

AT A GLANCE

AlphaTRAK[®]
BLOOD GLUCOSE MONITORING SYSTEM

EVERY CLINIC NEEDS A CHAMPION

How a Pet Diabetes Ambassador Can Help Improve Diabetic Outcomes

Diabetes mellitus is a manageable disease that is underdiagnosed. Diabetic patients require individualized, lifelong care and frequent review of treatment plans. At-home blood glucose monitoring is perhaps the best tool in the veterinarian's bag for successful diabetes management, but it requires training and consistent ongoing communication with the pet parent. For effective management of pet diabetes, accessibility to the veterinary team is paramount. Raise awareness of pet diabetes, encourage pet owner compliance and reduce the veterinarian's workload by identifying a pet diabetes ambassador, or DIABETES CHAMPION, for your clinic.

Empower Your Pet Diabetes Champion to:

- Teach pet owners proper capillary sampling using AlphaTRAK[®] 2
- Explain how to create blood glucose curves and analyze patient data
- Field diabetes-specific questions, freeing up veterinarian's time and providing prompt customer service
- Identify patients at risk for developing diabetes
- Recommend screening and steps to prevent at-risk patients from becoming overtly diabetic
- Share veterinarian responsibilities for prolonged diabetic patient care
- Train clients to properly administer insulin

“Owners need adequate access to trained veterinary support staff to answer questions and troubleshoot common problems.”

- 2018 AAHA Diabetes Management Guidelines for Dogs and Cats¹

DID YOU KNOW

Continuing education expenses may be tax-deductible! The resources you need to complete them could be too. Check tax codes before enrolling in CE!

Who Can Be a Diabetes Champion? And How?

- Identify one or more staff members who show an interest in the subject. Consider veterinary technicians, receptionists or front-desk attendants. Anyone who may have contact with pet owners should be familiar with capillary sampling and getting a blood glucose reading.
- Facilitate a path to continuing education.
- Arm them with the proper tools, such as phone numbers, educational materials, websites and manuals to better address customers' questions.
- Make it a big deal! Pet diabetes is a complex condition not easily mastered. Take the time to celebrate your Diabetes Champion and promote their expertise.

NEWS FLASH: DOGS AND CATS ARE NOT HUMANS.

Yet Human Glucometers Continue to Be Used for Diabetic Monitoring in Dogs and Cats.

According to the 2018 AAHA Diabetes Management Guidelines for Dogs and Cats:

“When selecting products, veterinarians have a choice among those formulated for humans and those developed and approved by veterinary use. Home BG monitors should be veterinary-approved products calibrated for dogs and cats...AAHA suggests that veterinary professionals make every effort to use veterinary FDA-approved products and base their inventory-purchasing decisions on what product is most beneficial to the patient.”¹

Human glucometers are readily accessible to pet owners. But due to their inaccuracies when reading canine and feline blood, the AAHA advises against their use for diabetic pets. Studies have shown that AlphaTrak 2 may be the most accurate blood glucose meter for veterinary patients because it is specifically calibrated for dogs and cats.¹

Save time, conversion calculations and frustration: stick with AlphaTRAK for accurate in-clinic and at-home blood glucose monitoring.



**PET
DIALOG**

Download, use and recommend the
PetDialog app for seamless communication
with your AlphaTRAK users.



AlphaTRAK is an extension of your clinic, with support, step-by-step instructions and encouragement available 24/7 at **AlphaTRAK.com**.



IN HUMANS:

42%

OF GLUCOSE IS IN RED BLOOD CELLS²

IN DOGS:

12%

OF GLUCOSE IS IN RED BLOOD CELLS³

IN CATS:

8%

OF GLUCOSE IS IN RED BLOOD CELLS³

THE MAKEUP OF BLOOD
IS DIFFERENT. THE METER
SHOULD BE TOO.

SURVEY

How likely are you to appoint a diabetes ambassador
in your clinic? Text your choice to 646-791-2901

A. VERY LIKELY B. NOT LIKELY C. I ALREADY HAVE ONE!

Your response helps us improve our products. Your phone number will not be shared.
Standard messaging rates apply.



LISTEN NOW!

BEST CLINICAL PRACTICES
FOR DIABETES MANAGEMENT

1. Behrend E, et al., 2018 AAHA Diabetes Management Guidelines for Dogs and Cats. J Am Anim Hosp Assoc. 2018. Available at https://www.aaha.org/public_documents/guidelines/diabetes%20guidelines_final.pdf.
2. Mackay EM. The distribution of glucose in human blood (Scripps Metabolic Clinic). J Biological Chem. May 1932; 685-688.
3. Goldman MF, Good W. The distribution of sodium, potassium and glucose in the blood of some mammals. Comp Biochem Physiol. April 1967; 21(1): 201-206. 5. Gottlieb S and Rand JS. Remission in cats including predictors and risk factors. Vet Clin Small Anim 2013; 43:245-249.

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