

Titer Testing

Bash Halow, CVPM, LVT



The Science,
Trends,
Competitiveness,
and Profit



Bash Halow

- William and Mary, Purdue
- CVPM, LVT
- Founder NJVHMA
- PVMA, VHMA, AAHA
- Author DVM360, Veterinary Economics, AAHA Trends
- 20 years veterinary mgt. experience
- Owner Halow Consulting
- Editorial advisor Fetch Conferences and DVM360 magazine.



Thank you!



- Affordable
- Accurate
- In demand

**I believe that more of my clients today are
interested in vaccine titers than they were
10 years ago.**

Yes **A**

No **B**

Not sure **C**

Offering titers as an option to health-compromised patients or patients with risk of vaccine reactions improves how clients perceive my practice.

Yes

Not applicable

Not sure

I believe that clients' increased interest in titers stems from:

Clients believe that vaccines can give
their pets autism

Clients are more health conscious
and looking for more natural, less
invasive ways to achieve good health.

Clients are concerned about
legitimate vaccine reactions like
lethargy, pain, or worse.

I don't believe that clients have an
increased interest in titer testing.

Other

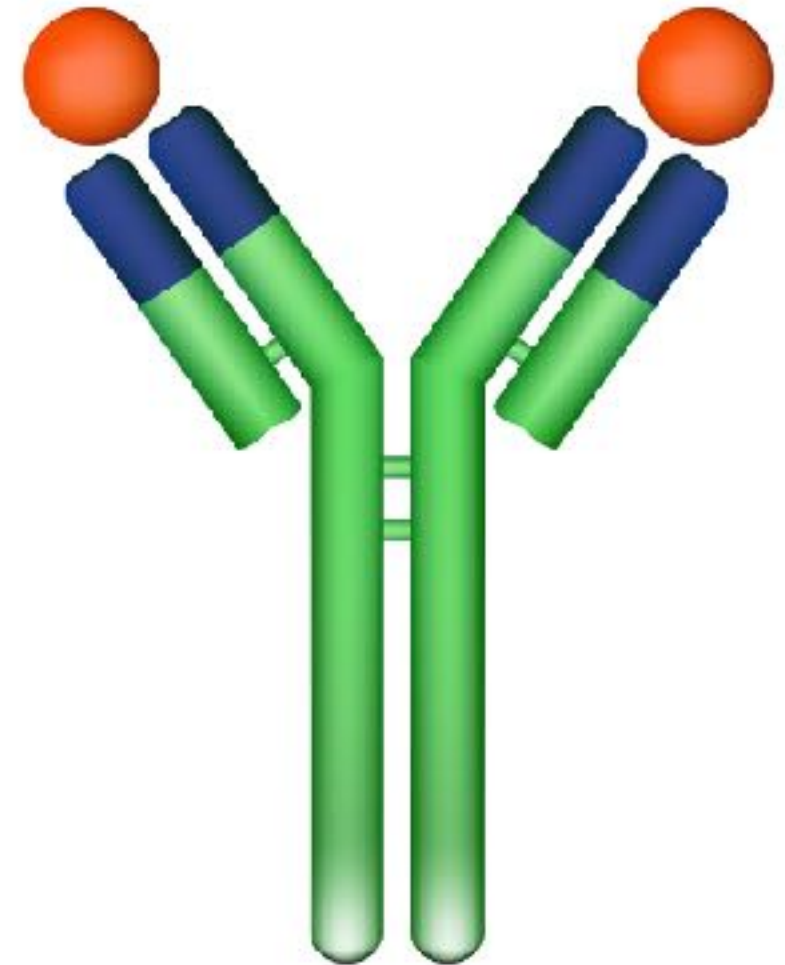
Five Benefits of Offering Titer Testing

- Science supported
- Trending with clients
- Popular with team members
- Competitive
- Profitable



Science

- AAHA and AAFP supported
- KOLs agree that even 3 year vaccine schedules are 'conservative'
- Adjuvant-related inflammation is especially concerning in cats
- There are enough vaccine reactions to warrant an alternative



Trends

- Homeopathy and holistic veterinary care is up 400% in 10 years
- JAVMA March 2020 article coins expression 'vaccine hesitancy'
- Titer sales in the U.S. have climbed by 300% in the last 10 years.
- Anecdotal evidence strongly suggests a growing interest in titer testing by pet owners.



Team

- Younger team members are also concerned about over-vaccination
- Most younger vets were trained on 2016 AAHA standards that include recommendations for titer testing
- Titer testing allows doctors to be experts, not just people that give 'shots'.



Competitiveness



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Competitiveness

"Similar to humans being able to get a flu vaccine inside a grocery store by a licensed, third-party provider, pet parents will be able to get affordable vaccines for their pets at their local PetSmart," said Gregg Scanlon, senior vice president of store operations at PetSmart. "We're pleased to expand this partnership with ShotVet to provide pet parents with a one-stop-shop for all of their pet care needs."

PetSmart Expands ShotVet Program

Mobile Vet Services Will Provide Affordable Vet Care at More Locations, November 13th, 2019 PRNewswire

Competitiveness

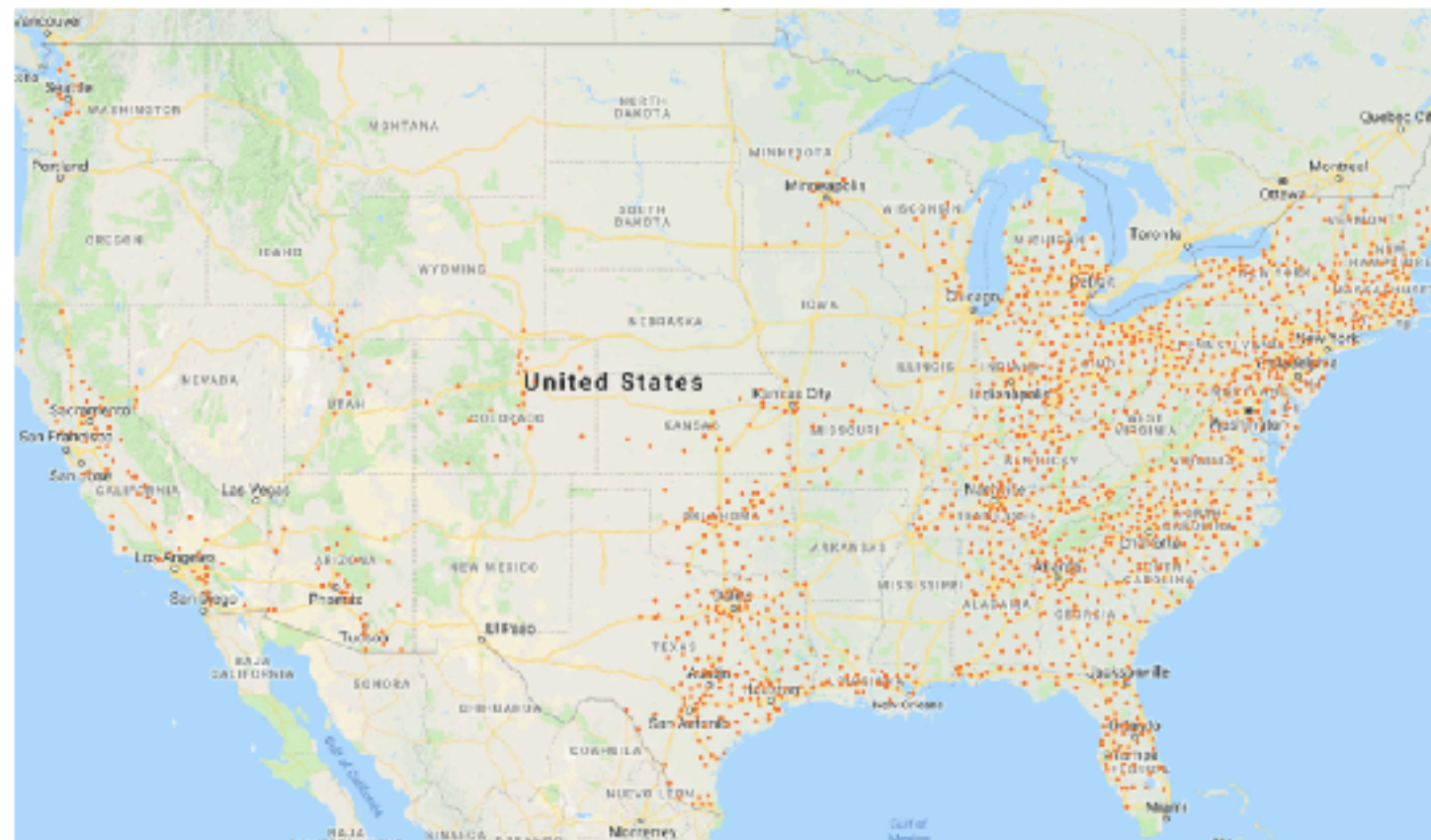
- VetIQ, Petcare and WalMart veterinary offices
- Tractor Supply vaccine clinics

Competitiveness (cont'd.)



Clinic Location Finder

Find a Clinic: Miles: [SEARCH](#)



Competitiveness (cont'd.)

- Local shelters
- Vaccine clinics provided by low-margin competitors
- Pet wellness plans

Profit

- Vaccines as loss leaders almost always 'lose' without additional services rendered.
- Avg break-even cost/minute in vet hospitals 6-\$9
- 20-30 minute exam time=\$150.00-\$225.00
- Typically only thing to add profit to exams are laboratory services



Profit

- Low cost titers are twice as profitable as vaccines
- Clients are already used to paying higher prices for titers
- Vaccine titers are done annually, not every 3 years

Service	COGS	Price	Profit
DA2P-CPV	\$3.57	\$50.75	\$47.18
Rabies	\$3.16	\$50.50	\$47.34
DA2PV Titer (Existing)	\$55.00	\$136.00	\$81.00
VacciCheck Titer	\$22.00	\$136.00	\$114.00

Discussion

- If you are offering titers, how are you marketing them to clients?
 - Are they part of an existing Standard of Care?
 - Is messaging consistent?
 - What are your hurdles to higher compliance?
Price? Team buy-in? No perceived value?

Conclusion

- Clients want an alternative to vaccines
- Titer testing says you are an expert, not a vaccine clinic. They empower your team.
- Positive titer tests are backed by AAHA, AVMA, AAFP as providing 'exceptional' evidence of immunity.
- Priced appropriately, titer testing provides twice the profit of vaccines on an annual basis.
- When looking for team buy in, avoid top-down mandates, rather encourage discussion.

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