

## Outline Summary

### 1. Introduction

- **Title:** A New Era for Canine OA Pain Management: Understanding the Causes and Treatment Options
- **Presenter:** Jenna Hunter, DVM

### 2. Goals of the Presentation

- Identifying gaps in canine OA diagnosis and treatment.
- Presenting the new science of OA pain.
- Introducing Librela.
- Addressing myths, misinformation, and objections.

### 3. Canine OA Pain: Overview and Current Treatment Options

- **Definition of Pain:** Sensory and emotional experience.
- **Impact of OA Pain:** Affects dog's well-being including physical, functional, social, cognitive, and sleep patterns.

### 4. Osteoarthritis: Common, Underdiagnosed, and Undertreated

- **Statistics:**
  - 40% of dogs exhibit signs of OA pain.
  - 46% of dogs with OA are diagnosed.
  - 33% of diagnosed dogs are treated.
  - Average days/year of NSAIDs treatment: 60.5 days.

### 5. Reasons for Low Treatment Rate of OA Pain

- **Veterinary Perspective:** Concerns about safety, limited response as monotherapy, tolerability.
- **Owner Perspective:** Limited effectiveness, cost vs. value, administration challenges, lack of veterinarian proactivity.

### 6. Librela: Mechanism and Benefits

- **Mechanism:** Inhibits NGF from binding to the TrkA receptor.

- **Benefits:** Controls OA pain for an entire month, improves mobility and quality of life.

## 7. Introducing Librela

- **Medication Type:** Monoclonal antibody targeting nerve growth factor (NGF).
- **Active Ingredient:** Bedinvetmab.
- **Indication:** Control of Canine OA pain.
- **Administration:** Subcutaneous injection, once monthly.

## 8. Important Safety Information

- **Warnings:** Avoid self-injection for pregnant, trying to conceive, or breastfeeding women.
- **Contraindications:** Not for breeding, pregnant, or lactating dogs; hypersensitivity to bedinvetmab.
- **Common Adverse Events:** Urinary tract infections, bacterial skin infections, dermatitis.

## 9. Case Studies

- **Case #1:** Wynonna - Chronic Arthritis.
- **Case #2:** Tilly - Recurrent IVDD.
- **Case #3:** Mitchell - Rescue Dog.
- **Additional Cases:** Bubba Ray, Behr, Duke.

## 10. Solensia: Feline OA Pain Management

- **Medication Type:** Monoclonal antibody.
- **Active Ingredient:** Frunevetmab.
- **Indication:** Controls pain associated with OA.
- **Administration:** Subcutaneous injection, monthly.
- **Case Study:** Squishy - 16-year-old cat with Diabetes Mellitus/CKD.

## 11. Implementation and Team Involvement

- **Orthopedic Screening Exam:** Movement, posture, transitions, muscle atrophy, joint swelling/effusion, paraspinal palpation.
- **OA Checklist:** Owner questionnaire helps identify OA.

- **Exercise Recommendations Post-Librele Injection:** Gradual increase in activity, customized fitness plan.

## 12. Follow-Up and Concierge Service

- **Forward Booking/Follow-Up:** Check-in emails/texts, technician calls, weight loss plans, multi-modal management.
- **Concierge Service:** Benefits, pricing, implementation.

## 13. Social Media and Early Experience

- **Pets Treated to Date:** Statistics on Librele usage.
- **Final Thoughts:** Importance of follow-up, setting goals for owners, package options.

## 14. Questions and Closing

- **Final Slide:** Questions and contact information.