

Pfizer Animal Health Offers Roadmap to Success for Equine Practitioners

Pfizer Animal Health has created the first, comprehensive program to help equine veterinarians manage their practices more efficiently. Titled, 'Roadmap to Success,' the program sets out to define the current issues in the industry and offer workable solutions.

"There is a lot of information available for veterinarians, but this is the first really comprehensive tool that pulls everything together in one place. Veterinarians are too busy to pick and choose among many different options. The wellness approach suggested in this program provides solutions to a multitude of problems faced by veterinarians today," said Tracey O'Driscoll-Packer, equine practice management consultant.

To address these issues, Pfizer Animal Health created a practice management program that clearly defines problems inherent in the industry today, and then,

provides tools to help veterinarians become more productive.

"Our success as a company is interdependent to the success of veterinarians. We created this presentation to work with veterinarians and find solutions that will enhance patient health and the prosperity of the profession," said Dan Kramer, Equine Product Manager at Pfizer Animal Health.

Addressing the Industry Today

Pfizer Animal Health representatives will present this program to equine veterinarians across the country. It delivers a candid glimpse of the equine veterinary industry, as it is today, asks some pointed questions and delves into the problems equine practitioners face daily. Based on research—and the personal insights and experiences of experts in the veterinary field, the presentation also explores how equine wellness programs benefit veterinarians. Pfizer went straight to the source to challenge the current issues and discover how best to help

equine veterinarians find practical, workable solutions.

This program utilizes a wide cross-section of prominent industry leaders, including:

AAEP Past President
Terry Swanson, DVM;

Julia Wilson, DVM, Dipl.

ACVIM; John Gifford,
DVM; John Lee, DVM;

Jim Waldsmith, DVM;

Tracey O'Driscoll-Packer,

practice management consultant; Edward L. Blach, DVM, MS, MBA, veterinary business consultant; and Cindi Prestage, DVM.

A Tool for Equine Veterinarians

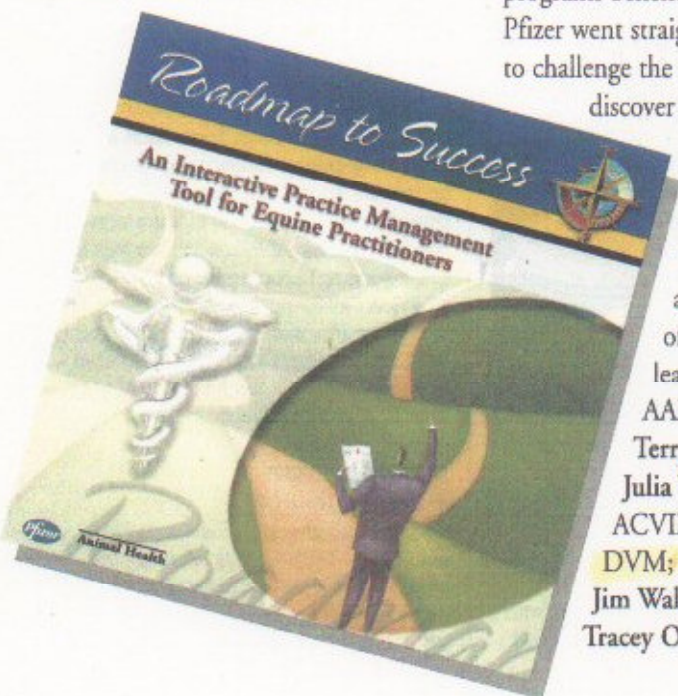
This program features a variety of interactive productivity tools specifically designed to help equine veterinarians be more productive while enhancing patient care. Some of those tools include:

- Wellness Worksheet—helps create a wellness program tailored to match the health needs of their patients and clients
- Practice Impact Analyzer—clearly explains the impact wellness programs can have on the profitability of a practice

A Time for Change

In the face of an ever-changing marketplace, Pfizer Animal Health is committed to continuously working with equine veterinarians to help them find greater prosperity, while offering the best health care for their patients. The Roadmap to Success program is just one way Pfizer plans to continue their partnership with equine veterinarians, both today and in the future.

Pfizer Inc discovers, develops, manufactures and markets leading prescription medicines, for humans and animals, and many of the world's best known over-the-counter brands. This year, Pfizer expects global sales of more than \$30 billion and has a research and development budget of \$4.7 billion.



Animal Health