A NEW COMPANY, A NEW APPROACH TO PET HEALTHCARE.

This is Zoetis™

zoetis™

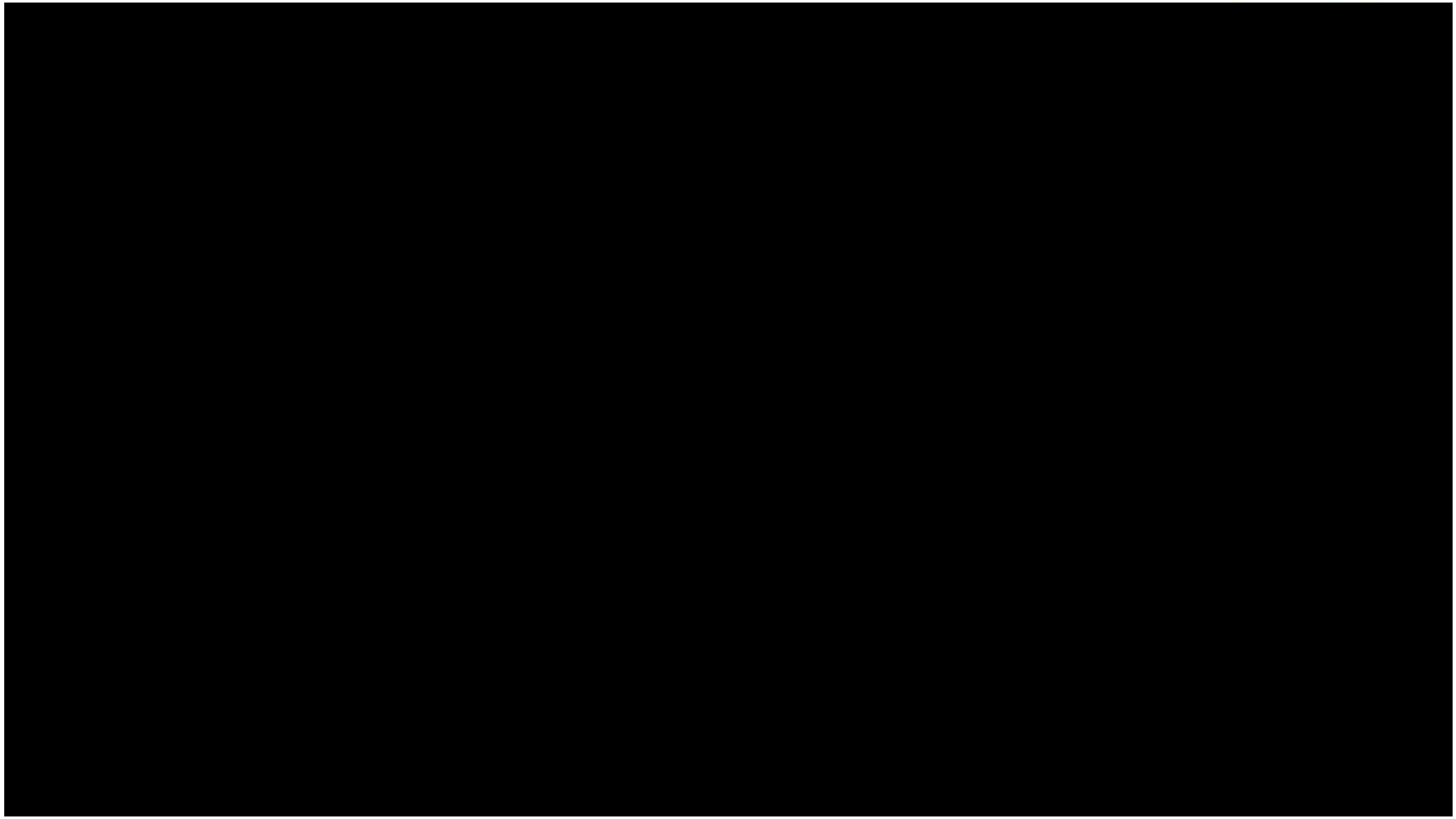
Our Vision

To evolve and strengthen the relationship

Ideal Partnership

Making That Vision a Reality

By putting the promise into practice



Three Principles
Of Lifelong Care

Prevent

- Customize vaccination and parasite prevention plans
- Focus on risk factors and specific circumstances
- Reshape concept of core and non-core vaccines
- Create long-term individualized healthcare schedules for a pet’s entire life

Detect

Implement proactive assessments by:

- **Pet's history**
- **Exposure**
- **Breed and family history**
- **Risk assessment**
- **Diagnostic testing**

Treat

Manage acute and chronic conditions through:

- **Veterinarian–pet owner relationship**
- **Customized treatment program**
- **Assessing needs of both the pet and the owner**
- **Care pathways for the long term**

Communication is Key

Lack of communication is a primary reason for poor pet owner compliance

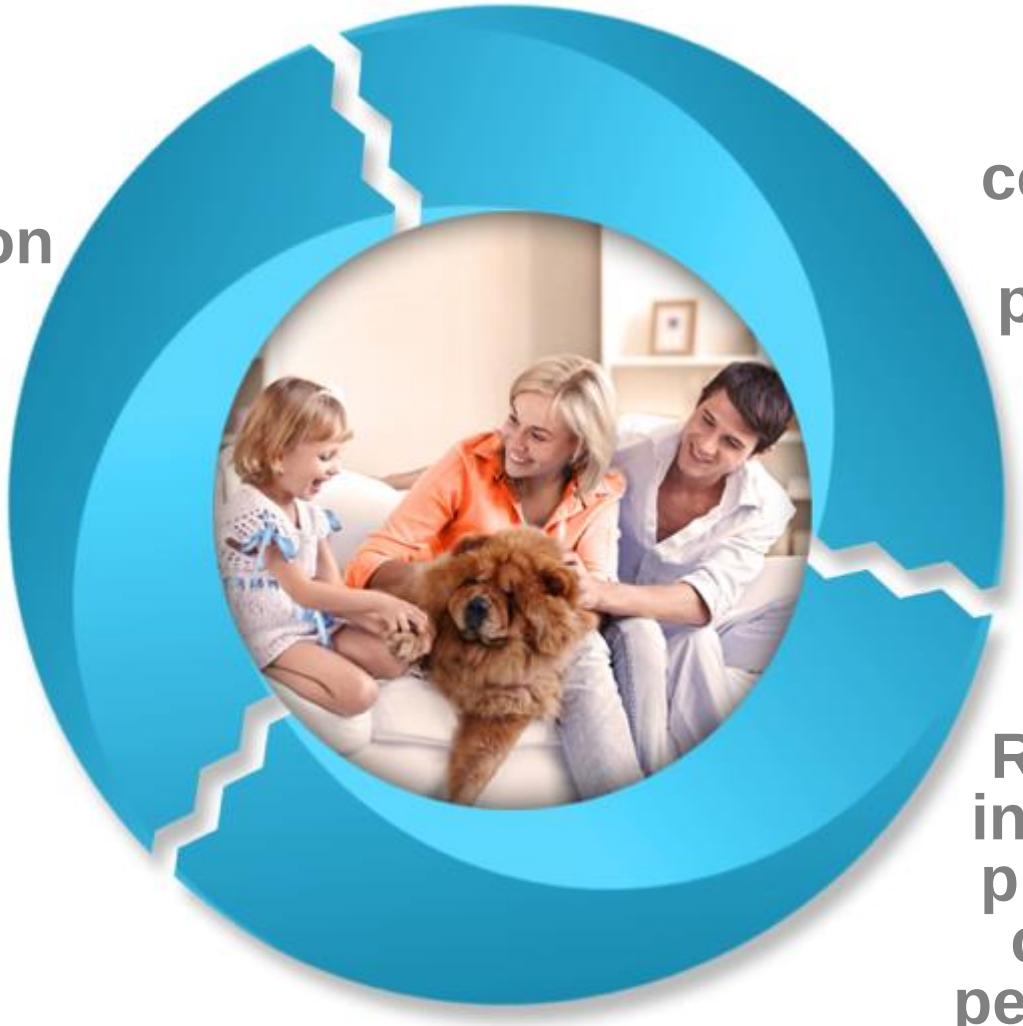
Successful communication can contribute to more positive clinical and business outcomes

Strong veterinarian–pet owner relationships foster loyal, referring customers and healthier hospital revenues

A Fragmented Practice Model

Clinics that are experiencing decline

Lack of communication with pet owner



Poor compliance with preventive care

Reactive instead of proactive care by pet owners

Practices Experiencing Growth[1]

Factors that help clinics thrive

[1]*AAHA State of the Industry, 2013*

Nancy D. Kay, DVM, DACVIM

Human–Animal Bond Specialist, Internist

Preventive Care

Helps pet owners save money

Compare the average costs per pet

Dental Diseases

Examples:
Tooth infection or cavity and periodontal disease

Internal Parasites

Examples:
Roundworms, tapeworms and giardia

Vector-borne Diseases

Examples:
Heartworms and Lyme disease

Reproductive Organ Diseases

Examples:
Pyometra, prostatitis and ovarian neoplasia

Infectious Diseases

Examples:
Parvovirus, Lyme disease and feline leukemia virus

Source: Veterinary Pet Insurance, 2013

Strengthening

The human–animal bond

Educate pet owners on the value of lifelong care

Highlight the importance of routine preventive care and early intervention

Enhance the veterinarian–pet owner partnership through better communication

Let's Get Started

Three easy steps

1 Register at Partners for Healthy Pets and complete the Opportunity Survey

Learn more at zoetis.com/lifelongcare 2

3 Talk to your Zoetis representative about implementing the Pet Wellness Report®