



**GREER TOUCHPOINT #272**

**“In my general practice, I’m seeing many more allergic patients every day. I need to be better equipped to care for these patients.”**

# In Touch. Within Reach.™

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GREER® is in touch with veterinarians and their practices. We listen, question, research, and listen some more, to ensure that GREER products, services, and staff meet veterinarians' allergy management needs. This is what allows us to provide tailored solutions and expert technical assistance.

Many veterinarians have told us that they are seeking ways to broaden the care they can offer their patients and offer client-friendly tools to help with allergy immunotherapy acceptance. With an estimated 2.1 to 10.8 million allergic dogs in the US,<sup>1,2</sup> allergy testing and treatment is a significant solution. Allergen-specific immunotherapy (ASIT) offers many advantages.

- The only treatment known to alter the course of the disease, rather than masking the symptoms<sup>3</sup>
- Made from allergens naturally occurring in the animal's environment
- May eliminate or reduce the need for drugs that suppress the immune system or cause side effects

Incorporating ASIT into your practice adds another dimension to patient service. It's one more facet in a comprehensive-care offering, meaning more pleased clients, and a growing practice.

## GREER TOUCHPOINT #61

**“We’ve decided to expand our care to include serum allergy testing and allergen-specific immunotherapy. Now it’s time to get started.”**

## Starting Up

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Whether you know exactly what you want, or are just testing the immunotherapy waters, call GREER to discuss your practice's goals, resources, opportunities, and challenges. Your GREER Customer Care Specialist can provide advice on supplies you'll need, average turnaround times for results, how to read the report, and typical billing practices. Give your GREER Customer Care Specialist a call at 877-777-1080 or write to [customercare@greerlabs.com](mailto:customercare@greerlabs.com).

GREER TOUCHPOINT #76

**“One source for  
testing all the way  
to treatment?  
Is that even possible?”**

The GREER<sup>®</sup> Aller-g-complete<sup>®</sup> system provides simple serum testing and easy-to-read results allowing you to detect allergen specific IgE more accurately, prescribe allergen specific immunotherapy with greater confidence, and offer more convenience to your clients.

The benefits of GREER Aller-g-complete are clear.

- Easy-to-use allergen-specific IgE serum test
- 24 - 48 hour test results
- Custom immunotherapy prescriptions
- Prescriptions compounded and delivered to your office in an average of one week
- STAT Rx option for 24 - 48 hour turnaround

## Testing

GREER makes it simpler by providing the testing materials you need. Just draw 3–5 mL of patient serum in the GREER-supplied test vial, complete the order form, and send to GREER in the postage-paid mailer.

GREER's monoclonal antibody cocktail (mac) ELISA utilizes 3 monoclonal antibodies specific to the Fc region to detect allergen-specific IgE.

GREER's macELISA is designed to yield reliable and reproducible results. It has a proven 91% concordance between laboratories.<sup>4</sup>

GREER's macELISA offers IgE specific testing for canine, feline, and equine patients. Testing features 8 geographically specific standard allergen panels based on vegetation zones for improved accuracy. GREER's macELISA allows you to test with multiple allergen panels per geographic location.

The Standard Regional Panel includes 48 single-genus allergens covering eight specific geographic pollens, molds, mites, and other environmentals.

The panels include storage mites often found in pet food. Food and insect panels test for 24 components of commercially available pet foods and 12 common household and biting insects.





## Results

GREER® Aller-g-complete® helps simplify and accelerate treatment by delivering test results and immunotherapy options within 24-48 hours after receipt of your serum sample. A recent study reports a 91% concordance between laboratories demonstrating the reproducibility of test results.<sup>4</sup>

## Treatment

Customized immunotherapy prescriptions are compounded by GREER Pharmacy. GREER Pharmacy, a unit of GREER, is a licensed sterile compounding pharmacy and is USP Chapter <797> compliant. GREER Pharmacy specializes in the compounding of allergy immunotherapy prescriptions for veterinarians throughout the United States, Canada, and Europe.

GREER Pharmacy utilizes US licensed extracts in the compounding of allergy immunotherapy prescriptions. An average delivery time for various formulations of allergy immunotherapy prescriptions is one week. Or you can utilize our STAT Rx option for prescriptions in 24-48 hours.

### References:

1. Market research statistics: US pet ownership—2007. American Veterinary Medical Association Web site. <http://www.avma.org/reference/marketstats/ownership.asp>. Accessed March 3, 2010.
2. Hillier A, Griffin CE. The ACVD task force on canine atopic dermatitis (I): incidence and prevalence. In: Olivry T, ed. *Vet Immunol Immunopathol*. 2001;(81):148.
3. Griffin CE, Hillier A. The ACVD task force on canine atopic dermatitis (XXIV): allergen-specific immunotherapy. In: Olivry T, ed. *Vet Immunol Immunopathol*. 2001;(81):368-369.
4. Lee KW, Blankenship KD, McCurry ZM, Esch RE, DeBoer DJ, and Marsella R. Performance characteristics of a monoclonal antibody cocktail-based ELISA for detection of allergen-specific IgE in dogs and comparison with a high affinity IgE receptor-based ELISA. *Veterinary Dermatology*. 2009;20:157-164.

# ATOPY CONSULT™

From Experts on Animal Dermatology

GREER TOUCHPOINT #285

“Where am I going to  
find an atopy consult  
at 4:53 on a Friday?”

## Education

The most effective treatment plan starts with the right diagnosis. Get answers and insights about diagnosis, testing, and treatment from renowned animal dermatology experts.

How? By tapping into the GREER® online tool to help you manage atopic dermatitis: **atopyconsult.com**. This resource offers advice and training to help you incorporate the management of allergies into your practice. Download allergy management tools you can incorporate into your practice—right now. Visit the site, when and where you want, and follow a typical atopic dermatitis case from diagnosis through treatment.



## GREER TOUCHPOINT #56

**“Everyone talks about customer service. GREER comes through.”**

# Customer Satisfaction

As one of the largest providers of allergy testing and immunotherapy products for veterinary practices, GREER® is trusted by over 160 veterinary dermatologists and 27 veterinary colleges throughout the country, and is proud to be “in touch” with general veterinarians from coast to coast. The reason so many connect with GREER? Partly because GREER is a global allergy immunotherapy company offering immunotherapy products and services to test and treat canines, felines, and equines. The other reason is customer service that leads to veterinarian, client, and patient satisfaction.

- Support personnel, available at times convenient to most practices
- Exclusive access to consulting dermatologists, complimentary for GREER customers
  - Case-by-case consultations
  - Responses in 24 to 48 hours

It all adds up to a level of customer care and responsiveness unmatched in the industry. It's why GREER stays in touch. And within reach.



Have a challenge or question you didn't see here and need answered?

Please give your Customer Care Specialist a call at 877.777.1080, fax to 877.777.1090, or send an e-mail to [customercare@greerlabs.com](mailto:customercare@greerlabs.com). GREER Customer Care Specialists are available Monday through Thursday 8 AM to 7 PM and Friday 8 AM to 5 PM Eastern Time.



### GREER Veterinary Allergy

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