



Foundations VIII Introduction to Animal Health Industry Training

Antelligence, LLC and Axiom Consulting have partnered to release an updated version of the very successful Foundations VIII Introduction to Animal Health Industry Training Program.

This program is designed for individuals who are relatively new to animal health, typically with two years or less of experience, who will benefit from comprehensive overview the entire industry. Past programs included participants from manufacturers, distributors, advertising agencies, industry publications, associations and other animal health or veterinary industry service providers.

Attendees come from a variety of positions, including sales, marketing, customer service, finance, IT, media relations and even executive level personnel new to the industry. Program instructors, Terry Sheehan and Chris Ragland, are highly experienced executives with a practical experience in sales, marketing, R&D and general management with multinational animal health companies serving the livestock, companion animal and poultry sectors.

FOUNDATIONS VIII: AN INTRODUCTION TO THE ANIMAL HEALTH INDUSTRY

Module 1: Overview of the Global and US Animal Health Markets and Key Players

- ▶ Global markets by species and therapeutic categories
- ▶ Sales and growth rates over the decades
- ▶ Top 10 animal health companies
- ▶ Leading product categories and brands

Module 2: The Origins and Role of the Global and Domestic Animal Health Industry

- ▶ Historical origins of the animal health profession
- ▶ Zoonotic diseases and implications for human and animal wellness
- ▶ Regulating agencies for veterinary products (FDA, USDA, EPA, State Pharmacy boards)

Module 3: Overview of the US Companion Animal Marketplace*

- ▶ Statistical overview of the populations of cats, dogs and pet owning households in the US
- ▶ Critical diseases and other health related issues for pets
- ▶ The development of the pet parasiticides marketplace
- ▶ The role of pet vaccinations in assuring pet and pet owner wellness

Module 4: The Role of Generics in Veterinary Medicine

- ▶ US markets for generic products
- ▶ Human labeled drugs in veterinary medicine
- ▶ Critical drivers for generic drugs
- ▶ Role of private labeled generics

Module 5: "Go-To-Market" Strategies and Channels of Product Distribution

- ▶ Traditional distribution and leading distributors
- ▶ The rise of the "Omni Channel" and significance of the on-line pet supply and prescription management industry
- ▶ The Role of Pet Specialty Distribution & Big Box Retail
- ▶ The role of Group Purchasing Organizations

Module 6: Overview of the US Veterinary Profession

- ▶ Historical development and changing role of the veterinarian and veterinary profession
- ▶ Statistical overview of the US veterinary profession
- ▶ Review of US schools for veterinarians and technicians, trade, and professional associations
- ▶ The rise of the Corporate Practice Sector
- ▶ Challenges in serving the modern veterinary practitioner
- ▶ The impact of COVID-19 on the veterinary profession and its services model for customers and patients

For more information on the program, please contact
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