

# HOW VETERINARIANS FEEL ABOUT BRAVECTO<sup>®</sup>



**Five veterinarians talk about their experience with Bravecto. They share overall feedback and how they adopted Bravecto into their practices.**

This video will share the opinions of how veterinarians feel about Bravecto, and how to start using a new product at your practice.

When choosing a new product it is important to ask yourself three questions:

- Is this product good for my patient?
- Is this product good for my client?
- Is this product good for the practice?

Thinking through these will help you decide the benefit of adding a new product to your practice. Convenience is a big factor for new products, not only for your clients, but also for you as a veterinarian.

Bravecto has proven to increase compliance, and is well accepted by clients due to the added benefits.

Some veterinarians have had doubts about clients switching from typical one-month formulas to Bravecto's 12-week treatment.\* As veterinarians who have tried Bravecto can attest, clients will always choose the product that protects with less work on their part.

Bravecto will help you gain a stronger hold of the market. Bravecto is safe, effective, and it will help increase practice compliance.

**Dan Markwalder, DVM:**

- From a total of 7 practices, 4 of them adopted Bravecto Chew and the other 3 remain with monthly products. Their intention was to measure which product was more accepted.
- The efficacy and the safety studies convinced him to try the product but he wasn't sure about compliance with clients.
- By the first quarter Bravecto increased his revenue sales 2 to 3 times compared to the monthly product.
- Bravecto helped increase compliance.
- Clients accepted the longer duration instead of a monthly treatment.
- There are three questions you should ask when thinking about bringing a parasiticide into your clinic: Is it safe? Is it effective? How is it going to help me increase my compliance?

**Joel Sailor, DVM:**

- They had the opportunity to use the product before the launch.
- They saw the product work with lower income clients with flea problems.
- Clients who tried the product continued to ask when it was going to be available after they took it away.
- Clients will try something that helps them do less.
- For veterinarians, safety and efficacy is key.
- For owners convenience is most important.

**Randall Bennett, DVM:**

- They prepared the staff in advance to be able to enter the market quickly.
- There's nothing out there that will do what Bravecto does in terms of revenue.
- Exceptional results with little push back.
- Even though they are located in a rural area they were able to enter the market by having the right system and a great product.
- As owners, decide what the best medicine truly is and then figure it out how to sell it.

**Mike Canfield, DVM:**

- Safety is the most important thing, followed by efficacy.

**Craig Prior, BVSc, CVJ:**

- When choosing products ask yourself: Is it good for the pet? Is it good for the client? Is it good for the practice? If the product meets the three criteria it's a winning situation.