

# Defend Your Pharmacy – FIGHT BACK! Pet Internet Pharmacy Brochure

FAX ORDER TO 888-302-8832



## Defend Your Pharmacy!

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

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

## Now With New FDA Consumer Warning!

**Pet Internet Pharmacies**  
what you need to know...

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

**Educate Your Clients On The Pitfalls Of Pet Internet Pharmacies!**

**Why our hospital pharmacy is your best choice –**

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

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

**CONVENIENCE:** Using an internet pharmacy means a delay in getting your medication. It typically takes one to two days for the online pharmacy to contact us and process the prescription, then there's a two-to-five-day shipping time.

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

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

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

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

### Non-Customized Tri-Fold Pharmacy Brochure

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

### Customized Pharmacy Brochure

**A** Customized Brochure Size & Quantity  
Add your practice info and edit **ANY** elements to meet your needs. The design fee includes 2 revisions. Each additional revision is \$49.

**3 Panel** 8.5"x11" folds to 3.66"x8.5" (\$169 design fee)

Printing charge (plus shipping and handling):

500 (\$398)  1000 (\$559)  2000 (\$698)

**Mini Pocket** 4"x10" folds to 4"x2½" (\$149 design fee)

Printing charge (plus shipping and handling):

500 (\$249)  1000 (\$329)  2000 (\$498)

**B** Include Practice Logo  YES  NO  
Include AAHA Logo  YES  NO  
Include Social Network Logo  YES  NO

circle your choice(s)



PLEASE EMAIL LOGO OR PHOTOS TO: phil@philwinter.com

**C** Comments/Requests: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Mini Pocket Pharmacy Brochure**  
(4"x10" • 4-panel brochure folded down to 4"x2½")

2½" x 4" x 10"

**Pet Internet Pharmacies**  
what you need to know...

**Pet Owner FDA Notice**

**animal family**  
a passion for healthy pets  
6011 North Brady St. • Davenport, IA 52806  
ph. (563) 391-9522  
www.AnimalFamilyVeterinaryCare.com

**Our Client Convenience Options:**

- Our 24/7 Rx Refill Hotline
- Our 24/7 Prescription Refill Hotline
- Our 24/7 Delivery Vet Clinic

**Why we want you to know –**

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

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

**CONVENIENCE:** Using an internet pharmacy means a delay in getting your medication. It typically takes one to two days for the online pharmacy to contact us and process the prescription, then there's a two-to-five-day shipping time.

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

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

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

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

Practice Name: \_\_\_\_\_

Veterinarian: \_\_\_\_\_

Circle Credit Card Type: VISA MASTERCARD AMX DISCOV

C.C. #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVC # \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_

FAX #: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Signature: \_\_\_\_\_