Feature/Function:
AlphaTRAK 2 is specifically calibrated and validated for dogs and cats for accurate readings.

Benefit:
Provides accurate blood glucose readings (BG), leading to better patient outcomes.

Feature/Function:
AlphaTRAK 2 makes monitoring BG levels at home easy and accurate.

Benefit:
If pet owners are able to easily monitor their pet’s BG levels at home and provide accurate data to their veterinarians, veterinarians can more confidently manage their diabetic patients leading to better patient outcomes.

Feature/Function:
As the pet-specific meter provider, Zoetis offers more than just a meter: Zoetis offers service and support.

Benefit:
The additional support from Zoetis helps ensure that all product information is provided up front – allowing the pet owner and veterinarian to do their own research about it – and having a support phone number means that any additional questions can be addressed quickly.

1-888-ZOETIS1 (963-8471) • www.AlphaTRAKmeter.com

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DIFFERENCES IN THE DISTRIBUTION OF GLUCOSE IN WHOLE BLOOD

Humans, dogs, and cats each have different makeups of blood; specifically, there are differences in the ratios of glucose in plasma and red blood cells. Dogs have 87.5% glucose in plasma, cats have 93%. Humans have only 58%.

• If a human meter is used for glucose measurement in dogs and cats, the meter assumes human glucose distribution in the blood sample to calculate the glucose levels. The results can be an underestimation of blood glucose concentrations and inaccurate readings.3

• The AlphaTRAK Blood Glucose Monitoring System IS calibrated specifically for dogs and cats.


Sound Byte
CHECK-OFF & ECHO NOTES

State the Solution
Zoetis, the provider of the AlphaTRAK® Blood Glucose Monitoring System, a pet-specific meter, offers service and additional support including a dedicated pet owner website (alphatrak.com) to help quickly address any questions you may have.

Make Your Recommendation
Ms. Jones, I believe AlphaTRAK® Blood Glucose Monitoring System will improve how we manage Spot as a diabetic patient, both here in the clinic and at home. Do you have any questions?