

ZOETIS DIAGNOSTICS

StayWell

When every moment matters, make every visit count

Make every visit more meaningful with StayWell, a preventative care program that makes it easier to establish Minimum Database (MDB) testing in your practice. As your trusted partner, Zoetis Diagnostics works with you and your team to strengthen client communication, helping to build lasting connections for enhanced patient outcomes.



85% of pet owners want to invest in their pet's wellness.¹



Proactive medical insights

- ✓ Help detect pre-symptomatic underlying conditions with baseline diagnostics
- ✓ Optimize treatment decisions through detailed patient trending
- ✓ Adopt industry best practices with a preventative approach



Optimized practice infrastructure

- ✓ Get tailored support for staff training and client education
- ✓ Streamline case management with established diagnostic trending across patient records
- ✓ Access end-to-end support on every case with the Zoetis Virtual Laboratory



High-value patient care

- ✓ Deliver enhanced patient care through a proactive approach
- ✓ Strengthen client relationships with routine testing and holistic care plans
- ✓ Expand in-clinic diagnostics and grow your practice with My Zoetis Rewards

¹ Data on file, TI-08168, Zoetis Inc.

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Learn more at zoetisdiagnostics.com/StayWell

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StayWell

A comprehensive solution for proactive, preventative care

StayWell sets you up for success with ongoing support, guidance and education, so you can make the most of diagnostic wellness testing.

“StayWell has been a great experience for us – to help not only the clinic itself but also our ability to help pet parents get more information and understand their pets better – it was a win win for us. This program changes lives and makes a difference for our pets.”

Dr. Tyler Simpson, Veterinarian and Owner
FURWELL VETERINARY HOSPITAL, SC USA



Scan here to watch the full testimonial.

It all starts with a plan...

PlanWell

From choosing a new diagnostic protocol to communicating more confidently to your clients, together we create a plan to achieve your goals.

LearnWell

StayWell helps to make preventative care a more comfortable conversation for your staff with in-clinic workshops, on-demand courses and live webinars.

WorkWell

With a range of educational materials and digital tools, StayWell helps you educate pet owners on the value of preventative care.

CareWell

Through routine checkpoints, we celebrate your successes and monitor progress to help you become an even more valuable partner to your clients.



StayWell can be implemented with the full cutting-edge Zoetis Diagnostics portfolio, including point-of-care analyzers and tests, full-service testing from Zoetis Reference Laboratories and anytime* expert support through Zoetis Virtual Laboratory – enabling a complete diagnostic picture for deeply informed insights.

Speak with your Zoetis Representative to begin your StayWell journey today!

* Dependent on consultant availability.

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