CVMA Web Store Program - MyVetStore.ca™
Introducing the Pet Food Manufacturer’s Rebate Program

A new Pet Food Manufacturer’s Rebate Program has been introduced which provides an instant rebate on your clients’ pet food purchases ordered through the Web Store’s AutoOrder feature.

The CVMA Web Store - MyVetStore.ca™ is a customizable online retail platform branded to your practice, offering your clients the ease and convenience of purchasing their pet’s prescription products and pet foods directly from you. One of the great features of the Web Store is Automatic Ordering (AutoOrder) from which pet foods and other authorized products can be shipped to either the client’s home or the clinic for pick-up.

Pet food sales is an important revenue source for veterinary hospitals, and by offering the convenience and flexibility of online shopping, regular food delivery, preferred delivery locations, and the incentive of a manufacturer’s rebate on pet food AutoOrders, your clients don’t have a reason to buy their pet food elsewhere. The Web Store can help promote better dietary compliance, while increasing practice profitability without the cost and hassle of stocking inventory.

What is the Pet Food Manufacturer’s Rebate Program?

The new Pet Food Manufacturer’s Rebate Program allows your clients to benefit from instant rebates from participating manufacturers when an AutoOrder is set up through the CVMA Web Store - MyVetStore.ca™.

How does it work?

Within the management system, you can see which manufacturers participate in the program and the rebate that they offer. The rebate is applied immediately to your client’s AutoOrder purchase. Daily, the clinic is funded the manufacturer’s rebate so that you do not need to wait for your refund or submit supporting documents to get the refund. The system manages all that.

What if I already offer an AutoOrder discount?

The manufacturer’s discount will be top of any AutoOrder discount that you currently offer or want to offer. For example, if you are now offering an AutoOrder discount of 5% and the manufacturer’s rebate is 5%, your client is now receiving a discount of 10%.
What if I’m offering a unit price discount, or the client receives a discount by virtue of their pricing column?

If you are offering someone a pricing discount, the pricing discount will apply first, followed by the AutoOrder discount (if applicable), and then the manufacturer’s rebate will be applied.

How can I learn more information about the CVMA Web Store, the AutoOrder feature, or the Manufacturer’s Rebate Program?

Contact the MyVetStore™ support line at 1-877-788-5028 or send an e-mail at info@myvetstoresupport@acumenex.com. The CVMA has negotiated the most favourable financial terms for its members (https://www.canadianveterinarians.net/documents/cost-for-cvma-members-myvetstore).

*The CVMA Web Store is configured to meet the respective provincial veterinary regulations and guidelines.*