



WELLNESS METRICS

Canine Wellness Products



Happy Land Animal Hospital

7/ 1/02 to 6/30/03

Current Dogs: **2242**

Actual Penetration	Penetration Rate	Penetration BENCHMARK MEAN	Actual Units Sold	Unit Opportunities	Compliance Rate	Compliance BENCHMARK MEAN
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External Parasites

587	26.18%	24.44%			50.99%	41.96%
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Advantage

58	2.59%	9.44%			41.09%	34.66%
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Advantage 1

22	0.98%				10.61%	
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Advantage Canine Blue 4.0 ml 1 dose (>55 lbs)

1 0.04%

1.0

12

Advantage Canine Green 0.4 ml 1 dose (1-10 lbs)

8 0.36%

10.0

96

Advantage Canine Red 2.5 ml 1 dose (21-55 lbs)

8 0.36%

10.0

96

Advantage Canine Teal 1.0 ml 1 dose (11-20 lbs)

7 0.31%

7.0

84

Advantage 6

37	1.65%				58.11%	
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Advantage Canine Blue 4.0 ml 6 dose (>55 lbs)

17 0.76%

18.0

34

Advantage Canine Green 0.4 ml 6 dose (1-10 lbs)

5 0.22%

5.0

10

Advantage Canine Red 2.5 ml 6 dose (21-55 lbs)

12 0.54%

12.0

24

Advantage Canine Teal 1.0 ml 6 dose (11-20 lbs)

4 0.18%

4.0

8

Advantage Feline Purple 0.8 ml 6 dose (10-18 lbs)

3 0.13%

4.0

6



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Advantix	19	0.85%	4.81%		52.63%	34.61%
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Advantix 6	19	0.85%			52.63%	
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Advantix < 10 lbs 6 doses	3	0.13%		3.0	6	
Advantix >55 lb 6 dose	11	0.49%		12.0	22	
Advantix 11-20 lb 6 dose	2	0.09%		2.0	4	
Advantix 21-55 lb 6 dose	3	0.13%		3.0	6	

Capstar	93	4.15%	3.40%		49.91%	20.13%
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Capstar 1	23	1.03%			8.33%	
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Capstar Tablets Canine 11.4 mg 1 dose	5	0.22%		5.0	60	
Capstar Tablets Canine 57 mg 1 dose	18	0.80%		18.0	216	

Capstar 6	74	3.30%			60.14%	
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Capstar Tablets Canine 11.4 mg 6 dose	24	1.07%		27.0	48	
Capstar Tablets Canine 57 mg 6 dose	56	2.50%		66.0	112	



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Product	Actual Penetration	Penetration Rate	Penetration BENCHMARK MEAN	Actual Units Sold	Unit Opportunities	Compliance Rate	Compliance BENCHMARK MEAN
Frontline	488	21.77%	13.94%			43.87%	42.77%
Frontline 1	50	2.23%				10.17%	
Frontline TopSpot Canine Blue 1.3 mL 1 dose (23-44 lbs)	11	0.49%		11.0	132		
Frontline TopSpot Canine Purple 2.68 mL 1 dose (45-88 lbs)	19	0.85%		22.0	228		
Frontline TopSpot Canine Red 4.02 mL 1 dose (89-132 lbs)	2	0.09%		2.0	24		
Frontline TopSpot Canine Yellow 0.67 mL 1 dose (11-22 lbs)	21	0.94%		26.0	252		
Frontline 3	331	14.76%				32.63%	
Frontline Plus Canine Blue 1.3 mL 3 dose (23-44 lbs)	90	4.01%		110.0	360		
Frontline Plus Canine Purple 2.68 mL 3 dose (45-88 lbs)	141	6.29%		164.0	564		
Frontline Plus Canine Red 4.02 mL 3 dose (89-132 lbs)	27	1.20%		32.0	108		
Frontline Plus Canine Yellow 0.67 mL 3 dose (11-22 lbs)	83	3.70%		100.0	332		
Frontline Plus Feline Green .05 mL 3 dose (1-10 lbs)	16	0.71%		21.0	64		
Frontline TopSpot Canine Yellow 0.67 mL 3 dose (11-22 lbs)	9	0.40%		9.0	36		
Frontline 6	163	7.27%				58.28%	
Frontline Plus Canine Blue 1.3 mL 6 dose (23-44 lbs)	40	1.78%		43.0	80		



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Frontline Plus Canine Purple 2.68 mL 6 dose (45-88 lbs)	88	3.93%		102.0	176		
Frontline Plus Canine Red 4.02 mL 6 dose (89-132 lbs)	11	0.49%		11.0	22		
Frontline Plus Canine Yellow 0.67 mL 6 dose (11-22 lbs)	24	1.07%		24.0	48		
Frontline Plus Feline Green .05 mL 6 dose (1-10 lbs)	3	0.13%		7.0	6		
Frontline TopSpot Canine Red 4.02 mL 6 dose (89-132 lbs)	6	0.27%		7.0	12		
Frontline Spray	6	0.27%				100.00%	
Frontline Spray 250 ml	6	0.27%		9.0	6		

Program	7	0.31%	0.65%			71.43%	64.22%
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Program 1	1	0.04%				50.00%	
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Program Feline Injectable 0.8 mL dose (>8.8 lbs)	1	0.04%		1.0	2		
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Program 6	6	0.27%				75.00%	
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Program Flavor Tabs Canine Red 90 mg 6 dose (11-20 lbs)	2	0.09%		2.0	4		
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Program Flavor Tabs Canine White 409.8 mg 6 dose (46-90 lb)	2	0.09%		2.0	4		
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Program Flavor Tabs Canine Yellow 204.9 mg 6 dose (21-45 l)	4	0.18%		5.0	8		
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Heartworm Preventatives

1,247	55.62%	48.06%			71.79%	70.62%
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Heartworm Preventatives Other

37	1.65%	3.21%			44.14%	63.08%
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Heartworm Preventatives Other

37	1.65%				44.14%	
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Filaribits Plus Tablets 180 mg 100 count

14 0.62%

30.0

84

Filaribits Plus Tablets 180 mg 200 count

17 0.76%

22.0

51

Filaribits Plus Tablets 60 mg 100 count

6 0.27%

12.0

36

Filaribits Plus Tablets 60 mg 200 count

5 0.22%

6.0

15

Interceptor

557	24.84%	12.31%			66.79%	67.24%
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Interceptor 6

557	24.84%				66.79%	
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Interceptor Flavor Tabs Canine Brown 2.3 mg 6 dose (1-10 lb)

63 2.81%

76.0

126

Interceptor Flavor Tabs Canine Yellow 11.5 mg 6 dose (26-50 lbs)

155 6.91%

197.0

310

Interceptor Tabs Canine Green 5.75 mg 6 dose (11-25 lbs)

153 6.82%

192.0

306

Interceptor Tabs Canine White 409.8 mg 6 dose (51-100 lbs)

222 9.90%

313.0

444



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Pro Heart 6	468	20.87%	13.66%		72.22%	69.06%
Pro Heart 6	468	20.87%			72.22%	
ProHeart 6 large	40	1.78%		51.0	80	
ProHeart 6 med-large	180	8.03%		261.0	360	
ProHeart 6 sm	144	6.42%		207.0	288	
ProHeart 6 sm-med	121	5.40%		161.0	242	
Revolution	7	0.31%	4.57%		55.95%	55.24%
Revolution 1	2	0.09%			20.83%	
Revolution Feline Blue 45 mg 1 dose (5-15 lbs)	2	0.09%		5.0	24	
Revolution 6	6	0.27%			58.33%	
Revolution Feline Blue 45 mg 6 dose (5-15 lbs)	6	0.27%		9.0	12	
Sentinel	229	10.21%	11.76%		72.05%	66.73%
Sentinel 6	229	10.21%			72.05%	



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Sentinel Canine Brown 6 dose (2-10 lbs)	19	0.85%		26.0	38		
Sentinel Canine Green 6 dose (11-25 lbs)	63	2.81%		88.0	126		
Sentinel Canine White 6 dose (51-100 lbs)	95	4.24%		144.0	190		
Sentinel Canine Yellow 6 dose (26-50 lbs)	59	2.63%		84.0	118		



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Nutrition

410	18.29%	12.72%			38.48%	30.66%
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EVD	1	0.04%	3.12%		175.00%	34.88%
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EVD	1	0.04%			175.00%	
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EVD Canine Can Low Residue 14 oz	1	0.04%		192.0	192	
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EVD Canine Dry Low Residue 30 lb	1	0.04%		6.0	8	
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Pet Foods Other	78	3.48%	4.81%		43.12%	23.58%
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CNM	30	1.34%			41.16%	
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CNM Bag	20	0.89%		101.0	160	
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CNM Can	13	0.58%		716.0	2,496	
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Pet Foods Other	51	2.27%			41.74%	
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IVD Bag	39	1.74%		134.0	312	
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IVD Can	14	0.62%		559.0	2,688	
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Pet Foods Other Bag	9	0.40%		31.0	72	
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Prescription Diet	289	12.89%	6.05%		27.88%	25.83%
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Prescription Diet	289	12.89%			27.88%	
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PrescDiet Canine Can A/D 5 1/2 oz	7	0.31%		27.0	1,344	
PrescDiet Canine Can C/D 14 3/4 oz	7	0.31%		94.0	1,344	
PrescDiet Canine Can G/D 14 3/4 oz	1	0.04%		12.0	192	
PrescDiet Canine Can I/D 14 3/4 oz	171	7.63%		1,955.0	32,832	
PrescDiet Canine Can K/D 14 3/4 oz	19	0.85%		1,123.0	3,648	
PrescDiet Canine Can R/D 14 1/4 oz	18	0.80%		931.0	3,456	
PrescDiet Canine Can S/D 14 3/4 oz	4	0.18%		92.0	768	
PrescDiet Canine Can U/D 14 3/4 oz	6	0.27%		232.0	1,152	
PrescDiet Canine Can W/D 14 3/4 oz	6	0.27%		364.0	1,152	
PrescDiet Canine Dry C/D 10 lb	7	0.31%		11.0	56	
PrescDiet Canine Dry C/D 20 lb	7	0.31%		16.0	56	
PrescDiet Canine Dry C/D 40 lb	1	0.04%		1.0	8	
PrescDiet Canine Dry I/D 10 lb	10	0.45%		27.0	80	
PrescDiet Canine Dry I/D 20 lb	3	0.13%		6.0	24	



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PrescDiet Canine Dry I/D 40 lb	1	0.04%		1.0	8		
PrescDiet Canine Dry K/D 10 lb	14	0.62%		41.0	112		
PrescDiet Canine Dry K/D 20 lb	7	0.31%		7.0	56		
PrescDiet Canine Dry K/D 40 lb	1	0.04%		1.0	8		
PrescDiet Canine Dry R/D 10 lb	23	1.03%		45.0	184		
PrescDiet Canine Dry R/D 20 lb	20	0.89%		38.0	160		
PrescDiet Canine Dry R/D 30 lb	15	0.67%		43.0	120		
PrescDiet Canine Dry U/D 10 lb	7	0.31%		28.0	56		
PrescDiet Canine Dry U/D 30 lb	4	0.18%		19.0	32		
PrescDiet Canine Dry W/D 10 lb	10	0.45%		14.0	80		
PrescDiet Canine Dry W/D 20 lb	5	0.22%		7.0	40		
PrescDiet Canine Dry W/D 30 lb	1	0.04%		1.0	8		
PrescDiet Canine Dry Z/D 27 1/2 lb	9	0.40%		17.0	72		
PrescDiet Canine Dry Z/D 8 lb	7	0.31%		9.0	56		
PrescDiet Canine Dry Z/D Ultra 18 lb	12	0.54%		32.0	96		
PrescDiet Canine Dry Z/D Ultra 8 lb	12	0.54%		26.0	96		
PrescDiet Feline Can C/D-S 5 1/2 oz	1	0.04%		10.0	192		



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PrescDiet Feline Can I/D 5 1/2 oz	3	0.13%		126.0	576		
PrescDiet Feline Can K/D 5 1/2 oz	2	0.09%		51.0	384		
PrescDiet Feline Can W/D 5 1/2 oz	1	0.04%		10.0	192		
PrescDiet Feline Dry C/D-OxI 4 lb	2	0.09%		5.0	16		
PrescDiet Feline Dry C/D-S 4 lb	5	0.22%		16.0	40		
PrescDiet Feline Dry C/D-S 10 lb	4	0.18%		14.0	32		
PrescDiet Feline Dry C/D-S 20 lb	2	0.09%		6.0	16		
PrescDiet Feline Dry I/D 10 lb	2	0.09%		3.0	16		
PrescDiet Feline Dry K/D 10 lb	1	0.04%		1.0	8		
PrescDiet Feline Dry K/D 4 lb	2	0.09%		2.0	16		
PrescDiet Feline Dry L/D 4 lb	2	0.09%		48.0	16		
PrescDiet Feline Dry R/D 4 lb	1	0.04%		1.0	8		
PrescDiet Feline Dry W/D 4 lb	3	0.13%		8.0	24		
PrescDiet Feline Dry W/D 10 lb	1	0.04%		14.0	8		
PrescDiet Feline Dry W/D 20 lb	1	0.04%		2.0	8		

Science Diet

103	4.59%	2.52%	40.60%	25.92%
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Science Diet

103 4.59%

40.60%

SciDiet Canine Can Adult Chicken Formula 14 3/4 oz	9	0.40%	236.0	1,728
SciDiet Canine Can Growth 14 3/4 oz	7	0.31%	107.0	1,344
SciDiet Canine Can Maintenance Light Formula 14 3/4 oz	4	0.18%	9.0	768
SciDiet Canine Can Senior Chicken Formula 14 3/4 oz	6	0.27%	74.0	1,152
SciDiet Canine Dry Adult Original Bites 5 lb	7	0.31%	8.0	56
SciDiet Canine Dry Adult Original Bites 10 lb	10	0.45%	12.0	80
SciDiet Canine Dry Adult Original Bites 20 lb	10	0.45%	23.0	80
SciDiet Canine Dry Adult Original Bites 40 lb	4	0.18%	7.0	32
SciDiet Canine Dry Adult Small Bites 5 lb	11	0.49%	27.0	88
SciDiet Canine Dry Adult Small Bites 20 lb	12	0.54%	21.0	96
SciDiet Canine Dry Growth Small Bites 5 lb	14	0.62%	21.0	112
SciDiet Canine Dry Growth Small Bites 10 lb	6	0.27%	7.0	48
SciDiet Canine Dry Growth Small Bites 20 lb	2	0.09%	4.0	16
SciDiet Canine Dry Growth Original Bites 5 lb	7	0.31%	10.0	56
SciDiet Canine Dry Growth Original Bites 10 lb	3	0.13%	4.0	24



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SciDiet Canine Dry Growth Original Bites 20 lb	2	0.09%		3.0	16		
SciDiet Canine Dry Large Breed Growth 5 lb	7	0.31%		9.0	56		
SciDiet Canine Dry Large Breed Growth 20 lb	2	0.09%		3.0	16		
SciDiet Canine Dry Maintenance Light Formula 5 lb	4	0.18%		7.0	32		
SciDiet Canine Dry Maintenance Light Formula 20 lb	3	0.13%		6.0	24		
SciDiet Canine Dry Maintenance Savory Recipes Lamb & Ric	1	0.04%		1.0	8		
SciDiet Canine Dry Maintenance Savory Recipes Lamb & Ric	1	0.04%		1.0	8		
SciDiet Canine Dry Oral Care 30 lb	1	0.04%		12.0	8		
SciDiet Canine Dry Senior Original Bites 5 lb	6	0.27%		14.0	48		
SciDiet Canine Dry Senior Original Bites 10 lb	5	0.22%		5.0	40		
SciDiet Canine Dry Senior Original Bites 20 lb	2	0.09%		2.0	16		
SciDiet Canine Dry Senior Small Bites 5 lb	9	0.40%		16.0	72		
SciDiet Canine Dry Sensitive Stomach 35 lb	1	0.04%		1.0	8		
SciDiet Canine Dry Sensitive Stomach 4.5 lb	1	0.04%		6.0	8		
SciDiet Canine Treats Beef Jerky 1lb	7	0.31%		17.0	56		
SciDiet Canine Treats Chicken Jerky 1lb	5	0.22%		13.0	40		
SciDiet Canine Treats Growth 1lb	7	0.31%		8.0	56		



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SciDiet Canine Treats Maintenance 1lb	9	0.40%		13.0	72		
SciDiet Feline Can Growth 5.5 oz	2	0.09%		19.0	384		
SciDiet Feline Dry Adult 10 lb	3	0.13%		10.0	24		
SciDiet Feline Dry Adult 20 lb	1	0.04%		1.0	8		
SciDiet Feline Dry Adult 4 lb	4	0.18%		11.0	32		
SciDiet Feline Dry Growth 10 lb	1	0.04%		2.0	8		
SciDiet Feline Dry Growth 4 lb	4	0.18%		13.0	32		
SciDiet Feline Dry Hairball Control Formula Adult 3.5 lb	3	0.13%		5.0	24		
SciDiet Feline Dry Maintenance Light Formula 4 lb	2	0.09%		4.0	16		