

SPECIAL ADVERTISING SECTION

Business Solutions for Equine Practitioners

EquiManagement

Winter 2022

Resources



**Product News
and Deals for
Veterinarians
and Practices**



Don't Let Gastric Discomfort STOP Your Clients.

Today's performance horses are challenged with many stressors, including exercise, hauling and stall confinement. Additionally, they are typically fed larger amounts of concentrates (i.e., commercial feeds and cereal grains) to support high energy requirements, which may lead to a suboptimal gastric environment, ultimately causing stomach discomfort. In fact, an estimated 90% of all performance horses experience gastric distress, which can negatively affect performance, attitude and overall health. Forage First® GS provides needed nutritional support for optimal gastric health. Its unique triple-action blend of ingredients supports a healthy gastric pH while helping protect and strengthen the stomach lining. *Visit ADMequine.com; email Mike Barrett at Michael.barrett@adm.com; call 800-680-8254.*



Supporting Muscle Recovery Through Science

Demands of exercise are a stressor for the performance horse. Reactive oxygen species (ROS) such as free radicals are produced in the muscles during exercise. Heavy work can overwhelm the body's natural ability to deal with ROS, resulting in oxidative stress that can damage muscle proteins, lipids and DNA, release pro-inflammatory cytokines leading to muscle pain, and damage the mitochondrial membrane thus decreasing energy production. Performance Advantage RECOVERY+ was designed specifically to help the performance horse combat the stress of exercise. Its exclusive formula contains unique ingredients proven to combat oxidative damage of muscle cells, improve fat utilization, and support muscle recovery and repair. *Visit ADMequine.com; email Mike Barrett at Michael.barrett@adm.com; call 800-680-8254.*



Award-Winning Equine Architecture and Design

Animal Arts specializes exclusively in animal care facility architecture and design. Our portfolio includes a variety of equine project types including general practice veterinary, specialty, mixed animal, racehorse, shelter/adoption, and university teaching facilities across the U.S. and in Australia. We were the designer of the dvm360/Veterinary Economics Hospital Design Competition award winning Tryon Equine Hospital. Our team recognizes the unique needs of equines and creates environments that are stress-reducing and provide for the health and well-being of both animals and their caretakers. *For more information visit www.animalarts.com*



RESOURCES



Avanti Equine Veterinary Partners

Avanti's mission is to promote the equine veterinary industry and help it flourish. To those ends, we're inviting equine practices like yours—and practitioners like you—to join a growing community doing just that. As a member of the Avanti Group, your practice will retain everything that makes it special: veterinarians, your name and how you practice medicine. Whether you're looking for a succession plan, or plan to keep working, Avanti offers several different options.



Learn more about Avanti's invitation to partnership by contacting us at 828-351-6433 or info@avantiequine.com.



CareCredit®. Connecting business with care.



When a client needs a way to pay for your services, the CareCredit health-care credit card can help you both focus on the care the horse needs. CareCredit's budget-friendly financing works wherever you're working. Once enrolled, your hospital gets a unique custom link and QR code so clients can just click or scan with their smart device to learn about financing with CareCredit, see if they prequalify, and apply. Once approved, they can pay at the time of service. To enroll your practice, call 800-300-3046 or visit carecredit.com/vetenroll. Already accept CareCredit? *Get your custom link at carecredit.com/mycustomlink.*



Stop Arthritis Where It Starts!

Arthramid Vet is a new class of injectable joint therapy to treat equine osteoarthritis. Safe and effective, Arthramid Vet has been used in more than 80,000 horses over the past 12 years. Arthramid Vet is the only iPAAG available to vets in the USA that is made in an FDA-approved GMP facility. 83% of horses were lame free at 24 months



and showed improved joint capsule elasticity and reduced joint effusion. *For more information, visit www.ConturaVetUS.com or call 800-689-1909, or email us at USOrders@conturavet.com.*



In-House PCR Results in One Hour

The Fluxergy Analyzer platform combines the capabilities of many machines into one compact and elegant multimodal system, delivering more affordable laboratory-quality test results and actionable metrics in 60 minutes or less.

Our revolutionary multimodal, multiplex, diagnostic testing platform utilizes a single machine analyzer, cost-effective test cartridges, and fully connected cloud software. *For more information visit www.fluxergy.com/.*



InsulinWise®

The patented formula developed for InsulinWise is research-proven to support increased insulin sensitivity in horses

and ponies. Decreasing insulin dysregulation can provide a clinical benefit by reducing the risk of laminitis in insulin resistant horses. To review the research, scan the QR code at right.

Supplementation is recommended for horses/ponies:

- Diagnosed with insulin dysregulation.
- At risk for developing insulin dysregulation because of lifestyle or breeding.
- With a history of laminitis related to obesity or metabolic syndrome.
- Diagnosed with pituitary pars intermedia dysfunction (PPID) who are also insulin resistant.

For more information, visit KPPvet.com



Merck Animal Health

Driven by an unconditional commitment to veterinarians, animals, and our communities, Merck Animal Health works every day to make the world a better place. Collaborating with practitioners through the ongoing Merck Animal Health Equine Respiratory Biosurveillance Program brought the introduction of the most current equine influenza protection. Our vaccines continue to set the standard in safety and

efficacy, with only PRESTIGE® vaccines featuring the Florida '13 influenza strain. The trusted line of Merck Animal Health pharmaceuticals includes products such as dewormers, pioneering estrus suppression and pain relievers, and the first FDA-approved top-dress antiprotozoal pellets. *For more information, visit merck-animal-health-usa.com/species/equine.*



Good Nutrition is Good Medicine®

Have It When You Need It

Used in clinical practice for over 20 years, Bio-Sponge® has been identified as a highly effective adsorbent that attracts and binds intestinal com-



pounds associated with intestinal disturbances. Bio-Sponge® is recommended to support horses with chronic or occasional watery or loose stool, and those experiencing occasional diarrhea after surgery or treatment with antibiotics. Bio-Sponge® may be helpful to support foals experiencing foal heat scours and on endemic farms. Bio-Sponge® can be given daily for horses that need to consume it as part of their diet. Bio-Sponge® is available direct from Platinum Performance® as powder or as a paste in convenient dose syringes.



Soft-Ride Deep Gel Equine Comfort Boots

Soft-Ride is committed to providing innovative products to improve the well-being

of horses. Soft-Ride Deep Gel Equine Comfort Boots include premium gel orthotics and can be used with or without shoes. The deep gel orthotic improves circulation in the hoof, provides stress relief and lessens fatigue while transporting, in the stall or after a workout. Soft-Ride also offers options for horses with medical conditions. Ice Spa (at right) envelopes the horse's leg from knee to hoof in therapeutic ice slurry. SoftRiders are new, center-loading shoes that feature a two-layer construction that increases blood flow to the hoof, reduces strain on the coffin bone and pressure on the navicular region, and isolates the concussive force of impact with the ground. *Contact us at 800-763-8743 or 281-334-2576, or visit SoftRideBoots.com.*



WE KNOW YOU. We Share Your Passion and Understand Your Challenges



UNIVERSAL IMAGING
SEE THE DIFFERENCE™



Your exam room can be almost anyplace and, like you, your imaging equipment must be dependable, adaptable, and ready to travel.

Intuitive user interfaces with equine-specific protocols mean improved workflow and more confident diagnoses. High-performance imaging solutions like our all-inclusive Stalo mobile digital X-ray and our innovative portable and hand-held tablet-based ultrasound systems are essential to your practice.

YOU KNOW US as a valued partner to equine practitioners for almost 50 years. You know our obsession with technology, our stellar service, and our commitment to your success. *Contact us at sales@universalimaginginc.com. Call 800-842-0607, fax 914-666-2454, or visit UniversalImagingInc.com/EM*