

**Distinct Advantage**<sup>™</sup>  
AmerisourceBergen

# Program Guide

# Distinct Advantage™ Program

Your **Complete** Business.

Your Success.

Our Goal.

As your distributor, MWI's competitive pricing, quality service, inventory management tools, and consultative experts in business solutions and capital equipment help you succeed in optimizing your inventory investment every day.

With MWI's Distinct Advantage™ Program we can also help you optimize your investment in the other essential areas of business management. Our Distinct Advantage™ network of affiliate providers gives you access to the services you need, with distinct advantages only MWI can offer:

- The collective buying power potential of MWI's customers has allowed MWI to negotiate excellent discounts on, or priority access to, affiliate services
- Your loyalty\* to MWI qualifies you for program participation, with no additional membership fee required
- As MWI continues to grow, Distinct Advantage™ participants will benefit from a growing list of providers and discounts

Available exclusively from:



**Distinct Advantage™**  
AmerisourceBergen

[DistinctAdvantage@mwianimalhealth.com](mailto:DistinctAdvantage@mwianimalhealth.com)

855.474.1240

*\* The Distinct Advantage™ program is available to MWI customers based on loyalty. For program access, and continued program benefits, a minimum quarterly purchase level must be maintained.*

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## Legal Counseling



### Holland & Hart

Holland & Hart LLP delivers integrated legal solutions to regional, national, and international clients of all sizes. Since its inception in 1947, Holland & Hart's more than 500 lawyers have consistently been recognized by leading national and international peer and industry review organizations for innovation and dedication to the practice of law. The firm delivers a full range of services from 15 offices across the Mountain West and in Washington, D.C.

**For Distinct Advantage™ members:** Holland & Hart LLP offers two hours of free consultation with attorneys who cumulatively have decades of experience in the veterinary profession. If the situation requires more than 2 hours to resolve, then a fee will be charged based on a mutually agreeable fee arrangement.

*When contacting this provider, identify yourself as a Distinct Advantage™ member to receive benefits. This provider has access to a list of member accounts for verification.*

*Distinct Advantage™ / Holland & Hart Representative:*

*Thomas Chandler, LLP*

*208.383.3907*

*tchandler@hollandhart.com*

*www.hollandhart.com*

## Merchant Services



### Infintech

Infintech Revolutionizes the Way Veterinarians Process Payments

Established in 2005, Infintech has been working with veterinary professionals for more than a decade and was founded on the principles of offering the latest in payment technology and industry expertise.

Payment processing solutions include retail, business-to-business cards, as well as mobile and online processing. Infintech offers customer data, app-based check recovery and integration with nearly all practice management software.

Ranked as one of Inc. Magazine's Fastest Growing Companies, Infintech securely processes more than \$3 billion in annual credit card volume, partnering with more than 7,000 clients across 50 states.

**For Distinct Advantage™ members:** Infintech has created discounted custom processing plans for each account, exemplifying their focus on integrity and transparency within the industry.

*When contacting this provider, identify yourself as a Distinct Advantage™ member to receive benefits. This provider has access to a list of member accounts for verification.*

*Distinct Advantage™ / Infintech Representative:*

*Kevin Walter*

*888.908.6952*

*mwi@infintechllc.com*

*www.infintechllc.com/mwi*

## Technology Services

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### Nutmeg Technologies

For more than a decade, Nutmeg Technologies has been helping businesses make the right decisions for their Telecommunications infrastructure, service and IT. With so many options available, selecting the right tools to communicate can be a challenge. Too many businesses suffer from information overload. Unified Communications should be all about simplifying the user experience. Nutmeg creates Unified Communication (UC) strategies that align with your business goals to deliver results, while simplifying the user experience to increase productivity.

#### **For Distinct Advantage™ members:**

- Avaya IP Office with up to 4 Lines and 6 Digital phones: 30% Discount
- Avaya IP Office with up to 8 Lines and 12 Digital phones: 34% Discount
- Discounted custom packages can be created

*When contacting this provider, identify yourself as a Distinct Advantage member to receive benefits. This provider has access to a list of member accounts for verification*

*Distinct Advantage™ / Nutmeg Technologies Representative:*

*Wayne Lerario*

*855.257.5657*

*info@nutmegtech.com*

*www.nutmegtech.com*

## Patient Management Software Solutions

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### Smart Flow

Smart Flow is a cloud-based Veterinary Patient Management software system revolutionizing the way veterinarians care about their in-hospital patients. We were developed and tested in real practices around the world, with real Veterinarians and Technicians. We have many features that will change the way you work in practice.

Smart Flow is a patient management system that includes an electronic:

- ICU Whiteboard
- Surgery Whiteboard
- Treatment Templates
- Flow Sheet
- Anesthetic Sheet which can integrate with monitors

Smart Flow offers additional benefits through the use of whiteboards which increases awareness of a patient's condition for enhanced team communication and treatment compliance in addition to automatically capturing treatment charges.

**For Distinct Advantage™ members:** Through the relationship between MWI and Smart Flow, optimum pricing has been negotiated and available for users.

*Through the relationship between MWI and Smart Flow, optimum pricing has been negotiated and available for users. Visit the website to book a demo or attend a webinar.*

*smartflowsheet@mwianimalhealth.com*

*www.smartflowsheet.com*

## Accounting and Tax Minimization



### ABA For DVMs

Drawing on experience dating back to the early 1980's, ABA's Business Advisors are positioned to understand the challenges of Veterinary Medicine, Small Business Ownership, and Entrepreneurship. Simply stated, we will lower your income tax burden by thousands of dollars more than we are paid to do so. Supported by a staff of highly-trained accountants, tax return specialists, CPAs, CFPs, Legal Experts, and Enrolled Agents, our team brings a level of expertise not often found in other accounting firms.

Once engaged, our monthly service fee provides:

- Unlimited access to your staff accountant and your Business Advisor, with 4 on-site visits/year
- Our unique Monthly Management Report, which features:
  - Comparison of Revenue, Overhead, and Profit
  - Allocation of Profit between Owners
  - Reconciliation Report of Surplus to Cash
  - Bank Reconciliation Reports
  - Overhead Percent based on Monthly/YTD Expenses
  - Overhead Comparison Report by Expense Category
- Tax Returns
  - Corporate or Partnership Income Tax Returns (1st one is covered in our monthly fee)
  - Quarterly/Annual Payroll Tax Returns
  - Tangible Tax Return(s) covered in our monthly fee
  - W-2's/1099's (up to 5 included)
  - Annual Salary Schedule(s)
  - Annual Income Tax Projections (The Business Projection is covered in our monthly fee)
  - Filing for S-Election, Form 2553, if appropriate
  - Government Correspondence (Handling IRS and state government notices)
- Audit Defense
  - In the unlikely event of an audited, if ABA prepares your returns, we will represent you at no charge

A la carte services (billed by the hour or by fee arrangement) include, but are not limited to:

- Business Valuations (Snapshot/Point-In-Time)
- Prior Years' Tax Analysis
- Business Returns for LLCs, S Corps, and Partnerships
- Personal Income Tax Returns
- Children's Tax Returns
- Estate, Trust, and Gift Tax Returns
- Annual Income Tax Projections for Individuals
- Payroll Audits, Workman's Compensation Audits, Internal Control Evaluations, Special Projects Per Client Requests, and accounting software Set-up and Training (Ex: QuickBooks)

\*Travel Expenses are billed in addition to the fee(s) noted above, but are prorated among all clients seen.

Driving practice profit, minimizing your income tax burden, and handling your accounting needs. This is The ABA Way!

**For Distinct Advantage™ members:** ABA For DVMs will provide all members a discount on our standard Veterinary Fee Schedule of services.

*When contacting this provider, identify yourself as a Distinct Advantage™ member to receive benefits. This provider has access to a list of member accounts for verification.*

*Distinct Advantage™ / ABA For DVMs Representative:*

*Frank Banesse*

*336.608.8076*

*fbanesse@aba-advisors.com*

*www.aba-advisors.com/veterinarians*

## Veterinary Loans

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### Bank of America

Since 1996, Bank of America Practice Solutions has served the needs of veterinarians by offering financial products and services to the veterinary community. Whether you own your own practice or are just getting started, they can provide customized financial solutions for your short-term needs and long-term aspirations.

**For Distinct Advantage™ members:** Special offer\* of 50% reduction in the Rate Lock Fee.

- **Rate Lock Fee:** Because no one wants to place a bet on the floating rate gamble, Bank of America Practice Solutions offers a 4 month Rate Lock. Have peace of mind and protection from increasing rates during your loan project. Since the average project loan (start-ups, 2nd office expansions, and remodels) may take months to complete, the Rate Lock will guarantee you today's rates at the time of your closing.

\*All programs subject to credit approval and loan amounts are subject to creditworthiness. Some restrictions may apply. Bank of America may prohibit use of an account to pay off or pay down another Bank of America account. Rate lock offer is not available for all products, is subject to change at any time and without notice to you, and is available only to members of the MWI Distinct Advantage. Accepted rate lock expires 4 months from the date our proposal for an approved loan is accepted by you, after which time the rate lock may be extended for an additional fee and with our consent and on such terms as we determine or you may close your loan at the then current interest rate in effect for your loan product. Bank of America Practice Solutions is a division of Bank of America Corporation.

Bank of America is a registered trademark of Bank of America Corporation.

*Utilize the program-dedicated email listed below to contact this provider and use the offer code "ADVMWIDA-MWI Distinct Advantage".*

*This provider has access to a list of member accounts for verification.*

*DistinctAdvantage@bankofamerica.com*

## Personalized Practice Ownership Loans

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### Calico Financial

Calico is a financial service company exclusively built for veterinarians—veterinarians are our only customers. Calico is dedicated to supporting, educating and building a veterinary community that encourages practice ownership, as well as personal and financial success. We offer personalized loans for veterinarians so they can become practice and real-estate owners, expand and build new facilities and refinance current debt.

Calico Financial loan products are diverse, empowering a veterinarian to select what is best for him or her. Because of that, we are able to customize loans for each and every one of our veterinarians. We believe that every opportunity deserves personalized attention and continued support after a loan closes.

Before and after your loan closes, you will have a partner to help navigate the waters. Our one-on-one support pre-closing will help educate you on the loan process, as well as provide project management resources to help navigate your acquisition, construction or expansion. After closing, Calico Financial has business support tools including a podcast library, access to leading industry advisors and educational programs on business ownership.

Behind great products and support is a team of people dedicated to your success. The team at Calico Financial is also the company owner. We have collectively worked in the veterinary industry for nearly 40 years. Veterinarians are our only customers, and we understand the business better than any other lender.

**For Distinct Advantage™ members:** Upon request and for no fee, a consultation, including a written report reviewing financial options. The consultation and report will address the following:

- Assessment of existing business debt to ensure personal goals and time line are being optimized
- Accessibility to additional financing with analysis demonstrating practice profitability relative to additional financing
- Advice regarding MWI Distinct Advantage members' exploration of renovation or construction projects, acquisition or start-up of new locations, or financing or structural questions regarding associate buy-ins.

*To initiate this benefit, contact Calico Financial using the information below, identifying yourself as a Distinct Advantage™ member.*

*Distinct Advantage™ / Calico Representative:*

*Travis York*

*678.523.0234*

*Travis.York@calicofinancial.com*

*www.calicofinancial.com*

## Reference Lab

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### Antech

The Nation's Largest Provider of Veterinary Reference Laboratory Services

- With more than 53 laboratories located in the U.S. and Canada, ANTECH offers incredible local service with the benefits of the world's largest veterinary diagnostic network.
- ANTECH services over 14,000 animal hospitals across North America on a daily basis.
- Through ANTECH® Online (available at [www.antechonline.com](http://www.antechonline.com) or through their mobile app "ANTECH® OnTheMove") Antech provides 24/7 access to over 120 veterinary specialists for expert consultations with the most challenging of cases, disease prevalence maps and graphs for heartworm and ova & parasite testing, order lab supplies, build custom reports including; Patient Trending, Testing Incidence and Business Reports, and build computer generated test request forms.
- Through ANTECH® Imaging Services, ANTECH provides state-of-the-art Internet-based PACS and telemedicine capabilities.

### Quality Control/Quality Assurance

- ANTECH commercial laboratories are Orthopedic Foundation for Animals (OFA) certified to perform thyroid function testing.
- Veterinary Laboratory Association (VLA) surveys ANTECH's performance quarterly.

### Diagnostics

- ANTECH's North Carolina facility is Good Laboratory Practice (GLP) qualified and fully compliant with all applicable Food & Drug Agency regulations.

### Gold Standard Testing

- Dosing recommendations with MIC sensitivity results, an ANTECH exclusive.
- MRSA & MRSP identification methodologies on Aerobic, Anaerobic, UMIC and Culture ID testing.
- Microalbuminuria (MA) testing detects renal disease in its infancy and can be added to all urinalysis results, another ANTECH exclusive.
- FastPanel® PCR – tests for a broad array of infectious agents using a proprietary, real-time PCR methodology.

**For Distinct Advantage™ members** who are not currently under contract with ANTECH, have done less than 50% of their reference lab business with ANTECH over the past year and spend at least \$18,000 on reference laboratory business annually, ANTECH will match or beat current competitive laboratory reference pricing on reference testing performed by ANTECH.

*Work with your MWI representative to initiate a pricing proposal. Your representative will identify you as a Distinct Advantage™ member at the time of the pricing proposal creation.*

## Medical Waste Disposal

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### MedPro

If you've been with your current medical waste disposal company for years and are overwhelmed by the idea of switching providers despite constant price increases and unexpected service charges, MedPro is here to help. More than 20,000 practices have made the switch to MedPro to take advantage of our low-cost alternative solution for biohazard waste disposal, HIPAA-compliant data and document destruction, OSHA compliance training, and environmentally-safe pharmaceutical waste disposal services. We make it simple to get started and even easier to switch by providing a team of waste and compliance consultants to guide you through the process of discovering the solutions that best fit your practice. From the moment you receive a cost-savings analysis to your first scheduled pickup, and as your practice continues to grow, we remain committed to investing in our relationship.

We get that change can be daunting, and that's why it's important to understand what makes MedPro different. Our approach begins with simple, transparent pricing with no hidden fees or egregious rate increases, all while providing a level of service that is unmatched in the industry. We take pride in delivering exceptional customer service and flexibility to meet the specific and unique needs of our clients, both large and small. We'll work with you to create a service plan to fit your needs - even as those needs change. At MedPro, we believe providers shouldn't overpay for required services and so we remain committed to providing value, so you can focus on what matters most.

*Jacob Dailey*

*847.997.8837*

*jdailey@medprodisposal.com*

*www.medprodisposal.com*

## Sharps Disposal

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### Waste Wise

WCM manufactures waste disposal products used by thousands of offices to store, treat and dispose of biohazardous waste. Designed specifically for veterinary offices, Isolyser® disposal products include everything you need to completely replace expensive waste pickup service.

Save 30-60% Using WasteWise® Disposal Products : Average savings based on comparison of actual fees paid by 10 Stericycle® customers for the same volume of WCM WasteWise® sharps disposal products.

- Save time with safe and convenient disposal products
- Order from MWI as you do any other merchandise for your practice
- No preset disposal schedule, which means you decide when the container is full
- Reduce your Carbon Footprint when you choose Isolyser Sharps Management products. See how at [www.wastewise.com](http://www.wastewise.com)
- Note: Some state restrictions apply to WasteWise "throw-away" products.

**For Distinct Advantage™ members:** Our team has evaluated several providers of such services and found the every-day low savings of the WCM products to be of the best value for our customers.

*WCM products can be ordered directly through your MWI sales representative at every day value pricing.*

## Medical Gases



### **EspriGas**

At EspriGas our focus is making the complex supply of medical gases and related supplies simple for our customers. We have spent the last 20 years building a supply chain designed to meet the unique needs of veterinarians. Through EspriGas and our vast supplier network, our customers receive access to national pricing, the very best in supply options, and one point of contact to answer any questions. In fact, EspriGas specializes in reliable medical gas service to the veterinary market and boasts the most extensive customer list in the industry. We streamline the supply of your gas and associated supplies so that you can focus on what matters most to you; taking care of your patients.

*When contacting this provider, identify yourself as a Distinct Advantage™ member to receive benefits. This provider has access to a list of member accounts for verification.*

*Distinct Advantage™ / EspriGas Representative:*

*Bruce Simms 1.800.720.1563 x339*

*bsimms@esprigas.com www.esprigas.com*

## Radiation Detection Badges / Dosimetry Services



### **Radiation Detection Company**

MWI, through our exclusive VetOne® line, is proud to partner with Radiation Detection Company in providing you with industry leading dosimetry services and solutions. Radiation Detection Company (RDC) is a solid company that has been in business since 1949, and continues to provide the highest quality occupational radiation monitoring services in the industry.

- TLD (thermoluminescent dosimetry) Based Dosimetry Services: Industry standard and trusted worldwide, RDC's dosimeters are tissue equivalent which means they react to radiation and read like human tissue providing accurate reading and giving you the information you need to know.
- Low Cost & No Hassle: RDC's services are designed to give maximum value, at a great price all while keeping the service easy to understand and user-friendly.
- No Hidden Fees or Extra Charges: What you see is what you pay. No charges for account setup, adds, deletes, reports or extra shipments.
- Simplified Billing: Dosimetry bills will be simply added to your MWI bill.
- New Badges - Each and Every Time: Each customer receives a new, unused badge each time that can be customized with color-coding. RDC does not re-use holders; instead, customers are provided with a clean, new badge each shipment.
- Detailed, User-Friendly Reports: Once RDC has received the used badges, full reports are available online within 48-72 hours. RDC's reports have been rated best-in-Industry several years running for the detail and ease of understanding.
- Online Account Management: RDC's web service has been rated best-in-industry and continues to set the standard for the best user interface, ease of use and feature set. RDC continues to improve our online service with new additions coming regularly. RDC is accredited to the National Voluntary Laboratory Accreditation Program (NVLAP lab code 100512-0), and registered to ISO 9001:2008.

### **For Distinct Advantage™ members:**

- Access to live, knowledgeable Customer Care professionals who are specifically dedicated to support MWI partner clinics
- Innovative, leading edge radiation detection technology and reporting
- Special pricing of \$6.95 per person per quarter for the body type badge; less than \$2.32/ month! Note: Current RDC pricing agreement must be expired before the Distinct Advantage Program Price of \$6.95/90 day body badge may go into effect. Pricing subject to change without notice.

Order your badges using the online form at the address listed below. Pricing will be automatically discounted in the MWI system. <http://form.jotformpro.com/form/21387506145958>

## Human Resource Consultation

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### **AmeriBen –IEC Group**

AmeriBen/IEC Group has been a trusted consulting partner to organizations of all types and sizes for more than 50 years. With a team of highly experienced and educated professionals, we are the experts in providing key human resource services for growing, stable and downsizing organizations.

**For Distinct Advantage™ members:** Through an exclusive offering only for MWI Distinct Advantage clients, AmeriBen/IEC Group is offering discounted Support Memberships, valued at \$1,100, for only \$475/year.

This Support Membership Includes:

#### **Weekly Explorer Newsletters**

Timely information is distributed to members' email inboxes to keep them up-to-date on the latest legislation, case decisions, management tips and leadership trends. Newsletters also contain hot-topic questions and answers from our employer hotline and conversation starters for coaching and development meetings.

#### **Monthly Webinars**

Members may attend live, web-based sessions on timely HR, compliance and management topics. Recent webinar topics include: Managing Off-Duty Conduct, Strategic Thinking, Transitioning from Co-worker to Supervisor and Marijuana in the Workplace.

*When contacting this provider, identify yourself as a Distinct Advantage™ member to receive benefits.*

*Distinct Advantage™ / AmeriBen • IEC Representative:*

*Sheena Boyd*

*208.947.9201*

*Sboyd@ameriben.com*

*http://ameriben.com*

## Human Resource Compliance Services



### HRFix.com

In-House HR deal with a litany of issues, from payroll administration, benefits administration and personnel file management. According to recent surveys conducted by the Bureau of Labor Statistics, the one area that gets the least amount of attention but has the highest risk is compliance with U.S. Department of Labor mandates. Practice Managers and Owners are now being sued individually when making mistakes on issues dealing with Pay or Leave.

The Department of Labor, to include OSHA and the EEOC has over 18000 employees and a budget north of 12 Billion Dollars to ensure your business meets all the mandates placed on it. What are you doing to protect your company?

This is why we developed HRFix.com, to satisfy the mandates of training, documentation and administration required by the Department of Labor. With HRFix.com you will receive:

- Access to over 100 employment related training videos for managers and employees. Each test is accompanied with a test to prove comprehension of the topic presented. In addition you can create your own custom videos or we can create them for you, all at no extra cost.
- Electronic Employee Handbook and other Guides. All delivered on-line, easily updated and distributed with an electronic signature to prove receipt and comprehension. We monitor all 50 states daily and make recommendations for updates required by legislation or litigation.
- Access to over 100 of the most popular employment related forms. All bar coded for electronic filing.
- Electronic Personnel Files. Each document is barcoded and includes built in retention rules and access rights.
- LegalFix: Access to HR Professionals and Employment Lawyer during normal business hours. Have a question, need a write up, unemployment claim, EEOC claim, simply contact the hotline and we will handle it for you.

Monthly Webinars: Full service and admin members will be invited to monthly webinars on employment related topics.

We provide these services to thousands of employees in 48 states. Find out why these companies trust HRFix. You owe it to your managers and your employees to take 30 minutes and let us show you how you can reach a level of compliance never before possible.

**For Distinct Advantage Members:** HRFix offers three distinct packages below at a 50% discount off the normal price.

|               |                   |  |
|---------------|-------------------|--|
| Full Service  | HR &OSHA Content  | \$6.75 per employee per month (min \$350.00 per month) |
| Admin Service | HR Content Only   | \$5.00 per employee per month (min \$250.00 per month) |
| Safety Only   | OSHA Content Only | \$3.50 per employee per month (min \$100.00 per month) |

*When contacting this provider, identify yourself as a Distinct Advantage™ member to receive benefits. This provider has access to a list of member accounts for verification.*

*Distinct Advantage™ / HRFix Representative:*

*Jeff Jeans*

*866.240.6618*

*jjeans@hrfix.com*

*www.hrfix.com*

## Payroll Services

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### **GTM Payroll Services Inc.**

GTM Payroll Services Inc., was founded in 1991 and headquartered in Albany, NY. GTM is a nationwide payroll and tax, human resource and insurance provider. GTM is a privately held, fast growing INC 5000 and SSAE 16 compliant firm serving US small business. GTM processes over \$1 billion a year in payroll transactions for more than 50,000 employees.

With GTM, you'll have your payroll, tax, and HR services all under one roof which allows you to focus on patient care, client services, and growing your practice. We will take care of keeping your payroll accurate and compliant.

Our simple and affordable solutions allow you to conveniently track employee hours, eliminate overpaid minutes, and stay up to date with wage and labor laws.

Let us help you:

- Eliminate error-prone manual timecards with automated time and attendance system
- Streamline employee scheduling online
- Receive a customized employee handbook that addresses your issues
- Get unlimited advice from HR professionals when you need it
- Easily obtain HR forms and documents via our online library
- Employment Screening Services
- Manage employees accurately and quickly while spending less time processing payroll

With GTM, you'll have your payroll, tax, and HR services all under one roof.

Let us help your business become more efficient while saving time and money. Call us at 518.881.0225 or request a free payroll quote online (<http://pages.gtm.com/MWI.html>).

**For Distinct Advantage members:** Preferred pricing from GTM, averaging 30-50% savings versus other payroll companies.

*When contacting this provider, identify yourself as a Distinct Advantage™ member to receive benefits. This provider has access to a list of member accounts for verification.*

*Distinct Advantage™ / GTM Representative:*

*Michael Maddalone*

*518.881.0225*

*Michael@gtm.com*

*<https://gtm.com>*

## Dental, Vision, Pharmacy Discounts



### Vital Savings by Aetna

If your health insurance policy doesn't cover dental, vision, or prescriptions, you will want to take a look at Vital Savings by Aetna. Vital Savings by Aetna is not insurance; it's a discount card that can save you money.

- Dental: You can save 15 - 50%\* in most cases on many dental services. Cleanings, root canals, crowns, braces, even whitening. Vital Savings pays for itself in two visits.
- Pharmacy: Save 10 - 40%\* in most instances of the average wholesale price of generic and brand-name prescription medications at leading pharmacies, including CVS® and Rite Aid®.
- Vision: At no additional charge, you will receive special discounts\* on eyeglasses, contact lenses and solutions, LASIK, and other eye care services and accessories. It's easy to find a provider, with a broad range of participating independent locations as well as national chains like Lens-Crafters®, JC Penney® Optical, Target Optical® and select Sears® Optical and Pearle Vision.
- Also use your card for savings on Weight-loss programs, Hearing products and services, Over-the-counter vitamins, Acupuncture and chiropractic, Massage therapy, Oral health care products, and Health books and DVDs.

For Distinct Advantage™ members: We have negotiated a discount of 20% (\$76/year- individual, \$100/year-family), plus no sign up fee (an additional \$15 value). Pricing subject to change without notice.

To initiate this benefit, select the "Join Now" button at the website address shown below and complete the online form, using the passcode "mwivet".

877.698.4825

[www.vitalsavings.com/mwivet/](http://www.vitalsavings.com/mwivet/)

## Travel Discounts



### CLC Lodging

As a leading negotiator of hotel rates in North America with nearly \$500 million in annual lodging purchases, CLC Lodging can provide businesses like yours reduced nightly rates typically reserved for larger companies with the Distinct Advantage™ Hotel Savings Card.

- Save 20-40% on your hotel stays at over 10,000 hotels
- Online savings and spending reporting – by individual or team
- No advance booking required
- Lowest rate guarantee
- 24x7x365 traveler support

For Distinct Advantage™ members: The Distinct Advantage™ Hotel Savings Card membership fee will be waived.

To initiate this benefit, select the "Activate Membership" button at the website address shown below and complete the online form, using the passcode "mwivet".

[www.checkinncard.com/mwivet](http://www.checkinncard.com/mwivet)

## Pet Insurance

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### Trupanion

The Trupanion policy provides medical insurance for dogs and cats and helps your practice provide the best care possible by taking money out of the equation. It offers 90% coverage of costs for unexpected illnesses and injuries, including heredity and congenital conditions, without any payout limits.\*

\*Terms and conditions apply. Please see the policy for complete details at [Trupanion.com/pet-insurance](http://Trupanion.com/pet-insurance)

Making Trupanion part of your daily messaging can not only help your clients and patients, but your hospital, too. Practices that proactively recommend pet insurance have seen great results driving growth and profitability:

- Help your hospital's bottom line—insured clients visit their veterinarian twice as often as uninsured clients, are more compliant, and spend more on veterinary services.
- Keep clients loyal and sticky—insured clients stay with their veterinarian three times as long as uninsured clients.
- A great way to start the insurance conversation with clients is Trupanion's special exam day offer program. These offers provide immediate coverage—all waiting periods are waived, and in some states require no financial information to activate. Contact your local Trupanion Territory Partner for more details on this program.
- Those hospitals that utilize Trupanion's innovative, yet simple, application, Trupanion Express, can experience quick electronic claims submission and direct payment to the hospital within minutes at checkout. Clients aren't required to pay the full bill, and can instead focus on their beloved pet. Trupanion Express can help:
  - Keep in-house pharmacy sales, reducing prescriptions filled at other pharmacies by 20%
  - Reduce credit card transaction fees by 90% with payments deposited directly into your hospital's bank account
  - Save critical time when discussing fees and alternate treatment options, enabling staff to help more pets

For Distinct Advantage members: Our team has evaluated numerous pet insurance providers available in the marketplace and selected Trupanion as our preferred affiliate because of their focus on pet-owner savings and on bringing new ideas that drive revenues and profitability to the clinics in which Trupanion is utilized. Additionally, Trupanion is able to best support our Distinct Advantage membership through local training in most major metropolitan areas with its network of more than 100 Territory Partners and Regional Directors.

*Trupanion is a registered trademark owned by Trupanion, Inc. Underwritten in Canada by Omega General Insurance Company and in the United States by American Pet Insurance Company, 6100-4th Ave S, Seattle, WA 98108. Please visit [AmericanPetInsurance.com](http://AmericanPetInsurance.com) to review all available pet health insurance products.*

*To initiate this benefit, complete the form at the website address shown below.*

*<http://trupanion.com/mwi-form>*

## Client Loyalty & Membership Programs



### Rethink Veterinary Solutions

Rethink Veterinary Solutions (RVS) is a customer loyalty company that is helping innovative veterinary practices nationwide implement a unique practice-labeled, customized Pet Care Rewards Membership Program. The Pet Care Rewards Membership program entitles the member to a practice-defined service package, custom member benefits and much more that is all designed to strengthen the value prop, encourage more frequent visitation and retain clients.

- Retain clients by converting fee for service “clients” into subscription based “members” of the practice
- End traditional discounting and boost profits with a proven and more strategic approach.
- Increase both, client’s visits and average revenue per client per year, while at the same time, increasing the value perception of your services
- **\*\*All new for 2018:** Practices can launch their membership offering clients the complete mobile experience. Mobile registration, mobile purchase of membership, mobile communication and much more with super simple administration by the practice.
- Very easy administration and proven concept with more than 100,000 memberships sold (over 8 million in membership revenue) by RVS partner clinics in 2017!

Can be used with all practice management software, and offers online reporting and analytics.

**For Distinct Advantage members: We have negotiated significant discounts on Rethink programs which include waiving the \$1,000 start-up fee.**

*When contacting this provider, identify yourself as a Distinct Advantage™ member to receive benefits. This provider has access to a list of member accounts for verification.*

*Distinct Advantage™ / Rethink Representative:*

*Brian Macrae*

*888.330.7058*

*brian@rethinkloyalty.com*

*www.rethinkvetsolutions.com*

## Retail Branding



### Stratford Pharmaceuticals

Stratford Pharmaceuticals is a leading brand of NASC (National Animal Supplement Council) - approved companion animal products in the veterinary industry sold exclusively through licensed veterinarians. Stratford Pharmaceuticals is also one of the largest custom label suppliers of animal health products for veterinarians in the United States and the United Kingdom.

**For Distinct Advantage™ members: Stratford products (both Stratford label and your clinic’s custom label) are available at savings up to 30% of standard Vet Price.**

*Program benefits are automatically applied upon completion of your Distinct Advantage™ enrollment.*

## Client Communication

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### **Boomerang Vet**

Boomerang Vet provides client communication services proven to consistently bring clients and pets back to your practice. As the industry leader in optimizing preventive care performance with data-driven reminder communications, Boomerang Vet generates a 31% increase in weekly reminder revenue for participating practices (an average of \$1,612 additional revenue per week).

Improving preventive care compliance and visits with a high-performing reminder strategy is the most efficient path to practice growth with existing clients and pets. Boomerang Vet analyzes and optimizes each practice's reminder data to significantly increase preventive care visits and reminder revenue.

**For Distinct Advantage™ members: The \$695 Reminder Performance Assessment and Consultation Fee will be waived and members will receive a \$0.03 discount per Reminder Card.**

*To initiate this benefit, complete the form found at the website address shown below. Completion of this form will also initiate your complimentary Reminder Performance Assessment and Consultation.*

*Distinct Advantage™ / Boomerang Vet Representative:*

*Hank Swartz, DVM, MBA*

*770.331.7188*

*[hanks@boomerangvet.com](mailto:hanks@boomerangvet.com)*

*<http://boomerangvet.com/MWI-signup/>*

## Online Marketing



### Beyond Indigo

Beyond Indigo aims to deliver top-notch digital marketing results for veterinary businesses and corporations, with tangible returns on marketing dollars spent in the form of new tails through the door.

In 2017, a few of our results knocked the ball out of the proverbial park. Here are a few examples that we take pride in.

#### Beyond Indigo's Individual Client Results

- Through careful targeting and ad management, our SEO team helped Parktown Veterinary Clinic's AdWords conversions rise by a whopping 345.52%, creating a potential revenue of \$75,150 in 2017. At the same time, we decreased their cost per conversion by 73.12%, saving \$34.72 per conversion.
- After the first month that we optimized their device and location targeting, Poulsbo Animal Clinic experienced a 300% increase in conversions (phone calls), with a 65% decrease in cost per conversion. Clicks on their Google ads increased by 251%. This increased their potential revenue by \$1800 for the first month and increased their potential revenue by \$171,150 since April when using an average transaction charge of \$150.
- Billings Animal Hospital's blog post, Ask a Vet: Why Is My Dog Licking Ears? is a featured result on Google and has generated over 70,000 page views since it was published in mid-2015, which resulted in its overall placement as the #1 result in Google's search results on that subject.

#### Beyond Indigo's Overall Results

Our individual client results don't tell the whole of our results-driven success story. When looking at the big picture, we are proud to report that...

- Our Helpdesk knocked it out of the park with 53% of tickets responded to an hour, 25% of tickets resolved within 24 hours, and 70% resolved within 48 hours – all the while maintaining a 100% client satisfaction rate!
- Beyond Indigo maintains an AdWord Click Through Rate of 5% on Mobile and 3% on Desktop for clients, which increases the buying power of a dollar and ultimately increases business traffic. The average industry click through rate is 1%, meaning we are 4% above the industry standard! Talk about more bang for a veterinary hospital's buck.
- Google's My Business sites that Beyond Indigo's overall conversions show a year-over-year increase of 29%, for an additional 14,310 phone calls to our client's veterinary hospitals.
- On average, across all industries, the average Click Through Rate (CTR) for a Facebook Ad is .9%. At Beyond Indigo our Facebook ads have a 1.37% link CTR. In some cases, we have had to slow down or pause Facebook ads because they generated too much new business!

Beyond Indigo is here to empower veterinary businesses. We are changing the conversation in the marketplace from one that is focused solely on cost, to one that is about both cost and results. Marketing doesn't need to be a negative stressor in your practice – it does work and when done right, will drive business through the doors.

Contact Us Today at 877.244.9322 or at <http://www.beyondindigopets.com/contact>.

For Distinct Advantage™ members: Beyond Indigo offers the following unique opportunities:

- Free one-on-one consultation about your marketing needs and suggestion of solutions to bottlenecks
- \$100 AdWords credit when signing up for Google AdWords program
- \$100 Facebook Advertising Credit when signing up for social media programs

*When contacting this provider, identify yourself as a Distinct Advantage™ member to receive benefits. This provider has access to a list of member accounts for verification.*

877.244.9322

[www.beyondindigopets.com](http://www.beyondindigopets.com)

## On Hold Messaging



### PawsTime

It's a fact—telephone hold time happens. No matter how efficiently a hospital is run, it's inevitable. And, it doesn't have to be a bad thing. In fact, hold time can be golden for your practice.

So, what do you do with that hold time? Silence on hold leaves callers feeling ignored and, we're sure you'll agree, that silence doesn't represent the quality of your care. You can fill the 'dead air' by playing the radio and advertise the new iPhone or laser hair removal special, but that's not what you do. You could plug in an MP3 player and play your favorite music, but not everyone likes the same music and MP3 players aren't meant to play 24/7.

Or, you could use PawsTime to educate and entertain your callers while gently recommending treatments and services while customers are on hold. By seizing the moment when pet owners are on hold with their veterinary office and engaging their wait time, practices experience improved compliance, increased treatment acceptance, growth in client referrals and enhanced consumer loyalty.

What callers hear on hold matters more than the fact that they are on-hold. Pet owners crave information and appreciate direction and counsel. They consistently look to their veterinarian as the expert and authority for behavior and wellness advice, as well as treatment, service and product recommendations. And, if they don't get this advice from their veterinary practice, they go to the Internet, breeders or pet store employees.

Hospitals get busy and don't always have the time they would like to spend educating each and every client. That's where PawsTime comes in—PawsTime is a great communicator.

We help nurture the relationship between the practice, the clients and the pet, and craft messages that engage, educate and, most importantly, motivate pet owners. The more pet owners know, the better decisions they make for their pet's healthcare. And, healthier pets mean happier clients and a healthier practice.

PawsTime has two Message On-Hold Packages to choose from:

- Standard Monthly Program: Ideal for busy practices that want to be sure their messages are up-to-date, entertaining and motivational—all without staff effort.
- Custom Package: Includes a library of four custom, full-length message on-hold productions, each with 10-12 topics that are rotated quarterly.

**For Distinct Advantage™ members: PawsTime offers preferred pricing, with savings of 15% or more.**

*To initiate this benefit, contact PawsTime using the information below, identifying yourself as a Distinct Advantage™ member.*

*Distinct Advantage™ / PawsTime Representative:*

*Connie Gualiano*

*877.516.8220, ext. 4*

*connieg@pawstime.com*

*www.pawstime.com*

## Client Engagement Program

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### My Vet Perks

My Vet Perks offers much more than the average loyalty program and is specifically designed for the veterinary industry. To keep up with today's industry challenges, you need to be able to move with the times and keep your customers engaged in order to stay relevant. Our client engagement program is simple to use, completely customizable and there are no costs or contracts to the veterinary hospital. Our number one priority is to increase revenue, compliance, and repeat visits.

- Simple Point System: My Vet Perks program is designed for clients to earn spending dollars in your veterinary hospital. The more money your clients spend, the more money they will earn towards their next visit.
- VIP Benefits: Initial benefits which are used to reward clients for joining the program. An industry experienced specialist will work closely with each practice to strategize a plan to help drive memberships. My Vet Perks members are coming into the hospital 5 times more often than non-members resulting in a significant increase in revenue and repeat visits.
- Personalized Customer Engagement: My Vet Perks creates campaigns focused on generating repeat visits, new customers and social media exposure. These campaigns are communicated to clients through our free mobile app and/or client portal.
- Co-branded Deals: Strategic partnerships with manufacturing companies to retain clients. This can be incorporated with VIP benefits or monthly campaigns, keeping clients engaged with promotions.

For Distinct Advantage™ members: My Vet Perks will provide participating veterinary hospitals with a \$200.00 visa gift card once 200 members have successfully joined. These funds can be used towards marketing materials, charity of choice or gift cards to incentivize staff members.

*When contacting this provider, identify yourself as a Distinct Advantage™ member to receive benefits. This provider has access to a list of member accounts for verification.*

*Distinct Advantage™ / My Vet Perks Representative:*

*Stacey Humphrey*

*843.834.8807*

*info@myvetperks.com*

*www.myvetperks.com*

## Client Education



### Pet Cause Media

Pet Cause Media has a mission to figure out what makes pet owners say, “Yes!” to veterinary services and products. This knowledge is then leveraged to actively educate and advise pet parents, enabling veterinary practices to produce better pet health outcomes and increase top-line revenues.

Client education content is personalized to each pet owner, delivering high-impact advice tailored to the uniqueness of each pet and household\*. A suite of tools is then used to deliver the message at point-of-care, as well as outside the practice:

- Waiting room and exam room digital screens deliver personalized Smart Waiting Room™ content to encourage meaningful conversations between pet parents and veterinary staff.
- Smart Social Practice™ can be used to automatically post timely content to the practice’s Facebook and other social media accounts.
- Vet Aware™ is an online “quick reference” for vet staff to learn about the messages their clients are being given by the practice in their waiting/exam rooms and social feeds.
- In development now is Smart Advice Syndication™ which allows practices to automatically distribute the personalized advice to mobile apps, web sites and other digital properties, with a goal of delivering continuous reminders to pet parents and improving compliance.

\*Personalization requires approval by the vet practice and uses a private integration with the practice management software.

#### For Distinct Advantage Members:

- Smart Waiting Room™, normally offered to practices at \$69/month or \$700/year (paid up front), is offered to MWI Distinct Advantage practices for \$49/month or \$500/year (paid up front).
  - Smart Social Practice™, normally \$19/month, is offered MWI Distinct Advantage practices for \$9/month.
  - Practices are normally offered 5% of “air time” (3 minutes per hour) on Smart Waiting Room™ screens. MWI Distinct Advantage practices will be offered up to 6 minutes per hour (value of \$45/month).
  - Vet Aware™ practice subscriptions are always free.

*When contacting this provider, identify yourself as a Distinct Advantage™ member to receive benefits. This provider has access to a list of member accounts for verification.*

*Distinct Advantage™ / Pet Cause Media Representative:*

*Marshall Akita*

*855.441.2000 x89*

*marshall@petcausemedia.com*

*www.petcausemedia.com*

## Veterinary Publishing



## Preventive Vet

Preventive Vet™ is a veterinarian-founded publishing company helping veterinary teams provide education that pet owners want and need. As a dedicated group of veterinarians, trainers, writers, and pet lovers, Preventive Vet publishes engaging educational resources that help you provide additional value to your clients. The inclusion of the *101 Essential Tips* books in “puppy/kitten packs” helps build the important, trust-based bonds that improve patient care and your practice’s bottom line.

The *101 Essential Tips* books contain a wide range of proactive pet health and safety tips that your clients will love and appreciate you for. And you’ll appreciate how the books can help your clients too, since clients who are able to avoid costly, preventable mishaps – and the resulting trips to the ER – are more likely to have the discretionary funds available for wellness visits, parasite protection, vaccines, spay/neuter, dental care, and other products and services at your practice(s).

Dr. Kristin Sulis, who has been using these books for three years in her practice, says, “*101 Essential Tips* has been such a helpful addition to our [new client] packs. This informative book packs so much knowledge into an easy-to-read format. New [puppy and kitten] parents are ripe for information and yet can’t always process all they are hearing, so giving them a book that they can browse at home allows them to take in the information at their own rate. I love having a resource written by an experienced emergency vet that says everything I want to say.”

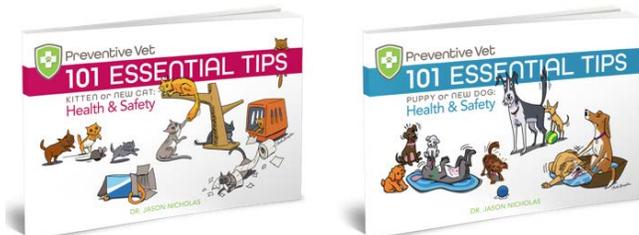
**For Distinct Advantage™ members: We are pleased to extend MWI Distinct Advantage members 55% off bundles of 55 books.**

To place an order, pre-discounted by 55%, go to:

<https://shop.preventivevet.com/collections/mwi-distinct-advantage-program>

See samples of the books here: <https://www.preventivevet.com/4vets>

Both books have a blank space on the bottom left corner of the cover – that can accommodate your hospital’s sticker (2 inch diameter).



Additional titles coming soon include:

For Dogs

*101 Essential Tips: Senior Comfort & Care*

*101 Essential Tips: Behavior & Training*

For Cats

*101 Essential Tips: Senior Comfort & Care*

When contacting this provider, identify yourself as a Distinct Advantage™ member to receive benefits. This provider has access to a list of member accounts for verification.

Distinct Advantage™ / Preventive Vet Representative:

Jeff Poisson, VP, Strategic Partnerships

206.707.1698

[jeff@preventivevet.com](mailto:jeff@preventivevet.com)

[www.preventivevet.com](http://www.preventivevet.com)

## Office Supplies



### MWI Office Supply™

MWI Office Supply™ is a service business developed by MWI Veterinary Supply to bring significant office product savings to veterinary hospitals nationwide. MWI Office Supply™ customers receive discounts on over 40,000 office products every day including:

- Ink & Toner
- Paper Products
- Office Equipment
- Filing Supplies
- Janitorial Products
- Office Furniture
- Break Room Products

#### Hospital Benefits:

- Free next day delivery on most products when ordered prior to 4:00 PM
- No minimum order size
- Discounts are applied automatically to your account
- Easy Online Ordering
- Customer Service Hours from 8:00 AM to 7:00 PM Eastern Time
- Assistance with creating “favorites” list for quick ordering
- Quality service and competitive pricing

For Distinct Advantage™ members receive 10% off their first order as well as best pricing on products ordered through MWI Office Supply™ for the duration of their Distinct Advantage™ membership.

*To receive your 10% discount on your first order, apply the promo code “DADVANTAGE18” at checkout.*

*Special pricing will automatically be applied to your account upon enrollment.*

888.963.8288

[www.mwiofficesupply.com](http://www.mwiofficesupply.com)

[mwiofficesupplycs@mviah.com](mailto:mwiofficesupplycs@mviah.com)

### MWI Brands

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#### **Securos Surgical® and VetOne®**

MWI owns and operates two branded lines of prod products: Securos Surgical® Orthopedic and Surgical Products and VetOne® Private Label Veterinary Pharmaceuticals, Supplies and Equipment. Both brands are backed by the high quality and service standards of the MWI organization.

Additionally, Distinct Advantage™ members will receive free instrument sharpening on Securos Surgical Instruments.

[www.securossurgical.com](http://www.securossurgical.com)

[www.vet-one.com](http://www.vet-one.com)



Where knowledge,  
reach and partnership  
shape healthcare delivery.