

At Willow Run Veterinary Clinic, it is our policy to take every possible step to ensure that our patients receive the very best pharmaceutical products available. This is especially important with life-threatening illnesses such as heartworm disease. However, we understand and empathize with the desire to find products that are less expensive. We know that several internet pharmacies presently sell these products at a price less than we are able to offer. If you wish, we will gladly write a prescription for your pet for these products in lieu of selling them here. We do, however, want your decision to be well informed. There are several things about these pharmacies that you should know:

1. All major veterinary drug companies maintain a strict policy of sales exclusively through licensed veterinarians or approved vendors. All other pharmacy sales (including human pharmacies) are through unapproved channels, not supported by the manufacturer of these medications. Several of these drug companies have launched investigations and are employing legal measures to end this practice. Through these investigations it has been discovered that many of these online pharmacies are selling these products at a discounted price as a means to obtain consumer's personal information (name, address, phone number, credit card numbers, etc). This information is then sold on the internet to the highest bidder; unfortunately, this practice has been linked to cases of identity theft.
2. Most guarantees that these manufacturers offer regarding their products are null and void if their products are purchased through unapproved channels. This includes the heartworm and intestinal parasite guarantee for Sentinel and the flea, tick, and Lyme disease prevention guarantees for Bravecto.
3. Pharmaceutical rebates and promotions offered through product manufacturers will not be offered or available through online pharmacy or retailer sales.
4. Pharmaceuticals manufactured for and labeled for use in other countries (namely Australia and Mexico) have been illegally diverted and sold through these discount pharmacies in the United States. Discount pharmacies and online retailers have been cited by the FDA and State Boards of Pharmacy for violating these procedures, and counterfeit product has been identified.
5. Our products come with a medical professional to explain the most appropriate medication for your pet, how to use them, and honor the guarantee if they fail to meet your expectations.
6. Understand that the sales of our retail products help subsidize the cost of other services at the hospital, including several emergency and rarely used medications.

If you prefer to use another pharmacy, we will gladly write prescriptions for these products according to state and federal prescribing laws for all medications:

- Pets must have been examined within 1 year of prescription request, with this timeframe also including approved refills
- To avoid any potential doctor-patient confidentiality issues, we will not communicate with the pharmacy in any form or fashion, other than faxing approved prescription requests.

- WRVC and prescription manufacturers will not become involved in any product failure issues for products purchased through these discount pharmacies. This includes flea and tick prevention, heartworm prevention, and intestinal parasite control.

Our staff is happy to address any questions or concerns you may have regarding the sale of prescription products and online pharmacy sales.