early in the process to evaluate facilities, discuss new genetics, flow management and, of course, marketing opportunities.”

Primarily in these discussions are disease management plans – especially focused on containing PRRS

send some samples to the University of Minnesota Diagnostic Lab and to Dr. Han Soo Joo because he was looking at a new, emerging pig disease. At that time, it was being referred to as Mystery Swine Disease. As it turned out, it spread rapidly from one farm to other farms. We were soon inundated with abortion storms. Later they identified the virus as PRRS followed in the early ‘90s with the first vaccine.”

The practitioner says the virus has constantly stayed one step ahead of them. He says like so many swine practitioners, they are making a visible impact with biosecurity, vaccine management and overall producer education programs. “We continue to battle resident viruses here in NC with a watchful eye to the newer variants currently in the Midwest popula-

combined buying power) but more importantly,” he adds, “it allows us a window into what is coming our way regarding new disease strains, etc. The Midwest usually sees the new disease strains first. This gives us a solid partnership of like-minded veterinarians to communicate with and plan our defense strategies. The association has especially been beneficial in terms of professional enhancement, to discuss issues among colleagues who have similar issues.”

He adds, “I fear – whether it be PRRS, flu, etc. – we still have huge gaps in biosecurity. No matter how much we train, teach and put protocols in place, somehow, they are being sidestepped, and the system pays the price.”

Dr. Jones points to a recent example. “This past winter we had a bad Porcine Epidemic Diarrhea

Requires Adapting to Changes


– a disease Dr. Jones has been battling for more than three decades.

“I can go back to 1987 where I was called in for a second opinion on a farm that had what the attending veterinarian was calling SMEDI (Swine Mummification, Embryonic Death, and Infertility), a reproductive disease syndrome usually caused by porcine parvovirus and porcine enterovirus,” Dr. Jones vividly recalls. “However, the pigs were negative for both viral components. I called Dr. Harvey Hilley, who was my instructor at NCSU-CVM, and he said I needed to

tions,” outlines Dr. Jones. “We have some excellent tools to stabilize farms now. Preventing the next break is always the problem and our concern. It seems that every 10 years or so, a PRRS strain will come through our swine facilities that we are not prepared to battle yet. That is why this disease is so frustrating. We can stabilize a farm with the tools we have, but these herds just do not stand a chance against the new strains. It has kept me up at night since I got out of veterinary school.”

Livestock Veterinary Services is part of the Four-Star Veterinary Services network of 25 independent swine veterinarians and their practices. Dr. Jones says being part of the bigger Four-Star group has been a welcomed business and social move for their practice. “It has allowed us to offer competitive product pricing (due to the group’s

virus (PEDv) break. We saw the classic clinical signs of the virus causing diarrhea in a substantial proportion of all ages of swine. It cost our producers a lot of money and production potential.”

He adds, “It does not give you a lot of hope if a foreign animal disease (FAD) comes along. With all the pig movement in and out of each state, I’m not sure how we could contain it. The people working on the Foreign Animal Disease Preparedness and Response Plan (FAD PreP) issue have made a lot of progress in developing strategies in slowing down or halting the spread, however, it is still a huge challenge we all must be focused on. The key still rests in how fast we will recognize the FAD, and how quickly we can implement containment protocols and how quickly we can have a vaccine in place to stop the disease.” 

ONE OF THE TOUGHEST THINGS TO KEEP UP ON AS A SOLO PRACTITIONER IS GETTING PAID FOR YOUR WORK. THIS LIFE IS NOT FOR THE LAZY OR FAINT OF HEART

The life of a solo equine practitioner is not for the lazy or faint of heart. It requires a next-level agility to stay safe, endurance to handle one thousand plus pound horses and an uncompromising spirit to handle emergencies 24/7/365. It's a world well known by **Steve Hardy, DVM** (UC-Davis '82) who at 69 years old still works with all levels and disciplines of equine athletes from his **H BAR H Veterinary Clinic** in Eagle, ID.

"I started right out of veterinary school in the rural landscape of Idaho," recalls Dr. Hardy. "As anyone who started their own practice 40+ years ago can attest, most of the new clients you could get were the ones that didn't pay their bills on time. When I first started practice, I did 50% dairy and beef work and 50% equine from Nampa all the way out to Boise. All the food animal work filled the gaps at a time we didn't have as big of an equine population here. Now my business has morphed into no dairy work (escalating land prices moved them out of the area and 9% equine."

Dr. Hardy reports, "The equine work has evolved from just backyard horses to a big English area with lots of hunter-jumpers, dressage and all the Western performance horse groups including reiners, cutters, rodeo, etc. There are a lot of performance barns in this area and the area has quickly evolved into a complete one-stop area for horse owners. We are very lucky to have a



large referral hospital in Idaho Equine nearby and we work closely on many cases with them to benefit the horses in the valley."

Dr. Hardy states, "With the increasing horse population density and the greater movement of horses, we are seeing respiratory disease in all categories of horses; especially those going to shows, clinics and various other activities. We find that **EQUISUL-SDT®** (Sulfadiazine + Trimethoprim) is a great protector from secondary bacterial invaders in those cases. We are counting on less drug resistance than with the old SMZ tablets where there is a lot of *streptococcal* resistance."

Dr. Hardy adds, "I believe the bottle is ingenious in that you can just draw it out and give it orally. We want to get away from crushing pills and the 'hope it works' attitude. With this product you see it working quickly. We especially like that we're prescribing a completely different sulfa product that we haven't been giving in the past. When you've seen practices prescribing 15 SMZ pills twice daily vs. 10 pills twice daily like we used to, the cost of time and efficacy of using EQUISUL-SDT is a no-brainer."

Dr. Hardy notes, "One of the toughest things to keep up on as a solo practitioner is getting paid timely for your work. The veterinarian should not be the bill collector. Your expertise is caregiving. My advice is having someone else deal with the money collection aspect in your practice."

Dr. Hardy's business partner and wife, Dani Hardy, handles all the collections. She came



into the practice 26 years ago and has been married to Dr. Hardy for 16 years. "We have no accounts receivable," states Dani Hardy. "One of the first things I got rid of when taking on this role was the antiquated accounts receivable part of the practice. Always make sure the client pays at the time of service. Billing for your work and expertise is a thing of the past." Dani, who used to be Dr. Hardy's main vet tech and went on all emergency calls, now coordinates the ordering, scheduling and managing the five employees at the clinic. She adds, "Staff is critical and we are so lucky to have a great team helping us with the day to day."

"She keeps us punctual with our clients and makes sure all our bills are paid weekly," interjects Dr. Hardy. "With Dani handling scheduling and practice management chores, I have a lot more time to see patients. Now I have the facilities for people to bring their horses to me, so I can see a lot more horses rather than burning windshield time."

Dr. Hardy provides some advice based on his 41 years of private practice: **Know what you're getting into before you jump in.**

"Coming out of veterinary school you need to understand what you're getting into. You're expected to work long hours, every day of the week, any hour of the day or night and go on your own emergency calls no matter what time of day it

is. You need to make sure you have some local veterinary backup for those times when you just can't get to a patient or need some time off."

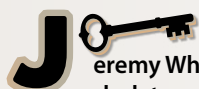
Dr. Hardy adds, "You need to have a good money manager who can keep you solvent while building your practice. Don't think you can do all the work and stay ahead of the cashflow. Building a practice on your own blood, sweat and tears is not an easy task, but if you have the patience, tenacity and skill, having your own practice is worth the trip. I've had plenty of offers to join a larger practice, but I truly cherish running my own practice and working with the clients that have been loyal to me all these years."

At 69 years old, there doesn't seem to be any quit in this practitioner. "If I feel good, I see no reason to retire or quit. I work out regularly and eat well. I try to take good care of my body and mind. I tell Dani - maybe someday I'll slow down, we'll see," as he smiles.



EQUISUL-SDT® is a registered trademark of Aurora Pharmaceutical, Inc.





Jeremy Whitman, DVM (U of TN '02), partner in the exclusive ambulatory Equine Medical Associates (EMA), Lexington, KY, always knew he wanted to work with horses. However, he was also certain following veterinary school he would return to rural Tennessee and practice mixed animal medicine near his hometown.

Then, as often happens, a sharp turn sent him to the prestigious Four Sixes Ranch (6666 Ranch) in Guthrie, TX, to do an equine internship. As he puts it, "It took three years to finish my internship. I loved working with the veterinarians at the ranch and the high-quality horses they maintain. I knew it was what I wanted to do full time."

However, he was still interested in working closer to home and family. That's when the opportunity to work with equine veterinary pioneer, Jim Morehead, DVM (U of MO '83), presented itself and Dr. Whitman jumped at the opportunity. "I ended up moving to Lexington and started working in the very busy, four-veterinarian practice 18 years ago. I'm still here today as a partner in the now nine-veterinarian practice. I got exactly what I was wanting," he adds, "working with the finest equine athletes and breeding stock in the world. It has been an amazing ride so far."

According to Dr. Whitman, in the spring, he and the practice do a lot of reproductive work and neonatology and take care of stallion's reproductive health. "We perform stallion evaluations, first season fertility insurance exams, and herd health consultation focused on stallion production," he notes. "We also have a large broodmare clientele, predominantly the management of natural service. Additionally have sport horse clients that utilize advanced reproductive techniques including artificial insemination and embryo transfers.

out the year. Jeff Berk, VMD travels abroad to numerous auctions annually. Our services include spring survey radiographs, repository radiographs, endoscopic exams and sales consultations. We maintain a strong presence at local training centers and race-tracks year-round and everyone in the practice participates to some extent. Mike Prichard, DVM, Elizabeth Santschi, DVM and Steve Hance, DVM are boarded surgeons that perform radiograph, ultrasound and upper airway consultations and provide recommendations on pre-purchase exams. EMA veterinarians diagnose, treat and care for horses from the track to show ring. We utilize the latest technology available including diagnostic imaging and ultrasound, shockwave, high intensity laser therapy, digitally enhanced lameness diagnosis and regenerative therapy (PRP, IRAP & Alpha-2- macroglubulins)."

However, it's EMA's attention to client needs that separates them from most ambulatory clinics. "The clients know they can call their veterinarian for help when needed. It may not always be convenient, but the clients' livelihood is dependent on their horses health. We are tied to our client's successes. Our clients are like family and our sincerity is seen every day," adds Dr. Whitman.

Dr. Whitman states, "Our practice is usually not the first to jump on new procedures or therapies, but we're certainly not the last. We are constantly looking at what works such as PRP or Alpha-2. Once we try a technology or new therapy within our own clinical setting, we'll adopt or dismiss it based on real results. Our clients expect the best care available, and we owe it to them to have the confidence and expertise in something before we incorporate it on their farm or horses. That's where both Altren® (altrenogest) and EQUISUL-SDT® (Sulfadiazine + Trimethoprim) have proven themselves in the practice. Based on solid data and performance, our practice has almost completely switched to Altren® (altrenogest) on all our mares that need progesterone supplementation," notes Dr. Whitman.

"Most of our clients also choose Altren for their mares. We utilize EQUISUL-SDT® on almost all our prep-yearlings, especially when we're dealing with pharyngitis pre-sale before it affects their




Then we care for foals and yearlings ranging from neonatal exams to monitoring the foal population for infectious diseases and conformation analysis. Herd health also involves making recommendations regarding vaccination and deworming programs."

Dr. Whitman adds, "Right after the heavy spring work, we transition right into the sales season. EMA has a strong presence at Keeneland and Fasig Tipton Sales for over 30 years representing both sellers and buyers. There are veterinarians from the practice present at numerous domestic and international auctions through-



BUILDING CLIENT TRUST


pharyngeal function and causes upper respiratory tract noise, nasal discharge, coughing. We frequently treat them with the combination drug for 10 days pre-sale and have had excellent results.”

According to the equine partitioner, the practice growth plans have always focused on mentoring good, competent veterinarians that can be introduced to farms and start building a rapport of trust and competency. “Horse owners are always interested in quality care with a veterinary team they can count on,” says Dr. Whitman. “We currently have a solid team of veterinarians with a bright future in the industry. Lexington is a special place. There is a large population of horses here and numerous opportunities for good equine veterinarians that have the skill set and personality to bond with clients. Working on the best horses puts pressure on you to be the best you can be. I’m fortunate that I have some of the most experienced equine veterinarians on my team in the business. That eliminates guesswork veterinary care.” 

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



IS THE KEY



John Prickett, PhD, DVM

John Prickett, PhD, DVM (ISU '10, '14) who comes from a family of veterinary parents, and is married to a veterinarian who also comes from a veterinary parent, always knew he'd be a veterinarian. However, he's quick to state that the life of his parents in practice is a lot different than that of he and his business partner and wife, Alana McNutt (Prickett), DVM (ISU '11).

"Mixed animal practice is a tough business model," says Dr. Prickett. "The margins are much smaller than a specialty practice, the overhead is much higher because we must have facilities for multiple species and the diversity of equipment and drugs that we must carry can be daunting at times. The clients we work for are smaller, but the workload is higher. I go from a 3,600 finishing site one day to cutting one show pig the next or to a 1,200-head feedlot to the guy who has one beef cow in his back yard. It's diverse, however, every day I must fill the truck with everything I need to do the job. The job takes a lot of inventory management, equipment and windshield time. It can be highly demanding, and the margins can be tight."

According to Dr. Prickett, the 200-year-old veterinary model where the veterinarian was basically giving

away his services for free because he was making a nice margin selling products, are long gone. "With the internet and global distribution of products, I can't buy products any cheaper than a large swine system can," admits Dr. Prickett.

"Quite honestly, it's a losing position to get in a vet truck and make a service call. Unless you're going to be on a farm all day and you're going to utilize lots of product, it's a losing proposition. I must have a good truck that's well-stocked to treat seven different species of animals. It's never going to make the money necessary to do it long term. As veterinarians, we all need to learn and start shaping our clientele to utilize us for *our expertise and knowledge* and *our ability to train them* to do things on their own that can help streamline their efficiencies. Many clients think that they can buy \$100 worth of vaccines (that I may make \$12 gross profit on and does not include the staff to order the product and the building to house it in plus the 30 minutes to show and tell them how to use it) entitles them to free care. That's a disconnect between them and us."

Most veterinarians would be looking for a way out or moving to industry or large production medicine. That's just the opposite for the husband-and-wife team. Their solution is expansion.

"Both of us love what we do. We really enjoy our clients, our employees and being part of this community," says Dr. McNutt-Prickett. "This job is what we both have always wanted to do, and I know we can make it work."

**RURAL MIXED ANIMAL PRACTICES MUST
ADOPT NEW OPPORTUNITIES TO STAY
SOLVENT & RELEVANT**

However," she adds, "when we purchased Tipton Veterinary Services in 2018 from Michael O'Donnell, DVM (ISU '85) it only had 3,900 sq ft., so a lot of our work was strictly ambulatory in nature." They were able to purchase the nearby New Liberty (Iowa) Veterinary Clinic in 2020, so they could utilize their new Associates much more efficiently while servicing the growing needs in that community, especially from a small animal service role. Now both clinics operate under Circle P Veterinary Services. However, it wasn't until 2022 that the veterinary team realized they needed to grow the large animal segment of their business to truly take advantage of their skills and new client influx.

In 2022, the opportunity to purchase the buildings across the street from their practice, became available. "The city wanted us to stay in the area and helped us with a low interest loan to expand into the space," states Dr. Prickett. "After some planning and interior design work, we finally moved into the new 12,000 sq/ft. facility this summer. We have a 6,600 sq. ft. small animal and retail facility that includes a reception area, exam rooms, employee area and garage for our veterinary trucks. We are currently working on cattle and small ruminant facilities in one of the two outer buildings. When completed it will have hydraulic lift/chutes, enough space to handle a semi-truck load of cattle and a tilt exam table. Our other building will be renovated to an equine-specific facility complete with

stocks and equine exam facilities."

The two veterinarians say the new facilities provide momentum for the practice while enhancing productivity. "Having a big enough staff to always have someone available to service clients' needs is a huge value to many of our clients," outlines Dr. Prickett. "Besides spreading the work burden across the veterinarians and staff, having five veterinarians in-house allows us to put the perfect veterinarian with the specific need. It makes us much stronger in attracting new clients who are looking for species-specific experience. Now our clients can work animals (for a fee) more efficiently without taking on the financial burden of new facilities and equipment. We hope to have a farrier in once a week, rent out space to work/vaccinate animals and have staff available when needed to help perform services. We're excited about the new revenue stream and the ability to bring on more clients looking for these types of facilities and services."

Another income stream both veterinarians are excited about is opening a raw milk testing laboratory in the new clinic. "One of our Associates, Isaac Jepsen, DVM (ISU '21) has a



Continued on page 20



WHEN SHOULD YOUR HORSE

KENTUCKY NATIVE Phoebe Smith, DVM, Dip. ACVIM (Auburn '97, UC-Davis '03), is the sole owner of **Riviera Equine Internal Medicine & Consulting, Los Olivos, CA**, a niche equine veterinary practice specializing in equine internal medicine. She has built a thriving practice working with veterinary clinics, training barns and horse owners, offering internal medicine solutions and consulting.

Most of the cases she sees are referrals from primary care veterinarians.

"I see a wide variety of cases, ranging from infectious disease outbreaks, mystery weight loss, heart murmurs, sick foals to performance problems in the elite athlete – anything that falls under the internal medicine umbrella."

Dr. Smith says she is frequently asked *"When should my horse see an internal medicine specialist?"* She al-

WHEN SHOULD A HORSE SEE A SPECIALIST?

ways answers the same – when your primary care veterinarian needs a second opinion or feels my expertise is needed in a specific case.

"The referring veterinarian is always going to be in the loop of any referral case I have," she stresses. "A team approach is needed for best outcomes, an aspect of this specialty I truly enjoy. I am fortunate to have privileges with several clinics, allowing me to utilize their facilities to see referred cases. It's a little bit unusual in equine medicine to have these open relationships among practices,

and I never take that for granted."

Dr. Smith works daily with veterinarians seeing complex internal medicine cases, as well as with trainers and riders working to maximize athletic performance.

Equine medicine is a rapidly advancing field, and one simply cannot know it all. Specialization allows for in-depth knowledge and expertise in a specific area of medicine.

"I'm happy to see that veterinarians are recognizing the value of having a specialist involved early on with difficult cases," Dr. Smith points out.

TEAM APPROACH

Dr. Smith firmly believes the best medicine is delivered by a team approach. "Professionalism, collegiality and collaboration are foundations of any successful team, and we strive to build this with every consultation."

Dr. Smith trained with some of the best internal medicine specialists in the industry. "Following graduation from veterinary school, I decided to head west for an internship at Alamo Pintado Equine Medical Center, Los Olivos, CA. It was during my internship that I fell in love with internal medicine. I completed an internal medicine residency at UC-Davis ('03) and immediately took that expertise back to Alamo Pintado where I developed their internal medicine department until I was recruited to join the equine hospital teaching staff at Ohio State University in 2007," she recalls. "While I gave some didactic lectures at OSU, much of my time

was spent teaching students and house officers on the hospital floor. Being a clinical person by nature, I really enjoyed my time on the floor and teaching."

However, in 2010 when Dr. Smith decided to start her own family, the draw to the West Coast drew her back and she felt it was the right time to start her own internal medicine specialty practice.

"While I missed the day-to-day teaching, I love my practice dynamic with the veterinarians, trainers and horse owners here in the central coast of California."

There aren't too many internal medicine specialists in the horse-dense area of central CA, and UC-Davis' equine hospital is seven hours away.

"I enjoy friendship and professional rapport with the two internal medicine specialists at Alamo Pintado. I also see cases in the Los Angeles area, and receive referrals from the San Francisco Bay area," says Dr. Smith.

WHAT'S NEXT?

As a business owner, you always wonder, "What's next?" Not until she sustained a serious injury, did she finally admit to herself that she was fine, her business was solid and she had great clients and a great life.

"It took all these years and an injury to finally have the perspective that I'm more than my job. I'm a mother, a wife, a friend, a business owner and I live and work in a beautiful place," Dr. Smith admits.

"It's time to start enjoying the

PROBABLY MORE OFTEN

SEE A SPECIALIST?


present and all I've worked for."

And the injury that stopped her in her tracks was a classic injury that started with her assistant gone for the day and her dealing with an unknown handler and a naughty horse. It was supposed to be a simple recheck.

"I remember saying out loud, 'I don't really like this setup, but we'll give it a try' and thinking 'what is my exit plan?'" All equine vets have been there.

"I've worked with far more dangerous horses, been in far more treacherous settings and left unscathed, many times. This time I wasn't so lucky. I was amazed at the positive response I received from colleagues when I was injured. You oftentimes don't know what a great community of colleagues you live in until you need them. The support from near and far was tremendous and humbling," she adds.

So, what is next for Dr. Smith? With a thriving internal medicine practice, a small farm, and a teenaged daughter, there's not much time to contemplate.

"However, in addition to serving the profession through committee and Board work with the AAEP and ACVIM, I'm interested in serving horses and humans in need through equitarian initiatives. That's my next goal – to be able to help horses and communities who rely on their equids in a very different way than we do in California," she concludes. 



Phoebe Smith, DVM, Dip. ACVIM

THAN YOU THINK





WINSTAR

RESIDENT VETERINARIAN ENJOYS DIVERSITY OF DAY-TO-DAY PRACTICE

The large animal veterinary world is changing fast. Just 20 years ago, most graduating veterinarians were not specialized. Because today's graduates are more targeted, that leaves general practice veterinarians in demand.

That's exactly where the resident veterinarian of WinStar Farm, a large thoroughbred breeding and racing operation, Natanya Nieman, DVM (Ohio St. '98) excels.

On any given day, she goes from complex foal diarrhea and pneumonia cases to performing airway endoscopy and x-rays on yearlings. Later in the day she's in the training horse and rehabilitation division diagnosing health and lameness issues in racetrack athletes.

"There just aren't as many veterinarians that have this type of diverse experience in equine medicine any longer," stresses Dr. Nieman. "In the veterinary profession today, not many veterinarians provide this diverse level of expertise. These qualities are rare and hard to find. Farms want someone who is knowledgeable in all aspects of veterinary care. It's a challenging profession that keeps you on your toes every day."

Dr. Nieman grew up in Lexington where she rode dressage and event horses, worked at Thoroughbred sales and on Thoroughbred and Standardbred farms throughout college. Veterinary medicine was always her career path.

After graduating from veterinary school in 1998,

Dr. Nieman completed an ambulatory medicine internship at Peterson and Smith Equine Hospital in Ocala, FL, and then worked at Woodford Veterinary Clinic from 1999-2002. She has been with WinStar Farm for more than 20 years.

In January 2024, Dr. Nieman (while still maintaining some of her duties as resident veterinarian) will be taking on the new role of General Manager at WinStar Farm.

She will continue to lean heavily on her veterinary team to assist her, including associate veterinarian Dr. Heather Wharton, DVM (Massey U, '15) and two veterinary assistants, Maren Vogel and Trina Dotson.

Dr. Nieman explains her veterinary role at WinStar as being dependent on the season. During the early months of the year, she is responsible for the care of pregnant mares and foals. "A majority of my responsibilities are focused on foal health, including exams on newborns, treating any illness or lameness in the foals, as well as treating any issues that arise with the mares and stallions, and developing herd health programs for all the horses," outlines Dr. Nieman. "As summer approaches the focus turns to around 120 yearlings that need to be prepared for the yearling sales where upwards of 70% of them will be sold. This involves keeping these horses healthy and looking good, as well as performing radiographic examinations and endoscopies that will be available

Continued on page 18



When we see respiratory infections in foals or mares, EQUISUL-SDT® (Sulfadiazine + Trimethoprim) is one of the first products we reach for. When white blood cell counts and fibrinogen are elevated, EQUISUL-SDT® can help us achieve fast, therapeutic results when administered at the recommended dosage.

NATANYA NIEMAN, DVM

EQUISUL-SDT® is a registered trademark of Aurora Pharmaceutical, Inc.

Natanya Nieman, DVM

Business Essentials / 17





Continued from previous page

for prospective buyers.”

Dr. Nieman is also responsible for performing prepurchase examinations at the sale on horses that WinStar is interested in buying. This includes reviewing radiographs and endoscopies along with physical examinations.

“WinStar purchases a lot of horses, from yearlings to competitive racehorses,” she says, “as well as high-quality broodmares to be part of the breeding program. We’re looking for horses with good pedigrees and physicals that have the potential to carry good bloodlines forward and produce future racehorses. Therefore, we are looking for horses to train and run at the graded stakes level, that could eventually stand as a stallion or broodmare in our breeding program. I also spend several hours a day at the training center with the horses that are rehabilitating from injuries and keeping an eye on the horses that are in full training.”

This is all in addition to her responsibilities for the 100+ horses in WinStar’s state-of-the-art rehabilitation facility and the 80+ horses in training.

Rehabilitation is a huge part of Dr. Nieman’s job. Part of their advanced rehabilitation program includes two hyperbaric chambers, an above ground and underground water aqua tread, a cold-water spa, two swimming pools, vibration plates,

an RLT Laser (for pain relief and to increase healing) and a Pegasus laser that can be carried around the farm, as well as a shockwave machine, a laboratory, and the ability to perform biologic treatments.

“The hyperbaric chamber is a useful tool in several situations including dummy foals, septic joints, pneumonia, treating race horses for bleeding, recovery post-race. We have had several success stories with the chamber,” outlines Dr. Nieman. “We also use the chamber to help with recovery after foaling in post-foaling mares. It’s remarkable how much better they feel post chamber use.

“We are working on a very elite population of horses and our job is to make sure that each horse reaches its maximum performance potential,” states Dr. Nieman. “This status requires the best training and rehabilitation facilities available in order to maintain a high standard in health care. That means you must be ahead of anything that may affect any horse. You can’t let little things become big things.

“I love watching the horses that were having problems improve. It’s a huge motivating factor in my life as a veterinarian. Figuring out a lameness, successfully treating it, then watching that horse win a big race, is huge. It makes the daily stresses worth it all,” states Dr. Nieman. **B**



FINAL THOUGHTS



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

LOOKING FORWARD TO THE NEW YEAR

AURORA PHARMACEUTICAL, INC. started in 2009 and has grown considerably over the last 14 years. We have a great team of people working hard to develop and improve the products we offer the veterinary market. Whether our proprietary **EQUISUL-SDT®**, or the ten FDA-approved, generic products we offer, we are constantly looking for ways to improve and add research support to our products and the animals they treat.


Looking forward, Aurora plans to add two additional FDA-approved generics in early 2024. One for equine and one for beef cattle. Additionally, our two pour-on products for Beef and Dairy cattle launched in 2023 (**DectoGard™** and **EpriGard™**) continue to offer improved value to the industry and much needed competition. Ask your sales representative about these products, which will allow you to improve the value you can offer your producers. As always, we have simple to understand, competitive, upfront pricing on both products and you can expect the same on the two additional approvals in 2024 and all our current products.

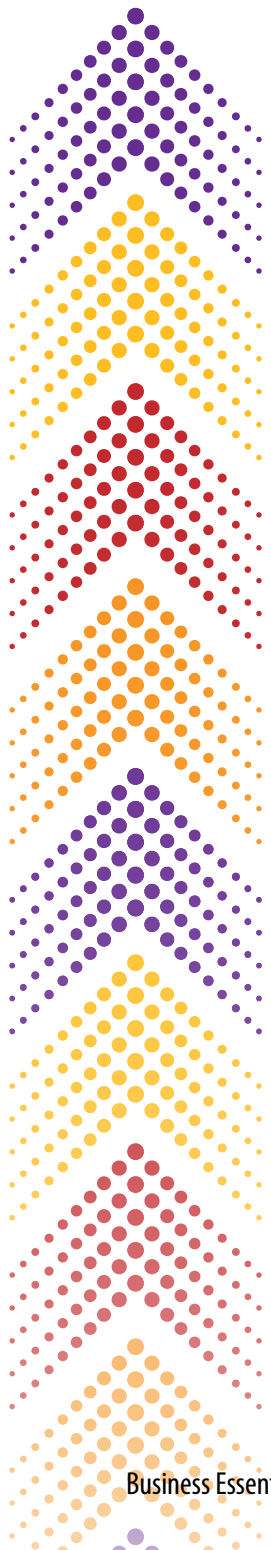
Aurora continues to add internal and external sales support in addition to working with distributor salespeople to get the word out on all our products and serve you better.

The coming year will see the completion of additional research on existing products. I believe it is critical to invest in answering the questions the profession has. Aurora has a strong track record in doing just that, and we will continue to do what few generic companies do, **Research**.

We plan to continue the veterinary scholarship program we started in 2020 supporting third- and fourth-year veterinary students. We have been impressed by the past recipients of this program and look forward to meeting this year's applicants.

As Aurora continues to grow, it is thanks to both customers and the dedicated staff and partners, that we have been able to accomplish so much in the relatively short time we have been involved in this industry. We have significant plans over the next several years, to continue to expand our offerings and introduce both generic and additional proprietary products to the market with research to back up new and existing uses of our products.

I and all Aurora employees appreciate the support we have received from this industry we all love to be part of. Every veterinarian and technician that use and support our products, the clients and animals whose lives are made better because we make these products is why we do what we do. Thank you to all of you for your support. We are looking forward to serving you for another year and we all wish you a happy and prosperous 2024. 





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®, Altren® or any Aurora product, please see the package inserts on our website, www.aurorapharmaceutical.com

br000214 11/2023

Continued from page 13



passion for the clinical laboratory segment of veterinary medicine," outlines Dr. McNutt-Prickett. "He has become our go-to cytologist and bacteriologist who is currently doing our in-house cultures. A new bill that has just passed in Iowa allows practices like ours who have the testing/analysis expertise to offer producers requiring raw milk testing to have a local laboratory. Dr. Jepsen has been working directly with the State and other officials to outline the testing procedures and costs. We will be **launching a**

regional raw milk testing laboratory that we hope will provide yet another service and income source to our growing clinic."

The two veterinary partners are quick to add that companies like Aurora Pharmaceutical are always part of their growth plans because they are uniquely focused on their practice's success and growth.

"Aurora has a nice, efficacious portfolio of products that we rely on to keep our cost down," adds Dr. Prickett. "I love that Aurora is accessible whenever we need them.

I know my contacts by name and more importantly, I know they'll respond to me quickly and are reliable. That's extremely important to us. We believe in the products and what they are intended to treat or prevent. Our rep and tech vet come around on a regular basis and help us when we ask. That's rare in our business and we appreciate the extra effort Aurora has always shown. It's also why we recommend their products because we know they're supported and have a high level of efficacy."

WHAT'S NEXT? "We will start looking for a practice manager we can trust and rely on to help guide us into the next portion of our growth," shares Dr. McNutt-Prickett. "We have a unique staff in that they are very young. We have 2020, '21 and '22 graduates. They're young and have a lot of energy. We enjoy our mentorship time and training, and hopefully they can take over. We want to grow something here that will also benefit our Associates."

"Part of our overall success is developing and maintaining a staff we can count on and greatly reduce turnover that causes us to retrain," concludes Dr. Prickett. "Getting the new buildings up and running so we can capitalize on each segment as a profit center is paramount to our success. That takes time and we're committed to making that work to our benefit. We've had a lot of change and change creates chaos. We want to change the chaos to profit."

