



# Veterinary Practice News

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Veterinarians sent to Nepal sometimes had to travel by motorbike with their gear in backpacks because roads were destroyed and difficult for car transport.



## READY & ABLE FOR ACTION

### World Vets responds to deadly Nepal earthquake.

By Elisa Jordan  
For Veterinary Practice News

**B**efore a magnitude 7.8 earthquake in Nepal killed more than 8,800 people and injured 23,000 in April, World Vets was ready.

“A few months [earlier], we were in communication with a local animal welfare group

in Nepal making disaster preparedness plans,” said Cathy King, DVM, Ph.D., founder of World Vets, based in Fargo, N.D.

“It was predicted that a major earthquake would hit Nepal in the next 10 to 20 years, and we wanted to be ready. We had a plan in place to assist them if an earthquake happened, and

Nepal, Page 22



World Vets veterinarians Dr. Springer Browne and Dr. Ben Brown treat an injured cow in a rural village, near Patan, Nepal.



PHOTOS BY THOMAS KELLY/WORLD VETS

## FTC says pet drug market could be more competitive

By Ken Niedziela  
Veterinary Practice News

**A** dog owner walks out of a veterinary clinic with a prescription in hand, drives to her neighborhood pharmacy to get her sick terrier’s order filled and leaves with a few generic and brand-name animal drugs.

Such a scenario is uncommon today, but the Federal Trade Commission, in a report issued in late May, found that the pet medications market could be more competitive—and better for consumers—if portable prescriptions were the norm, human pharmacies had greater access to veterinary drugs and more generics were available.

The staff report, titled “Competition in the Pet Medications Market,” was the culmination of a three-year review that included industry and public input gathered at a 2012 workshop and from more than 700 written comments.

The FTC acknowledged that the U.S. pet pharmaceutical market—forecast to hit \$10.2 billion in sales by 2018—is in flux and has changed dramatically from the days when veterinarians dispensed virtually all prescription drugs.

According to the latest estimates, practitioners sell 58 percent of prescription and over-the-counter medications, brick-and-mortar pharmacies and retailers rake in 28 percent, and the growing Internet and mail-order

FTC, Page 41

## Benefits of long-term NSAIDs

By Don Jergler, For Veterinary Practice News

**M**any experts are unflagging proponents of long-term nonsteroidal anti-inflammatory drugs to control arthritis pain, and for them the reasons are as plain as the limp in an arthritic dog’s leg.

Arthritis pain is a big barrier to wellness in the eyes of NSAIDs, Page 26

## Also Inside

CSU vets refine art of artificial tissue  
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Operation catnip  
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Ins and outs of rabbit treatment and care  
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