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Animalytix Launches Vetalytix, Veterinary Market Insight Platform

February 20, 2017—Kansas City, MO—Animalytix, the exclusive source of near real-time animal health market information and insights, has launched an analytical platform for the veterinary profession. Using Animalytix’s comprehensive market data resources, the Vetalytix platform identifies veterinary pharmacy and treatment trends as they evolve. Veterinarians benefit from the simple dashboard that provides a snapshot of their practice’s performance over time and against peer groups in more than 230 market areas across the United States.

Vetalytix also provides online access to critical veterinary resources such as the Compendium of Veterinary Products, the Compendium of Animal Supplements and other clinical reference resources. In addition, Vetalytix makes product labels, safety data sheets, client information sheets, and manufacturer’s coupons instantly accessible, searchable, and up-to-date—with minimal investment of staff time.

Dr. Travis Meredith, leader of the Vetalytix initiative, says the new platform puts the power of big data and the convenience of automation in the hands of the veterinary practice owner. “We launched Vetalytix to support veterinarians and to keep veterinary practices competitive in a changing marketplace. Our goal is to help level the playing field when it comes to market insights and give the veterinarians new tools by which to compete with on-line and big box retailers seeking to take veterinary pharmacy revenues away from the clinic” says Meredith.

For more information, visit www.vetalytix.com.

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About Animalytix LLC

Animalytix is the exclusive source of near real-time animal health market information to manufacturers, investors, lenders and financial analysts. Animalytix currently publishes reports on more than 40 market segments annual sales revenues in excess of \$8.0 billion which include pharmaceuticals, vaccines, nutraceuticals and veterinary supplies for use in pets, horses, swine and cattle. Through its partnership with the leading US animal health distribution companies, Animalytix provides market insights for more than 8,000 products sourced from over 500 manufacturers. For more information, please contact: info@animalytix.net, or visit: www.animalytix.net.

About Vetalytix

Vetalytix is an online resource for companion animal veterinarians. Part performance report, part reference library, and part office manager, the Vetalytix toolbox saves staff time, provides business insights, and improves the veterinary pharmacy experience. We arm veterinarians with data-driven insights about trends in veterinary procedures and pharmacy sales—at the national, local, and practice levels. Our documentation tools simplify, customize and maintain veterinary references, compliance documents, and pet owner resources. For more information, visit www.vetalytix.com.