



Our team in Italy have taken the provision of veterinary technical support one step further. They have secured the services of the University of Bologna in order to offer a comprehensive service for veterinarians with questions about endocrinology and anaesthesia – two of our key therapy areas. This service is available to all veterinarians in Italy and is promoted through the sales team and on social media.

Over the financial year there were nearly 500 contacts from veterinarians, 75% of them by telephone. As with the UK, a large number of these calls concerned Cushing's and Addison's, with the majority looking for help with treatment and monitoring of these cases.

"This is a very important service for our customers", says Riccardo Data, the Country Manager for Dechra Italy. "Not only are we helping veterinarians to deal with issues that they are facing on a daily basis, we are also working with the University on interrogating the questions asked and the specific areas that veterinarians are seeking advice on. We can then develop resources that will help support these veterinarians in the future."