

ULTRA™ HELPFUL TIP:

Elanco™

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.¹ 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 1/2 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.

truCan™*ultra*

truFel™*ultra*

**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 1/2 mL**
Designed for a more comfortable vaccine experience, Ultra™ vaccines offer a 1/2 mL dose that is half the volume of standard vaccines. (Point out that many human vaccines have been reduced to 1/2 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

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

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.

* The Ultra™ line of vaccines by Elanco includes TruCan Ultra and TruFel Ultra.

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

SAMPLE SOCIAL MEDIA POST:

Our clinic is proud to offer the Ultra™ line of highly purified 1/2 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!**

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