



## CMA Response

### **Response to the Working Paper dated 06 February 2025 Regarding: Competition in the Supply of Veterinary Medicines**

- Petscribers recognises all the key issues in the veterinary medicines market which the CMA has identified, in particular:
  - that prices of veterinary medicines have risen very steeply over recent years, by far more than the rate of inflation
  - FOPs often sell veterinary medicines at very substantial mark-ups, with retail prices substantially exceeding the prices at which the same medicines are available elsewhere, including reputable, VMD-registered online retailers.
  - Pet owners face difficulties with accessing and comparing prices of veterinary medicines
  - Pet owners are often unaware of the other options available to them to obtain veterinary medicines and those who do look to use third-party retailers often face barriers to doing so
  - Branded medications may be used to retain sales, with owners unaware of alternatives available online from trusted third-party retailers
  - that there is important evidence of weaker competition in the supply of veterinary medicines than might usually be expected in a well-functioning market
- Petscribers has created an innovative digital platform which re-imagines the written prescribing process; removing barriers to purchasing veterinary medication online that are currently faced by owners and increasing the transparency and efficiency of the current process.
- With particular regard to the difficult accessing and comparing medication prices, Petscribers helps pet owners find and compare prices of veterinary medicines and safely purchase online from VMD-registered retailers, and will be launching within the next few months.
- Petscribers is founded by vets, has engaged with the VMD on process design and compliance, and is already partnered with several online pharmacies. Petscribers has also had positive engagement with some major insurers who are aligned with their vision of reducing barriers to online veterinary medication purchasing.
- Petscribers is aware of the issues surrounding branded medications, and is intending to actively educate owners to facilitate knowledge of, and subsequent purchasing of available alternatives where this is clinically appropriate.
- Petscribers supports the CMA's investigation and in particular supports measures which will (a) improving pet owners' awareness of the options available to them to obtain veterinary medicines and (b) remove barriers to pet owners accessing such options.

Petscribers would welcome the opportunity to engage with CMA as its investigation progresses and wishes the CMA all the best with its ongoing investigations.

Kind Regards,  
Emma Pemberthy & Angela Jones  
(Co-founders of Petscribers Ltd.)