



## Innovating pet health: A look at Zoetis' PetDialog venture

PetDialog, developed in partnership with Zoetis, the world's largest animal health company, is a cutting-edge mobile app that empowers pet owners with a comprehensive picture of their pet's health. By centralizing essential pet information, recording health indicators, and offering behavior and health analysis, PetDialog aims to enhance pet care and improve health outcomes for animals. The app's multi-platform capability, availability on iOS and Android devices, along with a web dashboard, ensures real-time syncing of data to the cloud, making pet health management easier and more accessible for pet owners, veterinarians, and Zoetis alike.

### Client in spotlight

Zoetis, the world's leading animal health company, is dedicated to advancing care for animals and nurturing our world and humankind. With a legacy of over 70 years in innovating animal health solutions, Zoetis serves veterinarians, pet owners, livestock farmers, and ranchers globally. Their cutting-edge portfolio of medicines, vaccines, diagnostics, and technologies makes a profound impact in over 100 countries. As a Fortune 500 company, Zoetis' commitment to improving animal health and well-being aligns perfectly with our collaboration on the **PetDialog** project, where we aim to empower pet owners and veterinarians in managing pet health for a healthier and happier world of animals.



#### ◆ FUN FACT

**Veterinarians spend an average of 20% of their time on administrative tasks, such as managing patient records and scheduling appointments.**

## Key challenges

- 01 Pet owners often struggled to keep track of their pet's vital health information, including vaccinations, medication reminders, and weight records
- 02 Veterinary practices lacked access to comprehensive health data, hindering their ability to provide personalized care and monitor pet well-being effectively
- 03 Zoetis sought more extensive data insights to improve drug research and develop better healthcare solutions for animals

## Solution

**PetDialog**, a collaborative endeavor between our team and Zoetis, the world's largest animal health company, emerges as a transformative solution that aligns with the revenue-generating trend of humanizing pets in the pet industry.

With the advent of **PetDialog**, this humanization trend takes a practical turn by empowering pet owners with a comprehensive view of their pet's health. The app centralizes vital pet information, such as vaccinations, weight, and medication reminders, providing pet owners with a tangible tool to manage their pet's well-being. By treating pets as valued members of the family, pet owners are investing more in their pets' health and happiness, which subsequently drives the demand for advanced pet care solutions like **PetDialog**.

**PetDialog** was developed using a cutting-edge tech stack to ensure a seamless and robust user experience. The mobile applications were built using Swift for iOS and Java/Kotlin for Android, allowing pet owners to access **PetDialog's** features on both major mobile platforms. For the backend, the team employed Django, a versatile and efficient framework, to manage and process the app's data effectively. The front-end of **PetDialog** was crafted using angular.js, and custom front-end code enabling a responsive and user-friendly interface.

Furthermore, **PetDialog's** multi-stakeholder platform contributes to this trend by fostering collaborative care among pet owners, veterinarians, and Zoetis. The app empowers veterinarians with data-driven insights, allowing them to offer personalized care and proactive monitoring tailored to each pet's unique needs. As pet owners embrace the humanization trend, they are increasingly seeking solutions that cater to their pets' individualized health requirements, driving the popularity of **PetDialog** in the pet industry.



## Insights and impact | Innovating healthcare solutions for pets and veterinarians

**PetDialog** not only drives better pet health management but also positions Zoetis as a trusted source of information and resources for pet owners. With increased loyalty to Zoetis products, the app serves as a central hub of information and reference for pet owners, reinforcing Zoetis' leadership in the pet care industry.

Moreover, the app fosters a sense of community among pet owners, promoting the sharing of treatment experiences and strengthening customer engagement. By proactively alerting veterinarians to pet health changes, **PetDialog facilitates earlier issue detection, leading to more timely and effective veterinary visits.** As the number one recommendation for anti-NGF therapies, **PetDialog** showcases Zoetis' commitment to innovative healthcare solutions and reinforces its position as a pioneer in the industry.

### Enhanced pet care

Improved communication between pet owners and veterinarians, facilitating overall pet care

### Driving professional care

Encouraged pet owners to seek professional veterinary care, leading to higher medication rates

### Promoting treatment plans

Facilitated compliance with treatment plans, ensuring better adherence to prescribed therapies