

# ULTRA™ Helpful Tip:

Turn vaccination visits into an opportunity to set your clinic apart

**Use this valuable time with pet owners to communicate your clinic's unique approach to preventive care**

Although your clinic offers numerous services, many pet owners still view vaccinations as the main reason for a visit.<sup>1</sup> So use this to your advantage and talk about vaccines! A simple conversation about your reasons for selecting particular vaccines can help:

- Emphasize the high level of care you provide
- Open the door to a bigger discussion about long-term health
- Build a stronger relationship with pet owners

The ULTRA™ line of highly purified ½ mL vaccines\* is a great example of how vaccines can differentiate a clinic. See reverse page for easy ways to talk about ULTRA vaccines with clients.



**COMMUNICATE  
WHEN YOU VACCINATE**

Your clients will appreciate knowing more about the care their pet receives

# Talking to pet owners about ULTRA™ vaccines\* is easy as 1-2-3

## BENEFITS TO DISCUSS:

- 1 Highly purified ½ mL**  
Designed for a more comfortable vaccine experience, ULTRA™ vaccines offer a ½ mL dose that is half the volume of standard vaccines. (Point out that many human vaccines have been reduced to ½ mL.)
- 2 Made with PureFil™ Technology**  
Designed to reduce vaccination reactions associated with unwanted proteins and debris
- 3 Same protection, half the volume**
  - Highly purified with 50% less volume than standard vaccines
  - Effective disease protection with minimal injection volume
  - Designed to be a more comfortable experience for pets

## SAMPLE SOCIAL MEDIA POST

Our clinic is proud to offer the ULTRA line of highly purified ½ mL vaccines, which is designed to offer our canine and feline patients a more comfortable vaccine experience with 50% less injection volume than standard vaccines. Call us today!

## WAYS TO GET STARTED:

- 1 Online marketing**  
Promote your reasons for choosing ULTRA vaccines on your clinic website or social pages
- 2 Staff training**  
Talk about the importance of discussing ULTRA vaccines with clients and establish a communication plan with your staff
- 3 In-clinic materials**  
Talk to your Elanco sales representative about available brochures and other useful tools for promoting ULTRA vaccines designed to be a more comfortable experience for pets



ULTRA  
DURAMUNE®



ULTRA  
FEL-O-VAX®



ULTRA  
HYBRID FVRCP®



Elanco

The label contains complete use information, including cautions and warnings. Always read, understand and follow the label and use directions.

\* The ULTRA vaccine line includes ULTRA™ Duramune®, ULTRA™ Fel-O-Vax® and ULTRA Hybrid FVRCP®.

Reference: 1. Volk JO, Felsted KE, Thomas JG, Siren CW. Executive summary of the Bayer veterinary care usage study. *J Am Vet Med Assoc.* 2011;238(10):1275–1282.

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