

The Launch of Zeuterin at FCNMHP

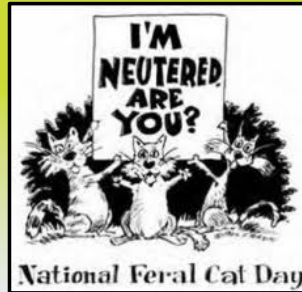


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A better world through kindness to animals
www.bestfriends.org



*“Do You
Long For A
Spay
Shot?”*

Arlington, VA

The Altar of Spay/Neuter

“It’s Not Sexy, It’s the Solution”

“Spay and Neuter, It’s Cuter”

*Is surgical sterilization the gold
standard for population control?*

High quality, high
volume spay/neuter
objectives:

- More
- Better
- Faster
- Safer
- Cheaper



Stakeholder	Primary Concern
organization	Will it allow us to sterilize more animals?
directors	Can we sell this to the public?
veterinarians	Is it medically sound? are we doing harm?
reception staff	Can I easily explain this to owners?
technicians	How hard is it to set up and recover?
owners	Is this the right procedure for my pet? *what does it cost?*
municipal shelters	Can I save money? Will pets be returned?
rescue groups	Will this allow me to save more animals?

Support Material Developed

- Presentation by Ark Sciences to vets and directors
- Medical publications
- Staff meeting and training handout
- Medical record and consent forms
- Phone script
- Simplified comparison chart for clients and staff: Zeuterin versus Surgical Castration
- Product information for clients
- Aftercare Instructions for clients
- Website, posters, brochures

A few details of our launching:

- Zeuterin became our “default procedure” for male dogs, owners chose at check-in
- Surgical castration priced \$20 higher
- Cost of complications covered by FCNMHP
- Free surgical castration offered if owners changed their minds 1-6 months afterward
- Transports, rescue groups and municipalities were exempt

SO, WHAT HAPPENED NEXT?

	Zeuter Procedures	Complications Scrotal Ablations	Re-do Procedures
October	4	0	?
November	86	0	0
December	98	1	0
January	121	4	0
February	46	1	1
March	41	0	2
April	26	0	0
May	15	0	2

Zeuterin Complications

Name	Description	Wt lb	Zeuterin date	Scrotal ablation date	Doctor/tech	Notes
Alfie Phillips	1.5 yr old standard poodle	48	12/3	12/6	GW/jp	owned by groomer at Petsmart
Buffalo Tuten	8 mo hound mix	48	1/9	1/15	GW/jp	backyard dog
BJ Washington	4 yr beagle mix	41	1/24	1/28	SS/bc	
Spike Hamilton	1 yr chihuahua mix	8.4	1/30	2/2	GW/jp	prepuce affected, Enterobacter cloacae cultured
Butters Wiggins	4 yr Shih Tzu	16	2/4	2/9	GW/bc	
Toby Keay	7 mo lab mix	58	1/26	2/16	GW/jp	febrile, Proteus cultured



"Buffalo" Tuten



"BJ" Washington



"Spike" Hamilton



Initial reaction

- Ouch! Yuk!
- Remove price differential
- Enhance scrub and disinfectant protocol
- Word spread around, staff skeptical

Now

- 4 months since last adverse event
- Fewer Zeuterin procedures elected
- Much less time-efficient process

What is next:

- Resume price differential but at only \$10 less for Zeuters
- Offer FREE Zeuters to animal control agencies if they bring us their female dogs to spay
- Adding another dog ward where we may develop more sequential protocol
- Build numbers back up and efficiency
- Ask- was this our learning curve?