



# YOU CARE FOR HORSES. WE CARE FOR YOU.



You go to great lengths to make sure horses get the care they need. And we're here to support you every step of the way. With our new Equine Practice Enrichment Program, we'll bring you the best value on equine health products we offer, so you can get back to what matters most – helping horses stay healthy.

**When you sign up, you'll enjoy:**



**Year-Round  
Best Pricing**



**24/7 VeTS  
Team Support**



**Assurance  
Programs**



**Flexible  
Anytime Ordering**

**Buscopan**  
Injectable Solution  
(N-butyloscoplammonium bromide)

**CALVENZA**

**Equioxx**  
(firocoxib)

**GASTROGARD**  
(omeprazole)

**Hyaloyet**  
(hyaluronate sodium)

**Hyvisc**  
(hyaluronate sodium)

**Legend**  
(hyaluronate sodium)

**Marquis**  
(15% w/w ponazuril)  
Antiprotozoal Oral Paste

**Prascend**  
(pergolide tablets)

**Surpass**  
(1% diclofenac sodium)

**Ventipulmin Syrup**  
(clenbuterol HCl)

**VETERA**

**ZIMECTERIN**  
(ivermectin)

**ZIMECTERIN**  
*BOLD*  
(ivermectin 1.55% / praziquantel 7.75%)

**Speak with your Boehringer Ingelheim Territory Manager today to learn more and sign up.**

# Boehringer Ingelheim Equine Practice Enrichment Program

- The Boehringer Ingelheim Equine Practice Enrichment Program is available only to participating veterinarians with valid veterinary-client-patient relationships. Products purchased must be for the patient examined.
- Only licensed veterinarians and/or veterinary clinics in the fifty (50) United States and District of Columbia who purchase at least \$25K worth of qualifying Boehringer Ingelheim equine products are eligible to participate in the Equine Practice Enrichment Program.
- Boehringer Ingelheim Animal Health USA Inc. has the right to end or modify this program in whole or in part (including the removal of specific products or premiums) at any time without notice.
- Void where prohibited by law or regulations. All federal, state, and local laws and regulations apply.
- To enroll, an eligible customer must complete this form with a Boehringer Ingelheim Representative.
- Eligible customers who enroll in this Program will begin their membership and benefits starting April 1, 2020.
- At the start of the program period, clinics or National Hospital Organization (NHO)s will receive tier status for the tier that aligns with their prior year purchases.
- The rebate program term each year runs from April 1 through March 31. The current rebate program, including tier levels listed below, runs from April 1, 2020 through March 31, 2021.
- There will be 4 rebate tiers based on the following yearly sales for qualifying products:
  - Tier 1 (Bronze): \$25K - \$49.999K
  - Tier 2 (Silver): \$50K - \$74.999K
  - Tier 3 (Gold): \$75K - \$149.999K
  - Tier 4 (Platinum): \$150K+
- The max rebate a clinic or NHO can earn in a given year is \$600K.
- Accounts enrolled in this program are not eligible for any other program discounts/rebates including fall, summer and spring promos, bid contracts and AAEP.
- The program offers the following kicker rebates to all tiers:
  - 2% rebate on all sales of qualifying products when the account grows 8% in sales vs. prior year period (Prior year = April 1, 2019 - March 31st, 2020).
  - 2% rebates on all sales of qualifying products when the account spends \$5K in Vaccines, \$5K in EGUS, \$5K in Joint Health, and \$5K in All Other Products.
- All benefits are to be paid as rebates, no off-invoice discounts will be given.
  - Product rebates are to be paid quarterly with the first payment made for Q2 (April 1, 2020 – June 30, 2020)
  - Product rebates are to be paid in 3-month periods
  - Rebates to be paid 6 to 8 weeks after each quarterly window
  - Kicker rebates to be paid at end of program year
  - Rebates paid at DVM pricing
- Sales are calculated based on the invoice date and not the order date.
- Independent clinics and NHOs will be given product rebates based on their yearly purchases of qualifying products from Boehringer Ingelheim's Equine portfolio.
- For a full year of rebates, an account must sign-up during the enrollment period (May – July 2020).
  - Sign-up constitutes as a signed enrollment form by both clinics and a Boehringer Ingelheim Territory Manager, and a Veeva Survey submitted by the Boehringer Ingelheim Territory Manager.
- Accounts that made a good faith effort to sign-up in the enrollment period and would have been approved for the program but for unforeseen reasons did not get signed up will be eligible.
- Accounts that did not sign up during the enrollment period may join the program at a later date but will only receive rebates starting in the quarter in which Tier 1 sales are achieved (\$25,000).
  - Prior to the quarter when \$25,000 in sales is achieved these accounts are eligible for other promotions
- There will be no retroactive payments on previous quarter sales for clinics who enrolled after the enrollment period.
- Sales through Vet Clinic Pharmacies (e.g., Vetsource, VetsFirstChoice) qualify for rebates.
- New clinics (less than a year old) that qualify for the New Practice Program (NPP) should utilize the NPP and are not eligible for this program.
- Clinics or NHOs may move up to a tier higher than prior year sales if forecasted to reach these purchase levels during the new program period and prior approval is received during the enrollment period. Prior approval must be attained from the Equine Practice Enrichment Program team with request placed through your Boehringer Ingelheim Territory Manager.
- A clinic that moves up a tier can either be moved up at the start of the program through Equine Practice Enrichment Program Team or once they hit the sales level required for the higher tier. If the latter, no retroactive payments will be made to make whole all yearly sales at the higher tier level.
- NHO purchases for each program year are considered the roll-up of all purchases made across all clinics within the NHO.
- NHO growth kicker is determined based on "same clinic" prior year sales vs current year sales. In other words, new acquisitions can receive the Tier-level discounts upon inception, but the sales numbers do not count towards the growth kicker.
- New clinic acquisitions will roll-up to NHO sales and qualify for rebates on the 1st day of the month on or after the date of acquisition. Any individual unpaid clinic rebates will be sent to the acquiring NHO.
- Buying Groups are not included in this program and do not qualify for any part of this charter.
- Accounts participating in any equine pricing agreements are not eligible for rebates/discounts on products within existing pricing agreements but all sales on pricing agreements do count as volume builders for the kicker rebate.
- The prior year for the Boehringer Ingelheim Equine Practice Enrichment Program is considered April 1, 2019 – March 31, 2020.
- Clinics or NHOs that are not eligible for loyalty based on prior year purchases but forecasted to hit at least Tier 1 during the program period may seek approval to join as a full year member during the enrollment period. Approval must be attained from Equine Practice Enrichment Program Team with requests placed through your Boehringer Ingelheim Territory Manager.
- If a clinic is approved for a higher tier during the enrollment period, all yearly sales will receive the higher rebates.
- If not program eligible based on prior year sales and not approved during enrollment period, the clinic or NHO may only join once they reach Tier 1 sales (\$25K) and no payments will be retroactive.
- If an account moves up a tier during the year, the sales in that quarter and going forward will receive the higher discount level. No retroactive payment will be made on prior sales. Prior sales will have been paid at the lower tier.
- Existing clinics that have purchased competitive product and do not have a sales history with Boehringer Ingelheim may be matched to the tier level that corresponds with their competitive sales during the enrollment period to receive full year rebates. Must be approved by the Equine Practice Enrichment Program team with requests placed through your Boehringer Ingelheim Territory Manager.
- If not enrolled during the enrollment period, a competitive user must hit Tier 1 level (\$25K) to be eligible for rebates and have completed the sign-up process with their Boehringer Ingelheim Territory Manager. No retroactive payments will be made.
- The following products do not qualify for the program nor for the kickers during the program time period (April 1, 2020 – March 31, 2021):
  - Free goods
  - Any products bought with other discounts
- All clinics must sign-up during the enrollment period (May-July 2020) to be eligible for the The Boehringer Ingelheim Equine Practice Enrichment Program.
- If an account is not on track based on quarterly sales to hit prior year purchases, all rebates will be withheld until a decision on how to proceed is made by the Equine Practice Enrichment Program Team.
- Boehringer Ingelheim Equine Practice Enrichment Program accounts must maintain the following tracking percentages to their respective tier levels for payment:
  - Q2 (April – June): 22%+ to tier level
  - Q3 (July – September): 44%+ to tier level
  - Q4 (October – December): 66%+ to tier level
  - Q1 (January – March): 100%+ to tier level
- Decisions will be handled by the Boehringer Ingelheim Equine Practice Enrichment Program team who will review all quarterly sales and payments before rebates are distributed.
- The Boehringer Ingelheim Equine Practice Enrichment Program team has the right to make a rebate payment at a lower tier or continue with established tier payment rather than deny a rebate payment.
- Boehringer Ingelheim reserves the right to deny a tier match and not pay any rebates until the tier level is reached during the program term.
- See Qualifying Products detailer for full list of included products.

## Clinic Information and Signature

Account #: \_\_\_\_\_  
Ship to Location: \_\_\_\_\_  
Clinic Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Signature: \_\_\_\_\_  
Date: \_\_\_\_\_

## Sales Information

Territory Manager Name: \_\_\_\_\_  
Phone: 1-888-637-4251, option 2, ask for Territory Manager  
Signature: \_\_\_\_\_  
Date: \_\_\_\_\_