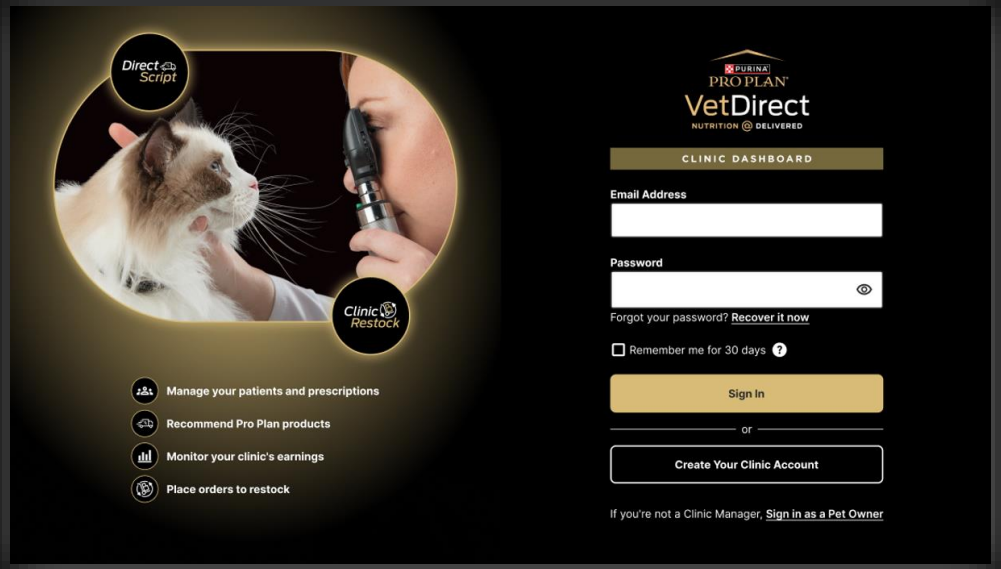
YOUR NEW CLINIC MANAGER DASHBOARD

A step-by-step guide to navigating each section of your dashboard.



Clinic Guide Overview

Primary Navigation
1. Dashboard/Landing Page
2. Prescription Management
3. Approve/Decline Prescriptions
4. Direct Script

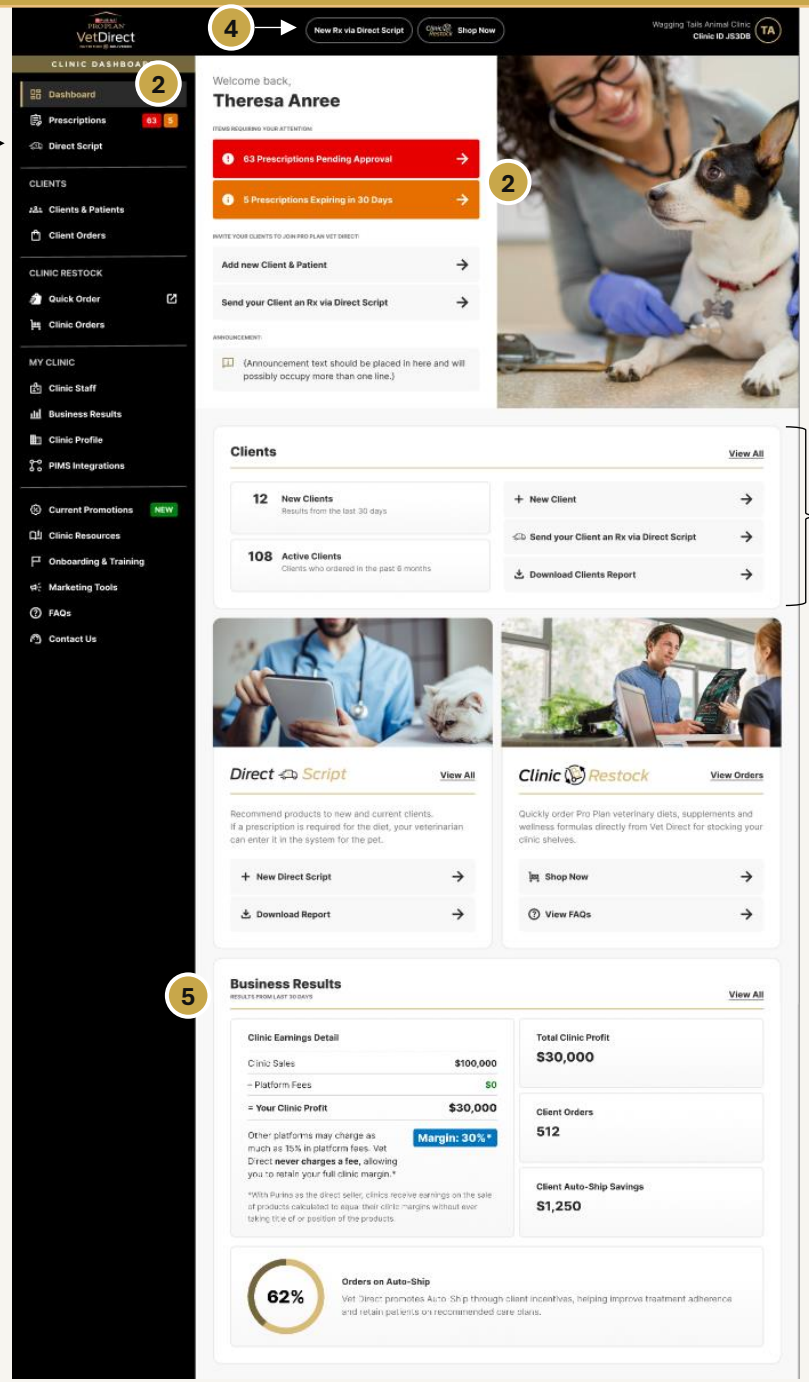
Clients
5. Clients & Patients
6. Client Orders

Clinic Restock
7. Clinic Restock
8. Clinic Orders

My Clinic
9. Clinic Staff
10. Business Results
11. Clinic Profile

Additional Resources
12. Current Promotions
13. Clinic Resources
14. Onboarding & Training
15. Marketing Tools
16. Contact Us

Welcome to Your Dashboard!



1 Simplified Navigation
Move between prescriptions, clients, orders, business results, and resources using the dedicated navigation sections.

2 Key Actions Surfaced
Quickly identify orders awaiting prescription approval and prescriptions expiring within the next 30 days, helping keep client orders moving.

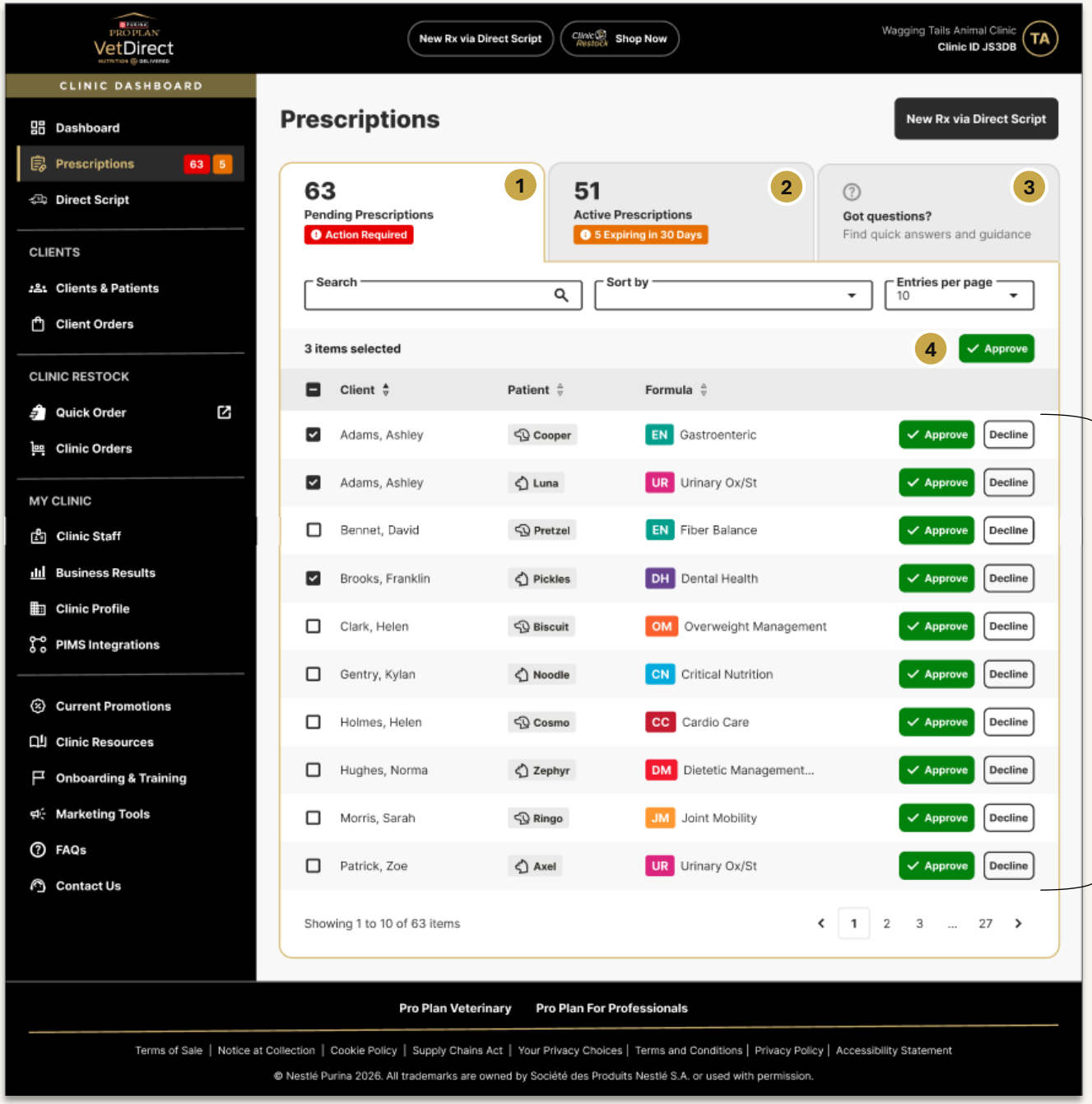
3 Quick-View Client Management
See how many clients have placed their first order, view your active clients, add new clients through Direct Script, and access client reporting.

4 Start a Direct Script Recommendation
Start a product recommendation from multiple locations within the dashboard.

5 At-a-Glance Business Results
View clinic sales, earnings*, average margin, and the percentage of client orders placed through AutoShip. Track your clinic's performance over time.

Back to Top Menu

*With Purina as the direct seller, participating clinics receive earnings on the sale of products calculated to equal their margin, without ever taking title to or possession of the products.



Prescriptions

1 Pending Prescriptions Tab

View client orders awaiting prescription approval. Orders without an approved prescription will remain on hold until action is taken.

2 Active Prescriptions Tab

View active and expiring prescriptions. Prescriptions expiring within the next 30 days are highlighted so you can review and either renew or decline them.

3 Got Questions? Tab

The *Got Questions?* tab appears on each page and provides additional information and troubleshooting tips specific to that section.

4 Approve Multiple Prescriptions at Once

Select multiple prescription requests, then select *Approve* to process them together.

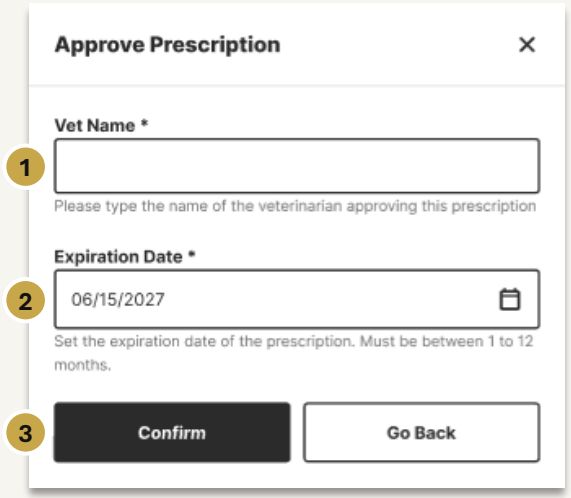
5 Approve or Decline an Individual Prescription

Approve or decline each prescription request individually. You can view the client, patient, and recommended diet before taking action.

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Prescriptions:

Approve or Decline Prescriptions



RX Approval Flow

1 Enter Name of Veterinarian

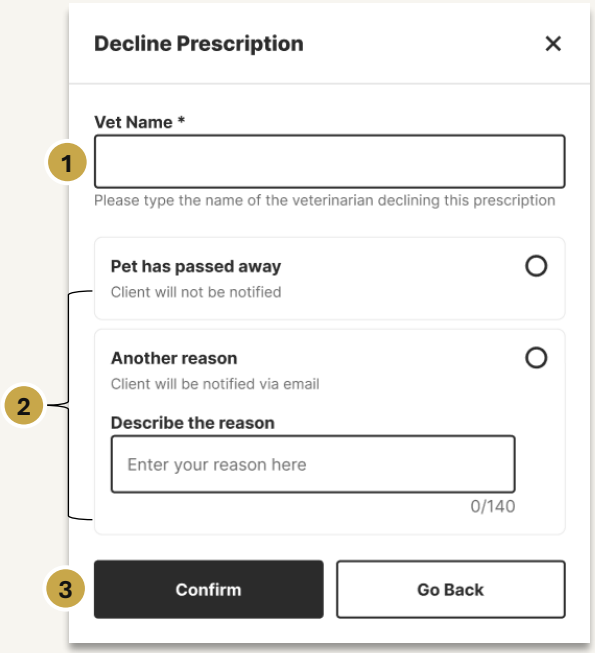
Enter the name of the veterinarian who recommended or approved the patient's prescription.

2 Select Expiration Date

The expiration date defaults to one year from the approval date. You may select an earlier date if needed.

3 Confirm the Approval

Select *Confirm*. The client will be notified that the prescription has been approved, and the held order will be released for processing and shipment.



RX Decline Flow

1 Enter Name of Veterinarian

Enter the name of the veterinarian who recommended or approved the patient's prescription

2 Select a Decline Reason

Pet has passed away: The client will not receive an automated prescription-decline email when this reason is selected.

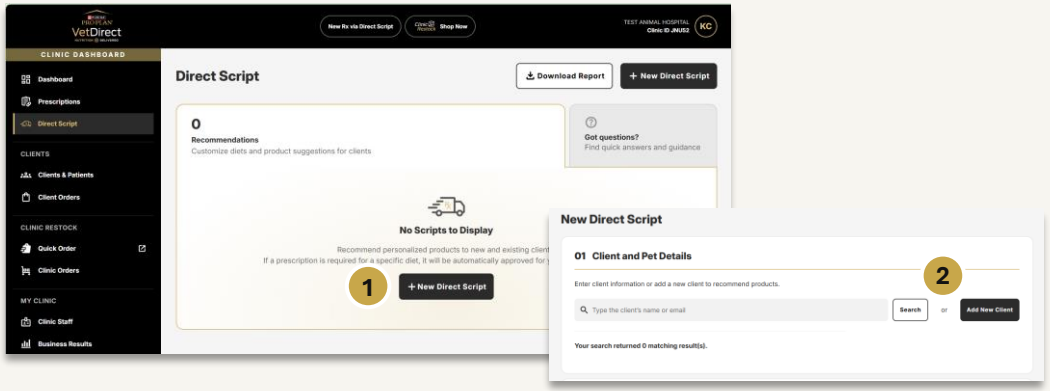
Another reason: Selecting this option opens a field where you can provide a brief reason for the decline. The reason entered will be included in the email sent to the client.

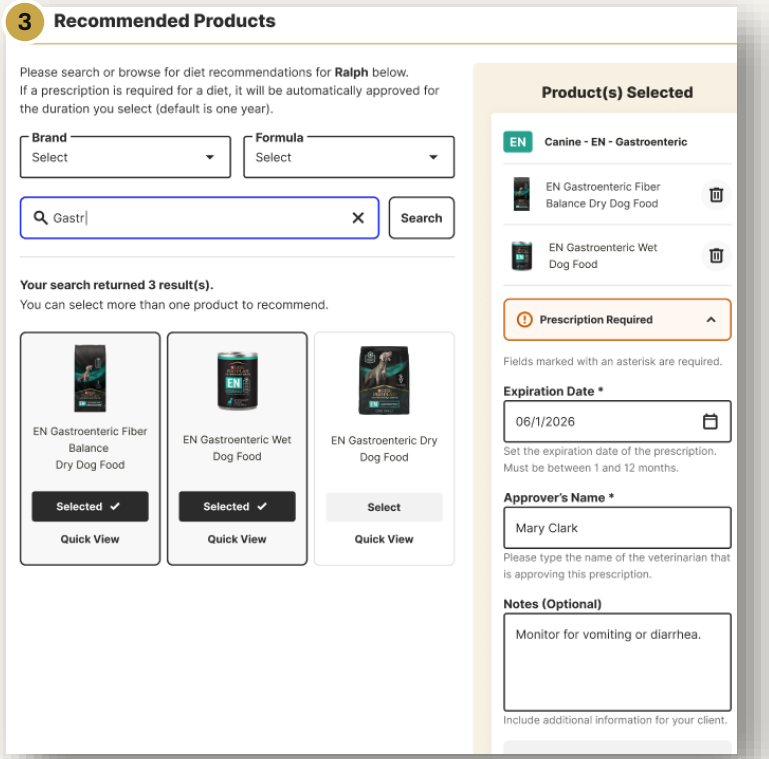
3 Confirm the Approval

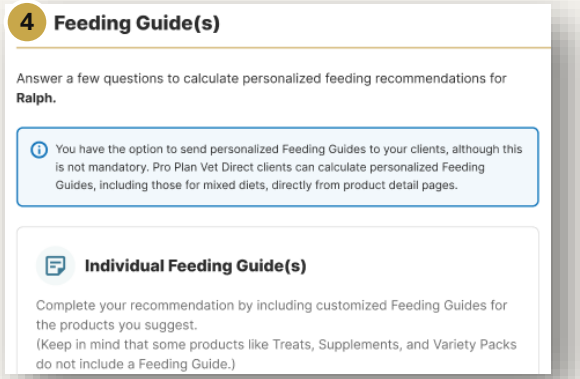
Select *Confirm*. The client will be notified that the prescription has been approved, and the held order will be released for processing and shipment.

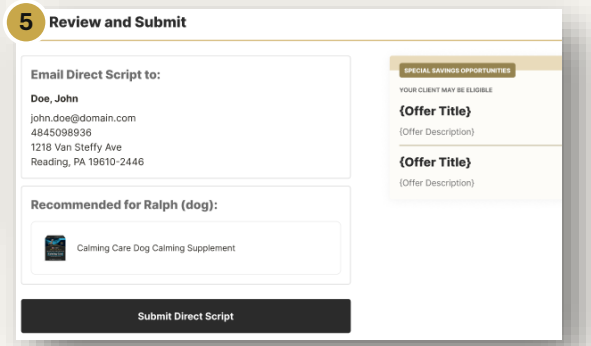
Back to Top Menu

Direct Script:
Create a Recommendation









1 Create a New Recommendation

Select + New Direct Script in the upper-right corner. If you have not previously submitted a recommendation, you can also begin from the main Direct Script panel.

2 Select an Existing Client or Add a New Client

Search for an existing client or select *Add New Client* to create a client record.

3 Select Recommended Products

Search by product name or formula abbreviation, such as HA, EN, FortiFlora, or Sensitive Skin & Stomach. You can also use the available filters to narrow the results.

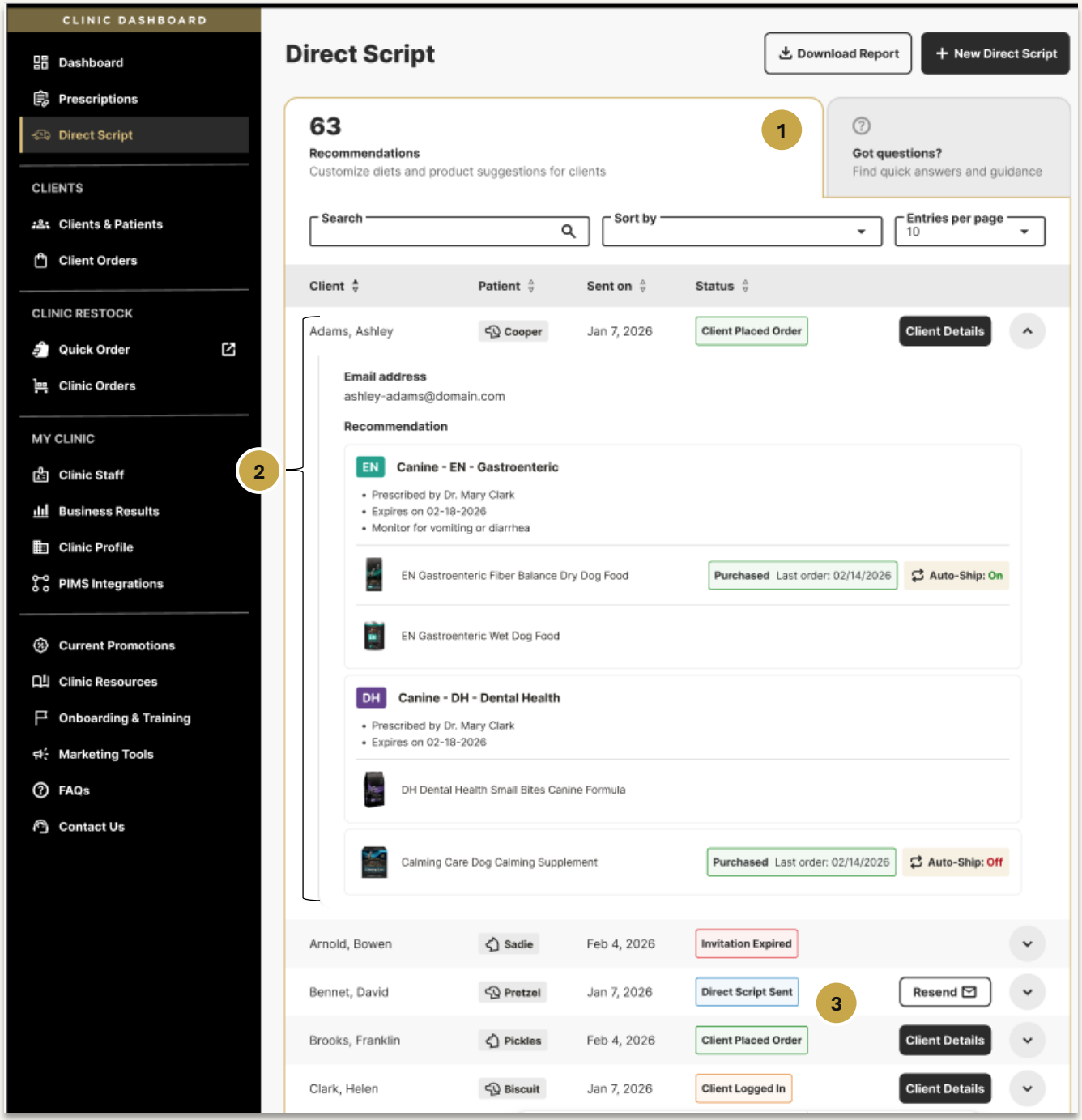
4 Add Feeding Guide (Optional)

Create a feeding guide to help the client understand how much to feed and approximately how long each package will last. The guide will be included in the recommendation email.

5 Review & Submit

Review the recommendation before sending it to ensure the correct products and feeding guide have been selected. You can also view any promotional offers the client is eligible to receive.

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Direct Script: Reporting

PURINA PRO PLAN VetDirect NUTRITION @ DELIVERED

1 **View Submitted Recommendations**

View which client received a diet or supplement recommendation for their pet.

2 **Review Recommendation Details**

View recommendation details, including prescription expiration dates (if applicable), products in recommendation and notes shared with the client.

3 **Visibility into Recommendation Status**

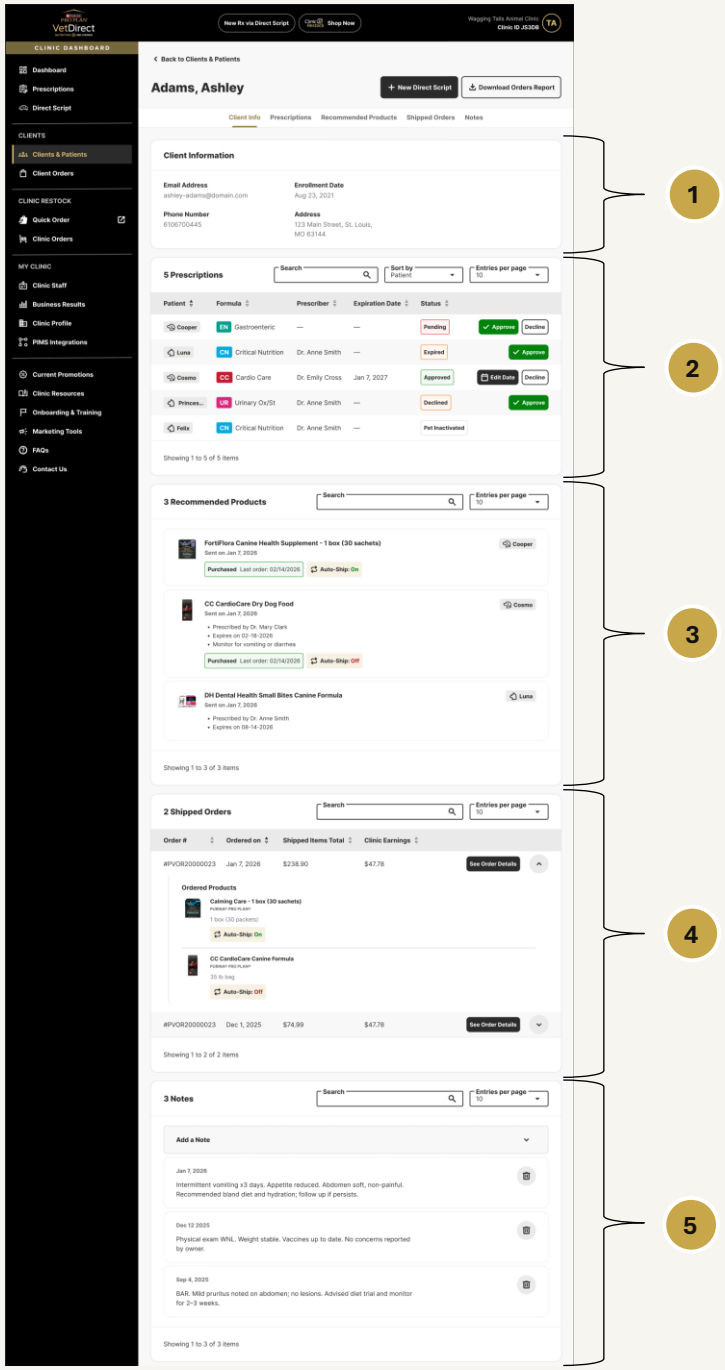
View the status of each submitted recommendation:

1. **Direct Script Sent:** The recommendation was sent, but the client has not yet acted.
2. **Client Logged In:** Client accessed the recommendation and logged in.
3. **Purchased:** Client purchased the recommended product. You can also see whether the order was enrolled in AutoShip.
4. **Invitation Expired:** The recommendation expired after a period of inactivity.

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CLIENTS

Back to Top Menu



Clients & Patients

1 View Client Information

View the client information associated with their Vet Direct account. Only the client can edit this information through their account.

2 Prescriptions

View each of the client's pets and their associated prescriptions and statuses. Approve or decline prescriptions and update expiration dates directly from this page.

3 Direct Script Recommendations

View the recommendations sent to the client, whether a purchase was completed and if it was enrolled in AutoShip, the pet associated with the order, date submitted, and veterinarian who made the recommendation.

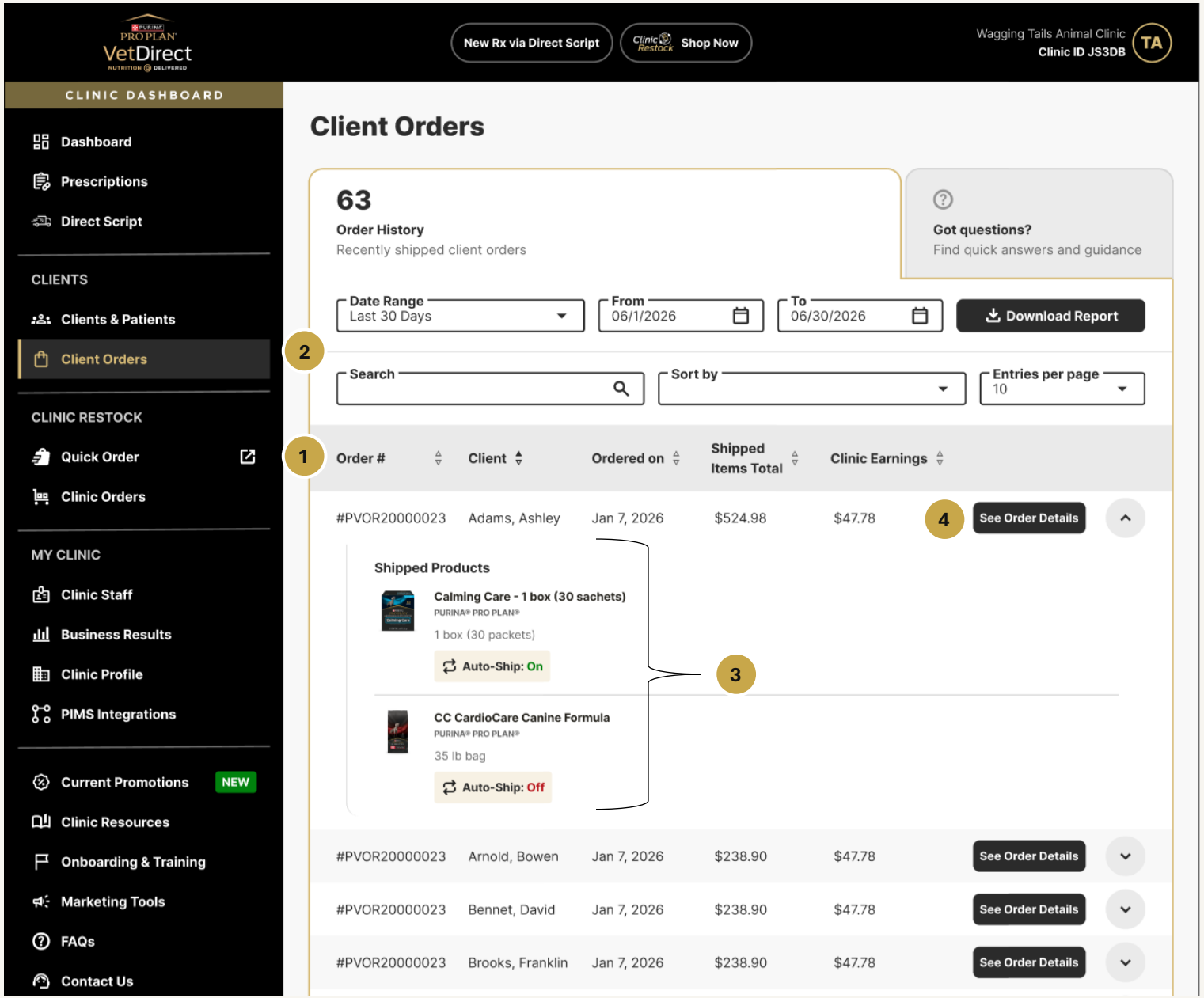
4 Shipped Order Details

View the client's shipped orders, including order status and tracking information. Select **See Order Details** for more information.

5 Notes

Add internal notes related to the client.

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Client Orders

PURINA PRO PLAN VetDirect NUTRITION @ DELIVERED

1 **Client Order History**

View all client orders in one location, including order number, order date, shipped items total and clinic earnings.

2 **Search, Filter & Export Orders**

Filter orders by date range, search by client or order number, or sort by column. You can also download a Client Orders report from this page.

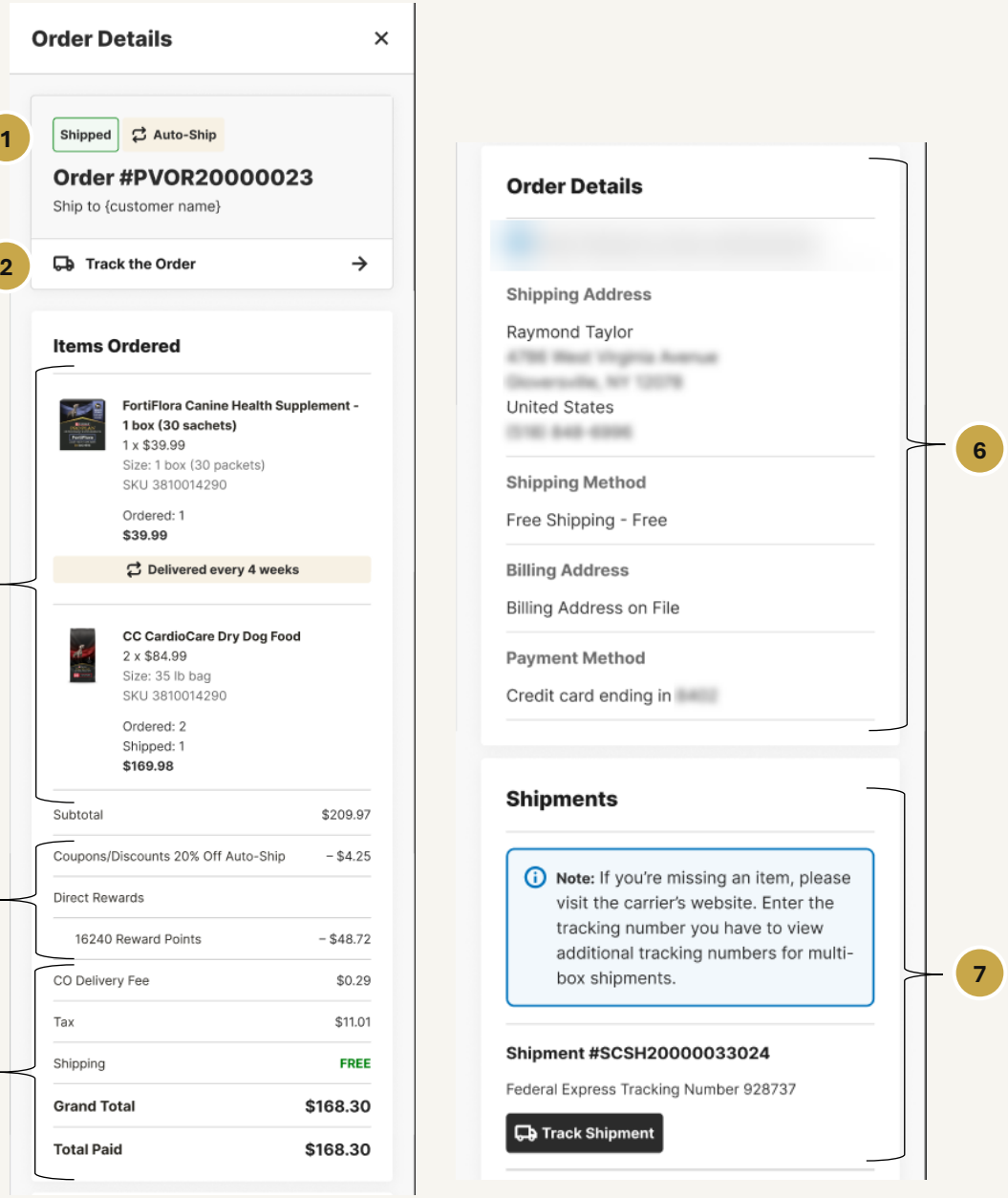
3 **Order & Product Details**

Expand an order to view each shipped product, including quantity, price, and AutoShip status.

4 **Order Details Panel**

Select See Order Details to open a panel on the right which displays patient and diet information, prescription status, shipping and tracking details, and payment information without leaving the order list.

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Client Orders:
Order Details

1 Order Status
See whether an order is processing or has shipped and whether it is enrolled in AutoShip.

2 Order Tracking
Use the tracking link at the top of the panel to view current shipment status and estimated delivery date or date delivered.

3 Ordered Items
View each product, including size, quantity, and price.

4 Client Savings
View Purina-funded promotions and discounts applied to the order.

5 Total Paid by the Client
Review the order subtotal, tax, and final total paid by the client. Shipping is free through Vet Direct, with no minimum order threshold.

6 Shipping and Payment Information
View the shipping address, shipping method, billing address, and payment method.

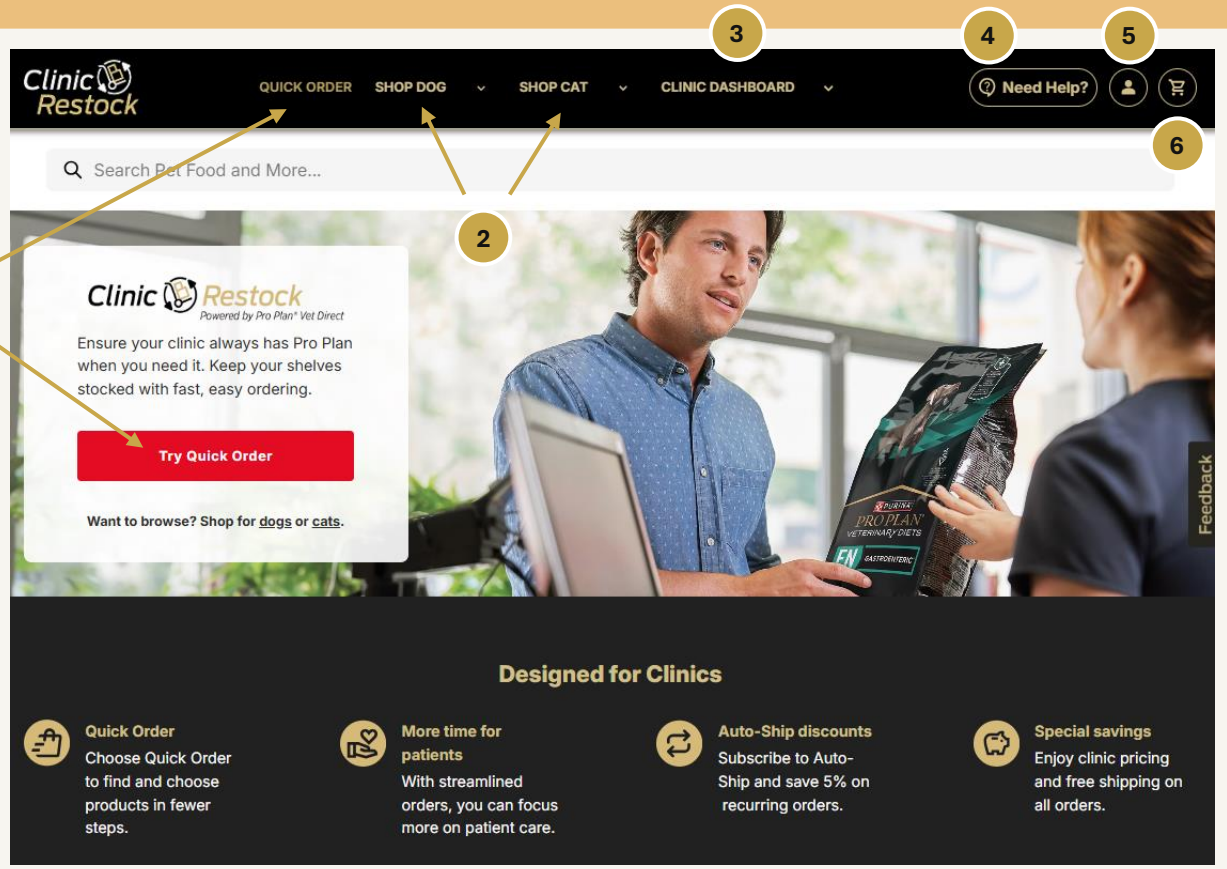
7 Shipment Tracking
View the carrier and tracking number for each shipment.

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CLINIC RESTOCK

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Clinic Restock





*Click here to view the **Clinic Restock** walkthrough **video***

1 Shop using Quick Order

Use Quick Order when you know which products you need. Search for products, enter quantities, and add them directly to your cart. You can also quickly add frequently purchased products.

2 Shop using Product Navigation

Browse available products by category or use search and filters to find products for your clinic and view the full product display page for each.

3 Return to Clinic Manager Dashboard

Use the navigation link at the top of the page to return to your Clinic Manager Dashboard.

4 Need Help?

View the Clinic Restock FAQs or contact Vet Direct Clinic Support for assistance with a clinic order.

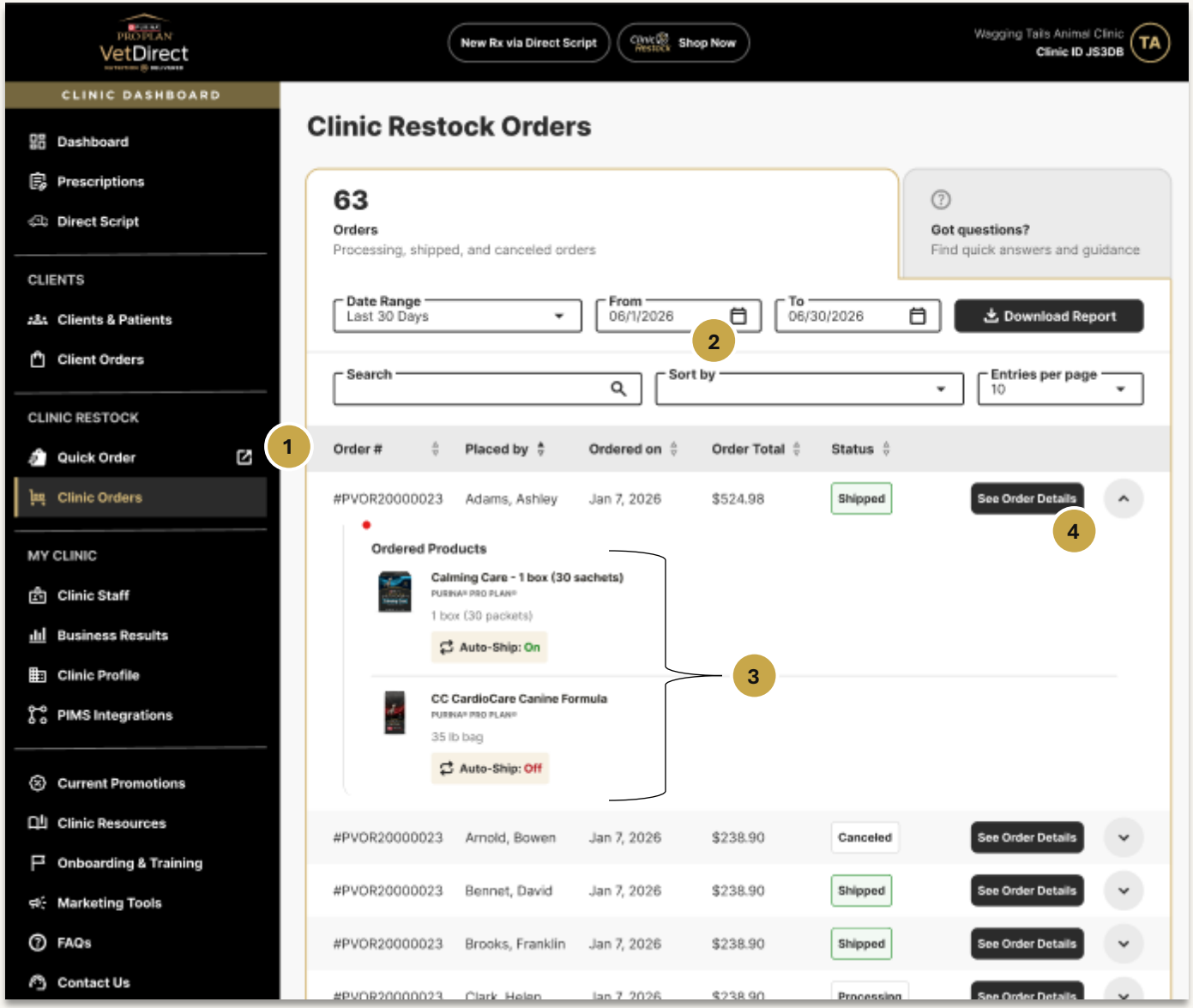
5 Your Account

View and manage account information, including addresses, payment methods, tax certificates, and order history.

6 Your Cart

View items added to your cart from either shopping experience and check out.

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Clinic Orders

PURINA PRO PLAN VetDirect NUTRITION @ DELIVERED

1 **Clinic Order History**

View clinic order history in one place, including the order number, order date and shipped-item total.

2 **Search, Filter & Export Orders**

Filter orders by date range, search by order number, and sort by column. You can also download a Clinic Orders report from this page.

3 **Order & Product Details**

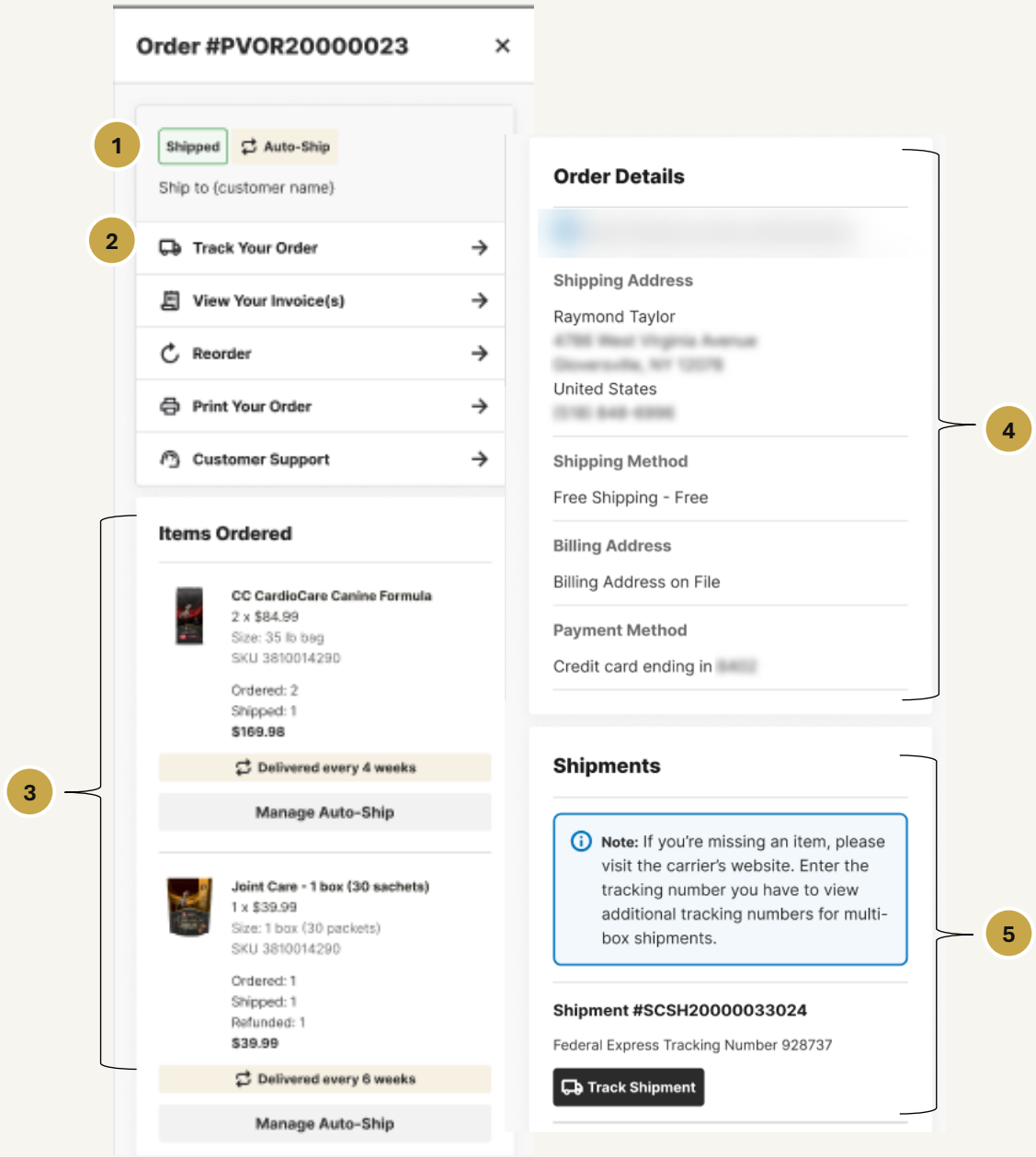
Expand an order to view each shipped product, including quantity, price, and AutoShip status.

4 **Order Detail Panel**

Select See Order Details to open a panel on the right which displays product information, shipping and tracking details, and payment information without leaving the order list.

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Clinic Orders:
Order Details



1. **Order Status**
   See whether the clinic order is processing or has shipped.

2. **Order Tracking**
   Use the tracking link at the top of the panel to check shipment status.

3. **Ordered Items**
   View each product in the clinic order, including size, quantity, and price.

4. **Shipping and Payment Information**
   View the shipping address, shipping method, billing address, and payment method.

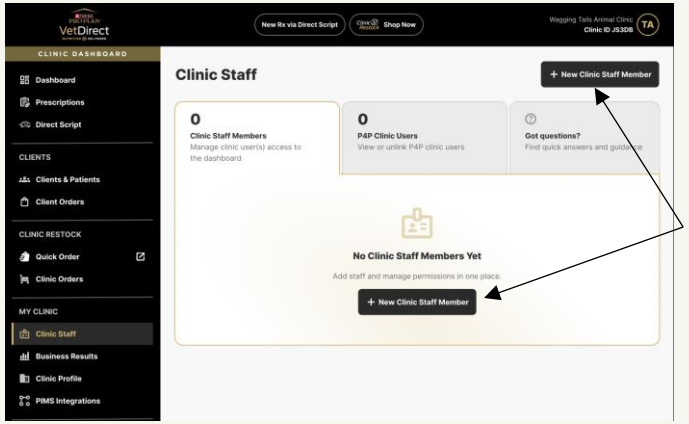
5. **Shipment Tracking**
   View the carrier and tracking number for each shipment.

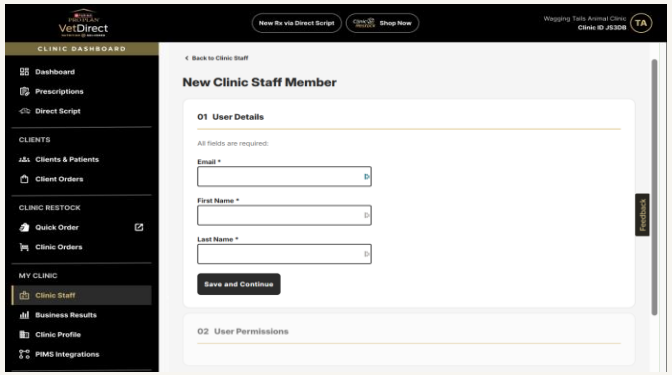
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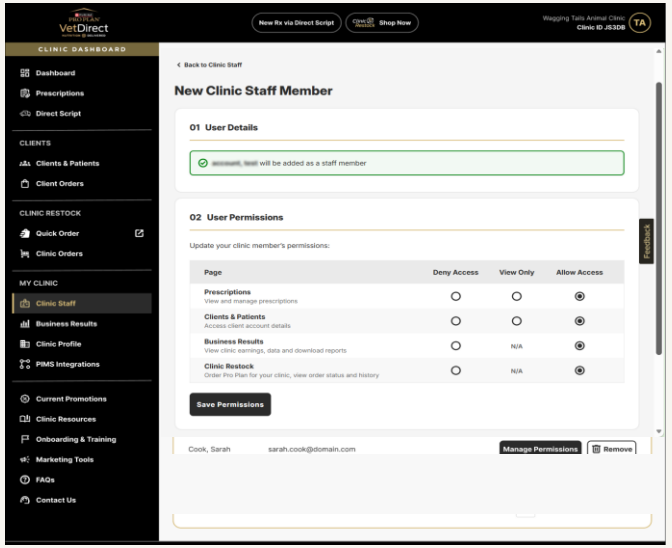
MY CLINIC

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Clinic Staff:
Add Staff Members







1 **Select + New Clinic Staff Member**

Select + *New Clinic Staff Member* to begin adding a member of your team to grant them their own access to the dashboard.

2 **Enter the Staff Member's Details**

Enter the staff member's name and email address so they can receive an invitation to the Vet Direct dashboard. They will log in using their own email and password.

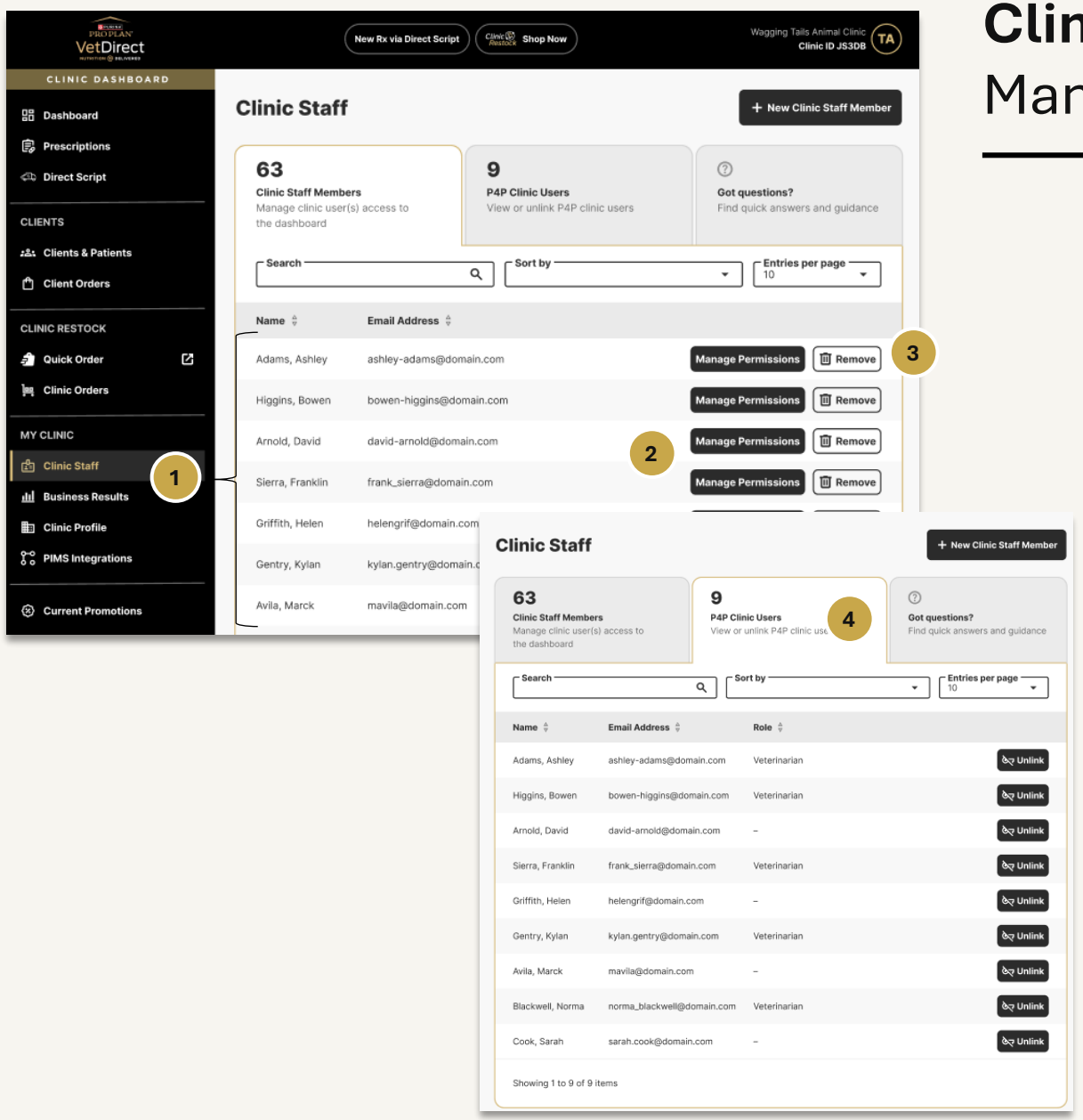
3 **Set Staff Permissions**

Select the appropriate access level for each of the 4 areas shown, then save the staff member to send the invitation.

Please note: *You can return to this page at any time to update a staff member's permissions or remove their access.*

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Clinic Staff:
Manage Clinic and P4P Users



1 **View Clinic Staff Users**

View each staff member with access to your clinic's Vet Direct dashboard, including their name, email address, and account status.

2 **Adjust Access Levels**

Update a staff member's permissions as their responsibilities change.

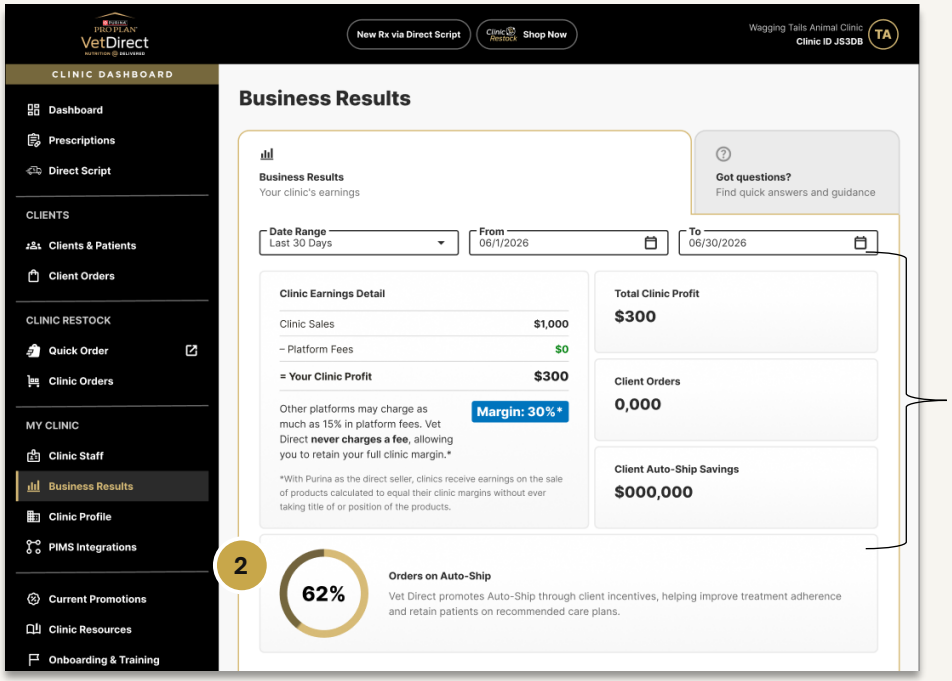
3 **Remove a Staff Member**

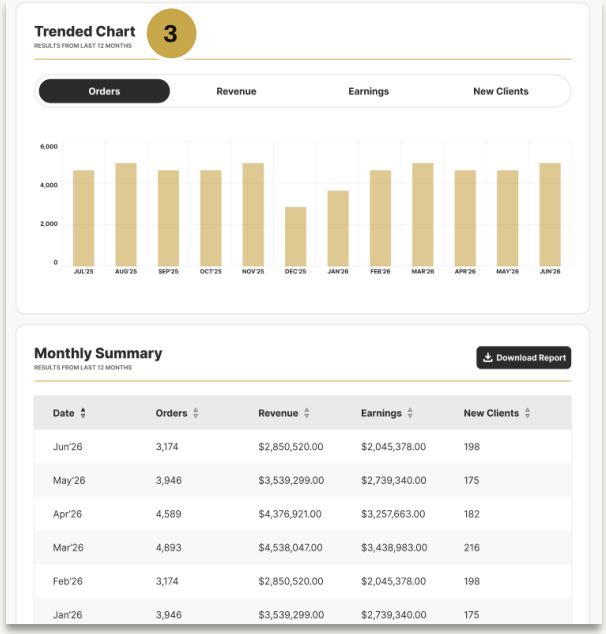
Remove access for anyone who has left the clinic or no longer needs dashboard access.

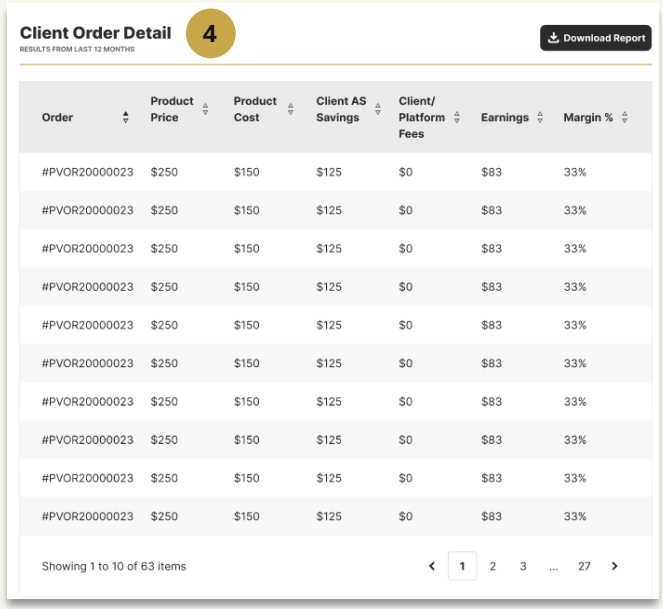
4 **Manage P4P Users Linked to Your Clinic**

View staff members with a Pro Plan for Professionals account linked to your clinic. Unlink staff members who are no longer employed by the clinic.

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Business Results

1 Clinic Financial Summary

View a high-level summary of your clinic's Vet Direct performance, including sales, order volume, clinic earnings*, and client AutoShip savings. Filter results by date range.

2 AutoShip Orders

View the percentage of your client's Vet Direct orders placed through AutoShip.

3 Trend Charts & Monthly Summary

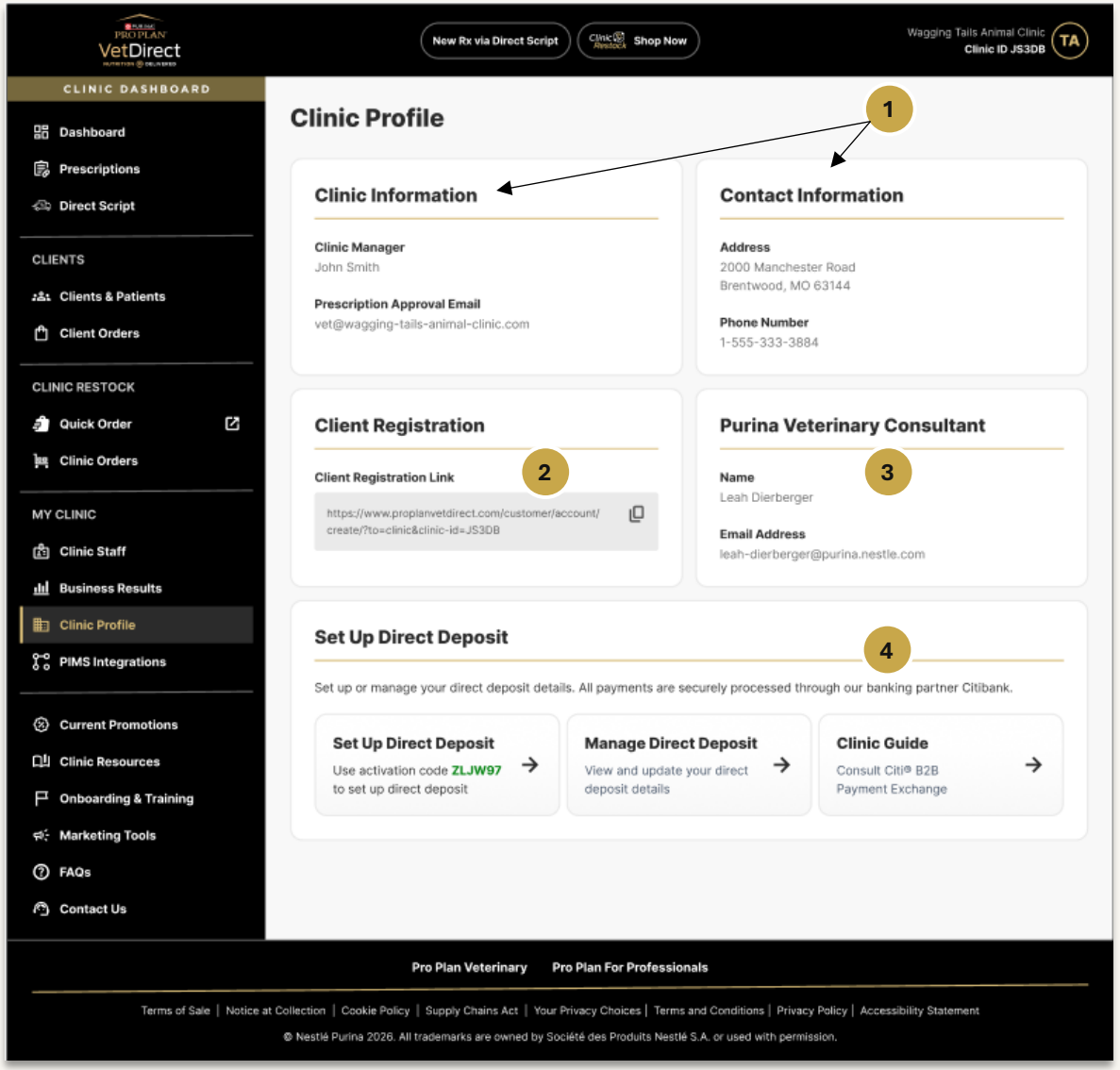
Track your clinic's performance over time by orders, revenue, earnings*, or newly registered clients. Review the same information in the Monthly Summary and export the report to Excel.

4 Client Order Detail

Review order-level financial details, including product price, cost, clinic earnings* and margin percentage. Export the report to Excel for additional analysis.

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*With Purina as the direct seller, participating clinics receive earnings on the sale of products calculated to equal their margin, without ever taking title to or possession of the products.



Clinic Profile

1 **Clinic and Contact Information**

View key information associated with your clinic's Vet Direct account, including the clinic manager's name and email address, clinic address, and phone number. Prescription approval requests are sent to the **Prescription Approval Email** address shown here.

2 **Client Registration Link**

Copy and share your clinic's unique registration link to help clients find and select your clinic when joining Vet Direct. Use the link in emails, on your website, or in other client communications.

3 **Purina Veterinary Consultant**

Find the name and contact information for your clinic's Purina Veterinary Consultant. Your consultant can assist with questions about Purina diets, clinic support, and Vet Direct. If a consultant is not listed, contact Vet Direct Clinic Support for assistance.

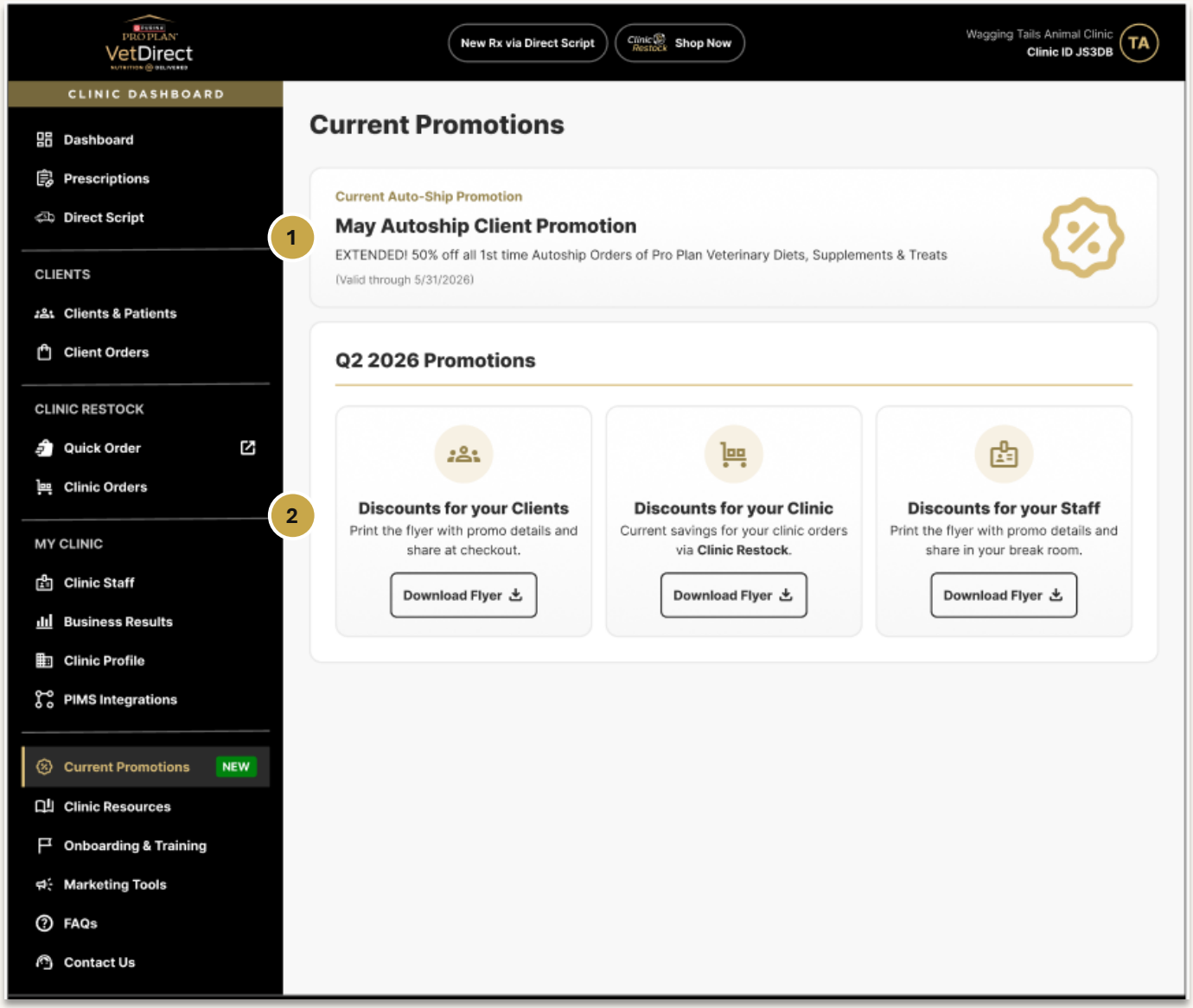
4 **Set Up Direct Deposit**

Access instructions for setting up direct deposit for your clinic's Vet Direct payments which are processed through our partner, Citibank, and deposited into your clinic's bank account.

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ADDITIONAL RESOURCES

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Current Promotions

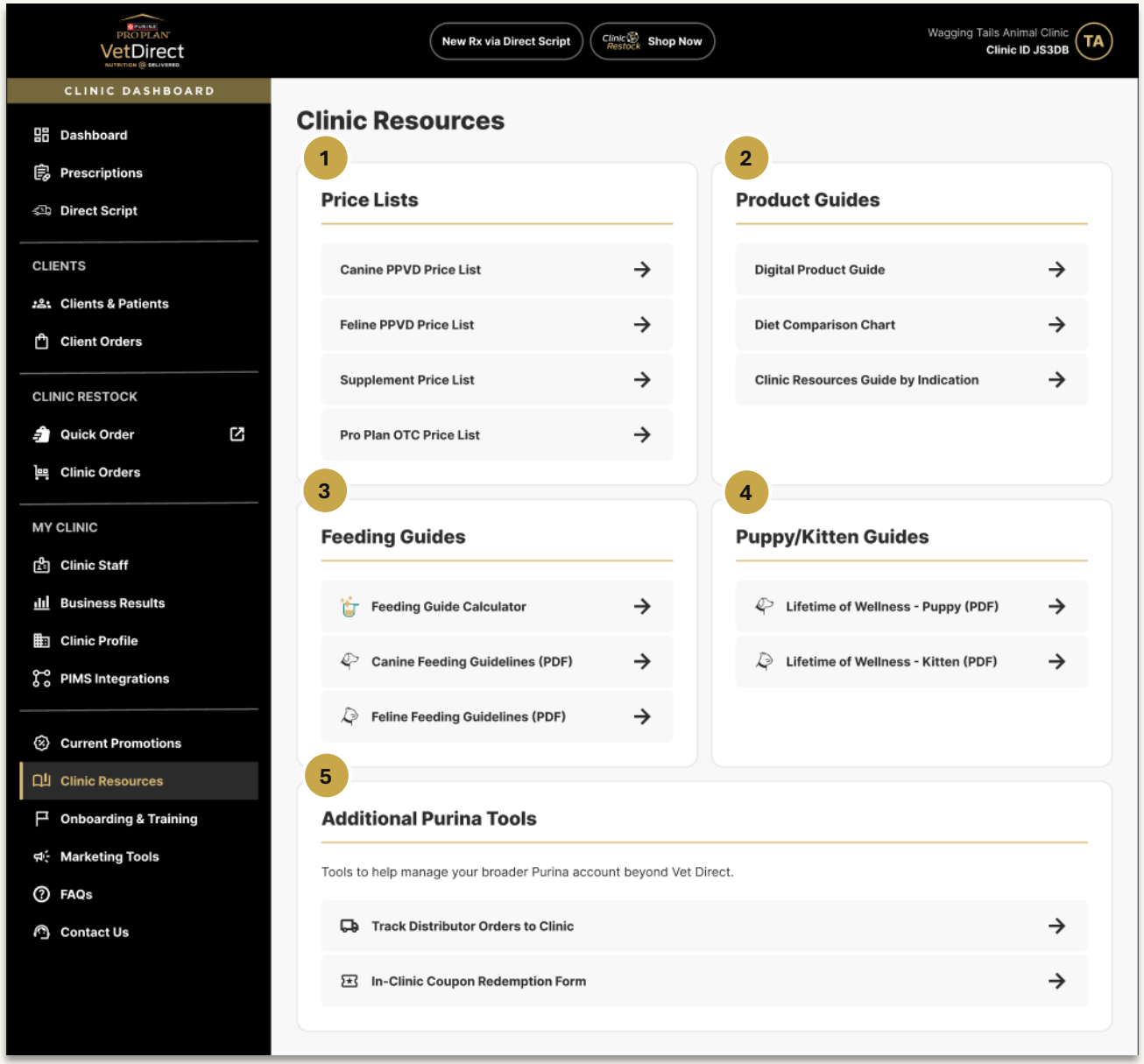
1 **Current AutoShip Incentive**

View the current offer available to clients on their first AutoShip order.

2 **Active Promotions**

View current offers available to clients on Vet Direct, clinic staff on P4P, and your clinic on Clinic Restock. Download available promotional materials to print and share.

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Clinic Resources

PURINA PRO PLAN VetDirect NUTRITION @ DELIVERED

1 Price Lists

Access the latest price lists for Purina Pro Plan Veterinary Diets, supplements, and Pro Plan products.

2 Product Guides & Resources

Access product guides and reference tools, including the digital product guide and Feeding Guide Calculator.

3 Online & Digital Feeding Guides

Access our online feeding guide calculator that you can use to create a guide for any of our diets, or use our PDF version to use as a reference.

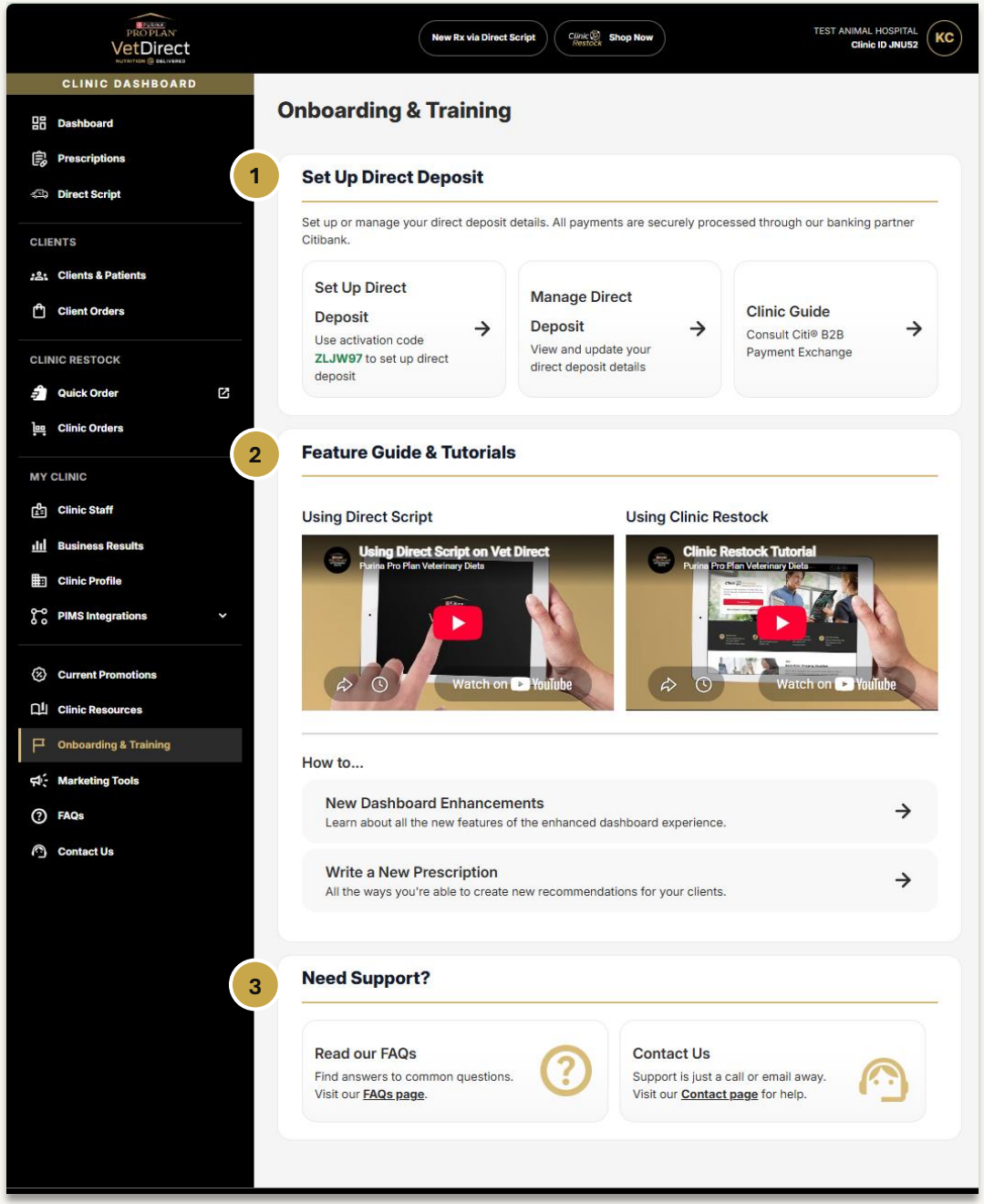
4 Lifetime of Wellness – Puppy/Kitten Guides

PDF download of the puppy and kitten Lifetime of Wellness new client visit guide that can be shared digitally with clients.

5 Additional Purina Tools

Access additional Purina tools, including resources for tracking distributor orders and accessing the in-clinic coupon redemption form.

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Onboarding & Training

1 Set Up Direct Deposit

Access instructions for setting up direct deposit for your clinic's Vet Direct payments through our Citibank portal. The clinic guide will provide step-by-step instructions on the entire process.

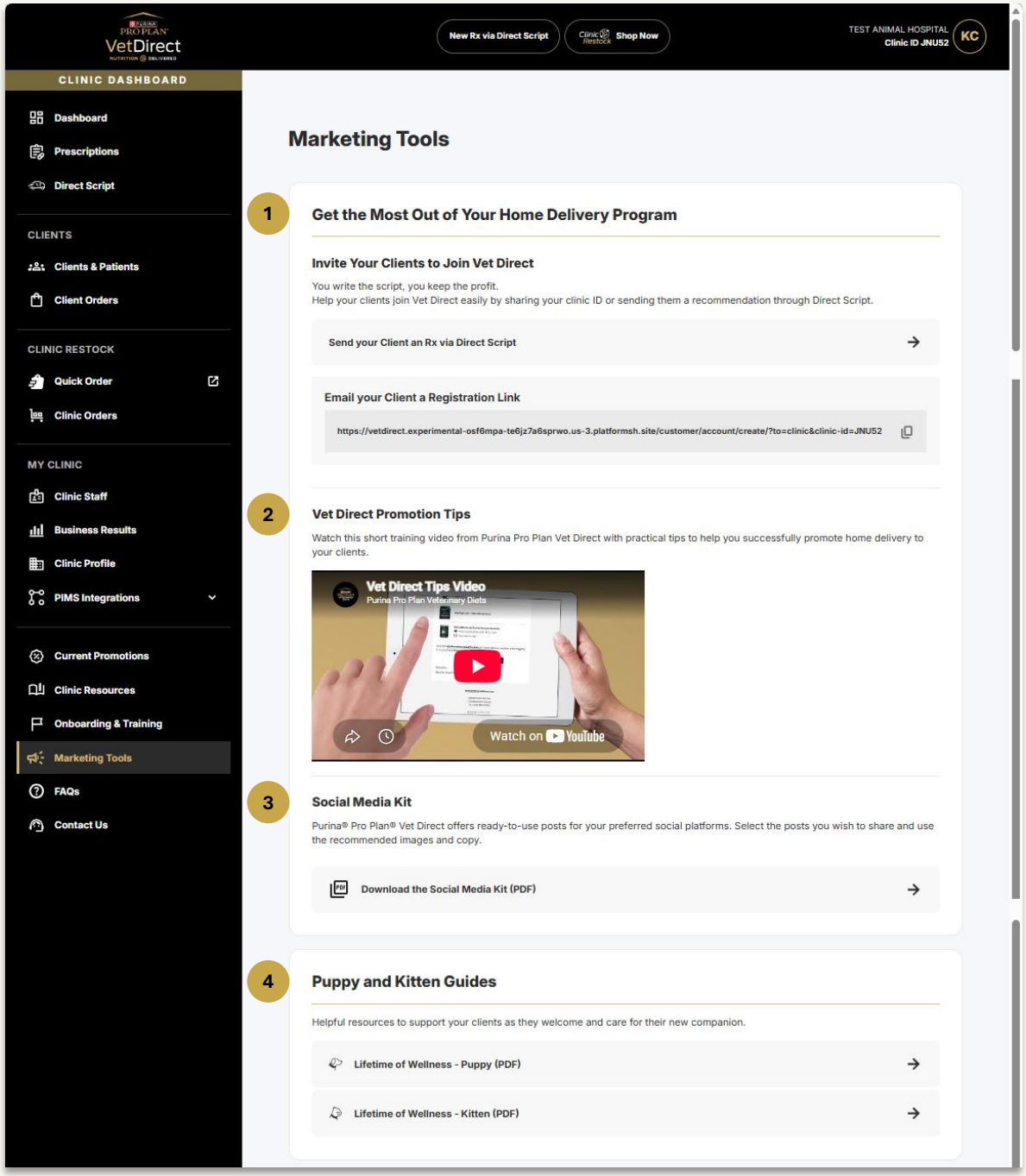
2 Feature Guides & Tutorials

Watch short tutorials covering key Vet Direct features, including Direct Script and Clinic Restock.

3 Need Support?

Find answers in the FAQs or contact the Vet Direct customer service team for additional assistance.

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Marketing Tools

PURINA PRO PLAN VetDirect NUTRITION @ DELIVERED

1 **Invite Clients to Join Vet Direct**

Access your clinic's unique registration link which can be shared to invite clients to join Vet Direct.

2 **Vet Direct Promotion Tips**

Watch a short training video with practical tips for introducing and promoting Vet Direct to your clients.

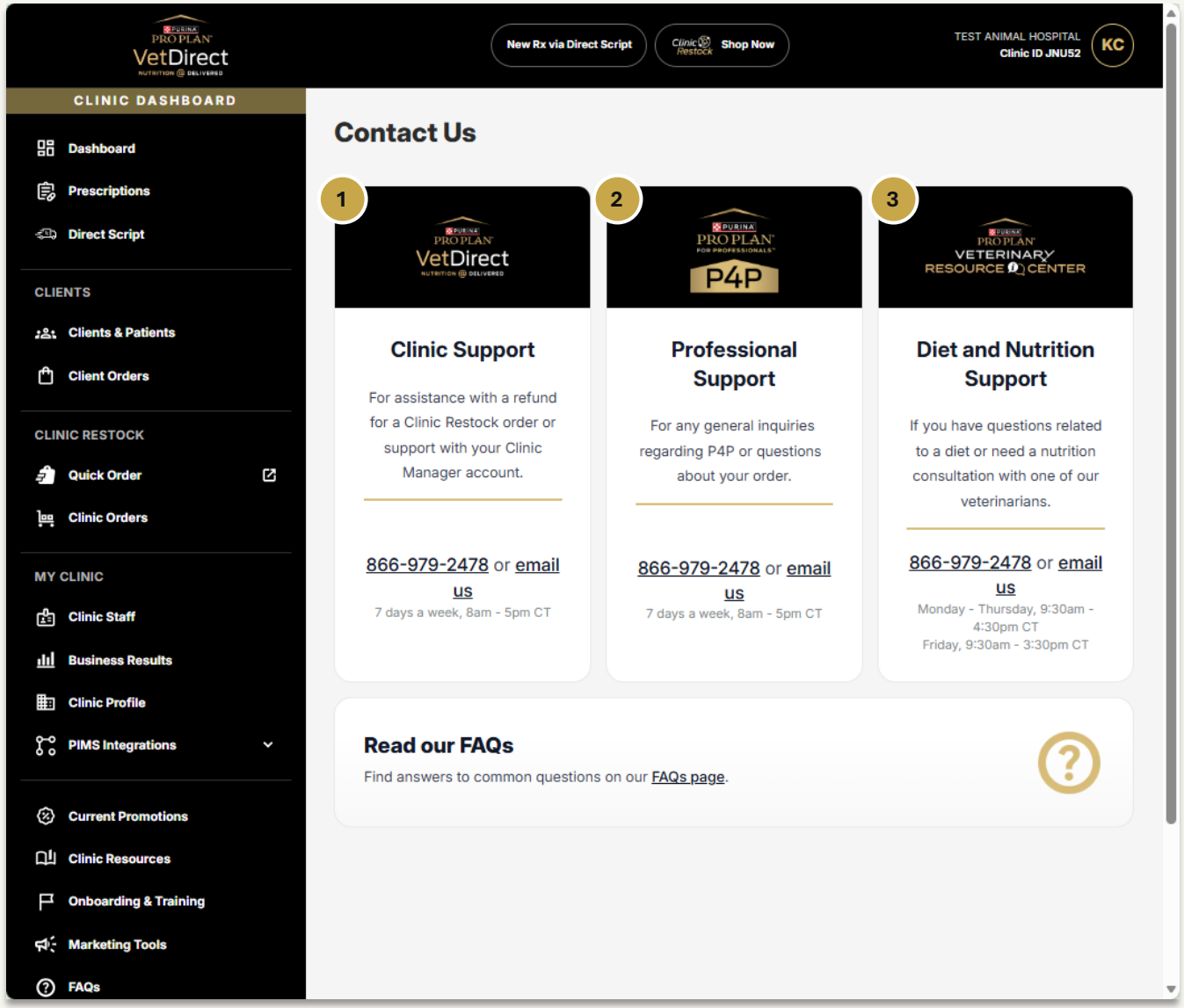
3 **Social Media Kit**

Download ready-to-use social media content to promote your clinic's Vet Direct program across your preferred social channels.

4 **Puppy & Kitten Guides**

Download client-friendly guides with information and resources for caring for new puppies and kittens.

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Contact Us

1 **Vet Direct Clinic Support**

Contact Vet Direct Clinic Support for clinic-related questions, including Clinic Restock orders and refunds, clinic payments, or assistance with your clinic manager account.

2 **Pro Plan for Professionals Support**

Contact Pro Plan for Professionals Support for questions about P4P accounts or orders placed by you or your clinic staff.

3 **Diet & Nutrition Support**

Contact the Veterinary Resource Center with questions about Purina diets or nutrition. The team can also connect you with a veterinarian for a nutritional consultation.

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