

AGENDA



Competition & Consumer Protection Issues in the Pet Medications Industry

- 8:45am – 9:00am** **Opening Remarks** **Jon Leibowitz**, Chairman
Federal Trade Commission
- 9:00am – 9:15am** **Workshop Framing Remarks** **Stephanie A. Wilkinson**, Attorney Advisor
Office of Policy Planning
Federal Trade Commission
- 9:15am – 9:45am** **Introductory Presentations**
Overview of the Veterinary Profession **Dr. Douglas G. Aspros**, DVM, President
American Veterinary Medical Association
(AVMA) and Companion Animal Practitioner
- Overview of the Pet Medications
Industry **Dr. Paul D. Pion**, DVM
President and Co-Founder
Veterinary Information Network (VIN)
- 9:45am – 10:00am** **Break**
- 10:00am – 11:45am** **Distribution of Pet Medications**
Discussion of current industry distribution practices for pet medications, including vertical restrictions imposed by manufacturers and the emergence of a secondary distribution system, and how these practices affect consumer choice and price competition for over-the-counter and prescription pet medications. Discussion of whether consumers can adequately verify the safety and efficacy of products purchased from non-veterinary retailers and pharmacies.
- Panel Discussion**
- Moderators:** **Stephanie A. Wilkinson** and **Elizabeth A. Jex**, Office of Policy Planning
- Panelists:** **Andrew J. Bane**, Ph.D.
Chief Operations Officer, VetSource
Mark Cushing, Partner, Tonkon Torp LLP
Representing the American Veterinary
Distributors Association (AVDA)
Brad Dayton, Senior Director of Pharmacy
Ahold USA

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Michael H. Hinckle, Partner, K&L Gates LLP

Gregg Jones, Compliance Manager, National Association of Boards of Pharmacy (NABP)

David G. Miller, Chief Executive Officer
International Academy of Compounding Pharmacists (IACP)

Dr. Paul D. Pion, DVM
President and Co-Founder, VIN

John Powers, Executive Vice President
Drs. Foster & Smith

Nate Smith, Vice President of Business
Development, NuSkin Enterprises

Clinton Vranian, Vice President and General
Counsel, Novartis Animal Health

11:45am – 1:00pm Lunch

1:00pm – 2:45pm Portability of Prescription Pet Medications

Discussion of consumers' ability to obtain written, portable copies of their pet medication prescriptions, and whether pending federal legislation, H.R. 1406, Fairness to Pet Owners Act, is necessary for the further development of a competitive marketplace. Discussion of potential consumer savings opportunities that may result if legislation is passed, as well as the legislation's potential impact on veterinary practices.

Introductory Presentation

Mr. Adrian Hochstadt, Assistant Director
AVMA State Legislative and Regulatory Affairs

Panel Discussion

Moderators: **Tara Isa Koslov** and **Christopher M. Grengs**, Office of Policy Planning

Panelists: **Dr. Douglas G. Aspros**, President, AVMA and
Companion Animal Practitioner

Dr. Elaine Blythe, PharmD
Associate Professor
St. Matthews School of Veterinary Medicine

Dr. Race Foster, DVM, Co-owner
Drs. Foster & Smith

Dr. Wendy Hauser, DVM
Coal Creek Veterinary Hospital

Michael H. Hinckle, Partner, K&L Gates LLP

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Deborah Dubow Press, Regulatory Affairs
Manager, American Society for the Prevention
of Cruelty to Animals (ASPCA)

Nate Smith, Vice President of Business
Development, NuSkin Enterprises

2:45pm – 3:00pm **Break**

3:00pm – 4:30pm **Lessons Learned from the Contact Lens Industry**

Discussion about the impact of the Fairness to Contact Lens Consumers Act and the elimination of restricted distribution practices for contact lenses. Discussion of the similarities and differences between the contact lens and pet medication industries, and the degree to which the evolution of the contact lens industry provides a reliable basis for predicting the potential consumer cost savings and non-price benefits that might result from eliminating vertical restrictions for the distribution of pet medications and empowering pet owners with prescription portability.

Introductory Presentation

Sydney Knight, Attorney
Division of Advertising Practices
Federal Trade Commission

Panel Discussion

Moderators: **Joel L. Schrag**, Bureau of Economics, and **Daniel J. Gilman**, Office of Policy Planning

Panelists: **Robert D. Atkinson**, President, Information
Technology & Innovation Foundation (ITIF)
James C. Cooper, Director Research and Policy
Law & Economics Center
George Mason University School of Law
Robert L. Hubbard, Assistant Attorney General
Antitrust Bureau
New York Attorney General's Office
Kent D. McClure, General Counsel
Animal Health Institute (AHI)
Dr. Clarke D. Newman, Representative of the
American Optometric Association (AOA)
Dr. Link Welborn, DVM, Chair
AVMA Veterinary Economics Strategy
Committee
R. Joe Zeidner, General Counsel,
1-800-Contacts

4:30pm – 4:45pm **Closing Remarks**

Andrew I. Gavil, Director, Office of Policy
Planning, Federal Trade Commission