An Overview of the Pet Medication Industry

Who and What are We Talking About?

Paul David Pion, DVM, DACVIM (Cardiology)

Veterinary Information Network

Why

never worked in either drug manufacturing or distribution

former academic and researcher co-founder of Veterinary Information Network (VIN)

For Veterinarians

Subscription-based

No advertising or sponsorship

Medicine & Information
Generation / Quality / Delivery

Why

FTC learned of VIN when they found articles by the VIN News Service (news.vin.com) investigating veterinary drug diversion for the gray market.

Disclosures

pro-veterinarian
pro-pet owner
pro-patient
pro-fairness
pro-informed choice

Our Information Economy

Pet Medication Our Information Economy

<u>Manufacturers</u>

Distributors

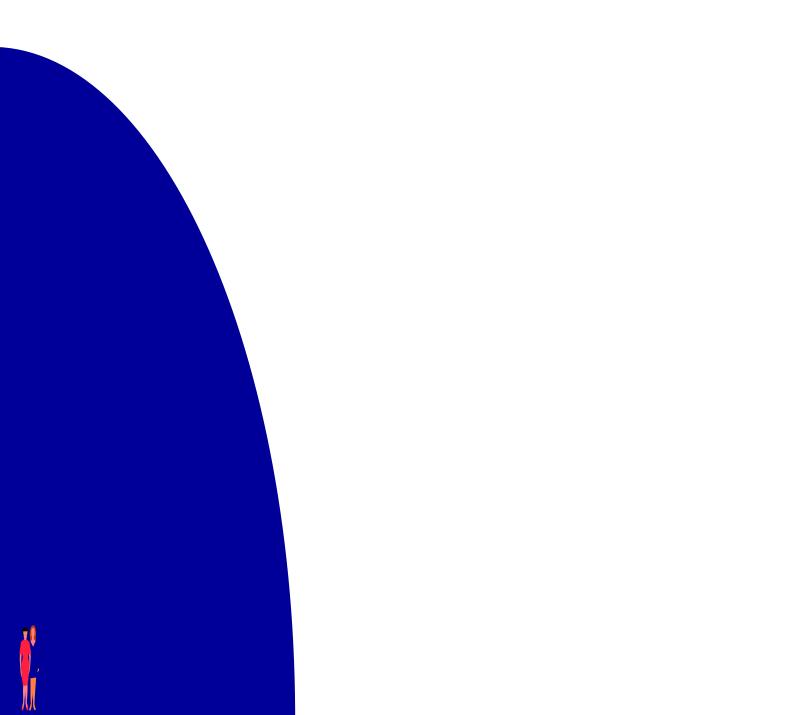
Consumers

Online

Big Box

- -Product Manufacturers
- -Product Distributors
- -Conferences
- -Specialists
- -Veterinarians ---- Drug Retailers
- -Pet Owners
- -Publishers
- -Authors
- -Speakers







Pet Medication Our Information Economy

<u>Manufacturers</u>

Distributors

Consumers





- -Quantity
- -Quality
- -Safety

Our Information Economy

Information <u>Manufacturers</u>

Information Distributors

Information Consumers

- -Supply
- -Demand



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Pet Medication Market Size and Make-up

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Bigger than a breadbox (8 to 10 billion dollars?) small compared to human biopharmaceuticals US animal health $$ including pet and non-pet species so pet market is even smaller
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Pet Medication Market

Pet Medication Market Size and Make-up

What else do we need to know?

a large percentage of medications prescribed by veterinarians are NOT

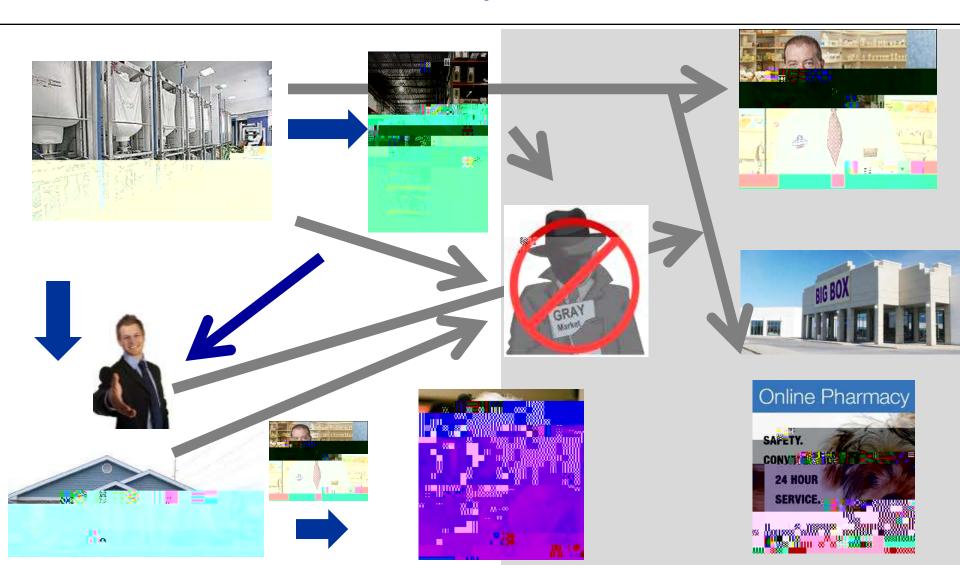
same medications (and formulations) you and your grandmother are taking. indications, safety, dose, drug interactions often differ from grandma

Information source / standard of practice literature / conferences

Pet Medication Market Size and Make-up

Growth trends and future projections? ?????

Pet Medication Market The Supply Chain





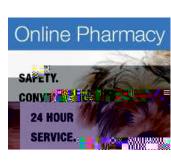
The Second Gray Zone

Phantom

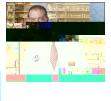
Pet Medication Market Consumer Purchasing Patterns?













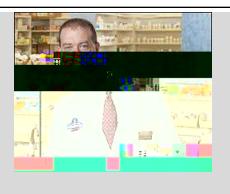




Pet Medication Market Veterinary Reaction / Thoughts











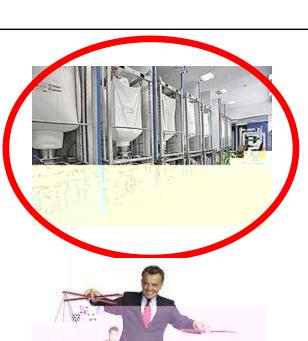


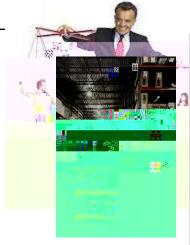


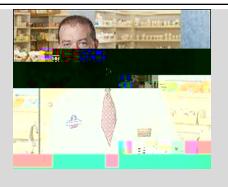




Pet Medication Market A Chain Reaction













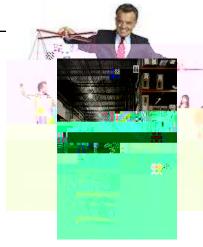




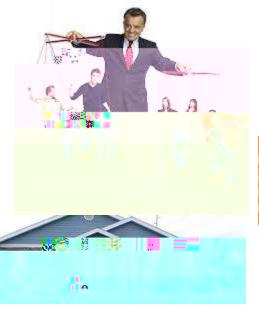


Pet Medication Market A Brilliant Marketing Plan





- Direct to consumer too expensive
- Promise veterinarians exclusive
- Demand distributor exclusivity
- Happy/hero/dependent veterinarians
- Happy clients





Once brand established -> Gray mkt Expands market, price not much lower, but larger volume

Big box entry->end-game or oops??

Trust in veterinarians damaged? Veterinary practices suffer from

Questions are the ONLY answers