



CASE STUDY: Max & Min Veterinary Practice

The Virtual Laboratory by Zoetis enables progressive and efficient workflows

Max & Min Veterinary Practice opened in January 2023, and Founder Anish Patel's vision included embracing new technology to help save time, improve accuracy and provide exceptional patient care.

Background

Max & Min Veterinary Practice is a purpose-built independent clinic based in Hertford. Founder and Director Anish Patel is behind the clinic, which opened its doors in January 2023. The site has been designed to integrate equipment and encourage workflows which utilise digital technologies and artificial intelligence, allowing the practice to operate as efficiently and sustainably as possible.



"The expedited results mean we can quickly start thinking about next steps – something that has really helped grow our client base."

ANISH PATEL, FOUNDER & DIRECTOR,
MAX & MIN VETERINARY PRACTICE



The Virtual Laboratory

As a newly opened clinic, Anish spent the first few months as the only vet on site – placing his time in high demand. Keen to streamline both diagnostic and clinical processes, the Virtual Laboratory's integrated suite of products and services offered exactly what Anish was seeking. Elements such as the Vetscan® Imagyst™ and ZoetisDx platform allowed for expedited turnaround times. The complimentary global network of clinical consultants also provides the reassurance of a

second opinion across a multitude of specialities at a time that suits his busy schedule.

The portfolio is evolving, but currently includes the Vetscan® Imagyst™ powered by Artificial Intelligence (AI), Vetscan® HM5 and Vetscan® VS2; with the global online platform, ZoetisDx; providing access to expert support through AI, clinical pathologists and specialist clinical consultants.

Outcome

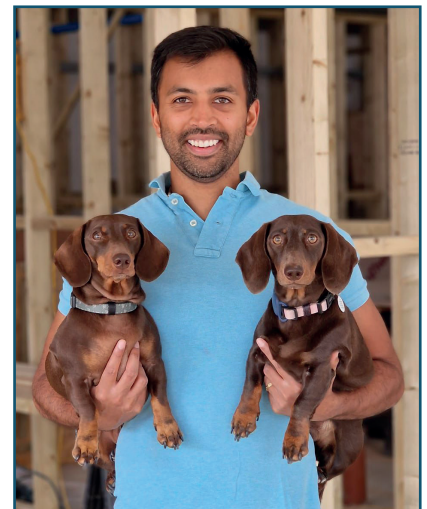
The Virtual Laboratory has significantly improved workflows for Anish and the team at Max & Min Veterinary Practice through saving time, streamlining processes and providing expert support. The five days it would usually take for Anish to receive cytology results from a lab has been significantly reduced to just hours – transforming his approach to diagnostics, patient management and driving increased client satisfaction. The time saved goes towards time with owners, treating additional patients, and planning the next steps in terms of treatment.

"The first time I used the Imagyst and ZoetisDx was with a 14-year-old cat that came in at 9 a.m. with cystitis. We found a mass in its abdomen and performed bloods, imaging and needle aspirates – the cytology results were back by 5pm alongside a detailed cancer treatment plan."

When it comes to these next steps, ZoetisDx has provided detailed (up to five pages in some cases) reports outlining all possible treatments and protocols. Zoetis' complimentary global network of clinical consultants available through the Virtual Laboratory provides an extra layer of assurance, essentially acting as an extra multiskilled member of the healthcare team.

"The Dermatology AI application allows us to understand what is going on as part of the work-up, allowing us to dispense the right treatment. This is particularly important when using antibiotics. And when the practice is busy, or when you're the only vet in the building, being able to send the results off for a second opinion offers real reassurance."

Max & Min Veterinary Practice has received extremely positive feedback from clients, as well as heightened interest and engagement from pet owners, who have the opportunity to be involved with making informed decisions on behalf of their pets. Within the day-to-day running of the clinic, the technology has sparked interest in diagnostics among team members and visiting students. New clients have also commented on the expedited turnaround times, noting it as an influencing factor for their visit, leading to a growth in the new clinic's client base.



Why Zoetis?

"I've used Zoetis' products for many, many, years during my time within the industry. If you look at the products Zoetis is developing, on the drug side as well as the technology side, with Librela® (bedinvetmab) and CYTOPOINT® (loketivetmab), you're the only guys doing it – and you're at the forefront. So, if I'm going to invest on advanced technology I'll choose a trustworthy, experienced and expert-driven source"