



# Pet Health Guide

Care for pets like you care for your patients using these helpful tools, tips, and resources

<b>Introduction</b>	<b>03</b>
<b>Enrolling in the program</b>	<b>05</b>
<b>Ordering inventory</b>	<b>06</b>
<b>Managing your pet health offerings</b>	<b>08</b>
<b>Promoting in store</b>	<b>09</b>
<b>Promoting digitally</b>	<b>10</b>
<b>Boning up on pet health</b>	<b>11</b>

## Care for pets like you care for your patients

Most pharmacies claim to care for every member of your family, but, in reality, few of them truly do. That's because most families are made up of more than just parents and children. In fact, 66 percent of households in the U.S. are home to at least one pet. These are animals that, in many cases, eat premium, organic food; have their own wardrobes; and are tended to by full-time servants who clean up every single mess they make. There's no questioning that these critters are beloved members of their families. So if you aren't offering pet medications in your pharmacy, you're missing a major opportunity with more than two thirds of your customers.

With the *Good Neighbor Pharmacy* Pet Health solution, you can officially add four-legged patients to your repertoire. Our team can help you embrace the growing animal health market through a collaborative partnership that delivers the products, knowledge, and support you need to open up this new line of business. We make it easy to stock the most common prescriptions in your pharmacy and complement them with a planogram dedicated exclusively to over-the-counter pet products. We'll also provide you with clear guidance and a collection of multi-channel marketing materials to show all your patients that you're fully prepared to care for their furry family members – further establishing your pharmacy as a one-of-a-kind healthcare destination.



**Capitalize on animal health as a profitable revenue stream**



**Deepen your relationships with patients through their pets**



**Add a layer of convenience to the lives of your pet-owner patients**



**Cultivate a more unique in-store experience and digital presence**



**Order pet medications seamlessly through ABC Order**





**\$136.8 billion**  
pet health industry

**\$31.5 billion**  
in OTC pet products

**74%**  
of U.S. households own a pet

**33%**  
of pet owners in the U.S. are millennials – making up  
the largest percentage of current pet owners

**65.1 million**  
of U.S. households have a dog

**46.5 million**  
of U.S. households have cats

**78%**  
of pet owners acquired pets during  
the pandemic

**\$730**  
is the average amount dog owners  
spend per year on their dogs





## Enrolling in the program

As a *Good Neighbor Pharmacy Premier* member, the first step to incorporating pet health into your pharmacy is gaining access to our pet prescription medication formulary. To do so, you must sign a contract with MWI. Let's get the ball rolling!

- 01 Fill out [this form](#) on [www.wearegnp.com/pets](http://www.wearegnp.com/pets) to start the enrollment process,\* which is exclusive to Premier members.
- 02 Keep an eye out for an email from [goodneighborpharmacy@amerisourcebergen.com](mailto:goodneighborpharmacy@amerisourcebergen.com). We'll be sending your contract through Adobe Echo Sign to the authorized signer email address you provided during step one.
- 03 Sign the contract electronically.
- 04 Start browsing pet products in [ABC Order](#) on the sixth day after submitting your signed contract. We'll load your contract and pricing immediately upon submission, and it will take six days to process before access can be granted.

**Now, let's talk about ordering >**



## Ordering inventory

All the pet medications in our formulary are integrated into the AmerisourceBergen ordering platform, so there won't be any disruption to your workflow. You can purchase human and animal pharmaceuticals on ABC Order from the same place at the same time for a smooth shopping experience. Simply search MWI or Pet Health to find the Pet Health formulary. Once you place a pet medication order, that product will arrive at your pharmacy within one to two business days, depending on order cut-offs and the timing of order placement. Shipping is free for all orders over \$100. An \$8 shipping fee will be applied to orders below the minimum amount.

Not sure where to begin? Our most popular categories in the Pet Health space are arthritis, parasites, and allergies. And our most veterinarian-trusted brands include:

- Galliprant (Elanco) is an innovative treatment (NSAID) that targets the source of canine osteoarthritis pain and inflammation in dogs.
- Rimadyl (Zoetis), also an NSAID, is approved to relieve the pain and joint inflammation of dogs with osteoarthritis.

However, there are more than 200 different items in our pet medication formulary covering a wide variety of categories, and for *Good Neighbor Pharmacy* members, offered at a discount. Some of these items include:

- Allergy relief
- Antibiotics
- Antifungal
- Anti-inflammatory
- Anxiety
- Arthritis
- Diabetes
- Digestive support
- Disease support
- Diuretics
- Ear and eye
- Hormonal endocrine
- Hyperthyroidism
- Incontinence
- Nausea and motion sickness
- Pain relief
- Pest and parasitic preventatives
- Seizure and epilepsy

And we continue to expand our *Good Neighbor Pharmacy* exclusive formulary to include scripts you'll likely see working the bench.

Product	Manufacturer	Category	Common use
Apoquel Tabs 16mg	Zoetis	Anti-inflammatory	Itching and inflammation
Apoquel Chew Tabs 16mg	Zoetis	Anti-inflammatory	Itching and inflammation
Atopica 25mg	Elanco	Allergy Relief	Atopic dermatitis (skin allergies)
Carprieve Chew Tabs 100mg	Norbrook	Anti-inflammatory	Non-steroidal anti-inflammatory drug
Galliprant Tabs 100mg	Elanco	Pain Relief	Non-steroidal osteoarthritis pain relief
Phenylprop Proin Tabs 50mg	PRN Pharmaceutical	Incontinence	Urinary incontinence
Vetoryl Caps 10mg	Dechra	Disease Support	Hyperadrenocorticism (Cushing's disease)

## Ordering inventory, continued

Flea, heartworm, and tick prevention and control medications are also high-volume products that we recommend stocking up on first, but the need for them depends on the community you serve. Here, we've broken down which categories you should purchase based on geographic occurrence rates. See which categories are most relevant to your region in the table on the right, and then select the corresponding products from the table below.

Region*	Fleas	Heartworms	Ticks
Northeast		🐾	🐾
Southeast	🐾	🐾	🐾
Midwest		🐾	🐾
Southern Plains	🐾	🐾	
Pacific Northwest	🐾		🐾
Southwest			🐾



Product	Manufacturer	Type	Fleas	Heartworms	Ticks
Comfortis Chewable Tablets	Elanco	Dogs	🐾		
Credelio Chewable Tablets	Elanco	Dogs	🐾		🐾
Interceptor Flavor Tabs	Elanco	Dogs		🐾	
Interceptor Plus	Elanco	Dogs		🐾	
Trifexis Chewable Tablets	Elanco	Dogs	🐾	🐾	
Sentinel Flavor Tabs	Virbac	Dogs	🐾	🐾	
Sentinel Spectrum	Virbac	Dogs	🐾	🐾	
Revolution for Dogs	Zoetis	Dogs	🐾	🐾	🐾
Simparica Chewables	Zoetis	Dogs	🐾		🐾
Revolution for Cats	Zoetis	Cats	🐾	🐾	
Revolution Plus	Zoetis	Cats	🐾	🐾	🐾

\*Click [here](#) for a complete regional breakdown by state.

## Managing your pet health offerings

Once your first shipment arrives at your pharmacy, you'll need to make sure you have a process in place to differentiate between human patients and animal patients in your system. All states require you to identify non-human species, so accurate and consistent PMP reporting is a must. Plus, getting your team on the same page in regard to coding will eliminate confusion later on as you take on more pet patients.

Here's a simple way to process those furry newcomers:

- 01 Put the pet owner's last name as the last name in the patient record.
- 02 Add "DOG," "CAT," or "VET" after the pet owner's last name.
- 03 Put the pet's name as the first name. It should look like this: SMITH "DOG," ROVER
- 04 Set the pet owner as the Head of Household. Check with your pharmacy system provider for instructions on how to complete this step if needed.

As soon as you input a pet into your system, you can start treating them just like any other member of the family. That includes med syncing them with the rest of their loved ones so all their prescriptions can be picked up in one simple stop.

### OTC pet products

Dispensing canine and feline medications will surely help you tap into a valuable market, but that's only scratching the surface. As your pharmacy becomes known as a one-stop shop for pet wellness, you'll have more and more chances to make companion sales of over-the-counter pet products. Our pet care planogram is the perfect way to capitalize on this opportunity. It includes:

- Ear & eye wipes
- Stain & odor spray
- Grooming items
- Toys
- Pill treats
- Training pads
- Shampoo
- Vitamins

Contact your retail merchandising specialist or business coach for more information.





## Promoting in store

Once you're ready to fill pet prescriptions and combine them with companion OTC items, it's time to let your community know that your pharmacy is an animal-friendly establishment. One of the easiest ways to do that is by authentically incorporating dogs and cats into your store's décor with thoughtful signage and eye-catching collateral.

Obviously, you'll want to draw attention to where your OTC pet products are available, but don't be afraid to go bigger than that. Try to cultivate a more unique in-store experience by leaning into your pet health offerings. You could place clean water bowls at your store's entrance during warm-weather months, keep a jar of treats on hand so you can give out snacks to animals riding along through your drive-thru, or include a dog treat recipe with your customers' purchases upon checkout. When it comes to making pet parents feel more welcome in your pharmacy, the options are limitless!

To get you started, we've added an assortment of printed pet health marketing materials to [Brand Central Station](#) in the Pet Health library. Here are some of the items you'll find there:

- Posters
- Bag stuffers
- Counter cards
- Window clings
- Dog treat recipe bag insert
- New pet checklist
- Shelf talkers
- Counter clings
- Business cards

You can also find more extensive pet health signage on the [Good Neighbor Pharmacy Signage Portal](#).

**Get these items now >**



## Promoting digitally

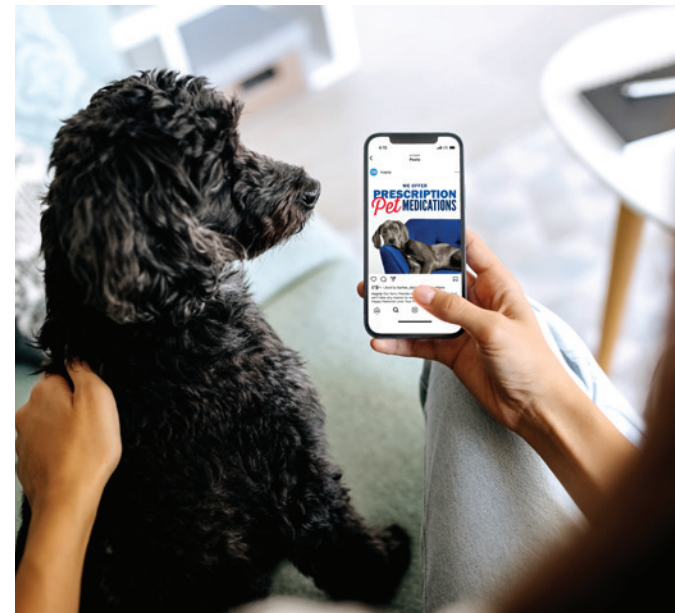
Outfitting your store with proper pet health signage will help you raise awareness of your new offerings to existing patients when they visit your pharmacy, but you'll want to spread the word much farther than that. By using digital marketing to expand the reach of your message, you'll be able to connect with current customers and new ones alike and let them know you're there to care for their pets. If you're creative and consistent, your efforts will pay off over time.

Specializing in pet health will add another chapter to your pharmacy's story and give you more to share with your community, so make sure you take advantage of it. Include photos of cute pets on your social media channels, and ask customers to post pictures of their own pets. You could even host a contest or drawing on social media with a pet-related item as the prize.

If you need help launching your campaign, we have a variety of social media graphics promoting the availability of pet medications, preventative measures for issues such as parasites and allergies, management of painful conditions like osteoarthritis, and general education on pet health on our [social media management platform](#) in the Pet Health library. There, you can customize posts, schedule them for different social media accounts, and track them in real time – all without ever having to click off the site. These social media graphics, as well as cover photos, are also available on [Brand Central Station](#). Contact your advertising manager for more information.

Pet owners often turn to Google to find the products they need to keep their pets happy and healthy. You can direct them to find your pharmacy on Google when they are searching for pet medication by selecting the pet medication additional keyword category for your Google Paid Search campaigns. *Good Neighbor Pharmacy* Premier members can complete this [form](#) to select keywords.

You can also help local pet owners get visibility of your front-end pet care products on Google with the *Good Neighbor Pharmacy* Google Shopping Ads program. *Good Neighbor Pharmacy* has partnered with Pointy for an easy and effective way to create front-end product ads. By adding a budget to your Google Ads campaigns, your OTC pet health products can appear in relevant product searches and on your Google Business Profile. Contact your advertising manager to learn more and get started.



## Boning up on pet health

Chances are you're more familiar with pharmaceuticals as they relate to humans than as they relate to animals, but there are plenty of educational resources out there to help you bridge that knowledge gap. Here are some of the resources we recommend from outside vendors and foundations.



### **Power-Pak C.E.®**

Their Pharmacist Certificate Program in Veterinary Pharmacy is a comprehensive, 22-hour veterinary pharmacy certificate program created by a recognized expert on veterinary pharmacotherapy.

### **The Society of Veterinary Hospital Pharmacists (SVHP)**

For SVHP members, 16–20 hours of live continuing education is available annually in the field of veterinary pharmacy practice.

### **The American College of Veterinary Pharmacists (ACVP)**

The ACVP offers [Veterinary Compounding Essentials](#), a 15-hour, practice-based course that provides fundamental techniques to grow a veterinary compounding practice, including calculations, proper safety practices, hands-on compounding, and marketing.

DailyMed is the official provider of FDA label information. [Go here](#) for the latest, most comprehensive look-up resource of medication content and labeling found in medication package inserts.



## Looking for a fun way to fetch loyal customers and get them to stay?

Take advantage of our Pet Health solution, and start caring for every member of the family, including the ones with four legs!

[Enroll now](#)