



Thiamacare Practice newsletter/email copy

The newsletter/email copy options below can be used to help you engage with your cat owning clients. Whether you are trying to increase awareness and diagnosis of feline hyperthyroidism, or want to make them aware of the switch, an email or newsletter campaign can be a great way to reach them. Using your client database, you can target older or at-risk cats, or those already on medication. There are some different options provided to suit your needs:

- **To address owners of at-risk cats who have not been diagnosed with or recently tested for hyperthyroidism**
 - Could be targetted to older cats or sent out to all cat owning clients.
 - This can help improve awareness and increase diagnosis of the condition.
- **For practices that exclusively use tablet medication to manage their feline hyperthyroidism cases, to address owners of diagnosed hyperthyroid cats**
 - Some owners may be struggling to medicate their cat with tablets but may feel reluctant to raise the issue with their vet. Making them aware that there is an alternative and reassuring them that it is a common problem may help them feel more comfortable in discussing their concerns.
- **For practices that exclusively use liquid medication to manage their feline hyperthyroidism cases, to address owners of diagnosed hyperthyroid cats**
 - Help make your cat owners already using a liquid product aware of the change so they are expecting it.
 - There are two options, one with the current liquid product brand name and one without.
- **For practices that use both liquid and tablet medication to manage their feline hyperthyroidism cases, to address owners of diagnosed hyperthyroid cats**
 - Help make your cat owners already using a liquid product aware of the change so they are expecting it, and offer your tablet users an alternative.
 - There are two options, one with the current liquid product brand name and one without.

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To address owners of at-risk cats who have not been diagnosed with or recently tested for hyperthyroidism:

Format: general email or newsletter

Feline hyperthyroidism (over-active thyroid gland) is common, affecting over 1 in 10 older cats. It can be easily managed though, so if your cat is showing any of the signs below, get in touch and we can arrange for them to have a blood test.

Signs to look out for:

- Weight loss, despite a huge appetite
- Increased meowing or other vocalisations
- Strange, often 'manic' behaviour
- Scruffy coat

If the blood test shows that your cat does have hyperthyroidism, your vet will chat through the different treatment options available and develop a plan for your cat. The signs of hyperthyroidism should reduce, and hopefully disappear completely as the treatment works so you'll soon have your feline friend back to how they were.

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For practices that exclusively use tablet medication to manage their feline hyperthyroidism cases, to address owners of diagnosed hyperthyroid cats:

Format: general newsletter or email

For all of our lovely feline patients with hyperthyroidism... we know that giving tablets to some cats can be a challenge – even our team of ninja nurses occasionally meet their match!

At [insert practice name], we not only want to keep your pets healthy, we also want to make your life easier, which is why we're really excited to now be stocking a liquid medication for hyperthyroidism!

This is great news for all the cats that require elaborate 'tablet taking' daily rituals or the sneaky pill spitters... Easily administered via a dosing syringe, we hope this new liquid medication is going to help loads of our feline patients and their owners be more relaxed about managing hyperthyroidism.

If you are interested in switching your hyperthyroid cat from tablets to liquid, get in touch at XXX

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For practices that exclusively use liquid medication to manage their feline hyperthyroidism cases, to address owners of diagnosed hyperthyroid cats:

Format: targeted communication to diagnosed cats only (e.g. email)

For all of our lovely feline patients with hyperthyroidism... we are excited to announce that we are now stocking a new double strength liquid hyperthyroidism medication that will be replacing Thyronorm.

It's exactly the same active ingredient, just half the volume per dose, for even easier administration.

You'll notice the change from Thyronorm to Thiamacare as you receive your cat's next prescription - be sure to read the dose instructions on the sticky label.

As always, if you have any questions or problems, just get in touch with us at the practice – we're happy to help.

OR

Format: general newsletter or email

For all of our lovely feline patients with hyperthyroidism... we are excited to announce that we are now stocking a new double strength liquid hyperthyroidism medication!

It's exactly the same active ingredient as our current liquid product, just half the volume per dose, for even easier administration.

You'll notice the change to the new product as you receive your cat's next prescription - be sure to read the dose instructions on the sticky label, discard any old dosing syringes and only use the dosing syringe that comes in the new product packaging

As always, if you have any questions or problems, just get in touch with us at the practice – we're happy to help.

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For those of you using tablets that want to consider switching to liquid – please get in touch and we'll be happy to talk you through your options.

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