



New platform delivers critical information to help veterinarians assess the impact of COVID-19 on their practices

Animalytix is teaming up with North American Veterinary Community (NAVC), Greenline Pet and Circa Healthcare to launch VETWATCH, a weekly reporting and monitoring service for critical trends and developments impacting the US veterinary profession. This initiative will provide the data needed to help guide veterinary practice owners, managers and staff as they make decisions during this extraordinary time.

The platform incorporates four core components:

1. Data regarding practice revenues and patient volumes from Practice Information Management System (PIMS);
2. Practice purchasing volumes for key therapeutic categories;
3. A comprehensive industry survey where we hear directly from the practices on the factors impacting their business and the steps taken to address the issues of the day; and
4. A resources center where the most important new information for practices can be reviewed and shared with colleagues and friends across the industry.

The goal of VETWATCH is to deliver the critical information needed by practices to better assess the scope, velocity and significance of developments in their local market areas. The VETWATCH platform delivers insights for 236 geographic markets across the United States, making it possible for practices to follow not only national trends, but also the trends within their unique markets.

Visit www.vetwatch.com for more information.