

IDEXX Points Program

Frequently Asked Questions

General Information

What is the IDEXX Points Program?

The IDEXX Points Program is designed to continuously thank you for doing business with us and to make it easier to grow your practice. Through the IDEXX Points Program, you can earn valuable IDEXX Points on your everyday purchases. Each IDEXX Point is worth one dollar toward the purchase of any IDEXX product or service, and the points add up fast! IDEXX Points can be saved and applied toward larger purchases, such as diagnostic instruments, digital imaging systems and practice information management systems. IDEXX Points may also be applied to your IDEXX Reference Laboratories invoice. Benefits include:

- 1 IDEXX Point = \$1 redeemable toward the purchase of any IDEXX product or service.
- Easy IDEXX Points redemption—just call 1-800-248-2483.

How do we know how many IDEXX Points we have?

You can view your IDEXX Points balance and statements through our password-protected account management service by clicking on the 'Log In' button on the IDEXX Points web page (idexx.ca/points). Activating your online account is easy. Just call IDEXX Customer Support at 1-800-248-2483, and we will assist you with activation. Of course, if you ever have questions regarding how many IDEXX Points are in your account, you can call your IDEXX representative at 1-888-794-3399 or call IDEXX Customer Support.

How do we use our IDEXX Points to buy something?

You can redeem your IDEXX Points on any IDEXX product or service by calling IDEXX Customer Support at 1-800-248-2483. Simply tell us what you want to buy with your IDEXX Points, and we'll do the rest.

Do we have to save our IDEXX Points until we can cover the total cost of the item we want to purchase?

No, you don't have to save up until your IDEXX Points cover the full cost of an item. You can save your points, or you can apply any portion of your IDEXX Points balance toward the cost of an item, even if you don't have the full amount.

Do we have to keep track of our IDEXX Points activity?

We track your points for you. You can check your IDEXX Points balance and access archived quarterly statements by clicking on the 'Log In' button on the IDEXX Points web page (idexx.ca/points). For help activating your online account, please call 1-800-248-2483. You can always call your IDEXX representative at 1-888-794-3399 for up-to-date account information.

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Frequently Asked Questions *continued*

Is there any paperwork involved?

No paperwork is required to earn IDEXX points or to spend them on any IDEXX products or services. Just call 1-800-248-2483 and let us know what you want to do. We'll take care of the rest.

Is there a membership fee?

No, there are no fees associated with IDEXX Points.

What is an IDEXX Point worth?

Each IDEXX Point is worth one dollar redeemable toward the purchase of any IDEXX product or service.

How often are IDEXX Points deposited in our account?

IDEXX Points are usually deposited four to six weeks following the end of the program or rebate period in which they were earned.

Do our IDEXX Points ever expire?

Yes, IDEXX Points expire annually on November 30, two years after the points were earned. For example, points earned on February 20, 2015, will expire on November 30, 2017. (Points earned in any December will expire one year and 11 months after they were earned.) Points will be redeemed or expired in the order they were earned. If your practice has not made IDEXX purchases in a 12-month period, all points will expire and the IDEXX Points account will be closed.

Who can answer questions about our account or statement?

Your IDEXX representative (1-888-794-3399) and IDEXX Customer Support (1-800-248-2483) are available to assist you with any questions or concerns you may have.

Can we share an IDEXX Points account with another practice?

Yes, multiple practices can pool points and share one IDEXX Points account. For more information, please consult the IDEXX Points Terms and Conditions.

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Frequently Asked Questions *continued*

SNAP Up The Savings Program

What is SNAP Up The Savings?

SNAP Up The Savings is a reward program designed to continuously thank you for doing business with us and to make it easier to grow your practice. Through SNAP Up The Savings, you can earn valuable IDEXX Points on your everyday purchases. Each IDEXX Point is worth one dollar toward the purchase of any IDEXX product or service, and the points add up fast. SNAP Up The Savings includes:

- **Volume rewards on the SNAP® 4Dx® Test**—participating practices receive an IDEXX Points rebate with volume purchases.
- **Unlimited rebates when you purchase the SNAP® family of products**—earn IDEXX Points rebates for qualifying SNAP family test purchases throughout the program year.
- **Easy IDEXX Points redemption**—just call 1-800-248-2483.

How do we enroll in the SNAP Up The Savings program?

You are automatically enrolled when you buy any combination of three boxes of the SNAP® 4Dx® Plus Test or SNAP FIV/FelV Combo Test from January 1, 2016–March 31, 2016. To be eligible for enrollment, you must order 30-count test kits.

Do we have to reenroll every year?

Yes, when your practice enrolls, you are enrolled only until the end of that year's program period.

Can we earn IDEXX Points on our enrollment purchases?

Yes, your SNAP® 4Dx® Plus Test purchases are retroactive to the beginning of the program period. In addition, SNAP® FIV/FelV Combo Test, SNAP® Feline Triple® Test, SNAP® cPL™ Test, SNAP® fPL™ Test, SNAP® Giardia Test and SNAP® Feline proBNP Test purchases prior to enrollment will also be counted in the rebate calculation.

Do we need to complete any paperwork to enroll in the SNAP Up The Savings program?

No, we will track your SNAP® test purchases and will automatically enroll your practice in the program when the qualifying tests have been purchased.

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Cornerstone® Referral Program

How do I earn points through the Cornerstone® Referral Program?

It's simple! Send us a colleague who you think would benefit from switching to the Cornerstone® Practice Management System, and if they become a Cornerstone customer within 2 years of your referral, you will earn 500 IDEXX Points.

Is there any limit to the number of points I can earn through the program?

The sky is the limit! You can earn as many points as you want to through the referral program. It's all dependent on how many colleagues you refer.

Are there any program rules?

Just one rule—the person you refer must become a Cornerstone customer within 2 years of your referral.

Are the points the same as those I can earn in other IDEXX Points programs?

Yes, they are the same IDEXX Points, worth \$1 toward any IDEXX product or service.

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Frequently Asked Questions *continued*

Pay per Run for the SediVue Dx™ Urine Sediment Analyzer

What is Pay per Run?

Traditionally, IDEXX in-house analyzer users have purchased tests and accessories as needed. With Pay per Run, IDEXX will ship SediVue V70i™ cartridges, pipette tips, and QC fluid to you at no charge, and you will be billed monthly for each successful run completed.

How does this benefit our practice?

Pay per Run will alleviate the burden of taking on extra inventory by only supplying what is needed. Additionally, by allowing you to recognize client revenue immediately, Pay per Run provides additional cash flow for the practice.

Do we need an active IDEXX SmartService™ Solutions connection to run the SediVue Dx™ Urine Sediment Analyzer?

Yes, all SediVue Dx analyzer customers are required to have IDEXX SmartService Solutions.

How does IDEXX keep track of the sample runs we perform on the SediVue Dx analyzer?

IDEXX SmartService Solutions will track runs on a monthly basis and add the total cost of all the runs to your monthly IDEXX invoice.

How will we be charged for the quality control runs?

For each quality control run captured through IDEXX SmartService Solutions, a charge will be applied. The quality control cycle consists of two runs; therefore, you will see two charges for each quality control cycle.

What if quality control or a sample run is completed for troubleshooting?

If a duplicate quality control or sample run, including the identical patient ID, is performed within the same business day, you will not be charged.