

Zoetis Vetscan, Diagnostic Excellence

ONETEAM
ONEZOETIS



zoetis



V E T S C A N



Comprehensive Diagnostics at the Point-of-Care

Support at all Stages of Your Care

Zoetis provides a **comprehensive range of products** and services that help you **safeguard animal health** at every stage, from predicting disease to disease prevention, detection and treatment.

Diagnostics may represent 15% to 25%¹ of a veterinary practice's turnover. **Implementing diagnostic testing** as part of your clinical repertoire is not only good practice but also **good business**.

Reference lab precision with point of care convenience; benefiting your patients, your clients and your business.



¹ AAHA Financial and Productivity Pulsepoints, 7th Ed., by the American Animal Hospital Association 2013.

Key Support for Your Practice

In Practice Support

AM Account Manager

Your Zoetis AM will discuss with you your point of care testing needs and has the lead relationship with you and your practice



DSS Diagnostic Sales Specialist

Your DSS will run a demonstration in practice for half a day using your cases and help you find the right commercial package



DAS Diagnostic Application Specialist

Your DAS will install your new analysers, train your staff, support you to grow your in house lab business.



Additional Zoetis Support

Customer and Technical Support for your Vetscan needs
0845 300 8034



Advantages of Point of Care Testing

Providing rapid result



- Immediate results
- Customer Service
 - One time visit for clients
 - No call backs
- Determine when further evaluation may be needed – when appropriate²
- Time sensitive tests – fresh sample
 - Time causes changes in cell shape and size³

Advantages of Point of Care Testing

Client want immediate results

WHY WAIT? YOUR CLIENTS DON'T WANT TO.

In an
independent
survey of 758
pet owners

▶ **70%**

of prime clients would
choose a veterinarian that
could deliver blood work in
15 minutes; and they'd pay
additionally for this service.

27%

of veterinarians
felt that point of
care blood work
was important.

This difference suggests to veterinarians that they cannot afford to wait. Why are you waiting?

- Improve patient care
- Improve client communication & education
- Improve client compliance

Optimal Consumables Use

How to grow your point of care business

Estimated practices send more than 60% of their blood work to reference lab

Assumptions

A Vet will see 25 – 30 Pets per day.

A Vet will conduct 2 – 3 Operations per Day

A Vet has 900 Dogs & 600 Cats on their list

A Vet works on average 220 days per year

FTVE Tests Per Day

1 x Sick Patient Check p/ Day

1 x Pre-Op Screen p/ Day

2 x Annual Wellness
Chronic disease and LT
meds

Minimum FTVE

2 Tests per day,
440 Tests per Year

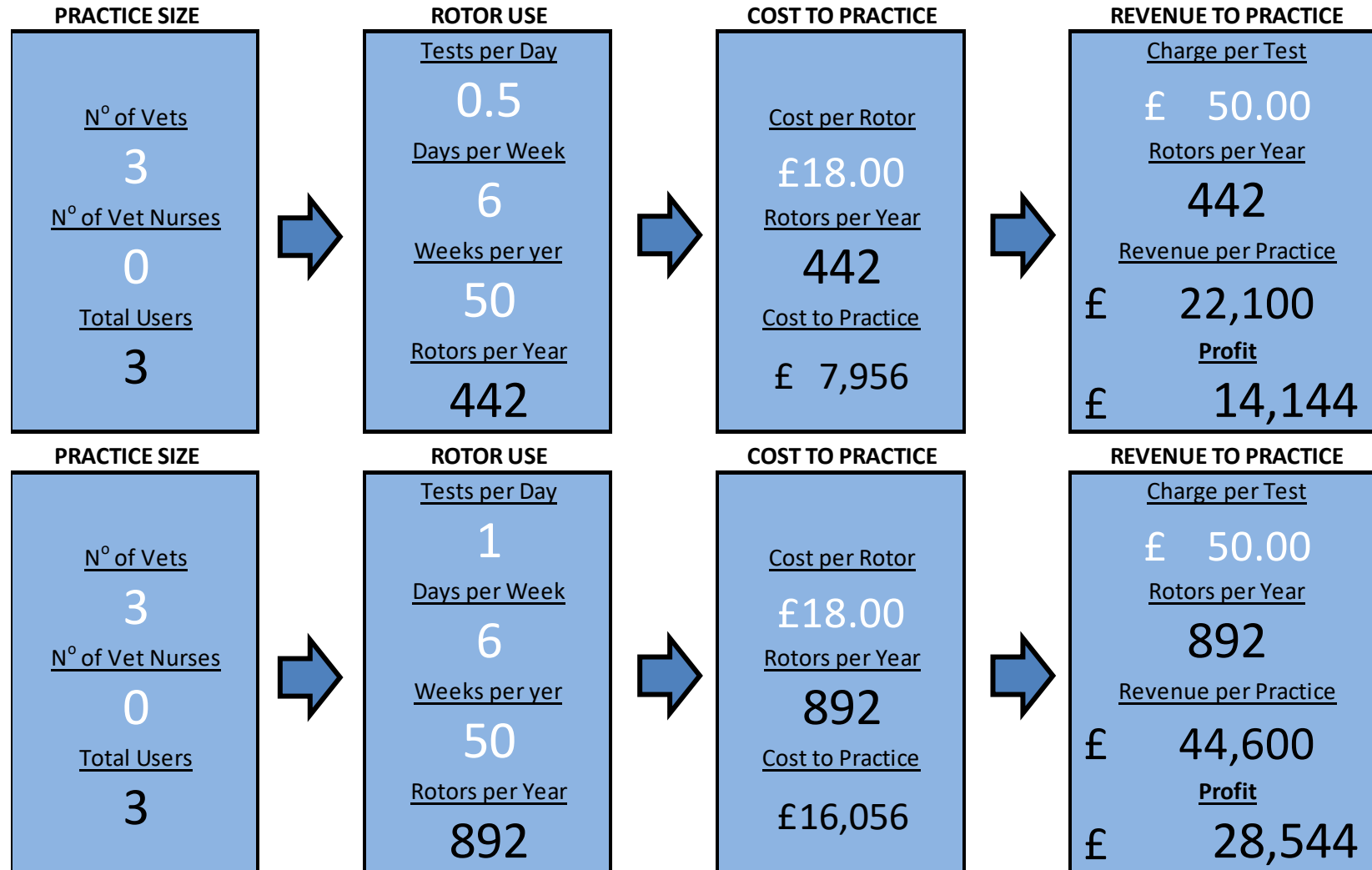
Optimum FTVE

4 Tests per day,
880 Tests per Year

Supporting Practice Growth

Diagnostic Audit Tool

Demonstrating the value of in house



The Zoetis Vetscan Range



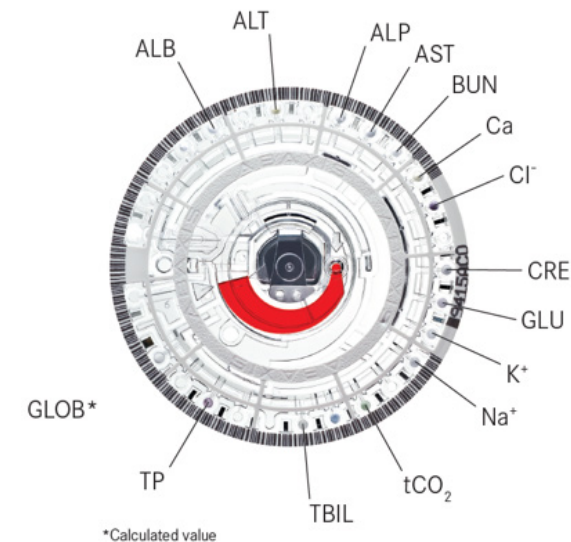
VETSCAN VS2

VETSCAN VS2

- ✓ Biochemistry analyzer - with 10 panels and 26 analytes, including specialist tests such as T4, TCO₂, Bile Acids and Phenobarbital
- ✓ A convenient small whole blood sample requirement
- ✓ Only 12 minutes to results
- ✓ Intelligent Quality Control (iQC) monitors the analyser, reagents and sample before and during every analysis to ensure reliable results
- ✓ Little to no maintenance

Comprehensive Test Portfolio

The VetScan® VS2 provides reference lab quality results in virtually any testing environment. Diagnose and treat patients with confidence.

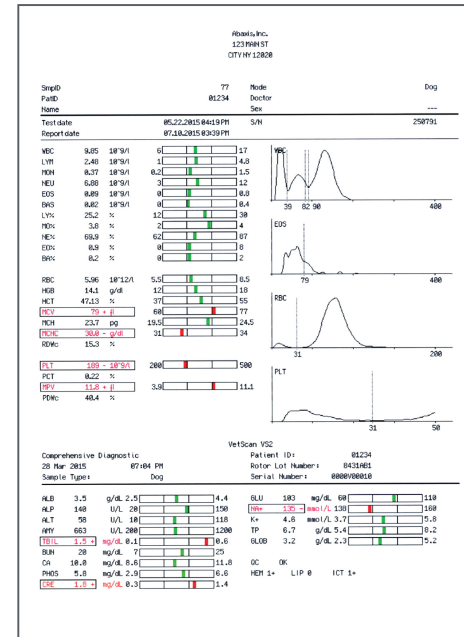
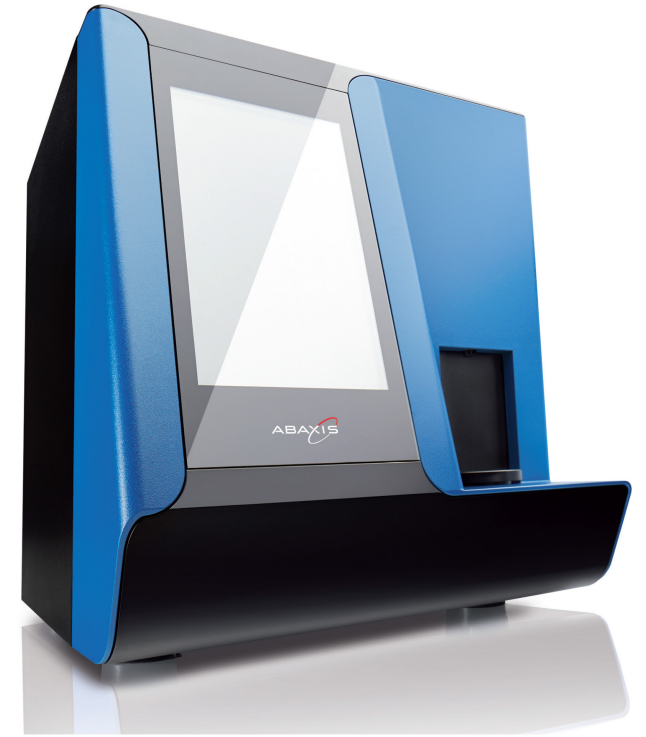


VETSCAN HM5

VETSCAN HM5

- ✓ Hematology analysis with 5-part differential
- ✓ Comprehensive 22-parameter Complete Blood Count (CBC)
- ✓ Small sample size with only 3-4 minutes to results
- ✓ Direct eosinophil counts and percentage, with reference lab quality results
- ✓ 17 validated species and 22 parameters

Easily combine the printout of the HM5 with a VETSCAN VS2 chemistry analyzer, and show your clients a clear report, all within one visit

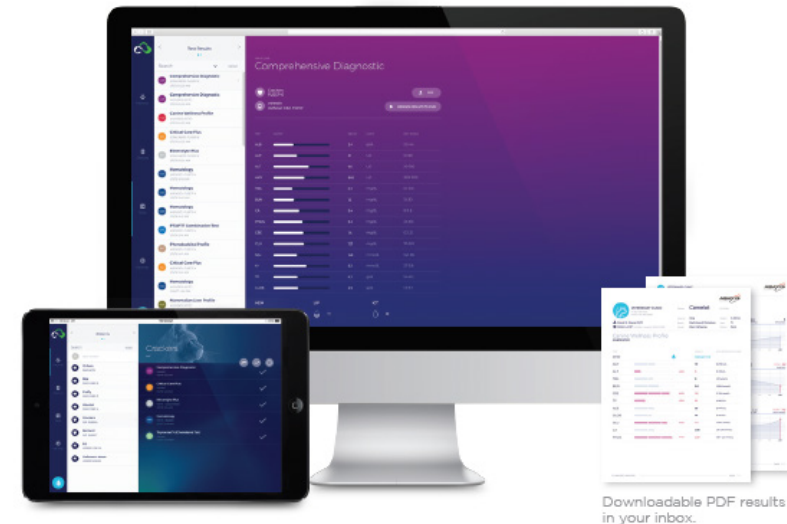


Presentation is Everything

The Fuse

- ✓ Connectivity ecosystem offering Bi-Directional integration between your VETSCAN analyzer and Practice Management Software
- ✓ Order tests and receive results automatically in your PMS*
- ✓ Eliminating manual steps

VETSCAN FUSE empowers you to have more meaningful conversations with pet owners and builds the value of diagnostics by sharing test results on a variety of devices in your practice and attaching files to patient files.



*We strive to work with most PMS providers but can not guarantee full integration for all systems

Sediment Analyser and Urinary Analyser

VETSCAN SA

- ✓ Urine sediment analyzer with 11 parameters and a 5 minute run time
- ✓ Perform urine microscopy in your clinic
- ✓ High-resolution urine sediment images and classification



VETSCAN UA

- ✓ Handheld Analyzer
- ✓ Includes Urine Protein : Creatinine Ratio (UPC) and Microalbumin
- ✓ Simple 3-Step-Operation and easy to read results in just 60 seconds



Istat Alinity

Istat Alinity

- ✓ Handheld Analyzer
- ✓ Delivers results for acid-base, blood gases, electrolytes, chemistry and haematology on one platform
- ✓ Results in 2-3 minutes with built-in calibration and quality controls



Portable and lightweight

The i-STAT Alinity gives you the ability to diagnose at the point-of-care, whether you are out in the field or in the exam room. Its robust construction is suited for fast-paced environments and is always ready to use



Wide Range of Complementary Test's

Vetscan Vue

- ✓ cPL rapid test reader
- ✓ No maintenance
- ✓ Integrated timer and auto-read functions
- ✓ App Based



Vetscan HDMicroscope

- ✓ Digital trinocular microscope
- ✓ Perfect for teaching or demonstrating to clients
- ✓ Capture pictures and attach to patient files, demonstrating resolution over time



Vetscan VSpro

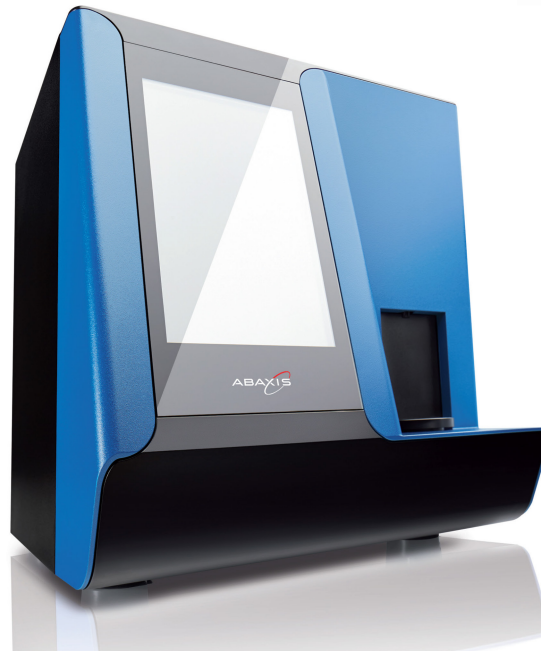
- ✓ Fibrinogen, Pre-surgical and Critical Care Coagulation Testing

Rapid Test
Alphatrak
Witness

Current Steering Committee Users

Tell us about your experience

- Simon Tai – City Road
 - iStat and UA
- Steve Carter – Priory
 - iStat and VS2
- Julie Hutton – Hilltop Vets
 - VS2
- Martin Paterson – Donaldson's
 - VS2 and HM5 trial



Buysure Commercial Offering

	Analyser	Consumables	Zoetis Support
A Single Transaction	<ul style="list-style-type: none"> • 30% Platinum • 15% BG min terms 	<ul style="list-style-type: none"> • 20% discount Platinum • 10% BG min terms 	<ul style="list-style-type: none"> • Education & support to understand revenue opportunity • Staff training & support
B Hire Purchase	<ul style="list-style-type: none"> • 30% Platinum • 15% BG min terms 	<ul style="list-style-type: none"> • 20% discount Platinum • 10% BG min terms 	<ul style="list-style-type: none"> • Support to ensure fully self funded within 6 months • Training to ensure optimal in house use of diagnostics
C Analyser & Consumable Tie in	<ul style="list-style-type: none"> • Cost Neutral • 5yr agreement 	<ul style="list-style-type: none"> • 48 rotors per month • 1 reagent pack per month • 20% discount 	<ul style="list-style-type: none"> • Ongoing training & support to achieve optimal consumable use per FTVE

Demonstrate VetScan to Buysure Members

We would like to invite practice's who are interested in Zoetis VetScan, to have a Zoetis Diagnostic Sales Specialist do a half day demonstration with your team, using your case load from that day

Speak to your Zoetis Account Manager if you are interested in discussing VetScan further



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