

# Rosica Communications

Animal Health Capabilities

# Our Companion Animal Health & Pet Products Experience

- Vaccines
- Antibiotics
- Endocrinology
- Cardiology

- Parasiticides
- Nutraceuticals
- Microchipping
- Joint Health

- Veterinary Office
  - Toys
  - Bedding & Boarding
- Food & Feeding

Media Relations  
(consumer,  
trade and  
blogger)

Cause  
Marketing

Integrated  
SEO & Social  
Campaigns

Corporate  
Comms.  
& Thought  
Leadership

Plus, KOL Development, and Media Training

# Animal Health Experience



# Introductions

---





# Rosica Communications, a Strategic, Creative, Thinking Partner

## General Approach & Attributes:

- *Strategic focus on client goals*
- *Award-winning media relations results*
- *Integrated PR, issues mgmt. & comms. programs, leveraging PR content for SEO, issues management, stakeholder comms., social media, content marketing, and tradeshow/conference marketing*
- *Breakthrough Thought Leadership & TL measurement capabilities*
- *Clients have ongoing access to our senior leadership team; average employee tenure is 13+ years*

**Forbes**

Ranked by *Forbes* as  
"One of America's Best PR  
Agencies"

# Agency Approach to Integrated Marketing Comms.



# Specialization

- Mission Driven Clients
- Animal Health Programs
- Education Campaigns
- KOL/SME Development & PR Programs
- Deep KOL Media Training Experience
- Nonprofits & Cause Marketing Programs
- Media Events



# Core Services

- Media Relations
- Thought Leadership
- Positioning & Messaging
- Integrated Marketing Comms. & Content
- Social Media Marketing
- Online Reputation Management & Crisis Comms.
- KOL Development & Training



# Thought Leadership

---

- Rosica works to strategically build our clients' thought leadership
- We created the Thought Leadership Index™
  - PR industry's *first* metric-based, comprehensive indicator of thought leadership performance



# ROSICA THOUGHT LEADERSHIP MATRIX™

## 20 Thought Leadership Categories Rosica Can Evaluate

- Earned media (quality, quantity, audience reached (option), etc.)
- Benchmarking perception & reputation over time
- Book/s and podcasts you “own”
- Event & conference participation
- Speaking engagements
- Content quality & frequency (white papers, bylined articles, speeches, educational, video, blogs, webinars, etc.)
- KOL & SME relationships
- Data (research, studies & surveys)
- Strategic partnerships
- Email marketing & newsletter
- Social media presence (organization & executives)
- Website traffic
- SEO ranking of keywords/phrases you dominate for
- Online reputation management
- Webinars
- Inbound links from earned media placements
- Influencer relations
- Public affairs & government relations
- Update positioning & messaging w/regularity
- Paid media & digital advertising

# ROSICA THOUGHT LEADERSHIP MATRIX™

## Client X: Q3 2023 Report

### Rosica's Thought Leadership Index

is a proprietary, weighted, metrics-based indicator of performance in such thought leadership categories as Earned Media, Social Media, Google Trends, SEO, Content Marketing, Speaking Engagements, and others. The scale ranges from 1 to 5, with 5 indicating the best possible performance. We're proud to report that it's the only Thought Leadership measurement tool of its kind in the world. **In Q3 2023, Client X scored 4.65, with strengths and areas for improvement identified below.**

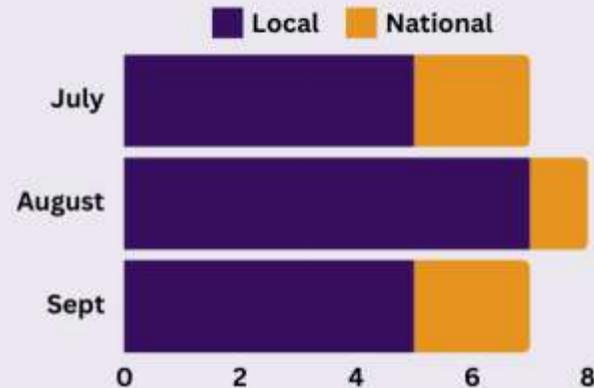
Your Thought Leadership Index Score for Q3 2023:

4.6/5

### Table of Contents:

- Earned Media
- Social Media
- Content Marketing
- Speaking Engagements
- Google Trends
- Website Review
- SEO Ranking for Search Terms
- Overall Insights & Improvements

### EARNED MEDIA



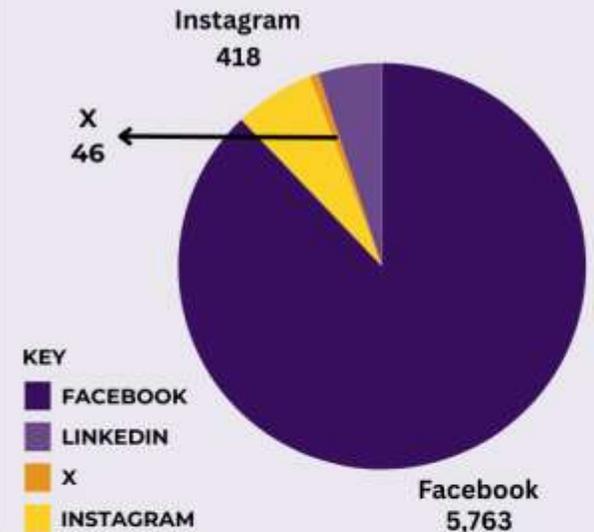
Client X had a total of 17 local placements and 5 national placements in Q3 earning a **score of 5** in the Earned Media category of the Thought Leadership Index (TLI).

### Insights:

August had the most placements because of the success of our media event at the Wright School.

### SOCIAL MEDIA

#### Social Media Likes by Platform



#### KEY

- FACEBOOK
- LINKEDIN
- X
- INSTAGRAM

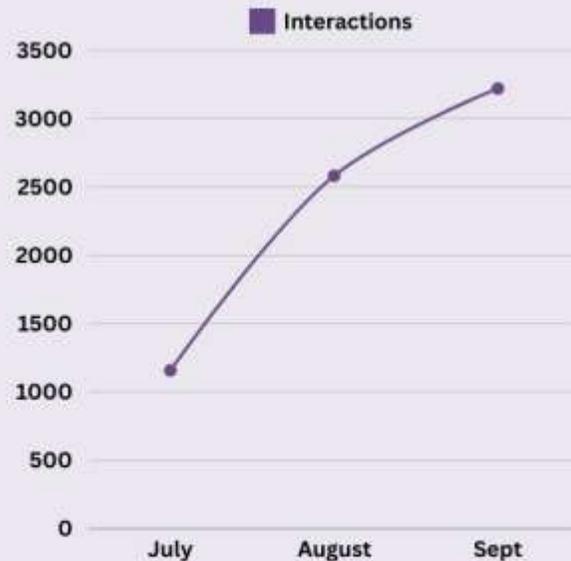
Continued →

# ROSICA THOUGHT LEADERSHIP MATRIX™

## Client X: Q3 2023 Report

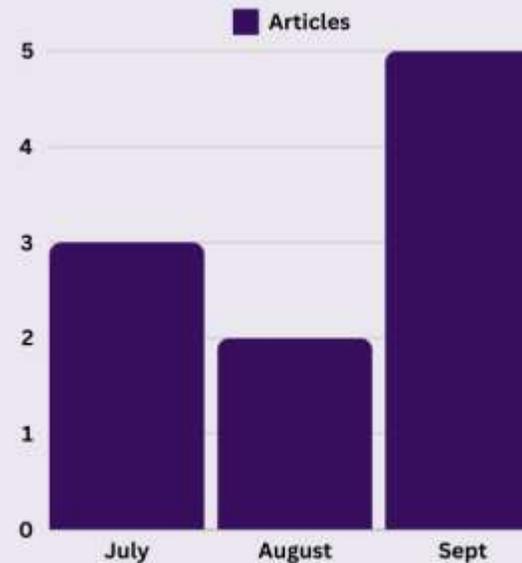
### SOCIAL MEDIA

Q3 Number of Interactions (Likes, Comments, Shares) on Facebook, Instagram, X, and LinkedIn



### CONTENT MARKETING

Q3 Content Marketing Data for Client X



### SPEAKING ENGAGEMENTS

Client X scored a **4.5** in Speaking Engagements in Q3. Your subject matter experts spoke at two local and one national conference this quarter.

#### Insights:

**In regard to Speaking Engagements,** Client X reached 12 influencers on social media after the conferences. We recommend creating an Advisory Board with these and other influencers to guide strategy and KOL engagement.

We also recommend a direct marketing campaign with videos to share with any/all contacts you connect with at these shows.

Continued →

# ROSICA THOUGHT LEADERSHIP MATRIX™

## Client X: Q3 2023 Report

### GOOGLE TRENDS

Over the past 12 months, searches for “Client X” peaked from Nov. 15th through the start of Dec. 10th due to our concentrated PR efforts and media events. It also peaked again at the end of August (back to school and the Wright School story).

There was also a significant peak in March when we secured a national story on CBS Television covering the youth human-interest story.

Each month, the term “Client X” maintains an average of about 50-80 searches year-round while searches for “Client X” from people in New York averages around 61 searches per month year-round.

### WEBSITE REVIEW

- Do you have an XML sitemap?
- Does canonical redirect work?
- Is your site mobile friendly?
- Does your site follow SSL compliance?

#### Your Website Score

Average of website PERFORMANCE (SPEED), ACCESSIBILITY, SEO, and BEST PRACTICES rating.

66/100

#### Insights:

We recommend creating an XML sitemap to best optimize your website for search engines. In calculating your website score, we found PERFORMANCE (SPEED) to rank lower than the other categories, so please check with your web host and webmaster to discuss tactics for improving your website speed.

### SEO RANKINGS FOR MOST POPULAR TERMS

Search terms for your name currently drive most of the traffic to your website, which include:

- 1 X (Client Name)
- 2 Former Client Name
- 3 Abbreviated Client Name

#### Insights:

We recommend conducting a keyword analysis to identify key phrases other than those including your name to drive more organic traffic to your site. This will guide future SEO activities (on-site and off-site search optimization).

Continued →

# ROSICA THOUGHT LEADERSHIP MATRIX™

## Client X: Q3 2023 Report

### OVERALL INSIGHTS & IMPROVEMENTS

Overall, Client X scored high on the Rosica Thought Leadership Index in Q3 with a **score of 4.6** out of 5.

We see the largest areas of opportunity for growth in the categories of Website Speed optimization and Social Media engagement. This is especially true as holiday season approaches and more website traffic will be generated through PR activities.

For earned media, we recommend focusing on events in the top three most searched-for demographic areas. This includes covering Thanksgiving, Christmas, and/or other holiday events. Because they are popular searches, it would be strategic to leverage their popularity and coverage events there since the public is already searching their names online.

### OVERALL INSIGHTS & IMPROVEMENTS

Another opportunity where Client X can become a thought leader is on Social Media, specifically through its Facebook page.

Because Facebook has the most engagement each month when compared to Client X's other social platforms, we recommend creating unique content, graphics, and captions that are better suited for your Facebook audience. This paired with a faster response time for interacting with Facebook users asking questions will give Client X a stronger presence online.

Making a distinction between content for the different social channels shows a stronger understanding of online social communities and platform algorithms.

### OVERALL INSIGHTS & IMPROVEMENTS

Our recommended Social Media strategies can be tested on your other platforms as well, but we recommend starting with Facebook because of the high levels of engagement.

#### Other Thought Leadership opportunities to discuss:

- Strategic Partnerships
- Online Reputation Management
- Content Marketing

For a more in-depth review of any of these insights or to learn about the other indices we measure - to more thoroughly gauge Thought Leadership, please contact Chris Rosica.

# Positioning & Messaging

- We create unique, powerful messaging and a story that resonates with all clients' stakeholder groups.

## Our Process:

- Data Collection, Research & Analysis (includes stakeholder interviews)
- Conduct a Messaging Audit
- Research Competitors' Positioning & Messages
- Develop Message Matrix & Hierarchy
- Create a Campaign or Brand Story
- Identify UVPs, RTBs & CTAs



# Issues Management & Crisis Comms.

- Patient advocacy (pain mgmt., family education, disease awareness)
- Pet safety issues
- Product recalls
- Corporate, management & operations issues



# Reputation Management & Crisis Comms.

- Online reputation & crisis comms. planning, execution, media prep
- Monitor for crises & immediately alert clients
- Message development
- 24/7/365 crisis comms. support



# Media Relations & Training

---

- Award-winning media relations team, with Rosica 20+ years
- Regular local, regional, and national feature stories in/on top broadcast, print, digital, and streaming media (veterinary trade, business & consumer media)
- KOL recruitment & development program
- Professional media trainers



# Social Media Support

## Our social media services include:

- Strategy
- Blogger & influencer campaigns
- Reputation & competitor monitoring
- Content planning & development
- Social engagement strategies
- Social conflict resolution & customer service support
- Content optimization for SEO
- Social profile design/re-design & graphics/infographics



# Integrated Marketing Communications

	SUN 25	MON 26	TUE 27	WED 28	THU 29	FRI 30
		Client news (quote graphic) PR-Related	Salvation Army promo Salvation Army Promo (story o			
2		3 Authentic Brand Ch. 6 Photo Instagram Post Authentic Brand Ch. 6 Speaking Engagement	4 Authentic Brand Ch. 6	5	6 CBS News Segment CBS News Segment	7 Photo Share from Concert Photo Share from Concert
9		10	11 Speaking engagement Photo Instagram Post (speakin	12 NTE Radio Hit NTE Radio Hit (Quote Graphic) Photo Instagram Post (SA Con	13	14
16		17 Press Release: Speaking Engaj Rutgers Speaking Engagement Rutgers Speaking Engagement	18	19 Social Copy Drafted	20 Social Copy Approved Photo Instagram Post	21
23		24	25 Rewarding aspects of mission- Quote Graphic (Rewarding aspi Rewarding aspects of mission-	26 Social Copy Drafted Photo Instagram Post Statista Article	27 Social Copy Approved TLC Highlight Quote Graphic (every other pos	28
30		31 Instagram Scheduling Feature Rewarding aspects of mission- Quote Graphic (every other pos PR-Related	Nov 1	2 Instagram Scheduling Quote Repurpose 5 Social Media Stra Social Copy Drafted	3	4 Social Copy Approved

**Create** ▾

October 2022 < >

S M T W T F S

25 26 27 28 29 30 1

2 3 4 5 6 7 8

9 10 11 12 13 14 15

16 17 18 19 20 21 22

23 24 25 26 27 28 29

30 31 1 2 3 4 5

👤 Search for people

- My calendars ^
- Rosica Communications
  - Agency PR
  - Awards
  - Blog
  - Book Promotion
  - Book Promotion (Instagra...
  - Book Promotion (Other Ch...
  - Email Campaigns
  - Instagram
  - Social Media
  - Speaking Engagements
  - Tasks
- Other calendars + ^

Rosica's  
IMC  
Calendar



# Agency Experience

# HomeAgain Pet Microchip



When Merck Animal Health launched HomeAgain, they needed a breakthrough B2B *and* B2C PR program that would distinguish it from other products in the market. Rosica primarily promoted HomeAgain through marketing to veterinarians but also drove pet parents to see their vets (pull-through strategy) and to ask for this ask microchip by name. Our online and traditional public relations efforts highlighted the product's reliability, ease of use, and safety through a touching testimonial campaign focused on stories of long-lost pets reunited with their families. Media across the country lapped it up.

Our efforts resulted in dozens of trade media placements (our #1 priority) along with hundreds of placements on top news stations and in newspapers and magazines across the nation, including *all* of the top 20 U.S. media markets. Additionally, we partnered with A-list celebrity, Betty White, which resulted in coverage on multiple national news channels and national entertainment talk-shows, including The View. This surge of media attention reached tens of millions of viewers, leading to a double digit increase in sales. Rosica also created the HomeAgain Heroes Award program (B2B & B2C program), which marked the one millionth pet to be reunited with its owner because of the brand, generating millions of trade and consumer impressions for this initiative alone.



# HomeAgain Campaign



HomeAgain branding in  
PSA and on White's national  
television appearances

**Rosica's Campaign:  
Betty White One Millionth HomeAgain  
Reunion Campaign**

# Results



**Rosica secures Betty White to appear on The View talking about the HomeAgain brand and what sets their service apart.**

# Results

## The New York Times

# The Digital Lost-Dog Poster

By NANCY M. BETTER

**B**ONNIE is missing. He is a 2-year-old beagle mix, weighing 35 pounds, with gray and white markings, she was last seen on the corner of Maple Avenue and Myrtle Street in my community, wearing a chain collar. "I am asking for your help in finding my lost dog," her owner pleaded.

I immediately felt a pang of anxiety. And then one of confusion. Exactly what was I supposed to do with this information? It appeared on my smartphone because I recently got a new puppy and, while Riley was under the ether being spayed, the veterinarian's assistant recommended inserting a chip for identification purposes.

My previous dog's identification had consisted of a nylon collar and metal tag; the chip sounded Big Brother-ish, if not unnecessary. But the assistant assured me that "everyone" does it these days, so that lost or stolen pets can be readily identified if brought to a shelter or veterinarian's office. A scanning wand would be waved over my golden retriever's back, her ID number would pop up, and we would be notified of her whereabouts.

Gazing into Riley's molten brown eyes, the assistant said, "Wouldn't you want to be sure that she comes home?" I signed the paperwork immediately.

Undecided as to why, along with the chip came a year-long "premium" membership from HomeAgain, the largest provider of pet chips in the United States. By registering Riley with HomeAgain, I had unwittingly become one of 350,000 PetRescuers who receive regular electronic alerts about missing animals in their area.

While pet-chip technology has been around for nearly two decades, the industry has recently taken a commercial turn, spawning new ventures, including membership programs and social networking. What was once a simple process — inject a tiny transponder the size of a grain of rice between a pet's shoulder blades and pay a one-time registration fee — has become a big business, with annual charges for benefits ranging from online distribution of customized lost-pet notices to discounted flights for missing pets found hundreds of miles away.

Gary MacPhee, the general manager of HomeAgain, which is a subsidiary of Merck & Company, said, "We wanted pet owners to belong to our organization and we thought we could add value with our services."

**Pet chips with add-ons have become big business. How well do they work?**

HomeAgain's Web site features cautionary tales from pet owners (like the self-recriminating video, "We Didn't Even Know Gucci Was Gone," about a missing miniature schnauzer) and alarming statistics: one out of three dogs and cats will be lost during its lifetime.

According to the American Humane Association, last year more than seven million dogs and cats went missing; only about 17 percent of lost dogs and 2 percent of lost cats ever find their way back from shelters to their original owners. More than 10 million pets are euthanized every year because their owners can't be found. HomeAgain's Web site has a ticker counting pet recoveries tracked to chip technology; as of late April, it clocked 1,018,843 such rescues.

But not all pet owners are sold on chips. Mary Ellen Feeley of Riverside, Conn.,



PHOTO: GUY LAWRENCE FOR THE NEW YORK TIMES



**TRACKER** Using a chip the size of a grain of rice to identify lost pets may or may not bring them home. Above, New York City organized a pet safety day that included low-cost chip insertions. Private companies like HomeAgain offer various additional services. Left, its iPhone app.

agreed to have a chip inserted in her Labrador retriever, Maggie. When she recently added a golden retriever, Dusty, to her household, she opted out. "I thought the chip was more of a scare tactic when we got Maggie," she said. "I have never heard of any of my friends relying on the chip to find their dog. The collar tag, as antiquated as it might be, seems like a reliable methodology."

Indeed, most recoveries are still done by collar tag, said Tom Sharp, an American Kennel Club official. "It's more likely that your dog will wind up on your neighbor's property than in the local animal shelter," he said. "But a chip is still the only way to permanently identify your dog as belonging to you."

Since 1995, the kennel club has offered its own nonprofit chip service, Companion Animal Recovery. Until 2005, the service had a partnership with HomeAgain, which produced the chips; when that contract expired, the two organizations parted ways. "They wanted to increase their revenue through annual fees and add-ons, so we split up," Mr. Sharp said.

Today the kennel-club service charges a one-time fee of \$19.95, which enrolls a pet in its database for life (HomeAgain charges \$39 for microchips). Kennel club customers can also pay a one-time fee of \$15 for lifetime membership in its lost-pet recovery program, which includes a 24-hour hot line. HomeAgain charges \$17.99 a year for its package of benefits; its newest feature is an iPhone and Android app that lets users upload photos of lost pets and delivers alerts with a bark or meow.

Some pet owners find the alerts distressing, and confess to not opening them or to unsubscribing from them. Others shirk them off. "I would rather get three e-mails a day about lost pets in my neighborhood than 20 e-mails from stores I rarely shop at," said Mr. Sharp of the kennel club.

Mr. MacPhee acknowledges that not every HomeAgain customer appreciates such services; after the free first year, about half de-

cline to renew the membership (the registration information remains active in the company's database). But he anticipates increasing the PetRescuer network to three million people by 2013 — partly by enrolling people who do not actually own pets. (They can submit their e-mail and ZIP code, and request to be notified about lost pets within a 5-, 10- or 25-mile radius of their home.) "Early triage is the No. 1 thing that gets pets found," he said. "The distribution of information is really what helps find your animal."

Yet some pet experts think the chips provide a false sense of security. Claudia Devita, a Fairfield County, Conn., breeder, urges clients to understand the system's limitations. "There is no quick cure to finding a lost dog, even with a chip," she said. "Your dog has to be lucky enough to be returned to a place that has a scanner to check the number on the chip and then a way of contacting you. The only foolproof way to keep your pet safe is with making sure the dog is either walked on a leash or kept inside a yard with a fence."

Indeed, unreliable or incompatible scanner technology remains a nagging issue for chip providers. A chip is essentially a tiny transponder that uses radio frequency waves to transmit data, including registration and vendor contact information.

Each chip can be activated by a hand-held scanner, but competing companies use different frequencies to send signals. Several chip vendors now produce universal scanners, and give them to animal shelters at low cost or free, but there is no guarantee that a particular chip will be recognized.

"The government has not mandated that all pet organizations acquire universal scanners," said Mr. Sharp of the American Kennel Club. "So it's still possible that a pet's chip won't be read properly if he turns up at a shelter."

As for me, I can't bring myself to delete or ignore the lost-pet alerts that pop up regularly on my smartphone. The latest one: "Farrah is missing." Described as a 4-year-old female cat, weighing 12 pounds, with a black-and-white tuxedo coat. Her rug shot was adorable, and the online map showed a little green marker with a tiny paw print near my neighborhood. I'm rooting for her safe return.

### Corrections

An article last Sunday about eyelash extensions misidentified the blog for which Tracy Quan writes about pop culture. It is The Daily Beast, not The Huffington Post.

An article last Sunday about people who participate in two or more workout classes a day misstated the name of a business that offers access to multiple exercise studios and classes for a monthly fee. It is UrbanFitClub.com, not UrbanFit.

# Campaigns

## *HomeAgain Pet Recovery Service Launches Hero of the Year Program*

Rescue



HomeAgain® Pet Recovery Service has launched the [HomeAgain Hero of the Year program](#) to recognize individuals who dedicate themselves to supporting the health and well-being of companion animals, whether

through their everyday work or volunteer efforts.

In commemoration of the heroes' efforts, HomeAgain will make a \$10,000 donation in the name of the HomeAgain Hero of the Year award winner, as well as donations in the name of each of the four finalists to [Petfinder Foundation](#), [Winn Feline Foundation](#), [Assistance Dogs International](#) or [Morris Animal Foundation](#).

**It's easy to nominate someone as the HomeAgain Hero.** Simply visit [www.HomeAgainHeroes.com](http://www.HomeAgainHeroes.com) and fill out and submit the nomination form. Finalists will be selected by a panel of celebrity and industry judges, including:

- § Steve Dale
- § Captain "Sully" Sullenberger
- § Dr. Jane Brunt
- § Brian Kilcommons
- § Betsy Saul

**The nomination period is open until July 31**



# Results



## THE HUFFINGTON POST

### Missing Pet Web Tools Help Locate Fido In A Jiffy

By SUE MANNING

AP

LOS ANGELES -- More owners are reporting lost or stolen pets, but the online nation is coming to the rescue.

The number of dogs being stolen in the United States has gone up dramatically in the last few years, the American Kennel Club says. The American Society for the Prevention of Cruelty to Animals says thefts skyrocket in New York every summer when residents combine walking the dog with running errands.

Police will take a report if there's a witness or if a pet is extremely valuable. But animal-loving social media bloodhounds have jumped to help, alongside any number of dog-finding companies, devices and apps.

Nearly 70 percent more dogs were stolen across the country in 2011 than a year earlier, said AKC spokeswoman Lisa Peterson. "It was the largest jump since we started keeping track in 2007," she said.

The club collects media reports about stolen pets and retrieves data from the AKC Companion Animal Recovery database, a mix of microchip filings and customer calls, she said. In 2011, the AKC recorded 432 stolen dogs, compared with 255 in 2010.

The numbers only skim the surface, she said. Facebook and Twitter are flush with lost or stolen pets.

Better records are impossible because the law defines pets as property, so even if a police report is filed, it won't be flagged just because a dog was taken, explained Los Angeles Police Department spokesman Kevin Maiberger. If an animal is valued at more than \$950, the crime will be bumped up to grand theft, but it still won't mention pets except in the list of stolen items, he said.

# Results

Find it all here.



**Barking up the wrong tree with Dr. Mike Paul**  
Proving why it's not always best for you to "follow your passion."  
page 54



**AVMA identifies 12.5% excess capacity**  
Many veterinarians are 'underemployed,' study finds. *By John Schriber*

The American Veterinary Medical Association (AVMA) 2012 Veterinary Workforce Report estimates an excess capacity of veterinary services at 12.5 percent. Released Tuesday, April 23, the survey, conducted by the Health & Industry as part of a study with the State University of New York at Albany, also indicates that supply will continue to outpace demand for the foreseeable future if current conditions on the profession don't change.

"Specifically, the report indicates that the supply of veterinarians in the United States in 2012 was 90,000 and that supply exceeded demand for necessary services by about 11,250 full-time equivalent veterinarians.

However, such a forecast is optimistic. The study estimates that in an average of 11,000 veterinarians necessary to the average veterinarian, they may need to be reduced to a high level of unemployment and underemployment for the veterinary profession at just 2 percent or less. In fact, the study reports, 12.5 percent of veterinarians' capacity to provide services is going unused."

**Too close to tragedy**  
Veterinarians who raced in Boston Marathon risk 'what if?'  
*By John Schriber*

He finished one of the best runs of his life, complete with front-runner, Shalby's awareness of what was about to happen. (Photo: © iStockphoto.com) He crossed the finish line and then continued on to be engaged in a major Boston by volunteer. "I know you didn't see that, but I know you did see the husband. Don't worry just before 3:30, on April 15, four among the hundreds of runners who were present at the finish line. See page 52

 <p><b>A new school that could accelerate the process</b> page 6</p>	 <p><b>Drug-doping CRE is on the rise: Will it affect pets?</b> page 35</p>	 <p><b>Pet health data: VPI releases top conditions</b> page 40</p>	 <p><b>Product updates: Is with the new for your practice</b> page 64</p>
---	---	--	--

**Company news**

**Virbac recalls six lots Iverhart Plus Flavored Chewables**

**RECALL**

Virbac Animal Health voluntarily recalled six lots of Iverhart Plus Flavored Chewables (Meds 79). According to a letter the company sent to veterinarians and their staff, product testing revealed that the Iverhart Plus potency failed to meet stability specifications during the life of the product.

The result is that recalled lots may not fully protect dogs in the upper third of each weight range against heartworms. No adverse health-related reactions or illnesses have been reported to date in regard to this recall, but Virbac Animal Health requests that those practices in possession of Iverhart Plus Flavored Chewables immediately examine inventory, including all recalled lots to prevent further distribution. Veterinarians should communicate directly with distributors on how to dispose of affected product. Veterinarians are also requested to fill out a recall response form for distributors. Those affected by the recall can receive a credit or replacement product through their distributor.

Virbac Director of Technical Services Frank S. Haring, DVM, says in a release that "Virbac veterinarians and veterinary technicians are available to address questions and concerns regarding the recall and testing recommendations for potentially affected pets. Call Virbac Technical Services at 800-258-2659, ext. 3052, after filling out the recall response form."

**HomeAgain pet recovery receives Petfinder honor**

HomeAgain Pet Recovery Service was recently honored with the Seal of Approval by Petfinder, the largest online, searchable database of animals that need permanent homes. HomeAgain is one of only four companies to receive this distinction, which recognizes organizations with a strong commitment to making a positive impact on the welfare of animals.

"We are honored by the recognition and are proud to partner with such a worthy organization," says Gary MacPhee, director and general manager of HomeAgain. "Petfinder is well known for its mission to find homes for animals and reunite pets and owners, and we will continue to work with this group to help ensure the safety and welfare of animals throughout the country."

HomeAgain is a comprehensive pet recovery service that has been helping reunite lost pets with their owners since 1996.



**Company news**

## HomeAgain pet recovery receives Petfinder honor

HomeAgain Pet Recovery Service was recently honored with the Seal of Approval by Petfinder, the largest online, searchable database of animals that need permanent homes. HomeAgain is one of only four companies to receive this distinction, which recognizes organizations with a strong commitment to making a positive impact on the welfare of animals.

"We are honored by the recognition and are proud to partner with such a worthy organization," says Gary MacPhee, director and general manager of HomeAgain. "Petfinder is well known for its mission to find homes for animals and reunite pets and owners, and we will continue to work with this group to help ensure the safety and welfare of animals throughout the country."

HomeAgain is a comprehensive pet recovery service that has been helping reunite lost pets with their owners since 1996.




**HomeAgain®**  
A lost pet's best chance



# Suveto



## Positioning Suveto as a Thought Leader in Veterinary Care

Veterinary professionals today face a host of operational challenges from staffing shortages and burnout to operational and personnel management complexities. Suveto viewed this as an opportunity to highlight and amplify its offerings to veterinary school students, independent veterinary practices, and the general pet health professional community as a go-to resource in the sector.

As a leading [animal health PR firm](#), with deep expertise working with animal hospitals, veterinary practices, and animal health product companies, Rosica quickly secured national thought leadership opportunities for Suveto and its internal key opinion leaders (KOLs). Launching a full-scale, strategic PR and corporate communications program to elevate the company's credibility and influence among veterinary professionals across the nation, our team developed and placed dozens of bylined articles in the industry's most trusted trade publications, including *Veterinary Practice News*, *Today's Veterinary Business*, *PetVet Magazine*, and *DVM360*. Concurrently, Rosica secured regional coverage in the Dallas-Fort Worth market to underscore the organization's local impact and leadership. These thought leadership articles explored important topics like veterinary professional well-being and resiliency, practice ownership imperatives, practice management, and smart marketing and communications tips for veterinary hospitals and clinics – to attract and retain the best talent. This strategy, which combined national trade exposure with regional storytelling, boosted name recognition and trust among key members of the professional veterinary community. Through smart positioning, editorial excellence, and a constant stream of earned media placements, Rosica helped Suveto establish itself as an essential voice in veterinary medicine, one that professionals across the U.S. turn to for experience, leadership, partnerships, and much-needed (financial and intellectual) resources.

# Results

**Veterinary Practice News** News Medical/Clinical Practice Management Continuing Education Products

## Making the most of 2023 trends

While we have plenty of challenges, the future is ripe with opportunity to improve the lives of patients, clients, and the veterinary team  
January 10, 2023

By Adam Forest, DVM, and Rob Trimble, DVM

Most would agree that 2022 has been a year like no other. With persistent staffing shortages, rising inflation, and a global pandemic that just won't quit, the average veterinary professional has been pushed to their limit. Unfortunately, our industry—already rife with mental health issues, ownership challenges, and chronic under-staffing—is facing a future where we will be required to wrestle with these problems in the coming year as well.

If we can clarify and get ahead of these obstacles, the good news is we have a good shot at reigning in the challenges and succeeding at what we do best: providing stellar medical care for our patients. To help you get ahead of the challenges to come, here are five trends the new year will bring, along with strategies to make the most of them.

Technological advancements are available to help you streamline processes and procedures to boost efficiency, and possibly revenue.

**'Best medicine wins!'**

The operational efficiency challenges of the recent pandemic meant we simply didn't have the time to give the appropriate emphasis to preventive care and wellness at every appointment. What unattended consequences are we facing as a result? Now is the time to revisit our standards of medicine and prevention. What if our clients cannot afford "gold standard" care? Not everyone can. The bleak economic




10/22/2022 - 49 MIN

### Just Keep Creating with Dr. Heather Loenser

My Veterinary Life

▶ Play

"I didn't know I was an adrenaline junky, and it turns out that my calling was actually emergency medicine. I befriended several specialists in our local area and was asked if I wanted to do an ER job."

Our guest on this episode of My Veterinary Life Podcast is Dr. Heather Loenser. Dr. Loenser is the Chief Veterinary Officer at Suveto. We talk about how veterinary medicine helped her realize she is an adrenaline junky and how her career has shifted many times from emergency medicine to association work to now a chief veterinary officer. It is a fun and informative conversation and we cannot wait to share this journey with you.

Remember we want to hear from you! Please be sure to subscribe to our feed on Apple Podcasts and leave us a ratings and review. You can also contact us at [MVLPodcast@avma.org](mailto:MVLPodcast@avma.org) You can also follow us on social media @AVMAVets #MyVetLife #MVLPodcast

Veterinary Practice News



Today's Veterinary Business

January 10, 2023

### Suveto and Not One More Vet launch mental wellness challenge

By Adam Forest, DVM

Article of Today's Veterinary Business: Suveto, a company committed to helping practice owners and wellness, teamed up with NCVMA, a nonprofit working to offer well-being resources to all members of the veterinary community. The organizations created an engaging, recurring fundraising challenge that highlights the contributions to mental health and well-being.

Each activity has a goal to raise \$10,000 for NCVMA. The challenge is open to all members of the veterinary community. The organizations created an engaging, recurring fundraising challenge that highlights the contributions to mental health and well-being. In addition, a virtual event will help to raise a healthy, balanced life. The Suveto and Not One More Vet team is excited to partner with NCVMA and their mission. We know that through our partnership with the Challenge we can make a difference in veterinary health professionals' lives together.

Participants can complete challenges in 1 or more of the following categories: Practice (business and client), Recommended activities are those proven to promote positive mental health and include walking or hiking, biking, journaling, gardening, mentoring, volunteering, and more. For each activity participants choose. Suveto will donate to NCVMA until goal of \$10,000 is achieved. To participate more information visit [www.suveto.com/mentalwellnesschallenge](https://www.suveto.com/mentalwellnesschallenge) and [www.ncvma.org](https://www.ncvma.org) and follow a path.

NCVMA will provide a virtual platform that honors and awards participants well-being. Through our eight programs we provide peer support, resources and support and wellness services in addition to our other programs. Visit [www.ncvma.org](https://www.ncvma.org) for more information on our programs.



VO Vets

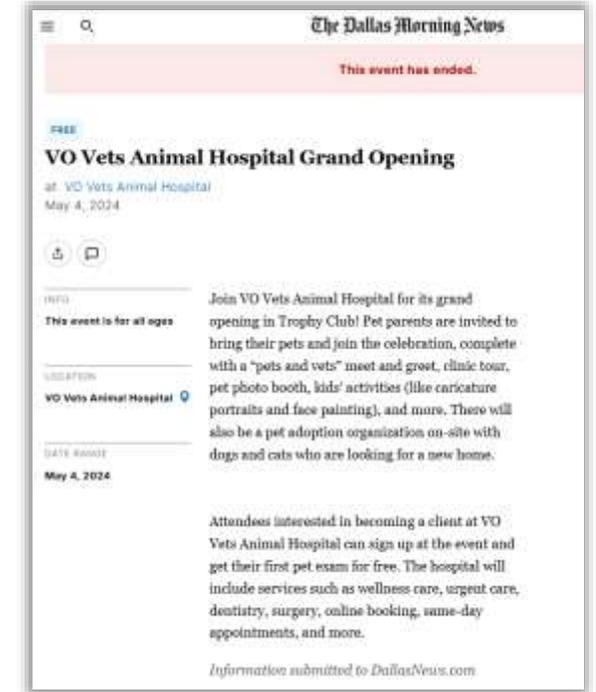
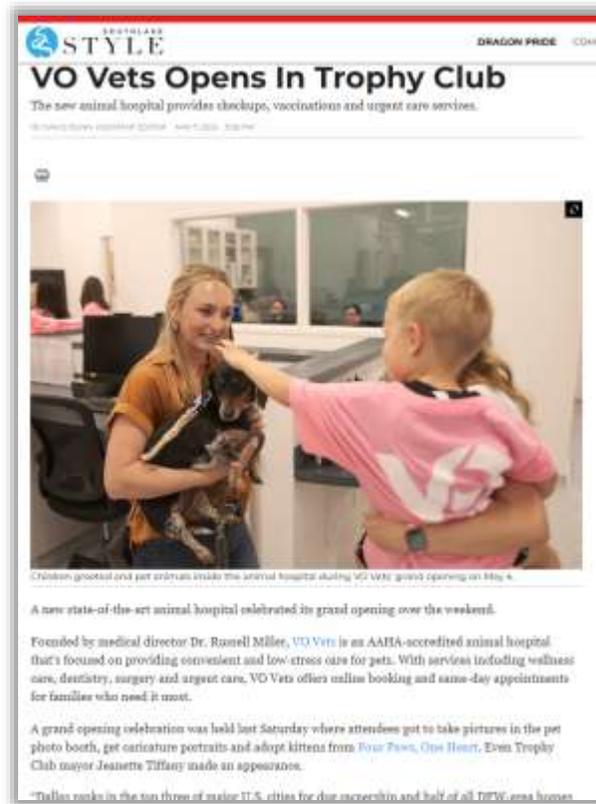


## VO Vets Veterinary Practice Grand Opening: A Three-Pronged Strategy

When VO Vets Animal Hospital decided to expand with a new location in Trophy Club, TX, they turned to Rosica, a trusted media relations agency, to help build buzz and make the grand opening an event the community and the media would remember. Rosica provided a comprehensive strategy that included pre-event, event, and post-event publicity, influencer relations, and marketing. Rosica, a top animal health PR agency, developed an event timeline, messaging, press release (media advisory), run of show, photo/video shot list, and talking points to ensure the celebration/promotion went off without a hitch. To generate buzz ahead of the grand opening so that our VIPs would be more likely to attend, we secured a TV interview with VO Vets' co-owner, Dr. Miller on NBC in Dallas. In the interview, he shared insights into the hospital's unique approach to care and announced the new practice opening, positioning VO Vets as a modern, compassionate animal healthcare provider offering urgent care, same-day appointments, online booking, and several specialized companion animal health services. Our advanced media relations work also included pitching calendar listings to Dallas/Fort Worth outlets and highlighting the hospital's differentiators in every communication. We secured three calendar invites, two of which ran multiple times. We also researched and invited pet community influencers along with elected officials to tour the veterinary practice and participate in the grand opening festivities. Our team brought a creative flair to the media event with a "leash cutting" ceremony, kitten adoptions, and a photo booth, all designed to draw media attention and create a dynamic, engaging event. We also secured a proclamation from the Governor of Texas and coordinated attendance from numerous local VIPs, including Mayor Jeanette Tiffany, Town Manager Brandon Wright, and Councilmembers Stacey Bauer and Jeff Beach. These efforts led to one broadcast segment, two online and print articles, two industry trade placements. After the event, we serviced photos to media and secured additional coverage. Synopsized, SEO-friendly summaries of the media coverage were posted on the veterinary practice's social media channels and shared with key stakeholders and additional community influencers who could not attend via email marketing campaigns. Thanks to a strong VIP turnout, media coverage, community support, and influencer involvement, with our support, VO Vets not only exceeded its pre-established earned media goals but surpassed anticipated grand opening attendance numbers. The launch not only elevated awareness of the Trophy Club location, but it also helped further establish VO Vets as a standout provider in veterinary care, blending medical excellence with heartfelt community connections.



# Results



The Dallas Morning News



Today's Veterinary  
**Business**

**COMMUNITY  
IMPACT**



# Heart of Chelsea Veterinary Group



## Expanding a Trusted Veterinary Brand into Brooklyn's Prospect Heights

Heart of Chelsea Veterinary Group has long been recognized for providing compassionate, high-quality care to pets across New York City. When the organization opened a new location in Prospect Heights, it turned to Rosica to ensure a high-impact grand opening would effectively introduce the veterinary practice to the community and generate excitement among pet owners, influencers, and the media alike. Rosica designed and implemented a comprehensive public relations and influencer campaign to promote both the soft launch and grand opening events. The work included developing a strategic plan and recommendations for events, conducting pre-event media relations, researching and contacting influencers to attend, on-site event media support, and post-event PR. We secured major press coverage, including WPIX-TV, which attended and aired a segment about the event, reaching an audience of 1.4 million viewers. We also earned local coverage in BK Reader and curated listings in hyperlocal and lifestyle publications including Average Socialite, NYC Plugged, Brooklyn Paper, Brooklyn Patch, and Yelp, the latter with a reach of more than 130 million readers. To amplify the event on social media, we engaged NYC-based influencers with a combined reach of more than one million followers. These content creators posted stories and in-feed content before, during, and after the event, driving buzz and attendance. Several influencers also committed to future visits and showcased Heart of Chelsea's services in a more personalized way. In addition to media and influencer efforts, Rosica provided on-site support from media coaching and guest remarks for leadership, to ribbon-cutting coordination and media protocol development. We also conducted dignitary outreach and obtained recognition from community leaders who attended and documented the milestone for posterity. Heart of Chelsea's Prospect Heights launch was a standout success, marked by strong media presence, community engagement, and sustained visibility, with strong digital marketing results. The campaign positioned the practice as a vital new resource in Brooklyn's veterinary community with months of earned and social media exposure.



# Canine Influenza Vaccine



Merck Animal Health and Intervet Schering-Plough Animal Health (ISPAH), which it acquired, tapped Rosica to launch a first-in-class vaccine for canine influenza virus (CIV), a disease not well understood or universally accepted as a “real” disease. The vaccine was initially approved under a conditional license – common for vaccines of this nature but not well understood by veterinarians or the pet-owning public. Rosica developed press materials and background information geared to both professional and consumer audiences and enlisted a cadre of independent academic experts to speak with the media.

Working closely with ISPAH’s marketing partners and sales force, we held a well-attended press event at NAVC, conducted extensive disease awareness outreach to veterinary trade and consumer media, developed KOL spokespersons and secured more than 100 television and print interviews for veterinarians in markets across the U.S., which helped the company strengthen its relationships with the professional community. We brokered a highly successful partnership with NEADS, a nonprofit that trains service dogs, and shot a PSA with a veterinarian who serves on their board. We also created a compelling video that impacted employee and customer relations, which we previewed at WVC.

The result was extensive coverage in all target media outlets, including television coverage in the top 10 media markets within 10 business days. Rosica secured a widely syndicated article and blog posting in *The New York Times*, articles in *USA Today*, *Associated Press*, *Chicago Tribune*, and delivered placements in all top veterinary trade publications plus top pet and animal health blogs. Our feature articles included commentary by ISPAH and local veterinarians that we groomed, and media trained for the company. We have since launched the fully licensed vaccine, also with excellent coverage, and, for six years, continued a disease and vaccine awareness campaign centered on regional outbreaks, garnering hundreds of millions of



# Results



## Canine influenza's cough is worse than its bite

### But new vaccine can keep Rover healthy

By Janice Lloyd  
USA TODAY

Add your dog to the list of family members who could be in line for a new vaccine this fall.

Before making boarding arrangements for vacations or the holiday season, dog owners should check with their veterinarians about the highly contagious canine influenza virus (CIV), says Kimberly May, spokeswoman for the American Veterinary Medical Association.

CIV is rarely fatal and, unlike swine flu, it cannot transfer from the source animal to humans, according to the U.S. Centers for Disease Control and Prevention. But it causes acute respiratory infections in dogs, and virtually all dogs who are exposed become infected. During the incubation period

of two to four days, pets who appear healthy can still spread the germs.

That is why some kennels in parts of the country where the flu is present have recently started requiring vaccinations before accepting reservations. That doesn't surprise May, who also recommends exploring options such as having a house sitter stay with your pet.

"The kennels are trying to cover their bases," May says. "Any infectious disease is more likely to spread when you pull a large group of dogs together into one area. I'm not saying I agree with the kennels requiring vaccines, but I certainly understand it."

The first recognized outbreak of the disease occurred in 2004 in Florida at a dog track. Since then, CIV has been documented in 30 states and Washington, D.C., and is currently "very prevalent" in areas of Colorado, Florida, New York and Pennsylvania, according to the AVMA.

"For so many dogs, it is their first time seeing this virus," May says.



Intervet/Schering-Plough Animal Health

**Two shots:** Vaccine approved in May.



Connect with other pet lovers, or find an adoptable animal, at [pets.usatoday.com](http://pets.usatoday.com).

"Since it's such a new virus, their immune system doesn't recognize it."

Symptoms include a nasal discharge, cough and low-grade fever. Most dogs will recover in several weeks, but secondary complications in more severely infected dogs can lead to pneumonia and death.

A veterinarian can determine whether a dog requires the vaccine, developed by Intervet/Schering-Plough Animal Health Corp. and approved by the U.S. Department of Agriculture in May. The two shots costing about \$20 each are given two to four weeks apart to dogs 6 weeks and older and can be repeated annually.

That added expense and inconvenience of two extra trips to the vet is less expensive than the alternative, says Cynda Crawford, assistant professor of shelter medicine at the University of Florida.

"The availability of a vaccine can help prevent the medical, financial and emotional costs associated with this new virus," Crawford says.

# Results

## AVMA updates backgrounder on canine influenza

The AVMA has updated its backgrounder on canine influenza in light of the continuing spread of the disease and the release of the first vaccine.

According to the backgrounder, canine influenza emerged in racing Greyhounds between 2004 and 2005. The disease has become endemic in Florida, Colorado, and the New York City region. The disease also may become endemic in Pittsburgh and Lexington, Ky.

As of Oct. 2, 2008, the Animal Health Diagnostic Center at Cornell University's College of Veterinary Medicine had confirmed 1,079 cases of canine influenza. The center has confirmed one or more cases of canine influenza in 28 states. The AVMA backgrounder now provides a link to the center's Web page on canine influenza—which in turn provides information on disease detec-

tion and sample collection, along with current disease statistics.

The AVMA backgrounder includes information on the new vaccine for canine influenza virus. In May 2009, the U.S. Department of Agriculture approved licensure of the vaccine, developed by Intervet/Schering-Plough Animal Health. The canine influenza vaccine is a noncore vaccine. It is primarily for dogs at risk of exposure to the canine influenza virus, such as dogs that participate in activities with many other dogs or that are housed in communal facilities, particularly where the virus is prevalent.

The AVMA backgrounder on canine influenza provides additional details about the causative agent, natural distribution, transmission, clinical signs, diagnosis, treatment, morbidity and mortality rates, and prevention and control. The document and other resources on canine influenza are available at [www.avma.org](http://www.avma.org) by clicking on "Influenza" under the orange "Public Health" bar. 🇺🇸



# Results

Chicago Tribune

 **Intervet**  
Schering-Plough Animal Health

 **MERCK**  
Animal Health

 **ROSICA**

# Health

## Canine flu puts a bite in dogs' days

By Leslie Mann  
SPECIAL TO TRIBUNE NEWSPAPERS

These days 5-year-old Moose divides his time between napping, walking with his master, Nicole Kirk, and throwing his 107 pounds into wrestling matches with his favorite squeaky toy. But a

month ago this black Labrador was one sick pup.

Moose came down with canine flu, which has hit several major metropolitan areas, including his hometown, Princeton, N.J. Although most dogs recover without hospitalization, Moose's flu progressed to pneumonia, so he had to spend a week in the hospital with an IV and antibiotic.

Now a new vaccine from Intervet/Schering-Plough Animal Health lets dog owners protect their four-legged friends from this illness. Conditionally licensed in May by the U.S. Department of Agriculture for dogs age 6 weeks and older, the vaccine includes two injections, then an annual booster. Full licensure may follow, pending further studies.

The vaccine was tested on 746 dogs from 30 breeds, age 6

weeks to 10 years. No side effects resulted, Intervet says.

"It's a 'lifestyle vaccine' for dogs who are in communal places such as dog parks, day care, shows, boarding kennels, spas," said veterinarian Cynda Crawford, who identified the canine influenza virus in 2004 with veterinarian Edward Dubovi from the College of Veterinary Medicine at Cornell University. "Dogs who stay at home and just walk around the block are not at risk."

"Before 2004, it was thought that dogs were not susceptible to the influenza virus," said Crawford, who is a clinical assistant professor at the College of Veterinary Medicine at the University of Florida in Gainesville. "Then we saw it that year among racing greyhounds."

The virus, known among scientists as H3N8, mutated

from an equine virus, according to the U.S. Centers for Disease Control and Prevention. Since 2004, thousands of cases have been laboratory-confirmed in 30 states and in the District of Columbia, Crawford said. The states that have been hit the hardest are Colorado, Florida, New Jersey, New

York and Pennsylvania.

Moose's veterinarian, Joshua Portner of NorthStar VETS in Clarksburg, N.J., says his clinic saw 10 to 20 dogs with canine influenza (numbers are not exact because not all owners opted for laboratory tests) in May and June. None of his patients succumbed to the disease. "Most of them had been with many other dogs," Portner said. A two-sample blood test, taken while the dog is sick and again two to three weeks later, confirms the virus.

Despite the outbreak in his area, Portner does not recommend the vaccine for all his patients. "It's still new, so we don't yet know about all the side effects, and most dogs recover from it if they do get it. So I wouldn't necessarily recommend it for every dog," he said.

The canine virus behaves a lot like human flu viruses, Crawford said. "The symptoms are similar—coughing, runny nose, sneezing. And it spreads the same way, through direct contact," she said. Fortunately, she added, the virus is easily inactivated by washing hands, clothes and items such as dog bowls.

"While sick, the dog should be quarantined," Crawford said. "You should call your vet, but you have to let it run its course, just like when you have the flu."

Only 10 to 20 percent of dogs that acquire canine flu progress to a more serious disease such as pneumonia, according to the CDC. Only 5 to 8 percent die. Unlike the human flu, canine flu is not seasonal. Dogs in communal facilities can be vulnerable year round.

The vaccine contains a "killed," not "live" virus, so it is a myth that it "causes the flu," Crawford said. She said the cost of the vaccine is on par with the commonly used distemper vaccine.

Crawford said there is no

# Results

NYDailyNews.com

**DAILY NEWS**

 **Intervet**  
Schering-Plough Animal Health

 **MERCK**  
Animal Health

  
**ROSICA**

## Flu shot gives paws: To vaccinate or not? Vets say it depends on lifestyle

BY Amy Sacks  
DAILY NEWS WRITER

To vaccinate or not to vaccinate: that is the question - and it's no longer one only for humans.

While a new vaccine can help prevent dogs from getting a nasty flu - it does not stop it in its tracks - many dog owners and vets remain on the fence.

"As with any vaccine, the vet and owner should discuss risk," said Dr. Edward Dubovi, professor of virology at Cornell University College of Veterinary Medicine.

Known as Canine H3N8, the canine influenza virus is not the same as the human flu, is not swine flu and cannot be transmitted from dogs to humans.

But it's a highly contagious respiratory disease that can spread easily between dogs. Most will only have mild symptoms, a cough, sneezing, a runny nose, but it is fatal in about 6% of dogs. And because it's relatively new, almost no dogs have immunity against it.

Dubovi has been tracking the virus since 2004, when it was first spotted in Florida in racing greyhounds. The illness has since spread nationwide and continues to circulate in New York City, New Jersey and eastern Pennsylvania, with an outbreak also reported in northern Virginia.

In June, the vaccine was issued under conditional license, which means the USDA has deemed it safe, but its effectiveness is still being studied, leaving some dog owners and vets skeptical.

The vaccine is a killed virus, which means dogs can't "catch" it from the vaccine, and requires two injections spaced 2 to 3 weeks apart. There is no defined "flu season" for dogs.

Manhattan doggie clothing designer Ada Nieves decided against getting a flu shot for herself this year, but didn't think twice about vaccinating her four Chihuahuas against canine flu.

That's because the socially active dogs are red-carpet regulars at benefits and costume parties, at play dates in various dog parks, and are in frequent close contact with many slobbering - er, active canines.

"After weighing the facts, and realizing if my Chihuahuas get sick they would pass the influenza to the whole crew, it seemed reasonable," she said.

But many vets are administering the vaccine only upon request. Dr. Philip Raciyn, founder of VetsNYC in Manhattan and Westchester County's Yorktown Heights, says he is hesitant to use any new vaccines unless they have been proven to be safe in a real-world context, not just in the laboratory.

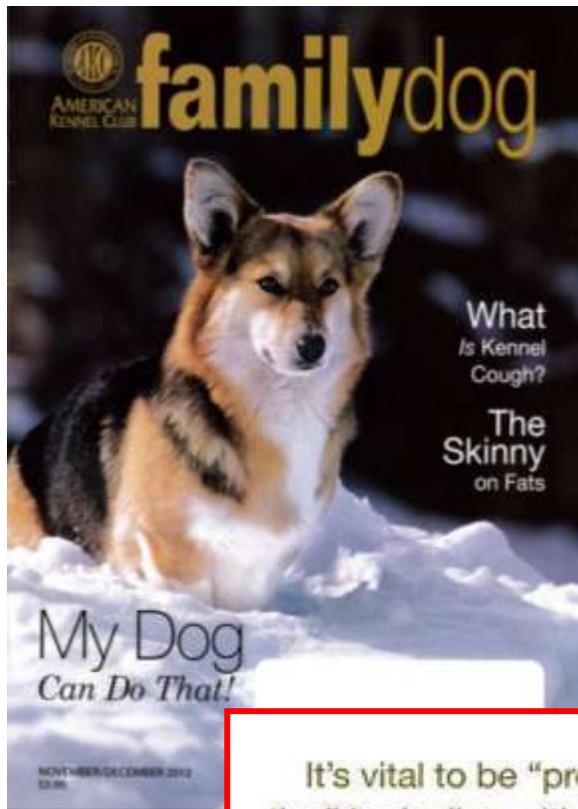
"I would use them if there was pressing need to do so," he said, and is dependent upon the dog's lifestyle.

Most cases of canine flu have been seen in boarding kennels, animal shelters and day-care facilities, or situations where there are dogs in close contact. Some cases have been seen in New York City shelters.

In 2005, two Westchester kennels were forced to temporarily close after more than 100 dogs being boarded there became ill. At least one dog died.

Despite the available vaccine the state does not require that dogs in pet stores, daycare, kennels or other communal facilities be vaccinated against canine flu.

# Results



It's vital to be "proactive, not reactive" in dealing with these pests, veterinarian Kathleen Heaney, of Merck Animal Health, says. Merck has introduced a novel topical treatment, Activyl, containing a chemical turned on by an enzyme in the flea's gut.

# Petmate

## Unleashing Publicity for Petmate

Petmate, the creator of the world's first dog kennel and the leading quality pet product provider with over 3,000 items in the Petmate line, engaged with Rosica to move beyond trade recognition and garner consumer media attention.

Rosica selectively showcased the most newsworthy, on-trend products by designing and creating creative mailings, timely pitch angles and leveraging longstanding relationships with top media and influential bloggers.

Within the first few weeks of engagement, Rosica secured coverage for “must have” Petmate products on “Fox & Friends,” with segment on how to keep your pets safe and healthy during the holiday season. Following this coverage, we garnered media attention on shows like “The Weather Channel” and “The Better Show,” while also being featured in print publications like *Good Housekeeping*, *Dogster* and *Catster*, among many others. These placements positioned Petmate as the pet products innovator and brought a host of products to pet owners' attention.



# Dr. Jeff Werber “Veterinarian to the Stars”

Dr. Jeff Werber, known in Hollywood as “Veterinarian to the Stars,” engaged Rosica to help increase his national visibility as a leading pet, vet expert.

## Strategies:

- Position Dr. Jeff as a knowledgeable and engaging expert resource to the media
- Leverage topical news, like “Canine Flu” and “Marijuana for Pets” that Dr. Jeff could comment on and offer his medical knowledge and tips
- Proactively Pitch original stories, ranging from general pet health, to seasonal pet dangers and keeping your pet in shape

**Results:** Within the first six months of engagement, Rosica secured a recurring national television segment on “Fox and Friends” for Dr. Jeff. Dr. Jeff routinely appears as resident veterinary commentator, while sharing his tips and medical advice on all things pet related. Other guest appearances include “Dr. Oz,” “Fox News,” “Inside Edition,” and “Rachael Ray.” Rosica has also secured extensive print and online coverage in such outlets as *Men’s Journal*, *Huffington Post*, *Ladies’ Home Journal*, *Martha Stewart Living*, *Pet360*, *Prevention* and *Yahoo!*

