



Catalog Management

User Guide



vRxPro™

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Managing Your Catalog & Pricing

To improve efficiencies and cut down on administrative tasks, Covetrus® vRxPro™ offers a variety of standard catalogs designed to best serve your practice and patients. However, we understand that in some cases, more customization may be required to meet your practice's needs. Advanced Catalog Management allows you to create a specialized catalog unique to your practice.

As a Practice Product Catalog Admin, you have the option to choose between two paths to manage your catalog:

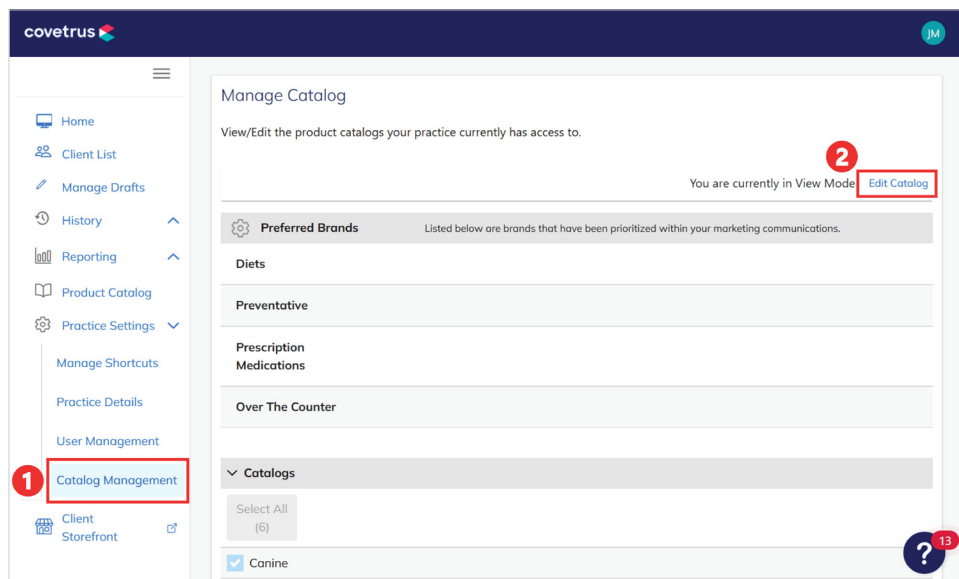
- **Standard:** The default catalog level offering basic customization across Product Catalogs, Pricing Categories, and Pricing Tiers. This is recommended for practice administrators who prefer a simpler approach to catalog management.
- **Advanced:** A detailed catalog level offering more specific customization across Product Categories, Species Selections, Brand Selections, and Pricing Categories. This is recommended for practice administrators who prefer a more personalized approach to catalog management.



Prior selections may be lost when switching between Standard and Advanced Catalog Levels.

To make changes to your catalog:

1. First, navigate to **Practice Settings > Catalog Management** from the left menu bar.
2. Click **Edit Catalog** to begin editing.



Only users with the Practice Product Catalog Admin permissions can edit the catalog. If you do not see the Catalog Management Option under Practice Settings or the Edit option on the Catalog Management page, please contact your Practice's User Administrator.

Using Standard Catalog Management

Standard Catalog Management offers your practice an efficient way to easily setup your online store to best align with the services you offer and the patients you treat.

Selecting Your Catalog(s)

To accommodate different practice types and species treated, vRxPro offers six Standard Catalogs to choose from (*you may select multiple catalogs*):

- Canine
- Canine Specialty
- Compound
- Equine
- Feline
- Feline Specialty

See **Table 1** for a breakdown of Product Categories included in each catalog type.

Table 1 Available Products in Standard Catalogs

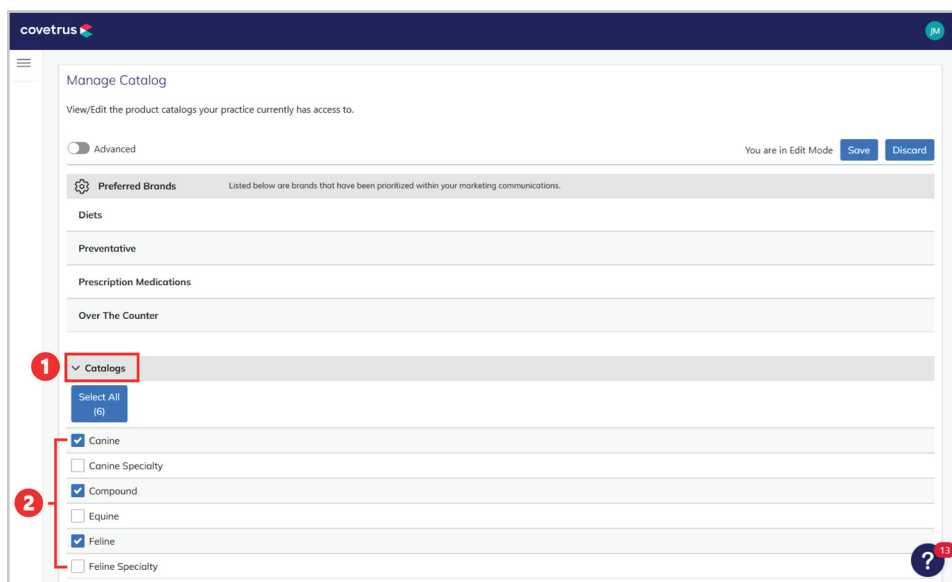
	CANINE	CANINE SPECIALTY	COMPOUND	EQUINE	FELINE	FELINE SPECIALTY
Flea, Tick & Heartworm Prevention	✓				✓	
Flea & Tick Prevention	✓				✓	
Heartworm Prevention	✓				✓	
Dewormer Products	✓			✓	✓	
Diets- Maintenance, Therapeutic, OTC* & AOTC**	✓	✓			✓	✓
Over-the-Counter Products	✓	✓		✓	✓	✓
Nutritional Supplements	✓	✓		✓	✓	✓
Prescription Products	✓	✓		✓	✓	✓
Controlled Substances	✓	✓	✓	✓	✓	✓
Medical Supplies	✓	✓		✓	✓	✓
Compoundable Products	✓	✓	✓	✓	✓	✓

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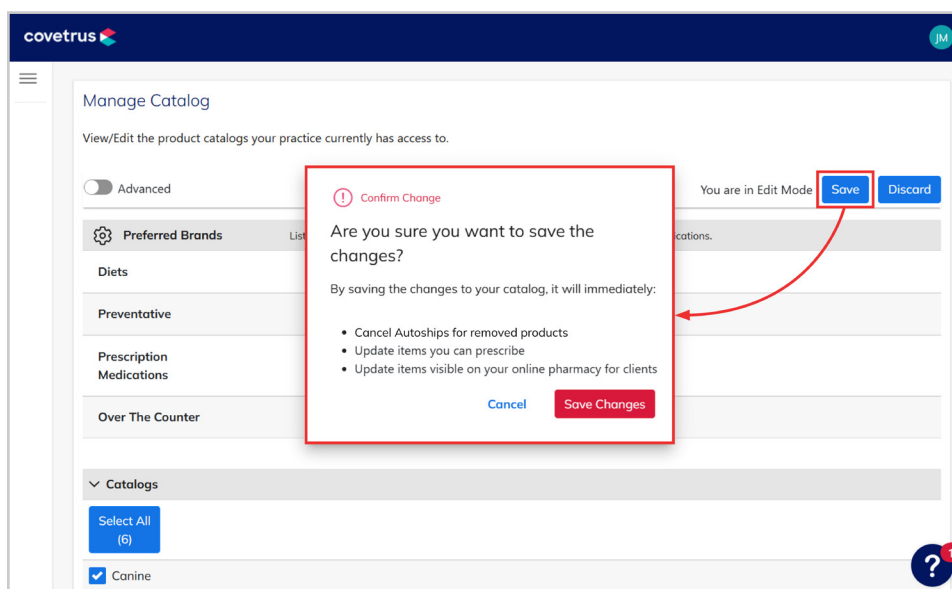
USING STANDARD CATALOG MANAGEMENT: SELECTING YOUR CATALOG(S) (CONT'D)

To select catalogs:

1. First, navigate to the **Catalogs** section within the **Edit Mode** on the **Manage Catalog** page.
2. Check the **box(es)** next to the **Catalog(s)** that you would like to have available on your Practice's vRxPro™ Online Store.



3. If you have no additional changes to make to your catalog, click **Save**.
4. A pop-up window will display to confirm the action, click **Save Changes** to proceed.



Saving changes to your catalog will immediately update which items you can prescribe and which items are visible on your online storefront for clients, and may impact pending client requests and Autoships.

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USING STANDARD CATALOG MANAGEMENT (CONT'D)

Choosing Pricing Tiers

To best align with your practice's pricing strategy, vRxPro™ offers eight Pricing Tiers to choose from (see Table 2 for descriptions of each tier). Pricing Tiers are set across specific Pricing Categories:

- Preventative
- Controlled Medications
- Supplements
- Diets
- Over the Counter (OTC)
- Prescription Medications

Table 2 Pricing Tier Descriptions

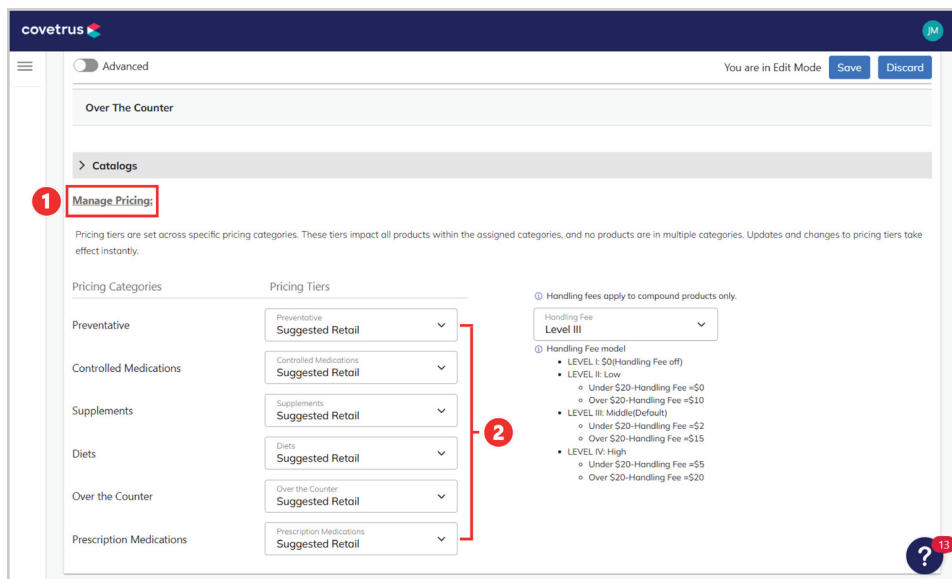
Premium Plus	30% above Suggested Retail Price (SRP) to drive high margin percentage. Suitable for practices with less price sensitive clients or are operating in a wholesale state.
Premium	15% above Suggested Retail Price (SRP) to drive high margin percentage. Suitable for practices with less price sensitive clients or are operating in a wholesale state.
Plus Extra	8% above Suggested Retail Price (SRP) to drive high margin percentage. Suitable for practices with less price sensitive clients or are operating in a wholesale state.
Plus	3% above Suggested Retail Price (SRP) to drive high margin percentage. Suitable for practices with less price sensitive clients or are operating in a wholesale state.
Suggested Retail (SRP)	Default tier. Rigorous review of transaction and market data to optimize margin and sales volume. Leverage manufacturer rebates and Covetrus-funded discounts to offer competitive cart price. This is our recommended Pricing Tier and is suitable for the majority of practices.
Narrow	2.5% - 5% below Suggested Retail Price (SRP) to enhance competitiveness. Suitable for practices with more price sensitive clients or who face increased competition and are less concerned about the profitability of the online store.
Extra Narrow	10% below Suggested Retail Price (SRP) to enhance competitiveness. Suitable for practices with more price sensitive clients or who face increased competition and are less concerned about the profitability of the online store.  May result in NEGATIVE PROFIT MARGIN for some customers.
Market Benchmark	Anchored to market; price match algorithm benchmarked against industry competitors. Majority of products will be equal to or lower priced than Extra Narrow, but depending on competition price points, price could be as high as SRP. Exact formula is subject to change  May result in NEGATIVE PROFIT MARGIN for some customers.

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USING STANDARD CATALOG MANAGEMENT: SETTING PRICING TIERS (CONT'D)

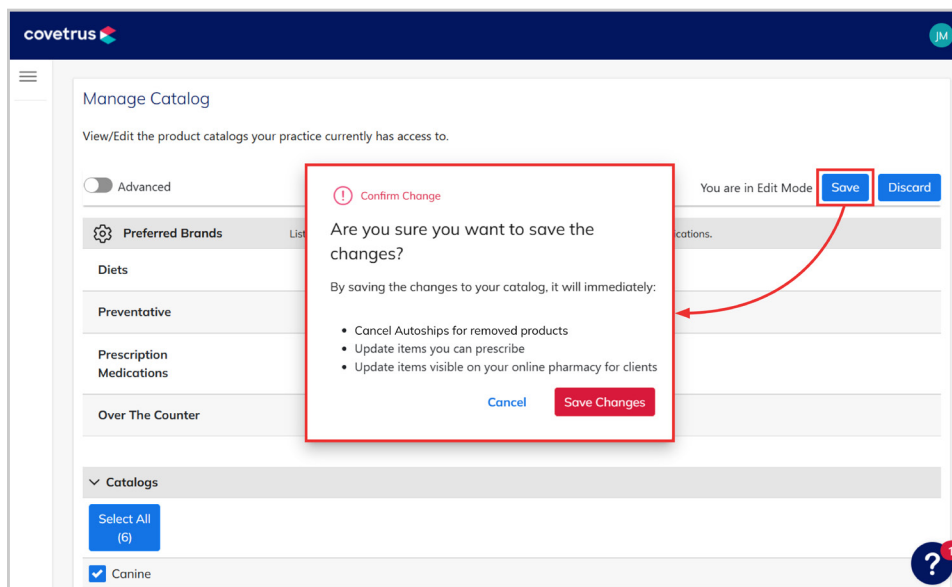
To set Pricing Tiers:

1. First, navigate to the **Manage Pricing** section within the **Edit Mode** on the **Manage Catalog** page.
2. Select the desired **Pricing Tier** for each **Pricing Category**.



Covetrus Suggested Retail Price (SRP) is the recommended tier for most practices.

3. If you have no additional changes to make to your catalog, click **Save**.
4. A pop-up window will display to confirm the action, click **Save Changes** to proceed.



Updates and changes to Pricing Tiers take effect instantly.

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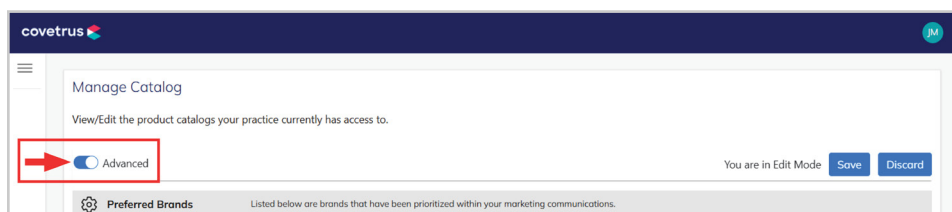
MANAGING CATALOG AND PRICING (CONT'D)

Using Advanced Catalog Management

In some instances, the Standard Catalog Level may not be suitable for your practice. In this case, vRxPro™ allows you to build a customized catalog to best serve your patients.

To manage your catalog using Advanced Catalog Management:

1. First, locate the **Advanced** toggle within **Edit Mode** on the **Manage Catalog** page.
2. Click the **toggle** to enable Advanced Catalog Management.



Building Your Catalog

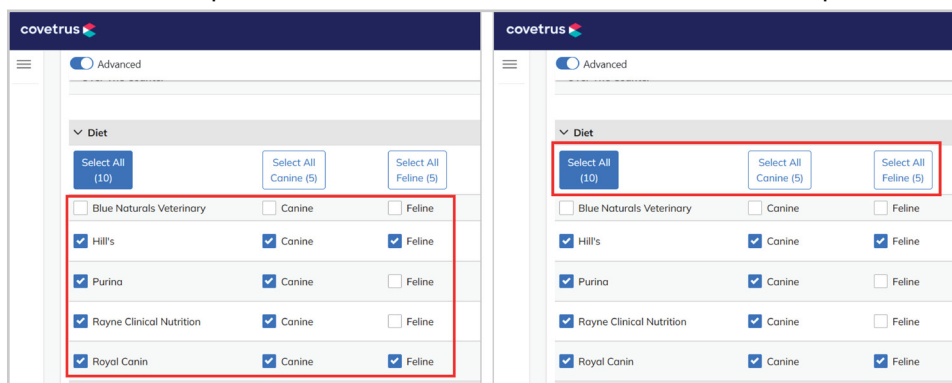
When building your catalog in Advanced Catalog Management, products will be broken down into four Product Categories:

- Diet
- Preventatives
- Prescriptions
- Over the Counter

Within each Product Category, products will be broken down further by species and either by brand (example: Hill's, Purina, etc.) or subcategory (example: Allergy, Antibiotic, Joint Health, etc.).

To add items to your catalog:

1. Check the **box(es)** next to the **species** in the row of the item(s) that you want added to your catalog or use the buttons on the top of the section to **Select/Deselect All** in that particular column.

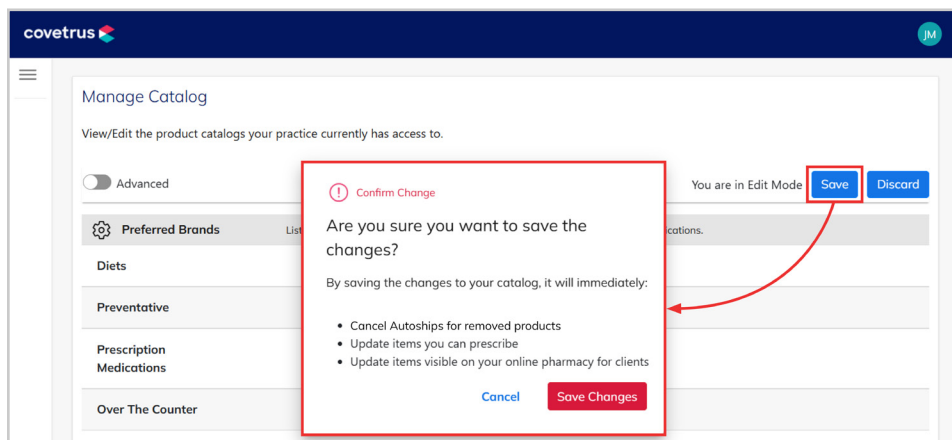


2. Complete the previous step for each **Product Category**.

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USING ADVANCED CATALOG MANAGEMENT: BUILDING YOUR CATALOG (CONT'D)

3. If you have no additional changes to make to your catalog, click **Save**.
4. A pop-up window will display to confirm the action, click **Save Changes** to proceed.



Saving changes to your catalog will immediately update which items you can prescribe and which items are visible on your online storefront for clients, and may impact pending client requests and Autoships.

Choosing Pricing Tiers

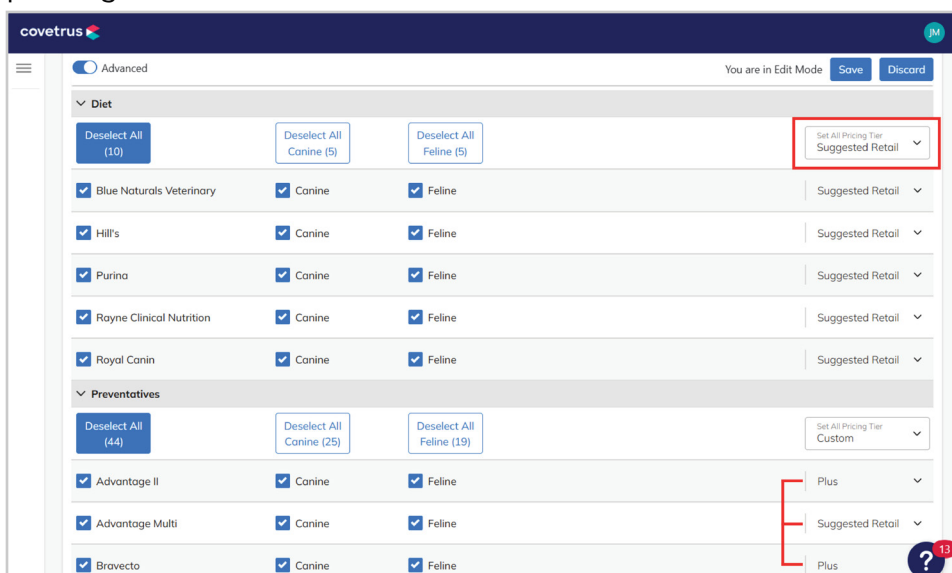
In Advanced Catalog Management, you have the option to set the Pricing Tier at the brand or subcategory level (see Table 2 for descriptions of each tier).

To set Pricing Tiers:

1. For the entire **Product Category**: use the **Set All Pricing Tier** drop down at the top of the section.

OR

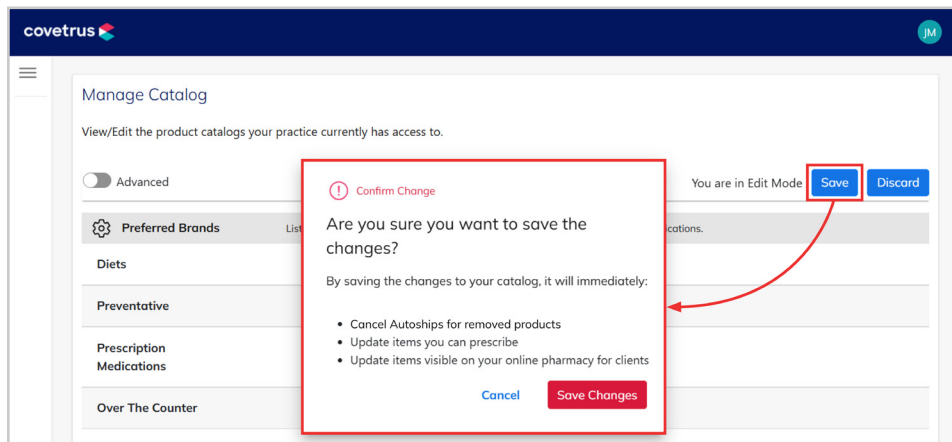
For a specific **Brand or Subcategory**: select the desired pricing tier from the **drop-down** in the right of the corresponding row.



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USING ADVANCED CATALOG MANAGEMENT (CONT'D)

2. If you have no additional changes to make to your catalog, click **Save**.
3. A pop-up window will display to confirm the action, click **Save Changes** to proceed.



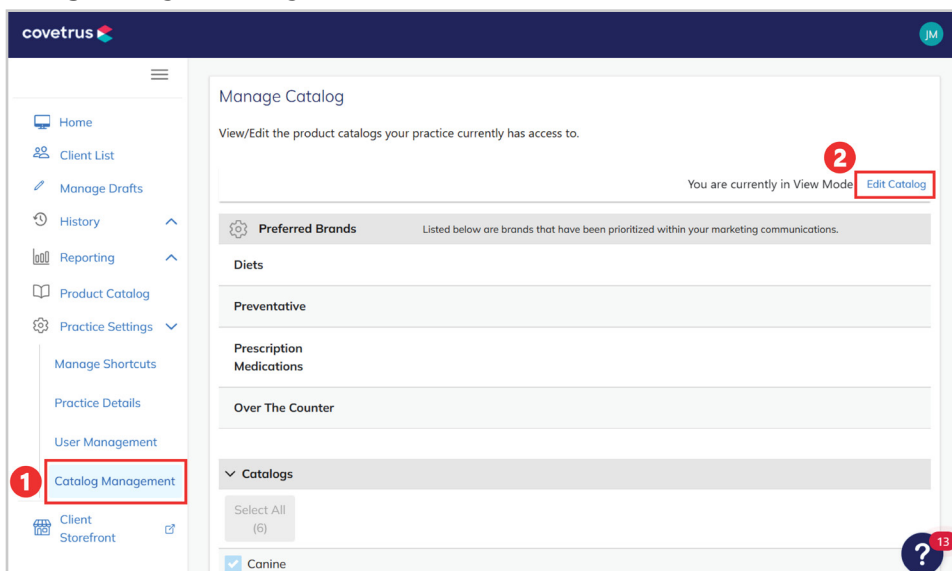
Updates and changes to Pricing Tiers take effect instantly.

Additional Catalog Functions

In addition to building your product selection and selecting your pricing strategy, you can also choose Preferred Brands for marketing communications, and set your Compound Handling Fee from the Manage Catalog page.

To make changes to **Preferred Brands** or **Handling Fee**:

1. First, navigate to **Practice Settings > Catalog Management** from the left menu bar.
2. Click **Edit Catalog** to begin editing.



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ADDITIONAL CATALOG FUNCTIONS (CONT'D)

Choosing Preferred Brands

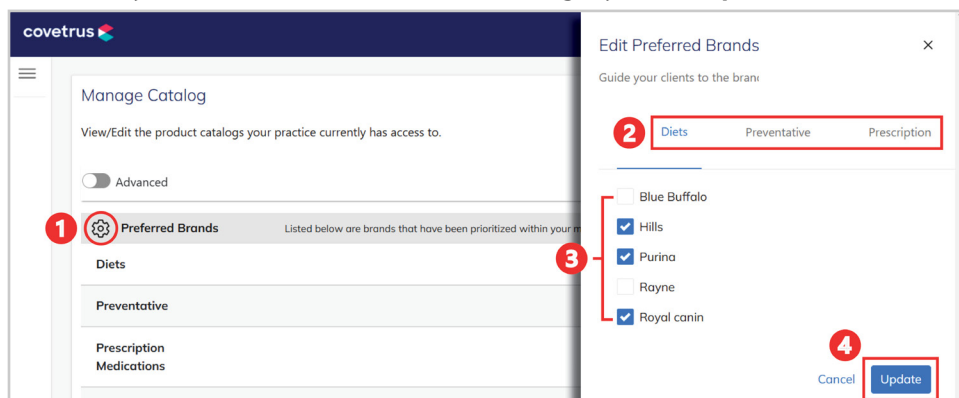
To help support your practice's preferences, vRxPro™ allows you to select which brands you would like to have prioritized within your marketing communications.



Your marketing communications will still include unselected brands, but they will be less prominent than your selected preferred brands.

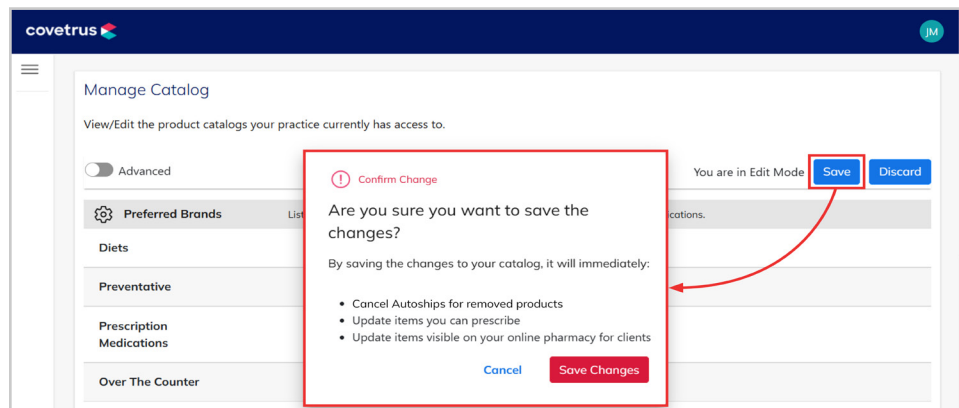
To select preferred brands:

1. Click the **gear icon** next to **Preferred Brands** within the **Edit Mode** on the **Manage Catalog** page.
2. Use the **labels** at the top of the page to toggle between categories.
3. **Check the box(es)** next to the brand(s) that you would like to prioritize.
4. Once you have made your selections under each category, click **Update** to save.



Marketing communications will only include products for the species designated by your practice's Market Focus. You can select up to three brands per category, and you may leave categories blank.

5. If you have no additional changes to make to your catalog, click **Save**.
6. A pop-up window will display to confirm the action, click **Save Changes** to proceed.



Changes can take up to 24 hours to reflect on storefront and marketing communications.

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ADDITIONAL CATALOG FUNCTIONS (CONT'D)

Setting a Handling Fee

vRxPro™ gives your practice the ability to prescribe compounded medications through Covetrus® Compounding. The platform allows you to add a Handling Fee that covers the cost of the veterinarian's process of researching and determining the proper dosage form to create and manage a personalized compound for that patient.

See **Table 3** for a breakdown of Handling Fee Levels.

Table 3 Handling Fee Levels

Level I: (Handling Fee off)	Handling Fee = \$0.00 (<i>Handling Fee Off</i>)
Level II: Low	- Products <u>under</u> \$20.00 - Handling Fee = \$0.00 - Products <u>over</u> \$20.00 - Handling Fee = \$10.00
Level III: Middle (Default)	- Products <u>under</u> \$20.00 - Handling Fee = \$2.00 - Products <u>over</u> \$20.00 - Handling Fee = \$15.00
Level IV: High	- Products <u>under</u> \$20.00 - Handling Fee = \$5.00 - Products <u>over</u> \$20.00 - Handling Fee = \$20.00

To set a Handling Fee:

1. First, in **Edit Mode** scroll to the bottom of the **Manage Catalog** page.
2. Select the desired **Handling Fee** that you would like to be applied to all compounded products.

The screenshot shows the Covetrus Manage Catalog page in Edit Mode. The page has a dark blue header with the Covetrus logo and a user profile icon. Below the header, there are several sections. The 'Advanced' section is expanded, showing checkboxes for 'Compound', 'Equine', 'Feline', and 'Feline Specialty'. The 'Manage Pricing' section is also expanded, showing a note about pricing tiers. Below this, there are two dropdown menus: 'Pricing Categories' and 'Pricing Tiers'. A red arrow points from the 'Pricing Tiers' dropdown menu to the 'Handling Fee' dropdown menu, which is currently set to 'Level III'. A red box highlights the 'Handling Fee' dropdown menu. A note states: 'Handling fees apply to compound products only.' Below this, a 'Handling Fee model' section lists 'LEVEL I: \$0 (Handling Fee off)' and 'LEVEL II: Low'.



If you are not able to edit the Handling Fee, your state may have specific regulations regarding Handling Fees for compoundable products.

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ADDITIONAL CATALOG FUNCTIONS (CONT'D)

3. If you have no additional changes to make to your catalog, click **Save**.
4. A pop-up window will display to confirm the action, click **Save Changes** to proceed.

