

DERMATOLOGICAL: A team approach to itchy dogs

Every member of the practice is part of the team that makes a difference in providing relief for itchy dogs, delivering peace of mind for pet owners and maximizing business opportunities.

This guide offers downloadable resources for each practice team member to help support their role in the care of itchy dogs.



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The Customer Service Team

The customer service team provides excellent service from the first point of contact to ensure the team and pet owner can find relief for the pet together.

88%

of pet owners have tried up to 15 at-home itch treatments before bringing their dog to the clinic¹



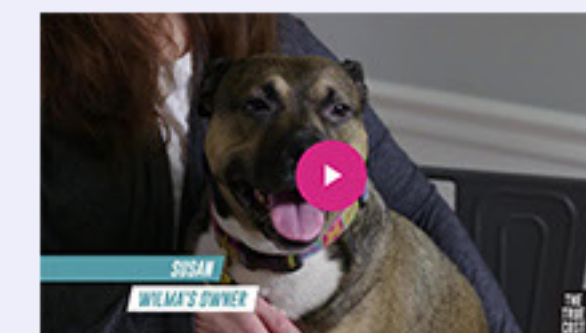
Remind pet owners that APOQUEL® (oclacitinib tablet) is part of **Zoetis Petcare Rewards**



Display **Answering the Call for Itchy Dogs** at the front desk as a guide to the initial client call



Alert pet owners when it's time for their dog's next injection of CYTOPOINT® with **CYTOPOINTMENTS**



Watch **Know the True Cost** videos to see how the ineffectiveness of steroids and antihistamines may affect the practice and pet owners

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8.9M

allergic dogs do not go to the veterinarian for itch, losing the opportunity to provide effective treatment²

The Practice Manager

The practice manager understands the role that the treatment of itchy dogs can play in increasing practice profitability and maximizing business opportunities. They work with the veterinarian and staff to establish best practices.



Learn how to maximize the revenue potential of the practice with the **Dermatology as a Profit Center** resource



Promote pet skin health with marketing tools designed to bring itchy dogs into your practice during **Itchy Pet Awareness Month** this August

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Itchy dog visits have increased

50%
SINCE 2013³

The Technician

The technician ensures a successful pet and pet owner exam room experience, provides pet owner education and supports the veterinarian throughout the diagnostic workup. They support the veterinarian in obtaining and interpreting diagnostic samples from the skin and ears.



ce.navta.net

Learn practical skills and techniques needed during the diagnostic workup with the free **NAVTA CE: Dermatology Diagnostics for Technicians** course



Use the **Lifestyle Patient Intake** form—including the cheat sheet—to gather a detailed history, including signs of allergic itch



Have the pet owner complete the **Signs of an Itchy Dog** form while waiting for the exam



Teach pet owners how to use the **Itch Tracker** between appointments



Set expectations and educate pet owners on the signs of a flare with **Prepare for the Flare**

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Skin allergies are the
#1 REASON
for canine veterinary
visits⁴

The Veterinarian

The veterinarian practices best medicine to provide real relief and protect the bonds that matter most. Building trust with the pet owner, as well as educating the team on dermatology, ensures that the practice provides the best possible short- and long-term care.



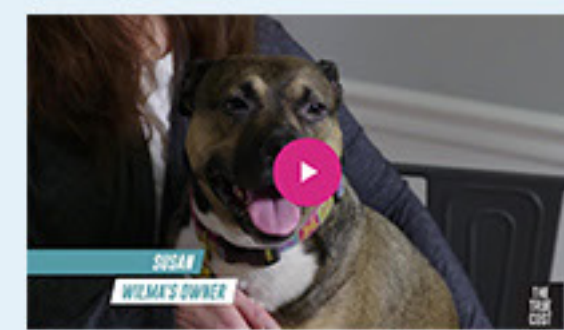
Display an **Approach to the Itchy Dog** exam room poster to educate your clients on the diagnostic workup for an itchy dog



Use the **Itch Tracker** as a guide for your next itchy dog exam



Set expectations and educate pet owners on the signs of a flare with **Prepare for the Flare**



Watch **Know the True Cost** videos to learn more about the drawbacks of prescribing steroids and antihistamines for the treatment of allergic itch



Guide your clients through CYTOPOINT® treatment and ensure compliance with a **CYTOPLAN**



the science of
**STRONGER
BONDS**

DERMATOLOGICAL:

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Together, we continue to change the way we approach dermatology

#TeamUpAgainstItch

References: **1.** Data on file, Pet Owner Quantitative Market Research, 2013, Zoetis Inc. **2.** Data on file, Pruritus Market Opportunity Study, 2015, Zoetis Inc. **3.** Data on file, VetStreet/Covetrus Pruritus Projection Trend Report, 2019, Zoetis Inc. **4.** Now from Nationwide®. Most common medical conditions that prompt veterinary visits. <https://blog.nationwide.com/news/reasons-to-take-pets-to-the-vet/>. Accessed December 18, 2018.

RESOURCES

HAVE AN ITCHY DOG?

Frequent scratching is one sign of allergic itch, but there are other telltale signs as well:



Frequent licking,
chewing, biting
or scratching



Excessive rolling,
rubbing or
scotching



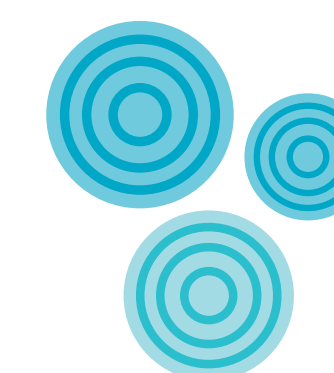
Recurrent ear problems
(head shaking, ear
discharge/odor or
scratching at ears)



Hair loss



Body odor



Skin changes
(rash, redness, greasy
skin or scabs)

The more we know about itch, the better informed we'll be to treat it. Sharing your dog's itch history is critical to uncovering the underlying cause of itch and the proper course of action.

- Where is your dog itchy?
- How itchy is your dog on a scale of 0-100 (0 indicating a normal dog and 100 indicating extremely severe itching)?
- How long and how often has your dog been itchy? Are there certain times of the year your dog is itchy (duration, seasonality, etc)?
- What have you already tried to relieve the itch?
- What are you using for flea control?

ITCH OBSERVATIONS (TO SHARE WITH VETERINARIAN)

ANSWERING THE CALL FOR ITCHY DOGS— THEY’RE COUNTING ON US

Every phone call presents an opportunity to demonstrate great client service. In order to provide itchy dogs with the relief they need and help protect the bonds that matter most, an exam is necessary.

Recognize and validate the client’s concern about their itchy dog:

“Mrs Smith, I know we both want relief for Max as soon as possible.”

Ask all clients with itchy dogs to schedule an appointment:

“Let’s get Max scheduled for Dr Green’s first available appointment so we can find out why he is so itchy.”

If the client objects to coming in for an appointment:

“There are several causes of itch, and the exam will help us to find the reason behind the itch and provide proper treatment for Max.”

If the client asks for a solution over the phone:

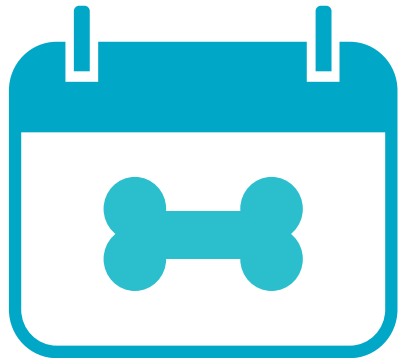
“I wish I could provide helpful advice to you over the phone; however, an exam is necessary. Over-the-counter products are rarely effective for itch, and they might represent just one part of a potential treatment plan. Without seeing Max, we cannot make a proper determination of the best approach to his care, and we run the risk of delaying relief. We really want to get to the root cause of Max’s itch as soon as possible.”

PRACTICE TALKING POINTS

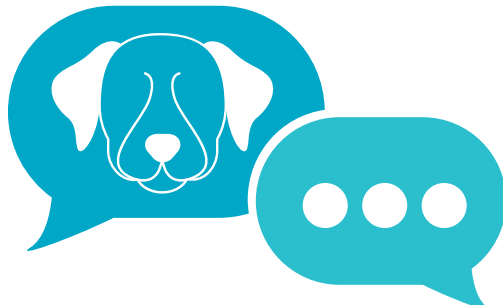
[When booking appointments, consider communicating the duration of exams with pet owners to help set expectations.]

PREPARE FOR A FLARE OF ITCH

Allergic dermatitis requires lifelong management—even when controlled, occasional flares can occur—especially for seasonally affected dogs. Fleas and infections may exacerbate flares of allergic itch.



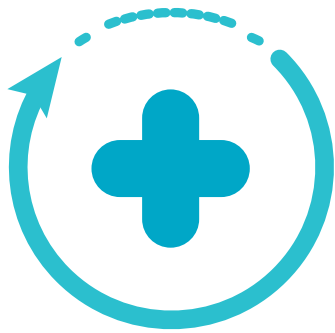
If you suspect a flare, contact the practice to schedule an exam for your dog to be seen



Partner with your veterinarian to understand the cause of the flare



Do not stop anti-itch treatment for your dog during the flare



Additional treatment may be needed to provide relief after a flare of allergic itch

Successful long-term management of allergic dogs also includes year-round flea prevention and careful monitoring of any skin infections.

OBSERVATIONS OF ITCH

