

SPECIAL ADVERTISING SECTION

EquiManagement

Business Solutions for Equine Practitioners

Winter 2021

Resources

A photograph of a female veterinarian with dark hair pulled back, wearing light blue scrubs and a stethoscope. She is smiling warmly at the camera while holding the lead rope of a white horse. The horse is wearing a purple halter. The background is a bright, outdoor setting with a clear blue sky and some blurred greenery.

**Product News
and Deals for
Veterinarians
and Practices**



Don't Let Gastric Discomfort STOP Your Clients.

Today's performance horses are challenged with many stressors, including exercise, hauling and stall confinement. Additionally, they are typically fed larger amounts of concentrates (i.e., commercial feeds and cereal grains) to support high energy requirements, which may lead to a suboptimal gastric environment, ultimately causing stomach discomfort. In fact, an estimated 90% of all performance horses experience gastric distress, which can negatively affect performance, attitude and overall health. Forage First® GS provides needed nutritional support for optimal gastric health. Its unique triple-action blend of ingredients supports a healthy gastric pH while helping protect and strengthen the stomach lining. Visit ADMequine.com; email Mike Barrett at Michael.barrett@adm.com; call 800-680-8254.



Breathe Easy with Equisul-SDT®

Equisul-SDT® (Sulfadiazine/Trimethoprim) is clinically proven safe and highly effective. As the only FDA-approved liquid oral antibiotic for treatment of equine respiratory tract infections, Equisul-SDT® demonstrated 20% increased bioavailability over an existing paste product in a pharmacokinetic crossover study. With its refreshing apple flavor, horses will love it and readily consume it. Combined with its unique packaging, it allows for easy at-home treatment for veterinarians and horse owners. Proudly made in the USA, Equisul-SDT® is available in convenient 135 mL, 280 mL, 560 mL and 900 mL bottles. For more information visit <https://aurorapharmaceutical.com>.



Manage Estrus to Fit Your Schedule

Altren® (Altrenogest) is a cost-effective solution to schedule estrus in mares and breeding in mares to maximize breeding efficiency. Featuring the vented draw-off cap, Altren® is administered orally via dose syringe or by placing it directly on feed. Keep mares out of heat for all major events, and reduce moodiness and temperament changes due to estrus with Altren®. Proudly made in the USA, Altren® is available in 1000 mL and 150 mL bottles and provides safe, effective suppression of estrus in mares—up to 95% effective after 3 days of treatment. For more information visit <https://aurorapharmaceutical.com>.



RESOURCES



Avanti Equine Veterinary Partners

Now more than ever, your equine veterinary practice matters. The Avanti mission is to help ensure your practice does more than survive—that it thrives. From professional services that make your practice stronger to ownership transition solutions that recognize your life goals, Avanti is the resource you need. And our network connects you with a community of veterinarians you can trust and with whom you can grow. We believe in equine veterinary practice built on mentorship, trust, growth and fellowship. *Learn more about Avanti's invitation to partner by contacting Dr. Andrew Clark at aclark@avantiequine.com; 828-351-6433; or avantiequine.com.*



AVANTI

EQUINE VETERINARY PARTNERS



Dandy Products

Dandy Products, Inc. has been the leading manufacturer of protective padding and safety flooring for the equine and veterinary industry for over 30 years. We specialize in start-to-finish custom work of recovery wall padding, table pads and surgery positioning pads. *Equine Flooring Vet-Trac and Trac-Roll offer great traction and are easily maintained and cleaned. Great surfacing for veterinary hospitals, zoos and equine facilities. Visit dandyproducts.net; call 888-883-8386; fax 513-625-2600.*



PROUDLY MADE IN THE U.S.A



Fast, Reliable Results with a Team Ready to Answer Your Questions



Equine Diagnostic Solutions

Equine Diagnostic Solutions (EDS) is an equine infectious disease specialty testing laboratory. We provide rapid and accurate results to help veterinarians better diagnose infectious diseases and reduce the medical and economic impact of a potential outbreak. *Visit our website, equinediagnosticsolutions.com, to learn more about our neurologic, respiratory, and GI tests and panels. Contact us at 859-288-5255 or lab@edslabky.com.*



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DICOM Image Sharing Made Easy & Secure

Do you want to compare your patient's images from all modalities simultaneously? Do you want to view your stud-

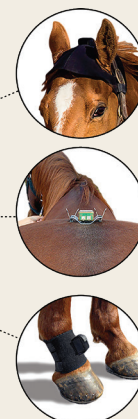
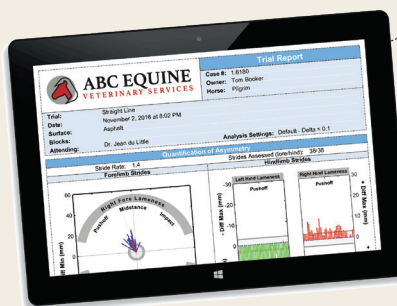
ies and do your post-processing from home? Do you want to share your images with a colleague and/or specialist and concurrently view? With CloudEndo, you can store and view images from all modalities in one easy-to-access portal and compare images side by side. You can do measurements and annotations from anywhere you have internet access. You pay one flat fee per study with no hidden access or annual fees. *Contact the ESS Sales Department at sales@endoscopy.com; 845-277-1700; fax: 845-277-7300.*



The Gold Standard

The Equinosis Q with Lameness Locator (“The

Q”) is the gold standard for field-based lameness measurement—used in over 35 countries and 75 universities, including over 90% of North American veterinary schools. Instrumentation is less than three minutes. Three 1-ounce weatherproof, wireless inertial sensors transmit real-time data to a tablet computer, providing instantaneous measurements and data analysis with submillimeter precision. Invented by Dr. Kevin Keegan, professor of Equine Surgery at the University of Missouri, The Q is used by more practicing veterinarians and in more peer-reviewed veterinary journal locomotion studies than all other objective methods. *Contact us at sales@equinosis.com or 855 4LAMENESS (855-462-6363); visit Equinosis.com.*



Sentinel® Guardian of Equine Health®

We're passionate about protecting your horse's well-being, which means providing innovative equine nutrition like Sentinel® 100% extruded horse feeds. We're excited to introduce two new extruded formulas featuring gutWise™ Technology—Sentinel Simply Lite and Sentinel Active Senior. Simply Lite is designed for easy keepers and horses that don't need additional calories for maintenance. Active Senior is a high-fat, high-fiber feed for active senior horses, senior horses requiring additional body condition or hard keepers and performance horses fed lower protein hay. *These new formulas are available now at your local Blue Seal or Kent dealer! It's our passion to protect yours.™ blueseal.com; kentfeeds.com*



RESOURCES



A Synergistic Blend of Polyphenols and Amino Acids That Support Normal Metabolic Function and Healthy Insulin Levels



The proprietary ingredients in InsulinWise are research-proven to support lower insulin levels and increase adiponectin concentrations in EMS horses. Maintaining normal levels of these hormones and decreasing insulin dysregulation can provide a clinical benefit by reducing the risk of laminitis. Supplementation is recommended for horses diagnosed with insulin dysregulation; that are at risk for developing insulin dysregulation because of lifestyle or breeding; with a history of laminitis related to obesity or metabolic syndrome; or that are suffering from pituitary pars intermedia dysfunction (PPID) and are also insulin resistant. *To learn more and review research, visit KPPvet.com or call 800-772-1988.*



Merck Animal Health

Merck Animal Health works for the



horse, partnering with practitioners to create new standards of care and improved infectious respiratory disease management. The Merck Animal Health vaccine portfolio sets the standard in safety and efficacy, with PRESTIGE® vaccines featuring updated influenza strains. The pharmaceutical line includes trusted dewormers, antiprotozoal pellets, estrus suppression and pain relievers. Collaborating with practitioners through the ongoing Merck Animal Health Equine Respiratory Biosurveillance Program brought the introduction of the most current equine influenza protection. A partnership with EquiTrace™ delivers secure, streamlined recordkeeping and instantaneous temperature measurement when coupled with Merck Animal Health Bio-Thermo® microchips. *Visit merck-animal-health-usa.com/species/equine.*



Surgery Tables Since 1957

Shank's Veterinary Equipment, Inc. was founded in 1957 on the principle of producing quality, versatile and affordable surgery tables for the large animal veterinarian. Over the years, the company has developed other tables, equipment and ancillary products that can be utilized for transportation, examination, imaging, surgery and necropsy of large animals. Notable products include the Shank's® Dorsal/Lateral Equine



Table, Shank's® Floor Model Surgery Table, Shank's® Large Animal MRI Table, Shank's® Looped Hobble Set and the Shank's® Recovery Hood. The company has equipment in over 30 countries and in over 145 U.S. and international universities and zoological facilities. *Please visit shanksvet.com; email Jennifer Dettman at info@shanksvet.com; call 800-236-1514; fax: 815-225-5130.*



Soft-Ride Deep Gel Equine Comfort Boots

Soft-Ride is committed to providing innovative products to improve the well-being of horses. Soft-Ride Deep Gel Equine Comfort Boots include premium gel orthotics and can be used with or without shoes. The deep gel orthotic improves circulation in the hoof, provides stress relief and lessens fatigue while transporting, in the stall or after a workout. Soft-Ride also offers options for horses with medical conditions. Ice Spa (at right) envelops the horse's leg from knee to hoof in therapeutic ice slurry. SoftRiders are new, center-loading shoes that feature a two-layer construction that increases blood flow to the hoof, reduces strain on the coffin bone and pressure on the navicular region, and isolates the concussive force of impact with the ground. *Contact us at 800-763-8743 or 281-334-2576, or visit SoftRideBoots.com.*



EQUITHRIVE[®]

Developed with care, backed by science.™

Let's Work Together!

If you believe in nutritional products backed by scientific research and clinical trials, look no further. Equithrive is the company you can trust to support

the health and performance of your clients' horses. Our proprietary resveratrol ingredient, Resverasyn[®], is clinically proven to support healthy inflammatory response and free radical levels in horses, as well as optimum metabolic function. Developed with care. Backed by science. That's Equithrive.

Enroll in the Equithrive Veterinarian Incentive Program (VIP), exclusive to equine practitioners, for wholesale pricing and referral rewards. Get started today at equithrive.com/pages/equithrive-vip, or call 866-721-1412.



UNIVERSAL

WE KNOW YOU. We Share Your Passion and Understand Your Challenges.

Your devotion to the health and well-being of these fascinating creatures is as strong as ever—even on the difficult days. Your exam

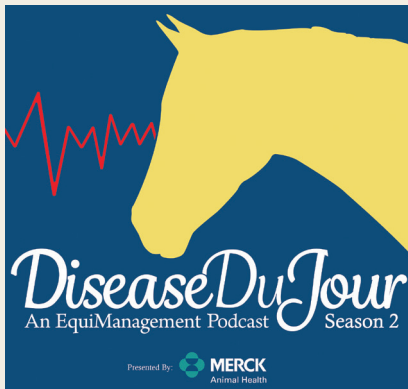
room can be almost anyplace, so just like you, your imaging equipment is always on call and ready to travel. Today's portable digital X-ray and ultrasound equipment is nothing short of amazing, but it's also about the training and education to ensure it performs at its highest level to provide the right information for the right diagnosis every time. *YOU KNOW US. You know our obsession with technology, our expert training, and our commitment to your success. Visit us at universalimaginginc.com; contact us at 800-842-0607 or fax: 914-666-2454.*





Supporting Muscle Recovery Through Science

Demands of exercise are a stressor for the performance horse. Reactive oxygen species (ROS) such as free radicals are produced in the muscles during exercise. Heavy work can overwhelm the body's natural ability to deal with ROS, resulting in oxidative stress that can damage muscle proteins, lipids and DNA, release pro-inflammatory cytokines leading to muscle pain, and damage the mitochondrial membrane thus decreasing energy production. Performance Advantage RECOVERY+ was designed specifically to help the performance horse combat the stress of exercise. Its exclusive formula contains unique ingredients proven to combat oxidative damage of muscle cells, improve fat utilization, and support muscle recovery and repair. *Visit ADMequine.com; email Mike Barrett at Michael.barrett@adm.com; call 800-680-8254.*



Disease Du Jour Podcast

EquiManagement's Disease Du Jour podcast series was created for equine veterinarians, vet students, vet techs and industry professionals. The podcast mostly focuses on equine health subjects, but it also covers topics of importance to the equine veterinary industry and individual veterinarians. The 2021 and upcoming 2022 seasons of the Disease Du Jour podcast are brought to you by Merck Animal Health. *You can listen to the Disease Du Jour podcast on EquiManagement.com or your favorite podcast network. Some podcasts have bonus webinars available on EquiManagement.com. (See American Horse Publications award information pertaining to Disease Du Jour on page 100.)*



The Business of Practice Podcast

EquiManagement's The Business of Practice podcast was created for equine veterinarians, vet students, vet techs and industry professionals. This podcast focuses on the financial and human sides of equine veterinary medicine. Topics have included burnout, developing an emergency veterinary services co-op, marketing your veterinary practice, dealing with dissatisfied clients, employment agreements, compassion fatigue, improving cash on hand, work-life balance tips, ethical challenges in veterinary practice, and many more! *You can listen to The Business of Practice podcast on EquiManagement.com or your favorite podcast network. The Business of Practice podcast is brought to you in 2021 by Dechra Veterinary Products.*