



# WELLNESS METRICS

Feline Wellness Products



## Happy Land Animal Hospital

7/ 1/02 to 6/30/03

Current Cats:

**1789**

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

331	18.50%	17.01%			40.81%	40.25%
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#### Advantage

217	12.13%	10.08%			34.41%	34.79%
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##### Advantage 1

123	6.88%				11.92%	
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Advantage Feline Orange 0.4 ml 1 dose (1-9 lbs)

72	4.02%		91.0	864		
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Advantage Feline Purple 0.8 ml 1 dose (10-18 lbs)

53	2.96%		85.0	636		
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##### Advantage 6

109	6.09%				55.05%	
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Advantage Feline Orange 0.4 ml 6 dose (1-9 lbs)

39	2.18%		46.0	78		
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Advantage Feline Purple 0.8 ml 6 dose (10-18 lbs)

71	3.97%		75.0	142		
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#### Frontline

124	6.93%	7.97%			48.72%	40.54%
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##### Frontline 1

42	2.35%				14.68%	
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Frontline TopSpot Canine Yellow 0.67 mL 1 dose (11-22 lbs)

2	0.11%		3.0	24		
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Frontline TopSpot Feline Green .05 mL 1 dose (1-10 lbs)

40	2.24%		71.0	480		
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### Frontline 6

**93 5.20%**

**55.11%**

Frontline TopSpot Canine Purple 2.68 mL 6 dose (45-88 lbs)

1 0.06%

1.0 2

Frontline TopSpot Canine Yellow 0.67 mL 6 dose (11-22 lbs)

1 0.06%

1.0 2

Frontline TopSpot Feline Green .05 mL 6 dose (1-10 lbs)

91 5.09%

102.5 182

### Frontline Spray

**3 0.17%**

**100.00%**

Frontline Spray 250 ml

3 0.17%

3.0 3



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### Heartworm Preventatives

120	6.71%	10.05%			11.88%	55.12%
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#### Heartgard

29	1.62%	2.53%			12.07%	62.37%
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##### Heartgard 1

29	1.62%				12.07%	
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Heartgard Feline 165 mcg 1 dose (5-15 lbs)

22	1.23%		35.0	264		
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Heartgard Tabs Canine Blue 68 mcg 1 dose (1-25 lbs)

7	0.39%		7.0	84		
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#### Interceptor

1	0.06%	0.46%			16.67%	62.04%
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##### Interceptor 1

1	0.06%				16.67%	
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Interceptor Flavor Tabs Canine Brown 2.3 mg 1 dose (1-10 lb)

1	0.06%		2.0	12		
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#### Revolution

91	5.09%	9.04%			11.63%	52.02%
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##### Revolution 1

91	5.09%				11.63%	
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Revolution Canine Brown 60 mg 1 dose (11-20 lbs)

3	0.17%		3.0	36		
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Revolution Canine Teal 240 mg 1 dose (41-85 lbs)

1	0.06%		2.0	12		
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Revolution Feline Blue 45 mg 1 dose (5-15 lbs)

81 4.53%

110.0

972

Revolution Feline Mauve 15 mg 1 dose (1-5 lbs)

12 0.67%

12.0

144



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### Nutrition

200	11.18%	14.38%			23.24%	32.08%
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#### EVD

9	0.50%	3.41%			6.66%	35.10%
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#### EVD

9	0.50%				6.66%	
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EVD Canine Dry Response Formula FP 30 lb

1 0.06%

1.0 8

EVD Canine Dry Response Formula FP 6 lb

1 0.06%

1.0 8

EVD Feline Can Response Formula LB 6 oz

5 0.28%

19.0 960

EVD Feline Dry Nutr Kidney Formula MultiStage Renal 5.5 lb

1 0.06%

1.0 8

EVD Feline Dry Nutr Urinary Formula Low pH/S 5.5 lb

1 0.06%

1.0 8

#### Pet Foods Other

66	3.69%	4.06%			25.09%	27.03%
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#### CNM

27	1.51%				16.36%	
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CNM Bag

11 0.61%

32.0 88

CNM Can

17 0.95%

80.0 3,264

#### Pet Foods Other

45	2.52%				26.98%	
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IVD Bag	15	0.84%		65.0	120		
IVD Can	21	1.17%		195.0	4,032		
Pet Foods Other Bag	15	0.84%		34.0	120		

<b>Prescription Diet</b>	<b>142</b>	<b>7.94%</b>	<b>9.23%</b>			<b>19.59%</b>	<b>27.96%</b>
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<b>Prescription Diet</b>	<b>142</b>	<b>7.94%</b>				<b>19.59%</b>	
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PrescDiet Canine Can A/D 5 1/2 oz	41	2.29%		387.0	7,872		
PrescDiet Canine Can I/D 14 3/4 oz	1	0.06%		2.0	192		
PrescDiet Canine Can S/D 14 3/4 oz	2	0.11%		2.0	384		
PrescDiet Canine Can W/D 14 3/4 oz	1	0.06%		1.0	192		
PrescDiet Canine Dry H/D 10 lb	2	0.11%		2.0	16		
PrescDiet Canine Dry I/D 20 lb	1	0.06%		1.0	8		
PrescDiet Canine Dry R/D 10 lb	1	0.06%		1.0	8		
PrescDiet Canine Dry R/D 20 lb	1	0.06%		1.0	8		
PrescDiet Canine Dry W/D 10 lb	1	0.06%		3.0	8		
PrescDiet Canine Dry Z/D Ultra 18 lb	1	0.06%		1.0	8		
PrescDiet Canine Dry Z/D Ultra 8 lb	1	0.06%		2.0	8		



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PrescDiet Feline Can C/D-S 5 1/2 oz	22	1.23%		215.0	4,224		
PrescDiet Feline Can I/D 5 1/2 oz	3	0.17%		15.0	576		
PrescDiet Feline Can K/D 5 1/2 oz	12	0.67%		43.0	2,304		
PrescDiet Feline Can W/D 5 1/2 oz	3	0.17%		19.0	576		
PrescDiet Feline Dry C/D-OxI 4 lb	2	0.11%		12.0	16		
PrescDiet Feline Dry C/D-S 4 lb	17	0.95%		50.0	136		
PrescDiet Feline Dry C/D-S 10 lb	22	1.23%		34.0	176		
PrescDiet Feline Dry C/D-S 20 lb	18	1.01%		37.0	144		
PrescDiet Feline Dry I/D 4 lb	1	0.06%		2.0	8		
PrescDiet Feline Dry K/D 10 lb	5	0.28%		6.0	40		
PrescDiet Feline Dry K/D 4 lb	6	0.34%		8.0	48		
PrescDiet Feline Dry R/D 4 lb	1	0.06%		1.0	8		
PrescDiet Feline Dry R/D 10 lb	3	0.17%		6.0	24		
PrescDiet Feline Dry S/D 4 lb	2	0.11%		2.0	16		
PrescDiet Feline Dry S/D 10 lb	1	0.06%		1.0	8		
PrescDiet Feline Dry T/D 10 lb	1	0.06%		1.0	8		
PrescDiet Feline Dry T/D 4 lb	1	0.06%		2.0	8		



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PrescDiet Feline Dry W/D 4 lb

3 0.17%

8.0 24

PrescDiet Feline Dry W/D 10 lb

8 0.45%

16.0 64

PrescDiet Feline Dry W/D 20 lb

1 0.06%

1.0 8

### Science Diet

10 0.56%

2.73%

15.05%

22.57%

### Science Diet

10 0.56%

15.05%

SciDiet Canine Dry Adult Original Bites 5 lb

1 0.06%

1.0 8

SciDiet Feline Can Senior Turkey Formula 5.5 oz

1 0.06%

1.0 192

SciDiet Feline Dry Growth 4 lb

1 0.06%

1.0 8

SciDiet Feline Dry Hairball Control Formula Adult 17.5 lb

2 0.11%

4.0 16

SciDiet Feline Dry Hairball Control Formula Senior 3.5 lb

1 0.06%

1.0 8

SciDiet Feline Dry Maintenance Light Formula 4 lb

1 0.06%

1.0 8

SciDiet Feline Dry Senior 20 lb

3 0.17%

4.0 24