YOU’VE MADE THE SMART CHOICE TO USE PROHEART® 6 (MOXIDECTIN) IN YOUR CLINIC. NOW WHAT?

Let this be your guide on how to successfully implement ProHeart 6. From getting your team on board to real-world advice from other clinics that offer ProHeart 6, you can choose the tips and tools that work best for your clinic. Now let’s get started!

TOPICS

❤️ A Team Effort......................................................2
❤️ Have Fun With It.................................................3
❤️ Talk to Dog Owners............................................4
❤️ What’s Worked for Other Clinics......................5
A TEAM EFFORT

First things first: You need to ensure that all veterinarians, technicians and your entire healthcare team agree that ProHeart 6 is your clinic’s choice for continuous heartworm disease prevention. Here are some suggestions for getting the entire team excited about ProHeart 6 being a part of your practice.

1. Hold a kickoff meeting to explain why offering ProHeart 6 is valuable to your clinic, and discuss the implementation process.
2. Right from the beginning, be sure to ask if anyone has questions or concerns about implementing ProHeart 6.
3. Identify a champion at the practice who will lead the ProHeart 6 implementation.
4. Develop a long-term program on how the team will implement ProHeart 6 with checkpoints along the way to ensure success.
5. Set up short, weekly update meetings to discuss how ProHeart 6 implementation is progressing, and address any concerns or questions.
6. All team members should become ProHeart 6 certified by going to proheart6training.com.
7. Invite a Zoetis ELITE speaker to your clinic to discuss with your team how he/she successfully implemented ProHeart 6.
8. Encourage team members to use ProHeart 6 for their own dogs. Zoetis will provide free samples for use on team members’ dogs.

IMPORTANT SAFETY INFORMATION: PROHEART 6 should be used in healthy dogs. Do not administer to sick, debilitated, underweight dogs or dogs that have a history of weight loss. Prior to administration, PROHEART 6 certified veterinarians should continue to assess patient health through a medical history, physical examination and if deemed appropriate, diagnostic testing. Continue to use caution when administering PROHEART 6 concurrently with vaccinations. Adverse events, including anaphylaxis, have been reported following the concomitant use of PROHEART 6 and vaccines. In some cases, anaphylactic reactions have resulted in death. Use with caution in dogs with pre-existing or uncontrolled allergic disease (food allergy, atopy or flea allergy dermatitis). Dogs receiving PROHEART 6 should be tested for existing heartworms as per the product label. In people, avoid PROHEART 6 contact with eyes. If contact with the eyes occurs, rinse thoroughly with water for 15 minutes and seek medical attention immediately. PROHEART 6 is available only to veterinarians through a restricted distribution program. Only certified veterinarians and staff can administer it. See full Prescribing Information.
HAVE FUN WITH IT
Get your team involved and excited. Help them own the process and create success.

1. Host a “ProHeart 6 Day” on a Saturday or another convenient day to promote heartworm disease awareness and encourage clients to protect their dogs with ProHeart 6.

2. Use promotional materials provided by Zoetis. Ask your Zoetis representative.


4. Set short-term (weekly) and long-term (monthly or quarterly) goals, and schedule frequent progress review meetings with your team. Your Zoetis representative can help.

5. Identify 100 compliant clients whose dogs are currently on another heartworm preventative. Current, compliant clients may be the most likely candidates to switch to ProHeart 6 since they’ve proven that they follow the directions of their veterinarians. If the client agrees to switch, administer the first ProHeart 6 dose(s) to their dog(s).

6. Encourage team members and veterinarians to find noncompliant clients, then educate them about the importance of heartworm disease and how to protect their dogs with ProHeart 6. Award prizes to those who speak with the most clients or engage the most new ProHeart 6 users.

7. Track achievements inside the clinic (perhaps use a progress tracker on a bulletin board or whiteboard) to build awareness and excitement among your team.

8. Incentivize dog owners who use ProHeart 6 to provide your clinic with testimonials of their experience with the product. They could post comments and other content on your clinic’s social communities in exchange for fun prizes.
TALK TO DOG OWNERS

Start a conversation with clients about their heartworm disease prevention practices. It’s important to ask a few questions at the start of any heartworm disease discussion:

“What’s your current heartworm preventative?”
“What’s been your experience giving monthly heartworm medication to your dog?”
“Do you sometimes forget or are you late giving a heartworm preventative to your dog?”
“What creative ideas do you use to remember to give your dog a heartworm preventative every month?”

TALK TIPS

1. Recommend ProHeart 6 by touching on the benefits and convenience of it. Dog owners trust the veterinarian and healthcare team’s recommendations.

2. Make sure that dog owners understand the importance of year-round protection against heartworm disease. If need be, ask open-ended questions just to ensure they’re well aware of the risk.

3. Role-play with your healthcare team to help them confidently recommend ProHeart 6 to clients.

4. Prepare owners for starting puppies on ProHeart 6 when puppies reach 6 months old. Include ProHeart 6 in conversations about preventative protocols.

5. While the client is in the clinic for the first ProHeart 6 injection, schedule the next injection appointment before they leave. Encourage clients to mark their calendars and set up reminders for themselves.

DOG OWNER TOUCH POINTS

Create a structured approach for heartworm disease prevention by thinking through four main touch points with dog owners:

**Touch Point 1, Receptionist:**
Checks the record for compliance. Inserts sticky note with last heartworm purchase date on the patient’s record. Gives a ProHeart 6 brochure to dog owner.

**Touch Point 2, Technician:**
Checks sticky note from receptionist. Educates the dog owner about ProHeart 6. Inquires about heartworm protection for the client’s dog.

**Touch Point 3, Veterinarian:**
Checks sticky note. Examines dog to ensure it is healthy. Recommends ProHeart 6. Reviews ProHeart 6 client information sheet with the client. Administers dose of ProHeart 6.

**Touch Point 4, Receptionist:**
Reinforces the benefits of heartworm protection. Schedules the next dose visit. Ensures that the dog owner sets up a calendar reminder.
WHAT’S WORKED FOR OTHER CLINICS

We checked with other clinics to get their take on how they successfully implemented ProHeart 6. Here’s what they had to say:

1. Simplify the heartworm preventative decision-making process by taking other heartworm preventatives off the shelf.

2. Offer a free or discounted heartworm test with ProHeart 6.

3. Price ProHeart 6 competitively with other heartworm preventatives. This can help increase demand and foster the client’s use of ancillary services that can be provided when seeing the dog every six months.

4. Make the next six-month appointment before the dog owner leaves the practice. Emphasize the importance of the next appointment, and have the pet owner set up a reminder on his/her calendar or smartphone.

5. Remember, reminders will bring dogs back for a second dose. Here are some tips:
   - If they don’t have an appointment, call dog owners one month before ProHeart 6 is due. When they have an appointment, call three to four days prior to their appointment to confirm.
   - Send an email two weeks before ProHeart 6 is due.
   - Send postcard reminders.
   - Use your clinic’s Facebook page for reminders and education.
   - Use Vetstreet reminders.
   - Use various ProHeart 6 reminders from Zoetis. Talk to your Zoetis representative for more information.
   - Use magnets.
   - Use reminder stickers.
   - Enroll in the ProHeart 6 Owner Outreach Program.

6. Give a 10% discount or a free heartworm disease test if the dog owner prepa…

7. Send a “Congratulations: your dog is protected for six months” letter.

8. Include ProHeart 6 in wellness plans.

9. Offer a no-charge examination during the second ProHeart 6 injection.

10. Position ProHeart 6 as your only heartworm disease preventative for dogs 6 months or older.

11. Promote the convenience of ProHeart 6. Stress the ease of one injection two times a year as opposed to giving a preventative 12 times per year.

12. Increase awareness and keep ProHeart 6 top of mind via promotions like:
   - Create ProHeart 6 T-shirts or scrubs for your team
   - Display posters in the lobby and exam rooms
   - Create ProHeart 6 outdoor signs
   - Display ProHeart 6 banners or window clings on the clinic door
   - Create ProHeart 6 badges/buttons that your team can wear
   - Display ProHeart 6 dog owner brochures

CONTACT YOUR ZOETIS REPRESENTATIVE OR GO TO PROHEART6DVM.COM FOR MORE INFORMATION.
ProHeart® 6 (moxidectin)

INJECTION TECHNIQUE:

1. Mix the vials gently before injection (do not shake the bottle). Fill the syringe to the correct volume and inject the dose.
2. Allowing the air to escape from the syringe, aspirate the correct volume of the constituted suspension, inject it into the subcutaneous tissue, and then administer the dose.
3. Do not aspirate the vial for more than 15 minutes and keep the material under observation during this time.

INFORMATION FOR DOG OWNERS

The product contains 3.4 mg moxidectin, 3.1% glyceryl tristearate, 2.4% hydroxypropyl methylcellulose, 0.87% sodium chloride, 0.17% methylparaben, 0.02% propylparaben and 0.001% butylated hydroxyanisole. Hydrochloric acid is added to adjust pH.

PHARMACOLOGY

Moxidectin is a semi-synthetic thioether derivative of nemadectin which is a fermentation product of Streptomyces cyanogenues subspecies noncyanogenues. Moxidectin is a pentacyclic 16-membered lactone macrodile.

Moxidectin has activity resulting in paralysis and death of affected parasites. The stage of the canine heartworm affected at the time of treatment determines the subsequent activity of this agent. ProHeart 6 is indicated for the treatment of existing larval and adult hookworm (Ancylostoma caninum and Uncinaria stenocephala) infections.

The recommended subcutaneous dose is 0.05 mL of the constituted suspension/kg body weight (0.0227 mL/lb.). This amount of suspension per kg is provided in the per kg volume column of the table.

Frequency of Treatment:

ProHeart 6 prevents infection by O. immitis for six months. It should be administered within one month of the dog’s first exposure to mosquitoes. Follow-up treatments may be given every six months if the dog has continued exposure to mosquitoes and if the dog continues to be healthy and without weight loss. When replacing another heartworm preventive product, ProHeart 6 should be given within one month of the last dose of the former medication.

ProHeart 6 eliminates the larval and adult stages of A. caninum and U. stenocephala present at the time of treatment. However, persistent effectiveness has not been established for this indication. Re-infection with A. caninum and U. stenocephala may occur sooner than 6 months after treatment.

DOSAGE CHART

<table>
<thead>
<tr>
<th>Dog Wt</th>
<th>Dose Volume</th>
<th>Dog Wt</th>
<th>Dose Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.2 - 2</td>
<td>0.025 mL/lb</td>
<td>2 - 5</td>
<td>0.50 mL/kg</td>
</tr>
<tr>
<td>5 - 11</td>
<td>0.75 mL/kg</td>
<td>11 - 20</td>
<td>0.75 mL/kg</td>
</tr>
<tr>
<td>20 - 35</td>
<td>1.0 mL/kg</td>
<td>35 - 55</td>
<td>1.25 mL/kg</td>
</tr>
<tr>
<td>55 - 80</td>
<td>1.5 mL/kg</td>
<td>80 - 110</td>
<td>1.5 mL/kg</td>
</tr>
</tbody>
</table>

ProHeart 6 is available in the following three package sizes.

1. 500 micrograms vial. An intermediate concentration for when the dose and weight are within the same range.
2. 2.5 mg vial. An intermediate concentration for when the dose and weight are within the same range.
3. 10 mg vial. A high concentration for when the dose and weight are within the same range.

ProHeart 6 is contraindicated in animals previously found to be sensitive to this drug.

HUMAN WARNINGS

Not for human use. Keep this and all drugs out of the reach of children. May be slightly irritating to the eyes. May cause slight irritation to the upper respiratory tract if inhaled. May be harmful if swallowed. If contact with the eyes occurs, rinse thoroughly with water for at least 15 minutes and seek medical attention immediately. If accidental ingestion occurs, contact a Poison Control Center or a physician immediately. The material safety data sheet (MSDS) contains more detailed occupational safety information.

ProHeart 6 should be administered with caution in dogs with pre-existing allergic disease, including food allergy, atopy, and flea allergy dermatitis. In some cases, anaphylactic reactions have resulted in liver disease and death. Anaphylactic and anaphylactoid reactions should be treated immediately with the same measures used to treat hypersensitivity reactions. The microspheres may cause severe reactions in some dogs from all treated groups. These injection site reactions appeared as quickly as 8 hours post injection and lasted up to 2 days in some dogs.

ProHeart 6 is contraindicated in dogs with the following conditions:

1. Any history of seizures.
3. History of anaphylaxis.

ProHeart 6 should not be used more frequently than every 6 months.

The recommended subcutaneous dose is 0.05 mL of the constituted suspension/kg body weight (0.0227 mL/lb.). This amount of suspension per kg is provided in the per kg volume column of the table.

P1160-500US/05-14A&P

Distributed by: Zoetis Inc., Kalamazoo, MI 49007

Federal (U.S.A.) law restricts this drug to use by or on the order of a licensed veterinarian.

For a copy of the Material Safety Data Sheet (MSDS) or to report a suspected adverse reaction, call Zoetis Inc. at 1-888-963-8471.

For a complete listing of adverse reactions for moxidectin reported to the CVM see: http://www.fda.gov/AnimalVeterinary/SafetyHealth/ProductsSafetyInformation/ucm553284.htm

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In a laboratory effectiveness study, dogs with 4- and 6-month-old heartworm infections experienced vomiting, lethargy and diarrhea. These adverse reactions were more severe in the dogs with 4-month-old heartworm infections, including one dog that was recumbent and required supportive care, than in the dogs with older (6-month-old) infections.

Post-Audit Experience (2010)• Most of the adverse drug experience reports were from the first 14 days after the initial injection of ProHeart 6.• The reported adverse drug experience reporting. Not all adverse reactions are reported to FDA/CVM. It is not always possible to reliably estimate the adverse event frequency or establish a causal relationship to product exposure using these data. The following adverse events are listed in decreasing order of frequency by body system. Adverse event reporting is important for the continued monitoring and evaluation of the safety profile of the product.

Immunological:• anaphylactic reactions, urticaria, head/face edema, urticus, pruritus, pale mucous membranes, collapse, cardiovascular shock, erythema, immune-mediated hemolytic anemia, immune-mediated thrombocytopenia (signs reflected in other system categories could be related to allergic reactions, i.e., gastrointestinal, dermatologic, and hematologic)• Gastrointestinal: vomiting, anorexia, diarrhea, flatulence, weight loss, seizures, injection site pruritus, and elevated body temperature. Dogs with clinically significant weight loss (>10%) were more likely to experience a severe adverse reaction.

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