

Practice what's possible™

**IDEXX**  
LABORATORIES

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3Dx, Compliance Assessment Tool, Cornerstone, IDEXX-Direct, IDEXX VetLab, LaserCyte, Navigator, PZI Vet, Practice Developer, Practice Profile, Practice what's possible, Results PLUS, SNAP SURPASS, VetLyte, VetStat and VetTest are trademarks or registered trademarks of IDEXX Laboratories, Inc. in the United States and/or other countries.

## IDEXX Practice Developer™ Terms and Conditions

The program runs on a quarterly basis. IDEXX will post points (based on your purchases during that quarter) to your program account after each quarter ends. IDEXX will provide quarterly statements to you that summarize your purchases, returns and point (dollar) balance. This statement will also include total points earned as of that date. Practice Developer reward points expire annually on November 30th, two years after points were earned. For example, points earned on February 20, 2005, expire on November 30, 2007. (Points earned in any December will expire one year and 11 months after they were earned.) Points will be redeemed or expired in the order they were earned. If your clinic has not made IDEXX purchases in a 12-month period, all points in the account will expire and the account will be deleted. Your purchases will be calculated net of any discounts from any other programs sponsored by IDEXX or its distributors. You must purchase eligible products and services from IDEXX or one of the following authorized IDEXX distributors: Burns Veterinary Supply, The Butler Company, Columbus Serum, Midwest Veterinary Supply, MWI Veterinary Supply, NLS Animal Health, Professional Vet Products, Victor Medical Company, Webster Veterinary Supply (including Milburn Veterinary Supply). IDEXX will track your purchases by shipping address. If you own multiple clinics, you must provide all clinic addresses to IDEXX at the time of enrollment to receive credit for those locations. Only the main purchasing clinic can redeem award points. You must provide any change of address or ownership status to IDEXX at the time of change. Purchased products and services must be consumed by your clinic(s) and may not be sold or otherwise transferred to any other clinic not under your ownership. IDEXX may, from time to time, offer other promotional or discount programs that may not be used in conjunction with this program. This program may only be available to customers in selected geographic areas. Corporate accounts are not eligible to become Practice Developer members and accrue Practice Developer points; consult your IDEXX representative for availability. Practice Developer rewards include standard shipping and are subject to any applicable sales tax. IDEXX reserves the right to modify or end this program at any time.



# more rewards more freedom more value

Your Guide to Membership Benefits



IDEXX **Practice Developer™**

Practice what's possible™—the rewards will follow

# Welcome to IDEXX Practice Developer™ —

the most comprehensive rewards program in the veterinary industry. Each reward is designed to support your daily efforts to advance patient care and manage a successful practice.

## Here's how it works.

**You earn valuable points—one point equals one dollar.** Points are earned based on your IDEXX purchases each quarter in certain categories, up to 8% of your purchase total. So, the more IDEXX products and services you use, the greater your rewards!

**No paperwork hassles—we keep track of your points for you.** Your quarterly statements show how many points you've earned.



To begin earning points, simply purchase at least one category above the quarterly minimum:

Practice Developer™ Categories	Quarterly Minimums
IDEXX Reference Laboratories	\$3,000
IDEXX VetTest® Chemistry Slides	\$1,500
IDEXX LaserCyte® and QBC® VetAutoread™ Tubes	\$750
SNAP® FIV/FelV Combo Tests	\$750
SNAP® 3Dx® and/or SNAP® Canine Heartworm Tests	\$750

Program subject to change at any time. Call your IDEXX representative for complete details.



### Choose from a wide range of valuable rewards for your practice.

As you accumulate your Practice Developer™ Purchase Points, you can redeem them for significant rewards that support every aspect of your practice.

### Special “Members-Only” Offers

Each quarterly statement will include an updated *Practice Developer Members-Only Rewards List* with the latest benefits. Our current list is included with this brochure.

### It's easy to redeem points.

1

Make your rewards selection from this catalog or the *Practice Developer™ Members-Only Rewards List* found on the back of your latest statement.

2

Call IDEXX Customer Support at 1-800-248-2483 and place your order.

### Save this membership guide!

It's a great place to store your quarterly statements and updated rewards lists.

3 Call **1-800-248-2483** to learn how you can maximize and redeem your points.

# reward yourself with more flexibility

## **IDEXX VetLab® Analyzers**

In just minutes—receive a thorough and accurate picture of your patient's health status, so you can explain your findings to the pet owner, point out abnormalities, discuss recommendations and confidently begin treatment.

### **IDEXX LaserCyte® Hematology Analyzer**

The first veterinary in-house five-part CBC plus reticulocytes

### **IDEXX VetTest® Chemistry Analyzer**

Delivering the first fully quantitative measure of urinary protein loss for veterinary use

### **IDEXX SNAP® Reader**

- T<sub>4</sub> and cortisol quantitative assays in just minutes
- Coming soon—bile acids

### **COMING SOON! IDEXX VetStat™ Electrolyte and Blood Gas Analyzer**

Easily assess acid-base balance, respiratory function and the need for individualized fluid therapy

### **IDEXX VetLyte® Electrolyte Analyzer**

Accurate sodium, potassium and chloride levels in less than one minute

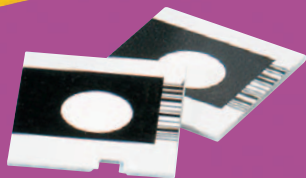
## **IDEXX Extended Maintenance Agreements (EMAs)**

Reliable, ongoing support for each of your IDEXX in-house analyzers so patient care is never interrupted

Keep your equipment and your practice running smoothly with access, seven days a week, to our highly skilled customer and technical service teams; loaner of replacement equipment; and replacement of all covered parts, with no hidden labor costs.



to provide  
immediate, custom care



## Chemistry Tests

Our prepackaged panels, including the General Health Profile, Preanesthetic Panel, and Urine P:C Ratio, support your efforts to provide better care for patients and immediate solutions for clients.

### Urine P:C Ratio for the VetTest® Analyzer

A fully quantitative measure of urinary protein loss helps you confidently screen for early renal disease, and evaluate therapeutic response and disease progression.



5 Call **1-800-248-2483** to learn how you can maximize and redeem your points.



# reward yourself with the

## **IDEXX SNAP® Tests**

Easy, accurate pet-side  
disease screening test kits  
offer you greater confidence  
in your diagnostic decisions.  
In just minutes, you'll have the  
answers you need.

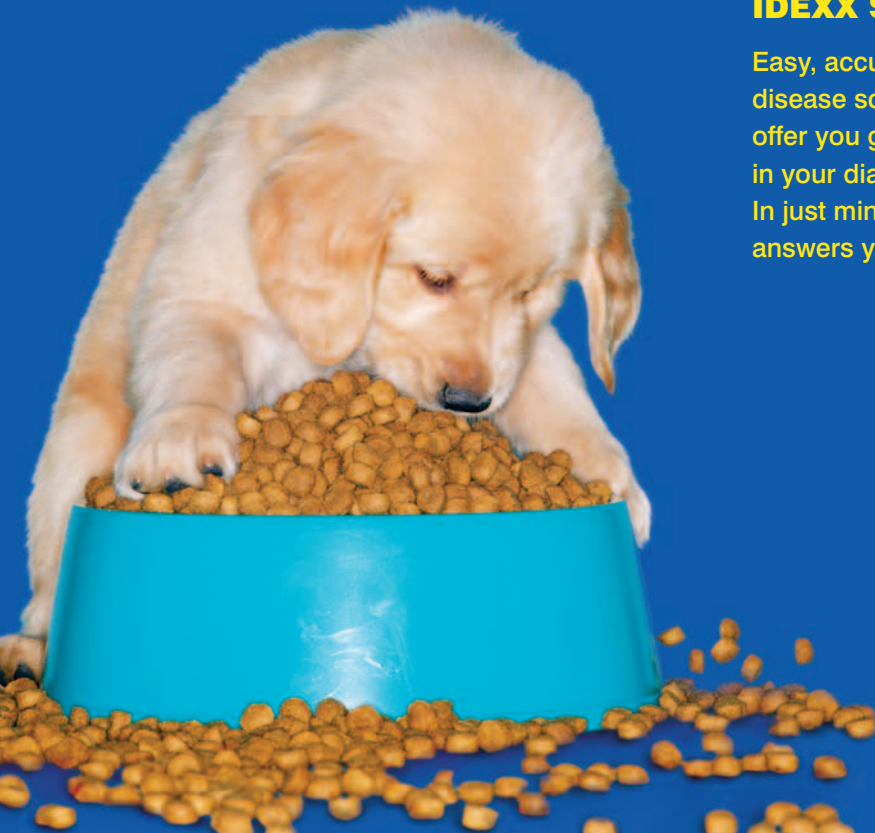
### **SNAP® 3Dx® Test**

(Heartworm, *E. canis*, Lyme)

Easily test dogs annually for all three  
vector-borne diseases at once

### **SNAP® FIV/FelLV Combo Test**

An easy part of your thorough protocol  
for diagnosing two highly contagious  
diseases



# ability to make decisions in minutes

## **SNAP® Giardia Test**

An accurate, cost-effective way to diagnose *Giardia* alongside your traditional fecal floats screening

## **SNAP® Parvo Test**

An efficient tool for detecting parvovirus during viral shedding, before clinical symptoms occur

## **IDEXX Pharmaceuticals**

Our innovative treatment and disease-management solutions can help your patients live healthier, happier lives.

### **Equine SURPASS®**

(1% diclofenac sodium)—  
An FDA-approved topical anti-inflammatory cream

**NavigatoR®** (32% nitazoxanide)—  
An FDA-approved antiprotozoal oral paste

### **Feline**

**PZI VET®** (protamine zinc insulin)—  
The first and only insulin manufactured specifically for cats



**7** Call **1-800-248-2483** to learn how you can maximize and redeem your points.



# reward yourself with more

## IDEXX Reference Laboratories

Our nationwide network of local laboratories consistently delivers accurate, comprehensive results and consultations up front, so you can confidently move forward with diagnostic and treatment decisions.

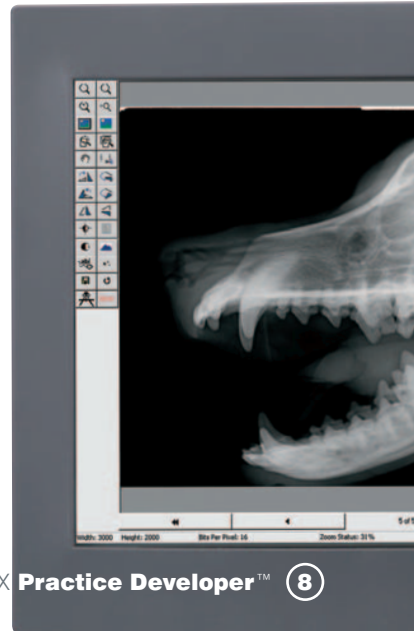
IDEXX Results PLUS™ is our promise to deliver superior service and go further than anyone to provide diagnostic accuracy.

For the complete list of reference laboratory services and how IDEXX Results PLUS™ can benefit your practice, call your IDEXX representative at 1-888-433-9987.

**Reliable service** includes daily courier service in most major metro areas; IDEXX-Direct® overnight service in all other areas; the latest pickup times available and rapid turnaround times; more than 50 accessible board-certified veterinary specialists to support your cases; and results when and where you need them—online, via automatic download into your software, or by fax.

**IDEXX board-certified pathologists and internal medicine specialists provide responsive service**, with cytology results within 24 hours and biopsy results within 48 hours (weekdays); and with full-service review of all your challenging cases—from interpretation of findings to guidance on diagnostic and treatment next steps.

**Specialty tests include the exclusive Lyme monitoring test**—follow up positives with the Lyme Quantitative C<sub>6</sub> Antibody Test to measure C<sub>6</sub> antibody levels, which correlate with effective treatment.



expertise  
when you need it



### **IDEXX Digital Radiography Systems**

These affordable, veterinary-specific systems generate patient x-rays without film and a processor—eliminating the need for hazardous chemicals, film storage and a darkroom. Link images directly to patient electronic files and transmit them to other staff and specialists for consultation.

### **IDEXX Telemedicine**

Board-certified cardiologists, radiologists and internists provide timely consultations on your ECG, radiograph or ultrasound images—including stat service, 20-minute screen reports and 24-hour routines.



**9** Call **1-800-248-2483** to learn how you can maximize and redeem your points.

# reward yourself

## IDEXX Computer Systems

Simplify your day, help you deliver a new level of personalized, efficient care, and manage a thriving practice

## IDEXX Cornerstone® Practice Management Software

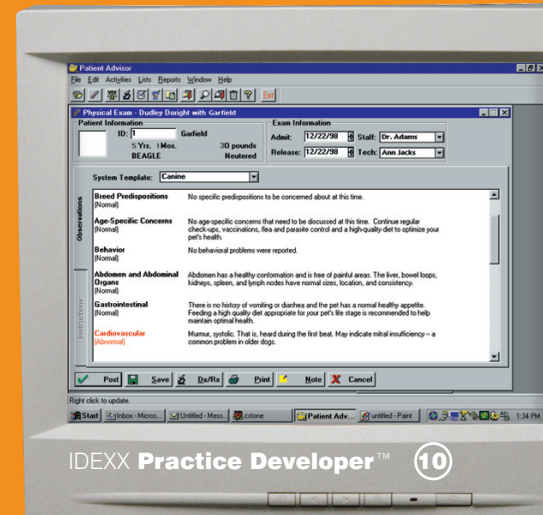
See how a simple tool can help you monitor patient progress on one screen with the click of a mouse, increase revenue by capturing every lab fee, and create all-in-one invoices.

## Cornerstone Compliance Assessment Tool™

—A veterinary industry first! Build client compliance trends by alerting staff to frequency of services supplied and medical protocols that patients are eligible to receive—increasing their level of care.

## Practice Profile™

A customized report using your computer data includes invaluable data relating to financials, clients, patients, reminders, service sales, product sales and food sales.



IDEXX Practice Developer™

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# with more ways to build your practice

## Education resources for leading-edge insights

IDEXX creates opportunities for your staff to become highly trained and motivated contributors to your practice's success.

**Staff learning**—You and your staff can attend symposia, teleconferences and in-clinic Lunch-and-Learns covering timely topics, including monitoring long-term medications and senior care.

**Literature**—IDEXX works with industry leaders to develop and provide helpful materials for your entire staff.



## Food and Fun

Order gift certificates and have fun with your staff by treating them to a pizza feast!

