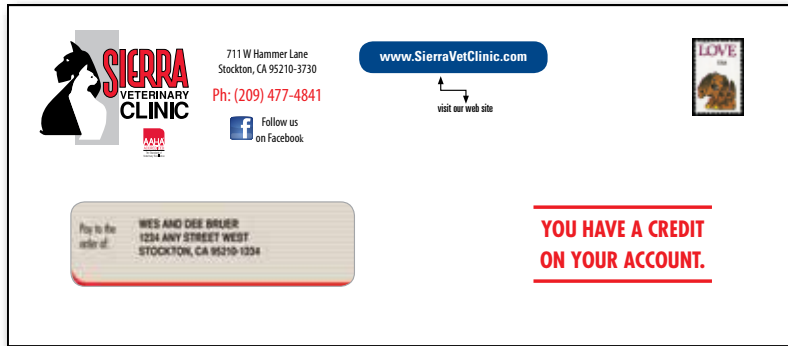


Increase Client Visits & Practice Growth

Marketing Envelope with Promotional Saving Check



Approximate cost to design, check and envelope; print double-sided, mail merge, fold, seal and bulk mail is \$1.32 each.

CUSTOM DESIGN NOTE

You can edit ANY elements on any of our customized marketing materials to meet your unique practice requirements.

One Bite Is All It Takes...

Heartworm Disease Is A Serious Health Concern

Heartworm infection in animals is a serious health threat that can ultimately result in heart failure and death. One bite from a mosquito can transmit heartworms to your pet.

The most recent data shows numerous heartworm cases have been reported throughout California.

- Heartworm is carried by mosquitoes.
- Mosquitoes and heartworm disease are found in all 50 states.
- A mosquito becomes infected when it bites an infected dog or cat, then the mosquito bites and infects an uninfected dog or cat.
- Pets that do not receive consistent monthly preventative measures for heartworm disease may only live two to five years after being infected.
- Keeping your pet inside will not guarantee that it will not get heartworm disease. Mosquitoes can and do get inside the house.

Medications used to prevent heartworm infections are called preventives. Preventives kill the heartworm larvae before they have a chance to grow and mature into adult heartworms. A number of heartworm preventives are available to protect your pet today. Some

For Dogs - Trifexis™

Sierra Veterinary Clinic recommends Trifexis™ for dogs - the next-generation parasite prevention tablet with the exceptional client and pet advantages -

- This once-monthly chewable tablet prevents heartworm disease and treats and controls fleas, hookworms, roundworms and whipworms.
- Trifexis starts killing fleas within 30 minutes of application.
- Because it cannot be washed away, the tablet is an ideal choice for dogs that swim or are bathed frequently. No topical solution means no messy application to your pet and no stains on cloths, carpet or furniture.
- Green chemistry - Spinosad was awarded a Presidential Green Chemistry Challenge Award by the EPA, demonstrating a favorable environmental profile.

For Cats - Revolution®

Revolution is an FDA-approved, topically applied medication for cats that kills fleas (Ctenocephalides felis) and flea eggs from hatching. Prevents form disease caused by Dirofilaria immitis, and controls ear mites (Otodectes cynotis), and controls roundworms (Toxocara cati) and hookworms (Ancylostoma tubaeforme).

If you and your pet that sell pet drugs can be avoided. However, other businesses breaking and sometimes Internet online pharmacies that are counterfeit, labeled, incorrectly for- properly stored. welcome to call our office questions you may have online pharmacies.

Regarding our re- along with its our phar- and your pet.

A healthy and happy is im- routine to advanced opti- every practice is proud to best in veterinary medicine.

Information from the FDA the following website: /AnimalVeterinary/ you/AnimalHealth/ 203000.htm © 2014

Why Our Hospital Pharmacy Is Your Best Choice -

Internet Pharmacies are not always the cheapest source. Our price for most items is typically less than most pharmacies would charge. In addition, some medications are so sensitive and require next day or 2nd day air delivery. To the cost. Prescriptions sometimes need a signature so you need be home to receive the shipment.

Our veterinary practice also passes on manufacturers' pro- rebates and these frequently result in greater savings. Pres are not usually available from online stores or catalogs.

Using an Internet pharmacy means a delay in get- medication. It typically takes 1-2 days for the online pharmacy to and process the prescription, then there's a 2-5 day shipping time.

Any prescription medication purchased from our hospital has and approved by the FDA, and manufactured and packaged to U.S. government regulations. Medications available online may be purchased outside the United States and have different strengths than the U.S. product. Sometimes you can tell by checking the la- by the FDA. It should say, "Caution: Federal law restricts this use by or a licen- sured veterinarian." Do not use products that do not have this warning or if the label has been removed.

GUARANTEE Pharmaceutical manufacturers will only hon- or product guarantees when the medications are prescribed by and purchased from the pet's veterinarian. Internet and mail- order catalogs, do not qualify for these guarantees.

INSURANCE Pet insurance companies require that all prescrip- tions be FDA approved. If you have pet health insurance you may be reimbursed on medications when purchased from a legal online phar- macy. You will be required to provide a copy of your veterinarian's pre- scription order and a copy of the Internet pharmacy's invoice. When you purchase a prescription from our hospital there is no additional pa- perwork. Your hospital office call along with any prescription is all item- zed on one invoice for easy submission to your insurance company.

EDUCATION Every week representatives from companies like Bayer, Pfizer, Novartis, Merck and others visit our office. These representatives have access to the latest data and research, and are a valuable source of up-to- the-minute information. In addition, our staff regularly attends veterinary conferences and reads the latest veterinary medical journals and research papers. We stay up-to-date on the latest disease trends in our region and stay abreast of recent advances in veterinary medicine. However, our first source of information about products and treatment protocols are the phar- maceutical representatives. Because we offer a full-service dispensing phar- macy on site, these folks make a point of visiting our hospital frequently.



PRACTICE GROWTH MARKETING IDEA

Make it easy for your clients to refer family and friends to your practice. Include a referral business card or mini pocket referral practice brochure in your pet health marketing promotional envelope.



phil winter's marketing communications

ph. 800-803-8832 • fax 888-302-8832

FAX ORDER TO: 888-302-8832

Practice Name: _____

Veterinarian: _____

Circle Credit Card Type: VISA MASTERCARD AMX DISCOV

C.C. #: _____

Exp. Date: _____ CVC# _____

Address: _____

City: _____

State/Zip: _____

Phone #: _____

FAX #: _____

Contact Person: _____

Signature: _____

A ONE TIME - Customized Design Setup Charge \$199

- HW/Parasites Dental Care Senior Care
- Vaccination Reminder _____
- Print Single Side 500 - \$199 Print 1,000 - \$229
- Print Double Side 500 - \$379 1,000 - \$529

Backside topic: _____

- Charge to merge client database into document - \$79
- Fold, stuff and seal envelopes for mailing - 5¢ each
- First Class Postage - 49¢ ea. Bulk Postage - 32¢ ea.

E-mail your database to phil@philwinter.com as an Excel, comma delimited, or tab delimited file.

B Window Envelopes #10

- Design and Print 500 - 1 color (Black) - \$149
- Design and Print 1000 - 1 color (Black) - \$198
- Design and Print 500 - Full Color - \$288
- Design and Print 1,000 - Full Color - \$358

C What dollar or percent savings amount would you like to include on your check?

YES NO

Include practice logo in project YES NO

Include social network icons YES NO

YES _____

OPTIONAL ITEMS TO INCLUDE IN ENVELOPE

- Magnet Biz Card (design & print 500 /\$199, 1,000/\$299)
- Client Referral Biz Card (design & print 500/\$149, 1000/\$178)
- Pocket Referral Brochure (design & print 500/\$398, 1000/\$478)
- Add QR-Code (\$18) Add Mini Map (\$49)