

Smiling Pets, Smiling Vets

One simple dental health conversation can lead to many benefits.



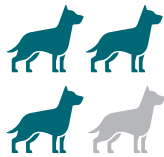
Better Outcomes for Pets

Promoting dental care as essential care can lead to better outcomes for pets. Dental disease is progressive, painful and can affect a pet's overall health and longevity.¹ Sadly, most pets have this disease² – and many pet owners aren't taking proactive measures to prevent and treat it effectively.³

PETS BY THE NUMBERS

3 out of 4

dogs have periodontal disease²



53%

of pet owners have never had their dog's teeth professionally cleaned³



Nearly **50 million**

dogs never receive proper dental care⁴



More Profits for Vets

Currently, dental care makes up a tiny fraction of revenue for the average clinic,⁵ but with so many pets facing dental disease, the opportunity is huge. By recommending annual professional cleanings and at-home maintenance products to every pet owner, clinics have great potential to increase profits while helping pets live happier, healthier lives.

CLINICS BY THE NUMBERS

Only up to **4%**

of a clinic's revenue is derived from dentistry⁵



47%

of pet owners accept dental care recommendations⁶



15% or more

Dental care revenue could increase by 15% or more with recommendations⁵



Support the Pillars of Dental Health

With a pervasive condition like dental disease, promoting a consistent dental care routine is vital. There are three pillars of dental health care:



★ Professional cleaning



★ Active Home Care: at-home toothbrushing



Passive Home Care: dental chews and oral solutions

The gold standard of pet dental care will always be professional cleaning and daily at-home toothbrushing,⁷ but it's important to offer alternative options suitable for differing lifestyles.

Passive home care products like dental chews and oral solutions are cost-effective and easy to use. For some pet owners, passive products might be *more effective* than the gold standard – simply because they're more likely to consistently use them. Encouraging pet owners to use these products benefits the pet and presents the clinic with another opportunity to increase revenue.



Revenue by the Numbers

- For a clinic that sees **2,500** patients a year, **76%** might have dental disease²
- If **25%** of pet owners agree to professional care at \$233 per patient,⁸ dental care annual revenue increases by **\$110,675**
- If **25%** of pet owners buy only at-home dental products at \$180 per year,⁸ that clinic's annual revenue still increases by **\$85,500**

Questions to Consider

- Does your clinic have a protocol for explaining dental care options to pet owners?
- Does your entire health care team know your protocol (or only the veterinarians)?
- Is the message clear and concise?
- When was the last time you modified your protocol?

If you answered no to any of these questions or would like to refine your protocol, Virbac is here to help with a variety of resources and products designed to help your team expand your dental health and wellness options. Contact your Virbac representative or distributor, or call 1-844-484-7222 to learn more!

References

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