



Newport announces new FACS team to support disease investigations

WORTHINGTON, MN – Newport Laboratories has announced the formation of FACS (Food Animal Care Specialists), a group of science-based professionals dedicated to food animal production and health.

Members of this elite team include: Craig Pfeifer, DVM, FACS Director; Doug Stine, DVM, Ph.D., Randy Shirbroun, DVM, Mark Titus, DVM, M.S., Randy Simonson, Ph.D., Wayne Freese, DVM, M.S., Russ Bey, Ph.D., Ben Hause, M.S., Tracy Oleson, M.S., Jeff Swartzlander, Ph.D., Keith Wilson, DVM, and Reed Leiting, DVM.

FACS members come from a wide background of science-based disciplines, ranging from veterinary medicine and molecular biology to record analysis, production, and nutrition.

The group will work closely with Newport's Field Sales representatives in helping customers solve problems and educate producers. In addition to in-house consulting, FACS personnel will travel to producer sites to assist with diagnosis and treatment options. Applying science-based methods, FACS members will assist veterinarians in discovering the evidence leading to the root of the problem.

FACS will also play a key role in enhancing Veterinary/Client/Patient Relationships. FACS members will be available to speak at producer meetings, to assist in creating technical bulletins and newsletters, and other related outreach efforts.

The group is symbolic of a new era of technical service and support, explained Dr. Randy Simonson, Newport COO.

“Newport has always prided itself on how we work alongside the veterinarian and producer with more than just a product to sell, a veterinarian to show you how to use it, and a trademarked acronym to help you remember the product you probably don't need,” he said.

“We have found that the best way to establish a long-term relationship goes beyond just promoting a given product; it requires trust earned through working together to find the answer to the problem and doing whatever is necessary to solve it. FACS represents our continuing effort to improve this service.”

For more information on FACS or Newport Laboratories, contact Customer Service at 1-800-220-2522.