

zoetis™



you call the
shots



experience the **difference** with convenia®

what's the purpose of the program?

We've heard from veterinarians and pet owners about how much they value CONVENIA® (cefovecin sodium).

“I really would recommend CONVENIA. Not only for its convenience but for its effectiveness.”

Mike, pet owner

“I'm now recommending it as my first choice, any time it is the appropriate antibiotic.”

Laird Goodman, DVM, owner and hospital director
Murrayhill Veterinary Hospital, Portland, OR

We have developed **You Call the Shots** so that you can feel comfortable prescribing CONVENIA to **all** dogs and give more pet owners the opportunity to experience the benefits of CONVENIA.

We are so confident your clients will appreciate the CONVENIA difference that we're offering reimbursement for their feedback. We'll then provide that feedback to you.



the **CONVENIA** difference

- Speed of onset
- First-time resolution^{*,1}
- 100% compliance
- Efficacy
- Veterinary-branded product administered at your clinic, maintaining your central role in the continuum of care

See the **CONVENIA** difference in action

Two-year-old pit bull with an acute moist pyoderma on the ventral neck area, treated only with **CONVENIA 8 mg/kg.**[†]



Photos: Timothy Smaha, DVM

day of treatment



72 hrs. post-injection

IMPORTANT SAFETY INFORMATION: People with known hypersensitivity to penicillin or cephalosporins should avoid exposure to CONVENIA. Do not use in dogs or cats with a history of allergic reactions to penicillins or cephalosporins. Side effects for both dogs and cats include vomiting, diarrhea, decreased appetite/anorexia and lethargy. Please see accompanying full Prescribing Information.

^{*}In a U.S. efficacy study, only 14% of dogs treated for skin infections required a second injection.

[†]Case included an initial skin cleansing with a dilute topical antiseptic.

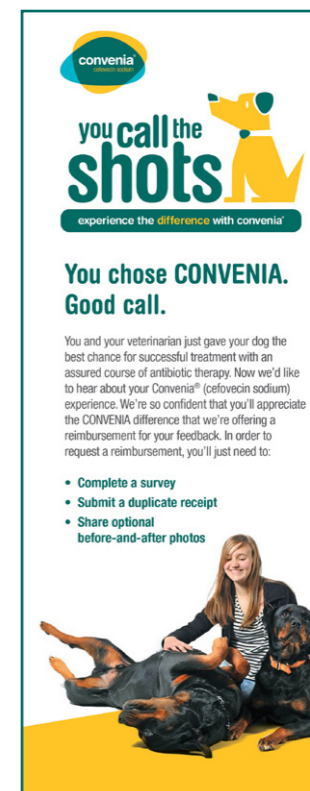
how does it work?

- 1 Administer CONVENIA to treat bacterial skin infections in dogs weighing at least 20 lb.
- 2 Give the pet owner a duplicate receipt that specifies the weight of the dog, and a Reimbursement Guide.
- 3 Once the skin infection has cleared, the pet owner answers questions online about their CONVENIA experience and submits the duplicate receipt.
- 4 The pet owner receives a reimbursement in the mail.
- 5 Your Zoetis representative provides you with your pet owners' feedback.

\$10 for dogs **20–30 lb**

\$20 for dogs **31–49 lb**

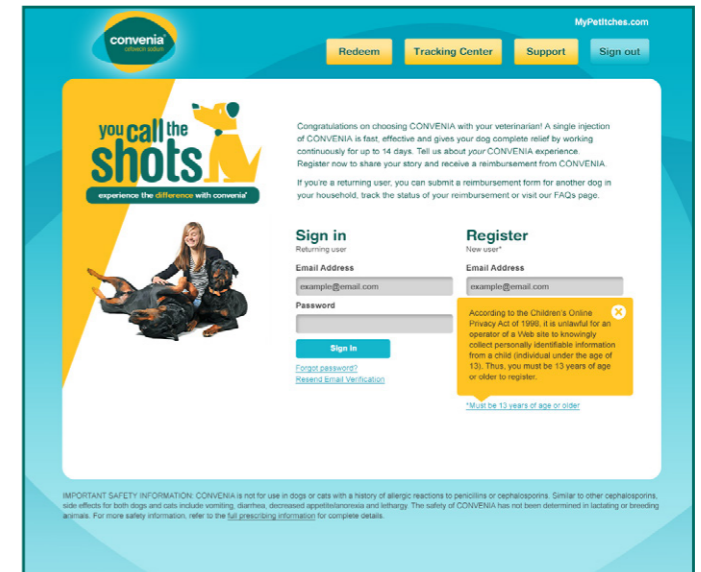
\$30 for dogs **50+ lb**



Reimbursement Guide

You Call the Shots and:

- Enable all pet owners to experience the difference with CONVENIA
- Receive valuable insight into your clients' experiences with CONVENIA
- Continue to cultivate client relationships through best medicine



You Call the Shots website

¹Six R, Cherni J, Chesebrough R, et al. Efficacy and safety of cefovecin in treating bacterial folliculitis, abscesses, or infected wounds in dogs. *J Am Vet Med Assoc.* 2008 Aug 1;233(3):433-9.

