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Animalytix Data Reveal Veterinary Trends at AVMA Economic Summit 2017

October 15, 2017—Kansas City, MO—Animalytix, the exclusive source of near real-time animal health market information and insights, will provide the data used as the cornerstone of two sessions at the upcoming the American Veterinary Medical Association (AVMA) Economic Summit.

Dr. Travis Meredith, DVM, MBA, Diplomate ACT will deliver a session entitled “Understanding Practice Finance Analytics and ‘The Goods’ on Veterinary Product Markets.” Using Animalytix’s comprehensive data to determine the annual demand for veterinary pharmaceuticals, parasiticides, and other products, Dr. Meredith will discuss companion animal veterinary treatment trends and quantify the value of various market segments.

Chris Ragland, CEO of Animalytix, will explain how Animalytix data represents the entire animal health marketplace. His session, entitled “Of Vaccines and Volumes: What the Products Market Tells Us,” will reveal trends in veterinary services and a price-volume analysis of key veterinary pharmaceutical and surgical products.

“Veterinarians at the AVMA Economic Summit want to understand the veterinary market and get tools to run a successful business. Our data and the Vetalytix platform provides critical information about market trends and practice performance that keep practices competitive,” says Ragland.

For more information or to register for the AVMA Economic Summit, go to <https://www.avma.org/Events/Symposiums/Pages/economic-summit.aspx>.

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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.

