Five veterinarians talk about their experience with Bravecto. They share overall feedback and how they adopted Bravecto into their practices.

This video will share the opinions of how veterinarians feel about Bravecto, and how to start using a new product at your practice.

When choosing a new product it is important to ask yourself three questions:

• Is this product good for my patient?
• Is this product good for my client?
• Is this product good for the practice?

Thinking through these will help you decide the benefit of adding a new product to your practice. Convenience is a big factor for new products, not only for your clients, but also for you as a veterinarian.

Bravecto has proven to increase compliance, and is well accepted by clients due to the added benefits.

Some veterinarians have had doubts about clients switching from typical one-month formulas to Bravecto’s 12-week treatment.* As veterinarians who have tried Bravecto can attest, clients will always choose the product that protects with less work on their part.

Bravecto will help you gain a stronger hold of the market. Bravecto is safe, effective, and it will help increase practice compliance.

Dan Markwalder, DVM:
• From a total of 7 practices, 4 of them adopted Bravecto Chew and the other 3 remain with monthly products. Their intention was to measure which product was more accepted.
• The efficacy and the safety studies convinced him to try the product but he wasn’t sure about compliance with clients.
• By the first quarter Bravecto increased his revenue sales 2 to 3 times compared to the monthly product.
• Bravecto helped increase compliance.
• Clients accepted the longer duration instead of a monthly treatment.
• There are three questions you should ask when thinking about bringing a parasiticide into your clinic: Is it safe? Is it effective? How is it going to help me increase my compliance?

Joel Sailor, DVM:
• They had the opportunity to use the product before the launch.
• They saw the product work with lower income clients with flea problems.
• Clients who tried the product continued to ask when it was going to be available after they took it away.
• Clients will try something that helps them do less.
• For veterinarians, safety and efficacy is key.
• For owners convenience is most important.

Randall Bennett, DVM:
• They prepared the staff in advance to be able to enter the market quickly.
• There’s nothing out there that will do what Bravecto does in terms of revenue.
• Exceptional results with little push back.
• Even though they are located in a rural area they were able to enter the market by having the right system and a great product.
• As owners, decide what the best medicine truly is and then figure it out how to sell it.

Mike Canfield, DVM:
• Safety is the most important thing, followed by efficacy.

Craig Prior, BVSc, CVJ:
• When choosing products ask yourself: Is it good for the pet? Is it good for the client? Is it good for the practice? If the product meets the three criteria it’s a winning situation.