



SAMPLE

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

For additional information from the FDA, you can visit the following website:

www.fda.gov  
AnimalVeterinary/  
ResourcesForYou/  
AnimalHealthLiteracy/  
ucm203000.htm



KEEP IN TOUCH –  
PLEASE FOLLOW US ON OUR SOCIAL NETWORKS!

*Thank You!*



## Online Pet Pharmacies – Protect Yourself and Your Pet

**The U.S. Food and Drug Administration (FDA) urges pet owners who shop for prescription pet medicines online to make sure they remain aware of exactly what they are buying.**

Some of these pharmacies promote the convenience of home shopping with the benefit of big savings, but are they a wise option for you and your pet?

Internet sites that sell pet drugs can be reputable pharmacies. However, others are fronts for businesses breaking federal, state, and sometimes International law. **Illegal online pharmacies may sell medicines that are counterfeit, outdated, mislabeled, incorrectly formulated, or improperly made or stored. We Care! – You are always welcome to call our office to discuss any questions you may have with veterinary online pharmacies.**

## 24/7 Online VetStore

Have most of your pet's prescription medications and, flea/tick and heartworm preventatives shipped directly to your home! Visit our website, log into your pet portal, and click "shop online".



We recommend **Triflexis™** – the next-generation parasite prevention tablet with exceptional client and pet advantages.

This once-monthly chewable tablet prevents heartworm disease and treats and controls fleas, hookworms, roundworms and whipworms.

[www.VetPracticeMarketing.com](http://www.VetPracticeMarketing.com)



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

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**Pet Owner FDA Notice**



**animal family**  
a passion for healthy pets

6011 North Brady St. • Davenport, IA 52806

**phil winter's marketing communications**

[www.VetPracticeMarketing.com](http://www.VetPracticeMarketing.com)

800-803-8832 • [phil@philwinter.com](mailto:phil@philwinter.com)

## We want you to know –

Our clients always have the option of having a prescription filled at an Internet pharmacy. However, because some Internet pharmacies have dubious business practices, we will need a direct request from you with the name of the Internet pharmacy and what prescription drugs your pet needs. **In order to process a prescription, the law requires that a veterinarian must have seen your pet within the past year.** Depending on the patient's medical condition and medication prescribed, this time frame may be shorter.

**If the Internet pharmacy is a safe and ethical provider of pharmacy drugs, we will ask you to give them our contact information.** They will fax the request to us for approval, and then the order can be filled and shipped to you. This process is a little more involved than the TV advertisements would have you believe.

Our pharmacy is a vital and integral part of our practice. Revenue from our pharmacy allows us to purchase the latest equipment and pay for our caring, dedicated staff of professionals.

- **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 be home to receive the shipment.
- **REBATES:** Our veterinary practice also passes on manufacturers' 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.

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If you have pet health insurance, you may be reimbursed on medications when purchased from a legal online pharmacy. You will be required to provide a copy of your veterinarian's prescription order and a copy of the Internet pharmacy's invoice. When you purchase a prescription from our hospital, there is no additional paperwork. It is all itemized and easy submission to your insurer.

- **GUARANTEE:** Our hospital 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



**Why our Animal Family pharmacy is your best choice –**

**DESIGN NOTES:** You can edit any elements to meet your unique practice requirements and, if desired, include your own practice photos.

regulations. Medications purchased online may have been purchased 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 be used by or on the order of a licensed veterinarian."*

- **EDUCATION:** Every week representatives from companies such as Bayer, Pfizer, Novartis, Merck, and others visit our office. These representatives have access to the latest data and are a valuable source of up-to-date information. Through veterinary journals, and the latest veterinary medical 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.