

## Practice Requirements

- ✓ An active Butler Schein account
- ✓ High speed internet access
- ✓ A website (No website? No problem! We can help with that.)

## Getting Started

Sign up through your Butler Schein sales representative or call a MyVetDirect.com Specialist at 877.225.6252.

We'll provide you with all the information needed to quickly and easily add the MyVetDirect.com link to your website.

In less than 24 hours, we'll upload the available products for you to promote to your clients.

We also provide training via webinars for you and your staff to learn the ins and outs of easily processing your client orders.



*In only minutes a day, you can control all your client orders i  
wherever, whenever.*



For more detailed information on the MyVetDirect.com Strategic Business Solution, consult with your Butler Schein Animal Health sales professional today.



**Reliable  
Pet Healthcare...  
Made Easy!**

Service the needs of your clients and their pets with your own home delivery website.

**Affordable.  
Convenient.  
Simple.**

*"We've been pushing for people to use it. It's so convenient for our clients. They really love it, especially with the gas prices. We've had a really good response and it's easy to use on our end. We get a lot less requests from other online pharmacies. It's been great."*

*-Erica Green, Veterinary Technician,  
Emmitsburg Veterinary Hospital, Emmitsburg, MD*

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**BUTLER SCHEIN™**  
ANIMAL HEALTH

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**MyVet  
Direct™**



**BUTLER SCHEIN™**  
ANIMAL HEALTH

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For questions, contact your  
Butler Schein sales representative  
or visit [www.MyVetDirect.com](http://www.MyVetDirect.com)

# A Service your Clients Need from the Person they Trust – YOU.

Veterinarians can now offer clients home delivery for the most widely prescribed diets and medications, at a competitive price, through a tried and true business partner of more than 50 years.



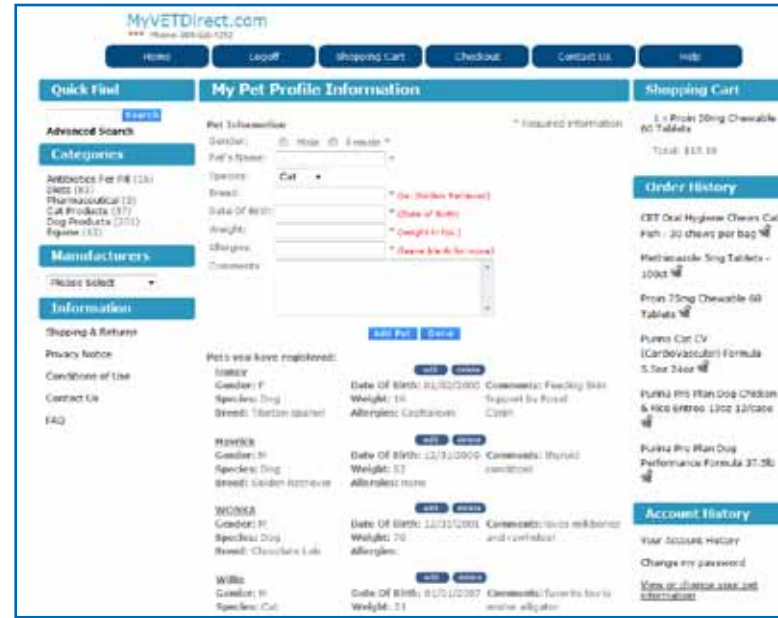
Our FDA approved pharmacy is located in the United States

## The Butler Schein Solution

MyVetDirect.com is a state-of-the-art pharmacy that allows you to easily offer your clients a home delivery option for their pet's needs. MyVetDirect.com lets clients order medications, diets and supplies, and obtain prescription refills through *your website*. (No website? No problem! We can help with that.) Because the MyVetDirect.com pharmacy manages inventory and ships directly to your client, your staff spends less time stocking and storing inventory and more time with your patients.

## The Benefits of Compliance

Facilitating compliance through enhanced client services increases practice revenues while improving the health and well being of your patients. A 2009-10 pet owner survey published by the American Pet Products Association found that eight percent of dogs and 14 percent of cats were consuming a special diet<sup>1</sup>, yet statistics compiled by Purina<sup>2</sup> and other suppliers demonstrate that up to 70 percent of clients that leave your practice after making an initial diet purchase from you do not return to purchase diets again. Additionally,



veterinarians today average only 30 percent of the revenue potential from diet and wellness product sales.

A home delivery option in your practice not only increases client compliance, but builds client interactions and communication, improves the general health of pets through better nutritional management while exponentially increasing your practice diet and wellness product revenue.

## Expense Reduction

Payroll and inventory are the two largest expenses for most veterinary practices. A web-based home delivery solution reduces both of these expenses. An easy-to-use platform increases staff efficiency by reducing time spent on ordering, stocking and selling products in your practice. Home delivery lets you easily and quickly offers clients new products with the click of a button and without stocking inventory in your practice.

## One Point of Contact

MyVetDirect.com is owned and controlled entirely by Butler Schein Animal Health. The same company you rely on for your distribution and software needs can manage all aspects of your online business with the complete

Product	Cost to Vet from BSAH*	Lowest advertised retail price*	Vet profit margin
Product 1	\$50.25	\$70.49	29%
Product 2	\$34.09	\$49.79	32%
Product 3	\$44.80	\$61.79	27%
Product 4	\$61.15	\$87.99	31%
Product 5	\$45.25	\$61.49	26%
<b>Average margin per order:</b>			<b>29%</b>

\*The information above is based on a study from August 21, 2010. Prices listed above are subject to change. The matrix is only an example of how MyVetDirect.com can increase your bottom line.

understanding of your unique needs. The MyVetDirect.com pharmacy is a fully licensed, in-house facility strictly controlled to neutralize any security or privacy concerns.

## Affordable

MyVetDirect.com is a FREE service with no monthly service fees or enrollment fees. YOU set the pricing to your clients and that gives you control over your profitability. You keep the revenue in your practice and away from outside pharmacies, all while your patients improve their health and well being with increased compliance.

## Getting Clients Started

Enroll clients while they are in your clinic making that initial purchase. This gives you a unique opportunity to extend compliance beyond that initial purchase. When you and your client determine it is appropriate to select MyVetDirect.com, simply register them online and their future pet product needs can be scheduled for automatic delivery to their home.

"I have been extremely happy with MyVetDirect.com. It has allowed us to dramatically decrease the overhead/warehousing of much of our inventory. In addition to a more profitable practice, I can now compete (if I choose to) with other online catalog houses without having to eat so much in warehousing costs. We have tried other online-type suppliers, but the profit margin they allow is so low, they are unprofitable for us to maintain on anything other than a sporadic basis. Thanks!"

- Guy G. Matthews, DVM, Kyle Animal Hospital, Kyle, TX

"Our hospital is located in a busy part of town and traffic can get very congested. Rather than sit in traffic for an hour, we had a number of clients call to request that we mail their prescriptions to them. This made it so easy to introduce them to our online store. It was convenient and saved them time and gas because they didn't have to sit in traffic or hold on the phone to call in a refill. Now they can just log into the computer and shop at their leisure."

- Gloria L. Bradly, Administrative Manager, Alexandria Animal Hospital, Alexandria, VA