

RIMADYL Chewable Tablets:

COMPLIANCE
UNLEASHED



RIMADYL®
(carprofen)



The Importance of Compliance for Dogs with Osteoarthritis

- Canine osteoarthritis is a progressive, inflammatory condition that not only causes pain but contributes to irreversible joint damage.¹
- Fortunately, studies show that continuous long-term use of NSAIDs provides clinical benefits, without an increase in the rate of side effects.^{2,3} Specifically, using RIMADYL® (carprofen) over the long term has been found to be safe and improve clinical signs.^{2,4}
- However, making sure your clients administer RIMADYL regularly can be a challenge.
- There is important new information now available that may help you improve compliance with your dog owners.

Barriers to Compliance

It's no secret that pet owner compliance with medication recommendations tends to be poor, especially when it comes to chronic diseases which require administering pills regularly. In 2009, the AAHA compliance follow-up study examined pet owner and veterinarian compliance in many areas. In 2011, Zoetis, Inc. looked further into compliance with a market research study completed by pet owners and veterinarians specifically on NSAIDs.

Why do owners miss doses?

In a 2011 Zoetis, Inc. Compliance Study, the majority of dog owners reported skipping or missing doses because they believe their dog didn't seem to need it.⁵ However a recent study found that pet owners often do not recognize the extent of pain their dog is suffering. It was only after owners observed pain diminish with NSAID use then return after discontinuing NSAID did pet owners have a better understanding of the degree of pain the dog was experiencing.⁶

What role does cost play in compliance?

Although cost may often be perceived as the greatest barrier to compliance, several studies have found that cost does not correlate to compliance. In fact, of pet owners polled in the AAHA compliance study:⁷

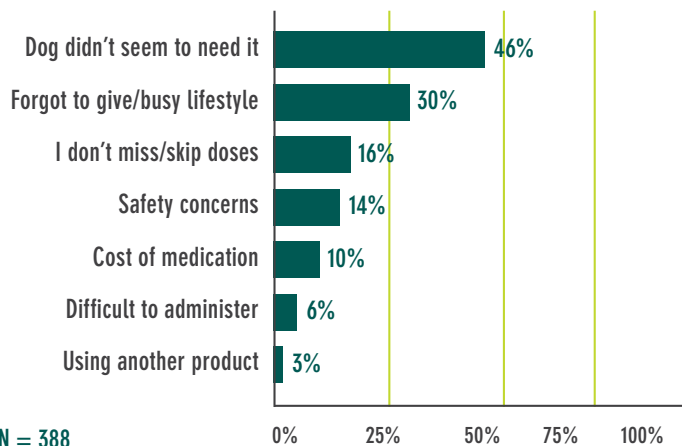
- Approximately 40% said they would pay more for a more palatable formulation
- Around 60% said they would pay more for drugs with a more convenient dosing schedule

Additionally, the 2011 Zoetis, Inc. Compliance Study found that when pet owners perceive that medication is needed, surprisingly, for most, cost was not a determining factor.⁷

Primary Reasons for Missing or Skipping NSAID Doses for Dogs with Osteoarthritis⁵

PET OWNERS

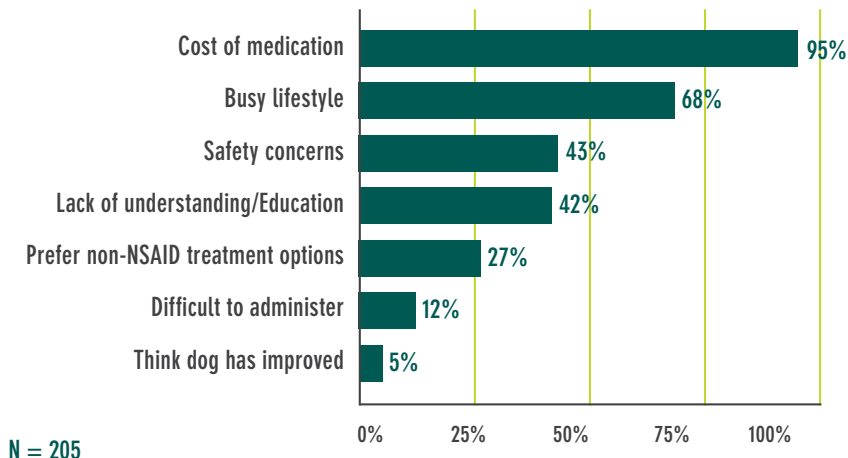
Reasons Doses Missed/Skipped



Zoetis, Inc. Compliance Study 2011

VETERINARIANS

Why Clients Do Not Adhere



Zoetis, Inc. Compliance Study 2011

Although pain is the hallmark clinical sign of osteoarthritis, it can be subtle and often goes unnoticed. Many dog owners may not understand osteoarthritis is a progressive and inflammatory disease.

- Dog owners might not recognize subtle signs — attribute subtle changes to “old age” or “slowing down”
- Because dogs mask pain, the degree of pain may not be appreciated, especially with busy lifestyles



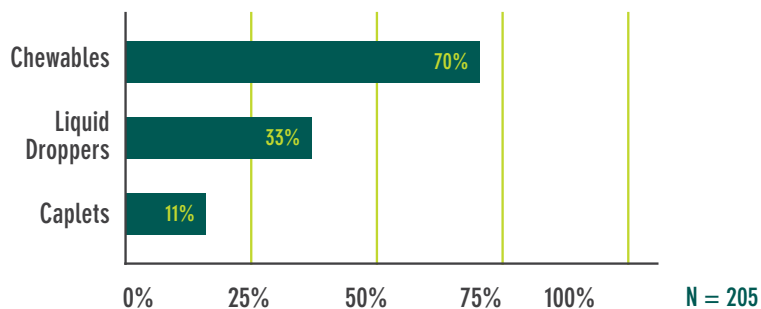
Improving Compliance For Better Patient Outcomes

Easy-to-Administer Formulations Improve Compliance^{5,7}

Chewable tablets were reported as being the easiest medication to give.⁷

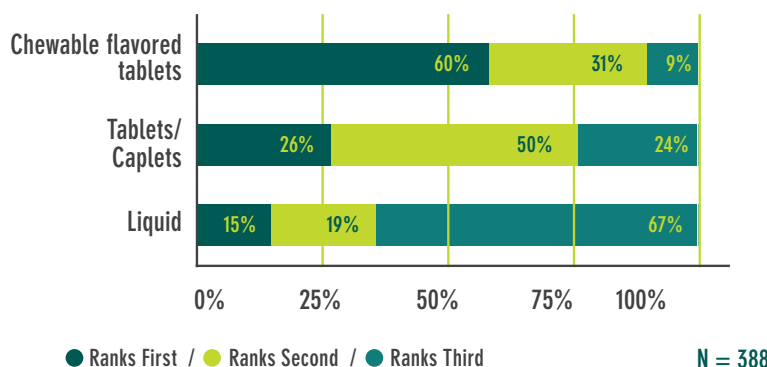
Veterinarians and Dog Owners Prefer Chewable Tablets for Compliance

Veterinarians perceive that chewable formulations result in better compliance when compared to liquids and caplets⁷



AAHA Compliance Study

Dog owners prefer chewable tablets for NSAID⁷



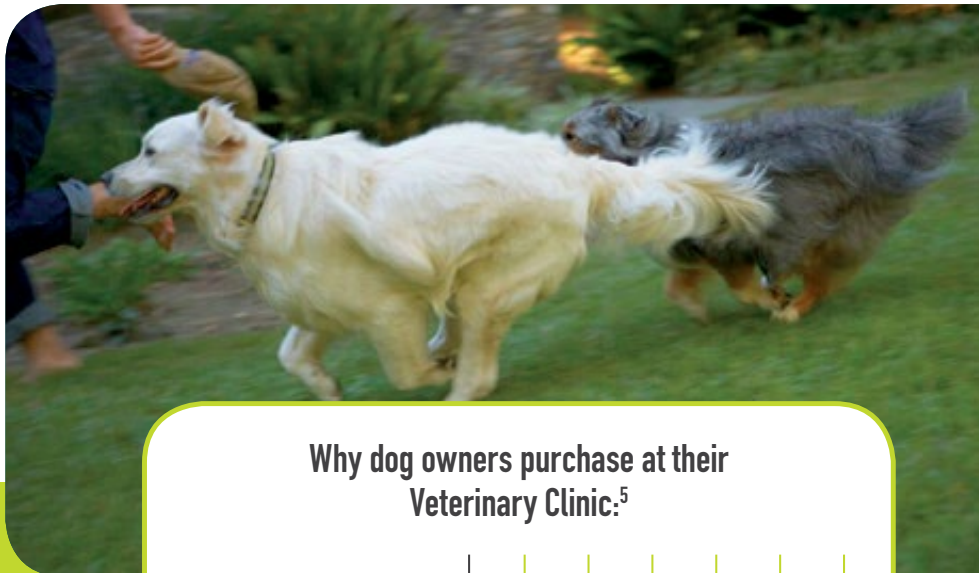
AAHA Compliance Study

A Simple Dosing Schedule Improves Compliance

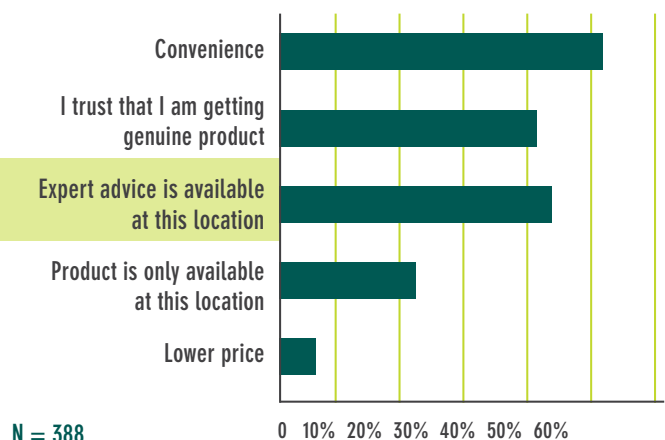
- Less frequent dosing is significantly associated with compliance.⁵
- Owners are far more likely to comply with recommended dosing and not miss a dose when medication can be given fewer times a day.
- RIMADYL® (carprofen) chewable tablets are approved for once or twice-daily dosing for flexible and easy dosing options.
- In studies, RIMADYL chewable tablets given once-daily had similar efficacy and safety profiles as twice-daily administration.⁸

Communication Improves Compliance

- In the 2009 AAHA compliance study, greater communication between pet owners and veterinarians was significantly associated with better compliance and an increased number of dog owners who reported never missing a dose.⁷
- Interestingly, the 2011 Zoetis, Inc. Compliance Study found that dog owners who purchase products from veterinary clinics tend to do so in part because of the expert advice their veterinarians provide.⁵
- The time you spend talking with dog owners—about their pet's health, how to manage chronic conditions like osteoarthritis, and the importance of administering their pet's medication as recommended— not only helps improve compliance, but builds trust and strengthens their relationship with you. So when you make recommendations, your clients are more likely to follow them.
- You can help your clients follow your recommendations for daily NSAID use by explaining the benefits of continuous administration, including:
 - Minimizing inflammation and pain
 - Discussing important safety information
 - The progressive improvement of clinical signs^{2,3,4}



Why dog owners purchase at their Veterinary Clinic:⁵





RIMADYL Chewable Tablets: A Compliance Solution

The palatability of RIMADYL® (carprofen) chewable tablets, combined with once or twice-daily dosing, makes these chewable tablets a great solution for overcoming many compliance issues.

- 3 out of 5 owners said they prefer a flavored chewable tablet for medicating their dog⁵
- RIMADYL chewable tablets are designed to taste good, so dogs think of them as a treat. When dogs look forward to getting a chew, administration becomes part of the owner's daily routine, making dosing manageable and compliance convenient.*

With more than 10 years on the market, RIMADYL has the longest track record of any canine NSAID and has safely treated more than 16 million dogs. Veterinarians prescribe RIMADYL more than all other NSAIDs combined—making it the #1 NSAID.⁹

*Remember, RIMADYL chewable tablets are designed to taste good to dogs, so remind owners to keep the medication in a secured storage area out of the reach of their dogs and other pets to prevent possible overdose.



Now Made in the USA

Important Safety Information:

As with other NSAIDs, rare but serious side effects involving the digestive system, kidneys, or liver may occur. Regular monitoring is required for pets on medication. Pet owners should be advised to discontinue RIMADYL therapy if side effects occur and to contact their veterinarian. Refer to the full prescribing information for complete details.

Improving Compliance for Better Patient Outcomes

Barrier

Solution

- | | |
|--|--|
| • Complex dosing schedule & busy lifestyle | • Simple dosing (once-daily >> twice-daily) |
| • Chronic condition & long-term prescription | • Palatable formulation, reminders and incentive programs |
| • Actual & perceived side effects | • Communication to pet owners: <ul style="list-style-type: none">— Long-term NSAID use is not associated with an increase incidence of side effects.^{2,3}— Assurance that the dog has been appropriately assessed and that an NSAID is the right medication. |
| • Unrecognized benefits & unrecognized signs of pain | • Discuss the progressive nature of the disease, and the importance of treating inflammation and the pain associated with osteoarthritis. Educate that dogs mask pain and the subtle signs to look for. |

The Importance of Compliance for Dogs with Osteoarthritis

Studies show that continuous, long-term use of NSAIDs provides clinical benefits, without an increase in the incidence of side effects.^{2,3,4}

Specifically, using RIMADYL® (carprofen) over the long term has been found to be safe and improve clinical signs.^{2,4}

Some ways to increase compliance:

- Easy to administer formulations such as chewable tablets
- Simple, less frequent dosing schedules
- Greater communication between pet owners and veterinarians

Chewable tablets are preferred by both veterinarians and dog owners^{5,7} and are a solution to overcoming compliance issues.

1. Johnston S, Fox S. Mechanisms of action of anti-inflammatory medications used for the treatment of osteoarthritis. *JAVMA* 1997;210:1486-1492.

2. Autefage A, Gossellin J. Efficacy and safety of the long-term oral administration of carprofen in the treatment of osteoarthritis in dogs. *Rev Med Vet* 2007;158:119-127.

3. Innes JF, Clayton J, Lascelles BD. Review of the safety and efficacy of long-term NSAID use in the treatment of canine osteoarthritis. *Vet Rec* 2010;166:226-230.

4. Mansa S et al. Long-term treatment with carprofen of 805 dogs with osteoarthritis. *Vet Rec.*, 160: 427-430; 2007.

5. Zoetis, Inc. Compliance Study. New York: Zoetis, Inc.; 2011.

6. Hielm-Björkman AK, et al. Reliability and validity of a visual analogue scale used by owners to measure chronic pain attributable to osteoarthritis in their dogs. *Am J Vet Res* 2011;72:601-607.

7. 2009 AAHA Compliance Follow-up Study.

8. RIMADYL Freedom of Information, S/NADA 141-111, August 21, 2002.



OBSERVE LABEL DIRECTIONS