

# innovative PETCARE

**TO:** Innovetive Petcare General Practices

**ATTN:** Practice Managers, Field and Med Ops, Training and Development

**FROM:** Marketing Department

**LAUNCH DATE:** Ongoing

**CAMPAIGN:** AllyDVM Synergy Partner Program

Innovetive Petcare is excited to announce the **AllyDVM Synergy Partner Program**, a new marketing campaign that uses AllyDVM's technology and the product offerings from our pharmaceutical manufacturer partners to help drive meaningful, revenue-driving results to our veterinary practices through turn-key email marketing communications.

**\*\*Other than a full understanding of this program, there is NO ACTION required by the Innovetive Petcare clinic\*\***

Powered by ALLYDVM, this **email** marketing program syncs with the practice software of each Innovetive Petcare clinic with the products you are **ALREADY** carrying and using. This does **NOT CHANGE NOR AFFECT** your current recommended products. Through a cadence of targeted rebate opportunities, these emails:

- ✓ Communicate each pharmaceutical product to the right household at the right time
- ✓ Maximize compliance for healthier outcomes
- ✓ Grow your revenue at no marketing cost or effort
- ✓ Increase client visits

Pharma manufacturers and products participating in this marketing program are linked below. Please review.

[Boehringer-Ingelheim](#)

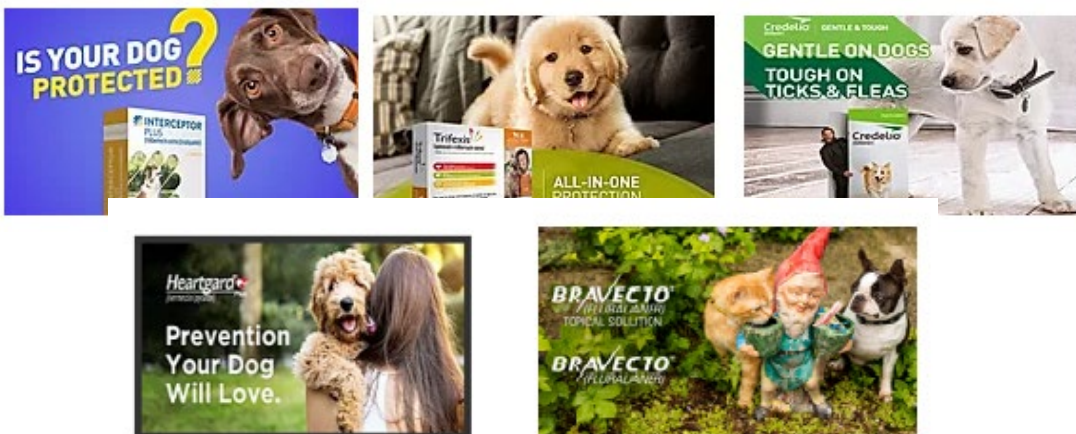
[Elanco](#)

[Merck](#)

[Zoetis \(tbd\)](#)

Each manufacturer cross-references your client purchasing history to (re)capture clients in 2 ways:

- **Win Back** – Mass email campaign designed to target any pets lapsing on flea/tick/heartworm prevention (non-purchasing > 12 months)
- **Compliance** – Ongoing email campaign designed to remind pet owners to refill their prescriptions



For any further questions, please contact your Innovetive Petcare regional operations manager for more details.