



## More Lives Saved Means More Money Spent

### Connie's Weekly Newsletter

According to the July PetPoint Report<sup>1</sup>, which compares same-shelter intakes and outcomes during July 2011 and July 2012, euthanasia decreased by 17% for dogs and 14% for cats while adoptions increased by 1% for dogs and 5% for cats. Overall, that's great news for animal welfare organizations. Your hard work is paying off and more animal lives are being saved.

However, the cost of these encouraging statistics will be reflected in the rising cost of caring for these animals. As more animal lives are saved, you should expect to see a continued increase in your expense line for medical and behavioral treatments. Looking to provide the best possible service and care while continuing to hold that expense line is going to be a critical issue for you and other groups as you save more lives.

One way to curb increasing expenses will be to reduce your medical costs through lower price alternatives, such as generic pharmaceuticals. With the number of brand name drug patents expiring this year, veterinary pharmacy in North America has experienced an unprecedented influx of viable generics. This is good news for animal welfare organizations as generic drugs are almost always sold at a discount over their brand named predecessors. However, despite the cost savings to be had by purchasing generics, there are still those who equate the term "generic" with something of lesser quality which is not true.

Developing drugs is an expensive business. It requires up to a decade of laboratory research and testing, which is why so few companies have the resources to develop pharmaceuticals. Due to the high cost of development, pharmaceutical companies earn exclusivity over their products for 10 to 15 year patents, allowing them to recuperate their operating costs, fund future development, and generate profits. However, when a patent expires, any other company can take up production of the product.

The generic copycat of a brand name drug is chemically identical to its predecessor, undergoes the same rigid FDA approval process, and is sold for a fraction of the cost. In human medicine, when a generic equivalent becomes available, most health insurance companies will no longer pay for the brand name drug. Express Scripts Holding, the largest prescription benefit management company in the United States, reports more than half the insurance plans it services have policies requiring patients to pay an extra fee to stay on a brand name drug when a generic is available. In human medicine, we are very comfortable and even required to use generic equivalents and the same drug companies that make human drugs, like Pfizer and Merck, also produce your animal product.

Don't allow your organization and your budget to be misled by the suggestion that a generic alternative is inferior to its brand name. If you have concerns, visit the U.S. Food and Drug Administration website at [www.fda.gov](http://www.fda.gov) to learn about generics and the important role they play in allowing greater access to health care for both people and their pets.

Adding to that, instances of feline URI declined 59% as a result of better workflow in the intake process and the reduced LOS it has created. Is your organization ready for a Relinquish by Appointment program?

---

<sup>1</sup> To view the July PetPoint Report [click on the link](http://www.petpoint.com/reportspage). For a list of all PetPoint Reports, please visit [www.petpoint.com/reportspage](http://www.petpoint.com/reportspage).

As part of the PetPoint Solutions commitment to reduce your operating costs, parent company Pethealth, Inc. has negotiated low pricing on generic drugs exclusively available to licensed PetPoint users. By researching and introducing generic medications like those available for pain management, and flea, tick, and heartworm treatment, you could be saving thousands of dollars annually.

#### Did you know?

Get 25 FREE standard size microchips when you purchase either:

- 100 MiniChips™
- 1 case of PetArmor® flea and tick prevention medication, OR
- 1 case of PetTrust™ Plus heartworm prevention medication.

Call 1.866.597.2424 ext 365 to product pricing information or place your order.

Sincerely,

Connie Howard  
Director Animal Welfare Relations  
Pethealth Inc.  
Office: 1-866-630-7387 ext 617  
Mobile: 1-720-459-0959  
Email: [connie@petpoint.com](mailto:connie@petpoint.com)