

# Pet Medications Workshop Twitter Transcript

On October 2, 2012, the FTC hosted a workshop on consumer and competition issues in the pet medications industry. Staff live-tweeted the day-long workshop. Event hashtag was #FTCpets.

All tweets remain public on the @FTC Twitter account.

Tweets are posted below in chronological order for ease of reading.

## Promotional Tweets

We'll live-tweet today's workshop on pet medications at 8:45am ET. Tweet Qs to #FTCpets. Agenda, webcast link & more: <http://go.usa.gov/YgM3>

To watch the FTC's workshop on pet medications, here's the direct link for our webcast starting soon! <http://bit.ly/VaRgWX> #FTCpets

Agenda for the FTC's workshop on competition & consumer protection issues in pet med industry: <http://go.usa.gov/Ygz4> #FTCpets

We're starting our workshop now! Here's the link again: <http://bit.ly/VaRgWX> #FTCpets

## Chairman's Remarks

FTC Chairman Jon Leibowitz opens up the #FTCpets workshop with a picture of his dog, Tank. [pic.twitter.com/LCcemUrl](http://pic.twitter.com/LCcemUrl)

We're going to talk about competition & consumer protection issues relating to distribution of pet medications. – Leibowitz #FTCpets

Leibowitz: Unlike human meds which R supported by insurance, pet meds largely paid for by consumers out of their own pockets. #FTCpets

Leibowitz: 62% households own a pet. Over 78M dogs & over 86M cats. Consumers spend \$50 billion/year on pets, incl \$7B for meds. #FTCpets

Some pet manufacturers choose 2 distribute products only through vets, so retail pharms can't purchase them directly. – Leibowitz #FTCpets

FTC Chairman Leibowitz thanks panelists, attendees and those who submitted comments thus far. #FTCpets

## Panel 1 Tweets

FTC's Stephanie Wilkinson sets the framework for today's workshop. #FTCpets

Workshop includes 2 introductory presentations this morning: Overview of Vet Profession & Overview of Pet Meds Industry. #FTCpets

Deadline to file public comments on pet medications has been extended to Nov. 1, 2012: <http://go.usa.gov/Ygud> #FTCpets

Dr. Douglas Aspros, President, American Vet Medical Association, sets stage for pet meds workshop w/ overview on vet profession. #FTCpets

If you're watching today's webcast of the FTC's Pet Meds Workshop, tweet your Qs for presenters using #FTCpets. <http://bit.ly/VaRgWX>

Photo: AVMA's President Dr. Douglas Aspros presenting at the FTC's workshop on pet medications. #FTCpets [pic.twitter.com/xXmaMrl2](http://pic.twitter.com/xXmaMrl2)

Now up: Dr. Paul Pion President, Veterinary Information Network (VIN). He's presenting an overview of the pet meds industry. #FTCpets

Here's a copy of the slides used by Dr. Aspros: <http://go.usa.gov/Y4c9> #FTCpets

Dr. Pion says a large % of prescription pet meds are not labeled for the patient species. #FTCpets

Photo: Dr. Paul Pion, VIN, presents an overview of the pet medications industry at the FTC's workshop. #FTCpets [pic.twitter.com/NinL5cRF](http://pic.twitter.com/NinL5cRF)

Copy of VIN President Dr. Paul Pion's slides at the FTC's workshop: <http://go.usa.gov/Y4rF> #FTCpets

If you'd like follow today's workshop, here's agenda: <http://go.usa.gov/Ygz4> & here's webcast link: <http://bit.ly/VaRgWX> .#FTCpets

We're back from our break with Panel 1: Distribution of Pet Medications. <http://go.usa.gov/Ygz4>

Michael Hinckle asks: Why are consumers not seeing savings on generic pet meds like w/ human meds? #FTCpets

Portability will not be meaningful w/restrictions on distribution of pet meds. - John Powers #FTCpets

Andrew Bane, VetSource, says we need pharmacists trained in vet medicines to ensure pet safety. #FTCpets

I believe competition will help consumers with lower prices. - Brad Dayton, Ahold USA #FTCPets

Gregg Jones, NABP, highlights several differences between distribution of human and pet medicines. #FTCPets

David Miller, IACP: Compounding pharmacists play unique role - know dosage for poodle vs. Great Dane. #FTCPets

Pet medication industry is a highly competitive marketplace. - Mark Cushing, American Vet Distributors Association #FTCPets

Photo: Panelists continue to discuss the distribution of pet medications. #FTCPets  
[pic.twitter.com/1lOITIsO](https://pic.twitter.com/1lOITIsO)

John Powers, Drs Foster & Smith: Need to distinguish between OTC products and prescription medicines. #FTCPets

Medicines are not just products, just one piece of how vets treat animals. - David Miller, IACP #FTCPets

Dr. Paul Pion, VIN: Vets realize that product sales will become smaller part of practice. #FTCPets

More "touches" in distribution chain adds to retail cost of product, says Nate Smith, NuSkin Enterprises #FTCPets

Clinton Vranian, Novartis Animal Health: Inefficiencies are solving themselves, for example, by online delivery & mobile clinics. #FTCPets

Some states allow vets to have a wholesale license and they can resell products legally, says Gregg Jones, NABP. #FTCPets

Moderator asks: What are biz rationales for exclusive dealing arrangements for pet meds? #FTCPets

Clinton Vranian (Novartis Animal Health): Distributors help educate vets about new products, so exclusivity can be procompetitive. #FTCPets

Vets use many different medications every day to treat animals regardless of exclusive deals, says Mark Cushing, AVDA. #FTCPets

David Miller, IACP, says pharmacists should dispense pet meds according to prescription. That's Pharmacy 101. #FTCPets

That a wrap for Pet Meds Workshop Panel 1! It's time for lunch. We'll see you back online at 1pm ET. #FTCpets

### Panel 2 Tweets

FTC Pet Meds Workshop will continue soon. Here's the link for live webcast: <http://bit.ly/VaRgWX> & the agenda: <http://go.usa.gov/Ygz4> #FTCpets

And we're back with Panel 2: Portability of Prescription Pet Meds. #FTCpets

Adrian Hochstadt: AVMA Code of Ethics says vets should honor a client's request for prescription in lieu of dispensing. #FTCpets

Dr. Race Foster, Drs Foster & Smith, says prescription portability worthless w/o medication availability. #FTCpets

Nate Smith says prescription portability would allow consumers to choose pet meds based on price, service & convenience. #FTCpets

Making quality pet care less expensive improves access & animal health & encourages pet ownership. - Deborah Dubrow Press, ASCPA. #FTCpets

FTC moderator asks the panelists: When are consumers more likely to ask for a written prescription? #FTCpets

Vets write Rx for diff reasons: meds not stocked, for compounded meds, for chronic conditions, says Dr. Wendy Hauser, Coal Creek. #FTCpets

Dr. Wendy Hauser (Coal Creek Vet Hospital): Vets select meds based on best treatment for animal, not based on incentives. #FTCpets

Dr. Douglas Aspros, AVMA, says market is functioning well today with new products, consumer choice, plus price transparency. #FTCpets

Photo: Panel 2 continues to discuss the Portability of Prescription Meds. #FTCpets  
[pic.twitter.com/wcGJGaup](http://pic.twitter.com/wcGJGaup)

### Panel 3 Tweets

We'll be back w/ Panel 3 @ 3pm ET. For more information about today's workshop, incl webcast link & agenda: <http://go.usa.gov/YgM3> #FTCpets

Our last panel will cover Lessons Learned from the Contact Lens Industry. #FTCpets

Sydney Knight, FTC Division of Advertising Practices, discusses FTC enforcement of the Contact Lens Rule. #FTCpets

Photo: Knight notes FTC contact lens cases, shares consumer resources & more in overview of Contact Lens Rule. #FTCpets [pic.twitter.com/RM8cSteB](http://pic.twitter.com/RM8cSteB)

If you're watching our webcast today, you can find copies of workshop slides on our website: <http://go.usa.gov/YgM3> #FTCpets

Dr. Clarke Newman, AOA, says any proposal should consider possible negative health impact. #FTCpets

Bob Hubbard, NY State AG Office: Before FCLCA, power to write prescription gave optometrists a competitive advantage. #FTCpets

Additional reg burdens on vets add costs that may be passed to consumers; vets already match/beat prices online. - Dr. Welborn, AVMA. #FTCpets

Kent McClure, Animal Health Institute, says most vets operate full service hospitals, not just limited to outpatient exams. #FTCpets

Panelists discussing whether consumers have benefited from Contact Lens Rule or other changes to market. #FTCpets

Reminder: Public comments on pet meds workshop are due Nov. 1, 2012: <http://go.usa.gov/Ygud> #FTCpets

FTC's Director OPP Andrew Gavil wraps up the workshop. Thanks everyone for participating online & off!

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