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Subject: FW: Update on BioTec Microchip Recall

FYI

From: Mark Ward [<mailto:nzva@vets.org.nz>]

Sent: Friday, 26 January 2018 5:00 p.m.

To:

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This email is to give you the latest information that we have from Virbac about its changed approach to a voluntary recall on BioTec microchips.

Virbac outlined the changed approach in a letter emailed to veterinarians yesterday (25 January) at 2.30pm. The main changes as written in Virbac's letter are:

- . Our approach is to ask veterinarians to scan pets with microchips at every visit, and to replace the BioTec microchips at our cost if they have failed.
- . We are no longer asking veterinarians to pre-emptively contact pet owners for bulk microchip replacement.
- . There will be no cut-off date for claims against faulty BioTec microchips.

Today, we asked Virbac to clarify some aspects of its changed approach for our members and the profession. Here are the questions we asked and Virbac's response:

1. Could you please clarify your voicemail comment at 3.30pm yesterday about not asking Virbac to pay \$60, but to pay \$8 which is the cost of the chip. What did you mean by that?

- . There is no set claim fee, as costs vary between clinics.
- . Over the previous five years that this policy was in place, most claims were around the \$40 mark.
- . Some non-profits, for example, were much lower and only claimed the cost of the chip itself at \$8.

2. So we can support our members in adapting to your new approach around microchips, could you please advise whether Virbac will support, and pay for, insertion of a second or third microchip at the request of a pet owner or on veterinary recommendation if the potentially faulty microchip hasn't yet failed?

- . No. It is now our policy that BioTec microchips can only be replaced at our cost if they have failed. This is effectively returning to the policy that veterinarians have been accustomed to for the past five years.
- . We would be grateful if veterinarians could explain to any other pet owners who are planning to have a second microchip added that this is only recommended by Virbac if the first BioTec microchip has failed.
- . We have updated our website with some FAQs which will be helpful for your customers: <https://nz.virbac.com/home/news/main/news--updates/update-on-biotec-microchips.html>

3. Also, will Virbac cover the costs veterinarians have already incurred from proactively contacting clients – this includes data mining, phone calls, and physical mail-outs (pre-paid envelopes/stamps)etc.?

- . We remain extremely grateful for the efforts undertaken, and apologise unreservedly for any confusion or frustration.
- . The speed and scale of response from clinics to our letter on January 8th varied significantly, meaning it would be very difficult to assess and validate claims of

associated costs at the level of detail needed to satisfy an insurance process.

- . There will be no cut off date for our policy to compensate veterinarians for the costs of implanting a second microchip if the first BioTec microchip fails.
- . For owners who already had animals implanted with a second microchip since our letter on January 8th, we will honour our promise to compensate for the second microchip.
- . Once we have managed this immediate issue, we would like to raise awareness of the need for more pet owners to have their pets microchipped in general.
- . For the benefit of all vets we intend to be strong advocates of electronic pet identification, in the hope this will grow the potential market and generate more business.
- . We are planning a campaign that aligns with Councils' desire to have much greater numbers of pets microchipped

We will keep you informed of further developments.

Regards
Mark Ward
NZVA CEO



The New Zealand Veterinary Association

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