



The Latest News in Veterinary Medicine

ANNOUNCEMENTS

Disaster Relief Network to Help Pets During Emergencies

Hill's Pet Nutrition has established a Disaster Relief Network through the Hill's Food, Shelter & Love program that will enable Hill's to quickly deploy pet food resources in case of an emergency. The program consists of nearly 100 participating shelters across the country that Hill's can work with to distribute emergency pet food supplies. This formalized nationwide network of shelters is the first of its kind. Hill's is also helping educate pet owners on what they can do to keep their pets healthy and safe when disaster strikes. For more information, visit hillspet.com/food-shelter-love/index.html. To request assistance during an emergency, shelters can contact Hill's at DisasterRelief@hillspet.com.



Free Disease Certification Registration for Dogs & Cats

In conjunction with the CARE Animal Foundation (careanimalfoundation.org), American College of Veterinary Internal Medicine–Cardiology, and American College of Veterinary Ophthalmologists, the Animal Registry of Certified Health (ARCH) is providing free registration through a sponsorship by Prelude Dynamics (preludedynamics.com). Dog and cat owners seeking to improve the overall health of their breeds often encounter multiple exams, certifications, and associated costs for each animal they own. This free service allows registration of an animal's examination results and accessibility online 24/7. There is no limit to the number of animals registered for free, and ARCH will continue to offer certification by board-certified veterinary specialists. The information collected through this process is valuable to owners, breeders, researchers, and specialists looking to understand the nature of genetic diseases. Pet owners may register online at archcertify.org.



Broad Spectrum Heartworm Protection

Novartis Animal Health US, Inc, announced the return of Sentinel Flavor Tabs (milbemycin oxime-lufenuron) at reduced prices. All sizes of Sentinel Flavor Tabs are priced at nearly half of 2011 prices, better affording pet owners the opportunity to provide year-round heartworm, intestinal parasite, and flea protection to their dogs. Due to offering broader spectrum protection at significant savings with Sentinel Flavor Tabs, Novartis has simultaneously discontinued production of Interceptor Flavor Tabs (milbemycin oxime). Call Novartis Animal Health US, Inc, or your distribution sales representative today to save an additional 25% on your order.

Insulin Therapy for Dogs & Cats

Merck Animal Health announced the availability of Vetsulin (porcine insulin zinc suspension), the only FDA-approved insulin for both dogs and cats with diabetes mellitus. Vetsulin is indicated for the reduction of hyperglycemia and associated clinical signs. It is administered twice daily for cats and in most dogs. However, up to one-third of dogs may be potentially controlled with once-daily administration. Vetsulin is supplied as a sterile, injectable suspension in multi-dose 10 mL vials. The U-40 syringes used with Vetsulin are available in cartons of 100 syringes. For more information about Vetsulin, visit vetsulin.com or contact your Merck Animal Health representative or authorized distributor.



FDA Approvals

The Food and Drug Administration has approved two drugs for veterinary treatment in dogs. Apoquel (oclacitinib tablet; zoetis.com) has been approved for the control of pruritus associated with allergic dermatitis and control of atopic dermatitis in dogs at least 12 months of age. OroCAM (meloxicam transmucosal oral spray; abbottanimalhealth.com) has been approved as a nonsteroidal anti-inflammatory drug with transmucosal oral delivery to control osteoarthritis pain and inflammation in dogs. Contact the manufacturers for further information and availability.

For more veterinary news, go to [Facebook.com/TodaysVeterinaryPractice](https://www.facebook.com/TodaysVeterinaryPractice)





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AAHA Practice of the Year Awarded

Macungie Animal Hospital (macungieanimalhospital.com) in Macungie, Pennsylvania, has been named the 2013 American Animal Hospital



Founder and owner Nancy Soares, VMD, (second from right) accepts the 2013 AAHA Accredited Practice of the Year award.

Association (AAHA) Accredited Practice of the Year. AAHA (aahanet.org) accredited hospitals are evaluated on 900 individual standards divided into 19 major sections, including patient care. Macungie employs the optimal balance of medical and support personnel to provide the best service to clients and patients. The hospital offers technically advanced diagnostics while providing a warm and welcoming atmosphere. The facility includes a large reception area, 5 exam rooms, laboratory, pharmacy, multistation treatment room, digital radiography, dual table surgical suite, separate dog and cat medical units, isolation ward, spacious recovery runs, and a peaceful grieving room.

AAHA & Merial Collaborate in Preventive Health Care

The American Animal Hospital Association (AAHA) and Merial announced a new program called Three is Key, which helps foster collaboration between veterinary teams and pet owners to uncover potential risks to a pet's health. Three is Key is a process of assessment, agreement, and action to help veterinarians achieve the dual goals of protecting more pets and building a successful practice. For full details on Three is Key and to sign up for the pilot program, visit aahanet.org/threeiskey.



State of Pet Health 2013 Report

Banfield Pet Hospital has released the *State of Pet Health 2013 Report*. The report, now in its third year, captures and analyzes medical data from more than 2.7 million pets. In 2011, the report focused on the most common diseases affecting pets in the U.S. while the 2012 report uncovered trends related to chronic diseases and conditions. This year's report focused on the overall lifespan of pets on a state-by-state basis as well as factors that may influence lifespan. The report raises awareness about the need for regular preventive care and early disease diagnosis. View the interactive report at stateofpethealth.com.



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