Our Business Model

Our objectives are to innovate, develop, acquire, register, manufacture, supply and market high quality products to the veterinary profession worldwide. We also offer high levels of service, technical support and educational training to promote the Dechra brand and to develop a strong relationship with, and be recognised as an important partner to, veterinarians.

Innovative Products that Treat a Range of Conditions
Dechra develops and manufactures drugs and therapies to improve the prevention, diagnosis, care and treatment of animals.

Value created for veterinarians: Our products give veterinarians the solutions they need in the treatment of animals. The majority of Dechra's key products are novel or have clear advantages over competitor products. This allows veterinarians to offer a high standard of care to animals that they treat.

Educational and Training Programmes
We offer high level educational programmes focused on the diagnosis and treatment of conditions in our key therapeutic areas. We deliver this education through many channels, including major conferences, regional groups, individual practices and increasingly through digital channels.

Value created for veterinarians: We help to improve the knowledge and education of veterinarians. These programmes are certified to offer veterinarians and veterinary nurses the continuing professional education hours they require to maintain their professional qualification.

Customer Support
Dechra provides high levels of technical support and pharmacovigilance through helplines in every country in which we operate.

Value created for veterinarians: These helplines provide veterinarians with support on how best to use our products and free advice on any difficult or complex cases that may be encountered. This enables veterinarians to be fully informed and have the knowledge they need to apply best practice approaches to their care and treatment of animals.

How This Fulfils Our Purpose
Our products enable the improvement of animal health and welfare. Our customer support, educational and training programmes help to inform veterinarians around the globe and further improve animal health and welfare.

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Product development ideas are generated in numerous ways, including:

- regular cross functional meetings where all staff are encouraged to bring new ideas from their experience in the marketplace;
- networking with key opinion leaders, especially in our focus therapeutic areas, to identify and develop ideas; and
- employing talented veterinary scientists who extensively screen scientific papers looking for new technologies that might have an application in our marketplace.

In addition, our profile gives us exposure to human pharmaceutical and biotech companies that are developing technologies, usually for human medicine, but often with a veterinary application. We spread our development portfolio across novel entities, differentiated generics, generics and lifecycle management projects across multiple species.

Our formulation and development laboratories are located at our manufacturing sites which allows manufacturing and product development to work closely together to scale up to commercial production, which is crucial for in-house product development. After opportunities have been identified we have an evaluation phase where we assess opportunities and ideas to determine whether we can technically manufacture the product and whether it is commercially viable to do so. Once a product has been classed as suitable for development it will be allocated to an internal development team who will be responsible for taking the product all the way through feasibility, research and development to regulatory submission. Once all the studies are concluded, if the product reaches the required safety, efficacy and stable chemical formula, regulatory dossiers are prepared for registration and filing with the relevant regulatory authorities.
Supply Chain

Our Customers

Sales and Marketing

Our products are distributed to wholesalers and distributors through two major logistics sites. Our European and International markets are serviced from our own logistics facility based in Uldum, Denmark and North America is supplied out of a third party logistics supplier in Kentucky. The principal objective is to deliver a customer’s order on time and in full every time.

The majority of veterinary practices are supplied through specialised veterinary wholesalers that operate as one-stop shops. They stock the majority of items veterinary practices need and offer high levels of service, often with a next day delivery. These wholesalers generally are not proactive in selling product; they predominantly supply to demand where the demand is driven by Dechra’s own sales activities within veterinary practices.

There are a few markets where we offer direct supply, such as Germany and the Netherlands that are not fully supported by veterinary wholesalers or where legislation enforces all pharmaceuticals to be sold through pharmacies, such as Denmark, Italy, Norway and Sweden.

All our products and sales and marketing activities are targeted at veterinary professionals. The majority of veterinarians prescribe and dispense the drugs, although there are a few territories in the world where the veterinarian writes a prescription and the drugs are purchased by the animal owner at a pharmacy.

The majority of our products are POMs; however, we have a range of complementary non-prescription products. Our product range includes both novel and generic products in key therapeutic areas, in particular endocrinology and anaesthesia and analgesia.

Dechra operates its own sales force and provides in-house marketing and technical support in 25 countries, predominantly in Europe and North America. In almost all of these countries we have highly skilled field based representatives who make regular calls with all major veterinary practices. The representatives’ brief is to sell the product on a technical basis, outlining the beneficial aspects of our products and to provide educational support on how best to treat animals in our key therapeutic areas. We also provide high levels of technical support and pharmacovigilance through helplines in every country in which we operate. These helplines provide veterinarians with support on how to best use our products and free advice on any difficult or complex cases that may be encountered.

The relationship with veterinarians is key and, to this end, we provide added value services. We offer high level educational programmes focused on the treatment of conditions in our key therapeutic sectors. We deliver this education through many channels, including major conferences, regional groups, to individual practices and increasingly through digital channels. These programmes are certified to offer veterinarians and veterinary nurses the continuing professional education hours they require to maintain their professional qualification.