

Practice Tips

Dr. Robert G. Mortimer, *Presiding*

Providing Good Dispensing Facilities

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Today there is an increased interest in dispensing and merchandising by the bovine practitioner. I want to discuss how good dispensing facilities can help the practitioner achieve his goals.

Many clients do not know that veterinarians are wanting to dispense or merchandise because of the very poor displays and facilities that are provided by some practices. Clients go to the feedstore or to the animal health store and leave knowing that these places want to sell, but, many times are never quite sure of the veterinarian's intentions to merchandise.

Clients have to see something to let them know that the veterinary practice wants to dispense.

What do clients see when they enter your veterinary clinic? Do they see something to let them know you want to dispense? Do they leave with a mental picture that you have products for sale?

Products need to be displayed somewhere in the clinic where all the clients will see. The old statement, "If they can't see—you can't sell" certainly holds true. Impulse buying is very important in most businesses today and also is important in selling veterinary products. These things can only be accomplished by the use of good "point of purchase" displays.

Attractive displays require certainly a place large enough in the clinic to accomplish this. Adequate shelving and wall displays are also needed. These need to be neat, modern, and also really are better if they all match or at least compliment

each other to the same degree.

New shelving fixtures are available from several companies. In our area as in most rural areas the depressed economy is forcing many business facilities into bankruptcy, allowing you to find modern store interior at a fraction of the retail cost.

Even with modern shelving, only the imagination is the limit in creating attractive displays. I have been in veterinary clinics that have well made the use of such common things as a wheelbarrow, a child's little red wagon, and even small water tanks have been used to display merchandise.

One can never over emphasize the importance of providing variety of products and also an adequate inventory of these products.

Restricted veterinary drugs must be handled in a manner consistent with FDA regulations. Remember you, as a veterinary practitioner, must be able to prove a veterinarian-client relationship for every transaction of those products.

It is very important to remember that anything that has your private clinic label on it can not be displayed for sale in your clinic.

Good dispensing facilities can help you improve and increase your dispensing and merchandising. This can help you reach new clients and take better care of your existing clients. It is certainly true that by increasing client contacts, you can increase the medical portion of your practice; the thing that we all are really interested in doing.

Procedures for Collection and Shipment of Samples for Trichomonas and Campylobacter Culturing from Bulls

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Equipment and Materials Needed

1. Uterine infusion pipettes. Pipettes with flexible syringe adapters work much better than pipettes with bored syringe

adapters.

2. 10-12cc syringes.

3. Large diameter plastic soft-drinking straws. Must be