

StayWell

Preventative care and the path to wellness

StayWell is a preventative care program that helps provide a fuller picture of your patients' health through routine diagnostic health screening.



Clients are more open to diagnostic health screening than veterinarians realize:



85%

of pet owners find diagnostic health screening **valuable** for investing in their pet's health¹



82%

of pet owners agree that health screening is important in keeping their pet healthy¹

StayWell comes with great benefits for your patients and your practice

- ✓ Optimize diagnosis and treatment decisions with detailed patient trending
- ✓ Strengthen client relationships and retention with routine screening
- ✓ Adopt industry best practices with a preventative approach

The value of diagnostic health screening across age and breed types

- **Young Adult:** Establish a diagnostic baseline and reveal congenital or early development issues
- **Mature Adult:** Evaluate patterns and trends to identify illness or imbalance before the patient gets older
- **Senior:** Detect subclinical disease before symptoms appear for potentially earlier treatment
- **Different breeds:** Account for varied predisposition to different conditions across breed types

Seemingly healthy pets can have abnormal results



51% of clinically normal animals would be expected to have at least one abnormality in a 14-panel chemistry test²



1 in 16 dogs and **1 in 5 cats** had changes in their lab results that were diagnostic of disease or warranted further evaluation³

StayWell helps establish baseline diagnostics for each patient

“Emphasizing that normal screening results provide a baseline for monitoring changes over time can help clients understand the importance of regular testing in ensuring their pets’ well-being.”

Dr. Tyler Simpson | Veterinarian and owner
Furwell Veterinary Hospital, Greer, South Carolina, a StayWell Partner



Guided by your designated Zoetis Representative, set a new standard for diagnostic health screening based on established guidelines

You can begin with simple steps that best fit your practice needs, such as adding a urinalysis to every blood test run.

What is the first diagnostic test that you’d like to add or improve?

How does this compare with your wellness plan?

Compare your program		Meets	Exceeds
Puppy/ Kitten	Fecal testing <i>Optional +:</i> Retrovirus testing (kittens only)		
Young Adult	Initial baseline bloodwork and urinalysis for young adults <i>Optional +:</i> Fecal testing and vector-borne/retroviral disease		
Mature Adult	Annual baseline bloodwork and urinalysis for mature adults <i>Optional +:</i> Fecal testing and vector-borne/retroviral disease		
Senior	Baseline bloodwork and urinalysis every 6–12 months <i>Optional +:</i> Fecal testing, thyroid testing, and vector-borne/retroviral disease		

Pet owners are looking to you to maximize time and quality of life for their pet.

Talk to your Zoetis Representative today to learn more about StayWell.

References: 1. Data on file, TI-08168, Zoetis Inc. 2. Stockham SL, Scott MA. Fundamentals of Veterinary Clinical Pathology. 2nd Edition. Blackwell Publishing; 2008:20. 3. Dell’Osa D, Jaensch S. Prevalence of clinicopathological changes in healthy middle-aged dogs and cats presenting to veterinary practices for routine procedures. Aust Vet J. 2016;94(9):317-323.



Learn more at zoetisdiagnostics.com/StayWell

