

How Can Fecal Diagnostics Impact Your Clients and Your Clinic?

Parasitic infections can be a constant threat to pets

- **Routine fecal testing is crucial** to ensuring that pet health is protected
- **Effective control is possible** with preventive therapy, but poor owner compliance is common^{1,2*}
- **Fast, accurate detection can improve compliance and the pet/owner experience** by eliminating the need for a follow-up visit



VETSCAN IMAGYST™ uses artificial intelligence (AI) to help you make fast, accurate diagnoses, with results and images **in minutes**³

Clinics that used VETSCAN IMAGYST saw an increase in revenue vs non-IMAGYST clinics^{†‡}

47%
INCREASE



in puppy/kitten fecal transactions vs a 49% decrease for non-IMAGYST clinics⁴

74%
INCREASE



in fecal testing revenue^{4†}

240%
INCREASE



in intestinal parasite treatment revenue^{4†}

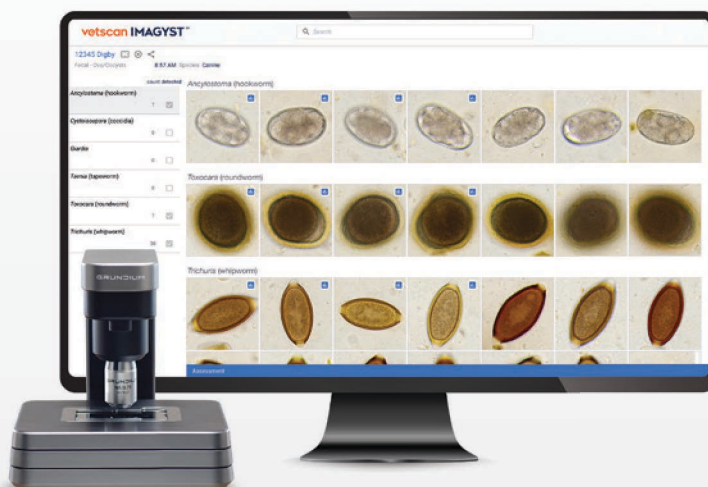
Ask your Zoetis representative about maximizing diagnostic revenue potential with VETSCAN IMAGYST

Clinics that introduced VETSCAN IMAGYST™ increased parasite detection and improved efficiency

~31%

**MORE PARASITES
WERE DETECTED**

in practices that increased fecal
testing with VETSCAN IMAGYST[‡]



What did a clinic's team say about their experience with VETSCAN IMAGYST?^{5§}



**Increased
accuracy**



**Consistent
results**



**Reduction in
human error**



**DVMs had more
time with patients
during scanning**

"I believe with the IMAGYST we are better able to catch things like *Giardia* and coccidia than previously."

—Veterinary Team Member at Heritage Animal Hospital (Terre Haute, IN)

*Vetstreet pets purchasing flea, tick or heartworm preventives, 2018 (n=5,313).

[‡]Among practices that increased testing with VETSCAN IMAGYST.

[‡]A preliminary retrospective pharmacoeconomic study to determine impact on fecal test volumes and gastrointestinal parasite detection and treatment in practices that used VETSCAN IMAGYST vs those that did not. The analysis was based on a review of data from 3,659 non-IMAGYST practices and 120 IMAGYST practices, accounting for 1,925,792 canine patients and 3,696,521 transactions, and 276,315 feline patients with 452,328 transactions. Study participants were early adopters who embraced the technology. The observation period was from October 2019 to September 2021. Analysis compared outcomes 12 months prior to IMAGYST implementation to 12 months with IMAGYST.⁴

[§]Based on a 4-question qualitative survey to team members at Heritage Animal Hospital in Terre Haute, IN.⁵

References: **1.** Vetstreet Data Analytics. Vetstreet: ZMR Pets Purchasing FTH. Data on file, 2018, Zoetis Inc. **2.** Jones S. Key findings from the 2013 American Heartworm Society survey. Today's Veterinary Practice. July/August 2014. Accessed June 10, 2022. <https://todaysveterinarypractice.com/parasitology/heartworm-hotline-key-findings-from-the-2013-american-heartworm-society-survey/>. **3.** Nagamori Y, Sedlak RH, DeRosa A, et al. Evaluation of the VETSCAN IMAGYST: an in-clinic canine and feline fecal parasite detection system integrated with a deep learning algorithm. *Parasit Vectors*. 2020;13(1):346. doi:10.1186/s13071-020-04215-x. **4.** Data on file, Study No. 21SRGDI-A-01-01, 2022, Zoetis Inc. **5.** Data on file, Study No. 21SORDI-A-01-01, 2022, Zoetis Inc.

**Learn more about
VETSCAN IMAGYST**

