Inventory Control and Optimized Derm Therapy

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**Inventory control should be viewed in a grand sense and with a wide lens. Regardless if you are Toyota or a 1 doctor veterinary clinic, inventory control and the larger concept of Supply Chain Management can improve efficiencies, costs, revenue, happiness, and peace-of-mind.**

From Wikipedia:

* Supply chain management is the systematic, strategic coordination of the traditional business functions and the tactics across these business functions within a particular company and across businesses within the supply chain, for the purposes of improving the long-term performance of the individual companies and the supply chain as a whole (Mentzer *et al.*, 2001).[2]
* "Supply chain strategies require a total systems view of the linkages in the chain that work together efficiently to create customer satisfaction at the end point of delivery to the consumer. As a consequence costs must be lowered throughout the chain by driving out unnecessary costs and focusing attention on adding value. Throughout efficiency must be increased, bottlenecks removed and performance measurement must focus on total systems efficiency and equitable reward distribution to those in the supply chain adding value. The supply chain system must be responsive to customer requirements." [3]
* According to the [Council of Supply Chain Management Professionals](http://en.wikipedia.org/wiki/Council_of_Supply_Chain_Management_Professionals) (CSCMP), supply chain management encompasses the planning and management of all activities involved in [sourcing](http://en.wikipedia.org/wiki/Sourcing), [procurement](http://en.wikipedia.org/wiki/Procurement), conversion, and [logistics management](http://en.wikipedia.org/wiki/Logistics_management). It also includes the crucial components of coordination and collaboration with [channel partners](http://en.wikipedia.org/wiki/Channel_partner), which can be [suppliers](http://en.wikipedia.org/wiki/Suppliers), [intermediaries](http://en.wikipedia.org/wiki/Intermediaries), third-party service providers, and [customers](http://en.wikipedia.org/wiki/Customers). In essence, supply chain management integrates [supply and demand](http://en.wikipedia.org/wiki/Supply_and_demand) management within and across companies.





**Market Place 2011**

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The FLEA Wars are in full swing and our profession is falling behind causing a loss of our “Professional Expert” status, ability to educate the pet owner, and revenue.

Objectives:

1. Make a decisive choice regarding parasite product selection.

2. Minimize toxicity

3. Maximize efficacy

4. Optimize differentiation making YOU the Doctor/Expert

5. Stream Line inventory

**Game Rules:**

1. Shuffle the deck of products and lay them on a large table.
2. Focus on
   1. Flea Prevention
   2. Tick control
   3. Intestinal parasite prevention
   4. Heart worm protection
3. Pick the fewest number of products that you feel protects your patients most effectively.
4. Return the old and bring in the new in a quick and decisive moment of change.
5. Implement a “no Complaint” 3-month rule, then take suggestions.

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| --- | --- |
| PetArmor (Fipronil/Methoprene) | Revolution Cat (Selamectin) |
| Revolution Dog (Selamectin) | Advantage Multi (Imidacloprid/Moxidectin) |

|  |  |
| --- | --- |
| Sentinel (Luferuron) | Capstar (nitenpyram) |
| Program (Lufenuron) | Frontline (Fipronil/Methoprene) |

|  |  |
| --- | --- |
| Advantage (Imidacloprid) | Advantix (Imidacloprid/Permethrin) |
| Advantix II (Imidicloprid/Permethrin/Pyriproxyfen) | Vectra (Dinofuran) |

|  |  |
| --- | --- |
| Preventic Collar (Amitraz) | ParaStar Plus (Fipronil/5% Permethrin) |
| Frontline X (Fipronil/Amitraz) | Scalibar (Deltamethrin) |

|  |  |
| --- | --- |
| Vectra 3D (Dinofuran/Permethrin/Pyrproxyfen) | ParaStar (fipronil) |

Dr. Itchy’s

Favorite Products

* + Primor, Simplicef, Convenia
  + Ketoconazole(dogs) Fluconazole(cats)
  + Doramectin
  + Sentinel, ParaStar Plus, Mycodex Spray
  + Amitriptyline
  + DuoxoPS, Malaseb, Pyoben, ResiCort
  + Duoxo Wipes
  + Genesis Spray, DMSO/dex/Baytril
  + Mometomax, TrizEDTA/keto +Baytril
  + EpiOtic Advanced