

The Journey Back to Wag

The Road to Comfort and Recovery Starts with Cerenia Injectable

Key Feature #1:

In a clinical study, 91% of canine patients had faster return to feeding when treated with Cerenia for prevention of vomiting due to emetogenic agents, such as opioids.¹

+ Its Benefit:

Recovery and healing are accelerated when gastrointestinal function and microbiome are maintained through a speedy return to feeding.^{2,3}

Key Feature #2:

88% of pet owners had a positive reaction to their pets' return to normal feeding within 24 hours.⁴

+ Its Benefit:

Pet owners associate normal eating habits with a successful surgery, which can help strengthen the veterinary-client bond.⁵

A smooth postoperative recovery experience helps create peace of mind for pet owners.

Key Feature #3:

A third of practice owners reported the impact of cleaning up after patient that vomit.⁶

+ Its Benefit:

With Cerenia, less cleaning can mean more time for patient care, leading to greater dog owner satisfaction.⁷

IMPORTANT SAFETY INFORMATION: Use CERENIA INJECTABLE subcutaneously for acute vomiting in dogs 2 to 4 months of age or either subcutaneously or intravenously in dogs 4 months of age and older. Safe use has not been evaluated in dogs with gastrointestinal obstruction, or those that have ingested toxins. Use with caution in dogs with hepatic dysfunction. Pain and vocalization upon injection is a common side effect. In people, topical exposure may elicit localized allergic skin reactions, and repeated or prolonged exposure may lead to skin sensitization.

See Full Prescribing Information CereniaPI.com.

All trademarks are the property of Zoetis Services LLC or a related company or a licensor unless otherwise noted.
© 2023 Zoetis Services LLC. All rights reserved. CER-00621

**sound
byte**

relievePOV.com
1-888-963-8471

zoetis

Cerenia® (maropitant citrate) Injectable benefits patients - and helps deliver practice efficiencies and dog owner satisfaction, too.

Cerenia benefits patients—and helps deliver practice efficiencies and dog owner satisfaction, too.
See the difference Cerenia can make in your perioperative protocol.

In a series of studies with Cerenia Injectable:

100% of dogs did not vomit when Cerenia Injectable was used to prevent perioperative vomiting associated with emetogenic agents, such as opioids.⁷

100% of dogs experienced a smooth recovery when given Cerenia Injectable as part of a perioperative protocol, versus 25% of non-Cerenia treated dogs that had a moderate recovery.¹

- ▶ Recovery was considered smooth if the dog was lying comfortably, there was no vocalization or panting, had minimal movement when stimulated by touch, appeared to be sleeping, or had a relaxed posture. Recovery was considered moderate if the dog was changing positions frequently, panting, stimulated when touched with attempts to move, or had a hunched posture.¹

Your clients may be more willing to pay for Cerenia than you might think

On average, dog owners were willing to pay \$74 for a treatment that prevented postoperative vomiting.^{8†}

"People will pay for value. And we want value-added experiences, options, & standards of care in our hospitals."
– Dr. Ralph Harvey

[†]Based on a survey of 2,015 adults



\$74

is how much, on average, dog owners surveyed were **willing to pay** for this treatment⁴



References:

- ¹ Ramsey D, Fleck T, Berg T, et al. Cerenia prevents perioperative nausea and vomiting and improves recovery in dogs undergoing routine surgery. *Intern J Appl Res Vet Med*. 2014;12(3):229-238.
- ² Hay Kraus, BL., Spotlight on the perioperative use of maropitant citrate. *Vet Med (Auckl)*, 2017.
- ³ Kasiraj, AC, et al., The effects of feeding and withholding food on the canine small intestinal microbiota. *FEMS Microbiol Ecol*, 2016
- ⁴ Kraus B, Cazlan C. Assessment of dog owner concern regarding perioperative nausea and vomiting and willingness to pay for antiemetic treatment. *Vet Anaesth Analg*. 2015;42:A58
- ⁵ ZMR: Emesis360 Survey Results October 4th 2017
- ⁶ ZMR: Cerenia Quick Poll Survey Results Aggregate July 24, 2017
- ⁷ Hay Kraus BL. Efficacy of maropitant in preventing vomiting in dogs premedicated with hydromorphone. *Vet Anaesth Analg*. 2012;40(1):28-34
- ⁸ Data on file. Vomit Prevention Harris Poll 2019. Zoetis Inc

sound byte

CHECK-OFF &
ECHO NOTES

Identify if a Zoetis representative has recently discussed Cerenia:

Doctor, are you aware that post operative recovery and healing are accelerated when gastrointestinal function and microbiome are maintained through a speedy return to feeding?^{2,3}

If **YES**, confirm and discuss benefits.

If **NO**, engage/detail the customer as the primary contact.

Confidence

CERENIA can prevent perioperative vomiting associated with emetogenic agents, such as opioids. This can help deliver practice efficiencies and greater dog owner satisfaction.^{6,7}

Neutral invitation

Let's take a look at some key information about CERENIA and how it can be a valuable tool in your practice...

It's the customer's decision

It's the customer's decision ...so you can decide whether CERENIA is a solution for smoother surgical experiences for your canine patients.