

The pet medication issue proposed by the FTC has the intent of consumer protection. As is the case with most regulations like these, unintended consequences will likely result after its passage. Many veterinarians have expressed the potential problems with dosing, wrong meds, etc. These will more than likely go ignored as the intent of the commission is to "protect the consumer from spending too much". They believe by mandating the written prescription, the consumer will prevail and spend less. They clearly do not intend to protect the pet and the consumer from themselves. They ignore the nobility of the veterinary profession and its capacity to deliver veterinary health care and treatment affordably and efficiently. They ignore that the purpose of our in house pharmacy is truly for the pet owners convenience first and small profits second. The unintended consequences will include much higher service fees to the consumer to compensate for the veterinarians lost revenue, higher drug prices for pet meds shortly after the big box stores squeeze the profession, and more fraud to our hard earned professional regulatory status(written prescripts lead to stolen DEA numbers), just to name a few. If it isn't broken, don't fix it. Consumers already have plenty of access to options. Perhaps all veterinarians should collectively charge for any request for a written prescription. I would ask if that would benefit the consumer.