AlphaTRAK®

BLOOD GLUCOSE MONITORING SYSTEM

Feature/Function:

AlphaTRAK 2 is specifically calibrated and validated for dogs and cats for accurate readings.

» Benefit:

Provides accurate blood glucose readings, leading to better patient outcomes.

Feature/Function:

AlphaTRAK 2 makes monitoring blood glucose (BG) levels at home easy and accurate.

» Benefit:

If pet owners are able to easily monitor their pet's BG levels at home and provide accurate data to their veterinarian, veterianarians can more confidently manage their diabetic patients leading to better patient outcomes.

Feature/Function:

As the pet-specific meter provider, Zoetis offers more than just a meter: Zoetis offers service and support.

» Benefit:

The additional support from Zoetis helps ensure that all product information is provided up front – allowing the pet owner and veterinarian to do their own research about it – and having a support phone number means that any additional questions can be addressed quickly.

Sound Byte

1-888-ZOETIS1 (963-8471) • www.AlphaTRAKmeter.com

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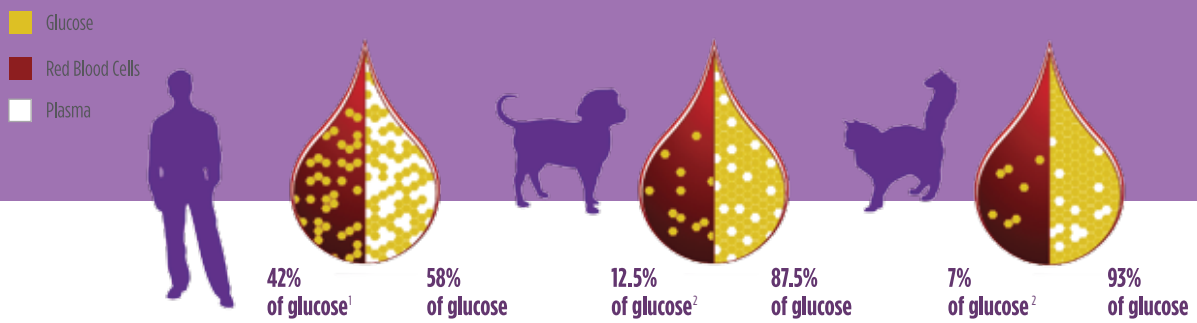
DIFFERENCES IN THE DISTRIBUTION OF GLUCOSE IN WHOLE BLOOD



	Human Blood Glucose Results	Canine Blood Glucose Results	Feline Blood Glucose Results
AlphaTRAK® 2 Meter	N/A	Accurate when coded for dog	Accurate when coded for cat
Human Meter	Accurate	May underestimate glucose	May underestimate glucose

- Humans, dogs, and cats each have different makeups of blood; specifically, there are differences in the ratios of glucose in plasma and red blood cells. Dogs have 87.5% glucose in plasma, cats have 93%. Humans have only 58%.
- To obtain accurate blood glucose readings in diabetic dogs or cats, a blood glucose meter **SPECIFCIALLY** calibrated for dogs and cats is required.
- If a human meter is used for glucose measurement in dogs and cats, the meter assumes human glucose distribution in the blood sample to calculate the glucose levels. The results can be an underestimation of blood glucose concentrations and inaccurate readings.[3]
- The AlphaTRAK Blood Glucose Monitoring System **IS** calibrated specifically for dogs and cats.

Sound Byte

CHECK-OFF & ECHO NOTES

Check-Off (Qualify)

Identify if already using the AlphaTRAK 2 meter:

Doctor, do you utilize a meter for diabetic pet monitoring?

If **YES**, find out which one. If not Zoetis, detail the meter. If it is AlphaTRAK 2, direct to website for product information and education.

Confidence

Dr. I believe the AlphaTRAK® Blood Glucose Monitoring System will improve how you manage your diabetic patients, both in clinic and through at-home monitoring.

Invitation (neutral)

Let's review the AlphaTRAK® 2 information…

It's the customer's decision

...then you can identify if the accuracy of AlphaTRAK® 2 and the support of Zoetis will benefit your patients, clients and practice.

1. MacKay EM. The distribution of glucose in human blood (Scripps Metabolic Clinic). J Biological Chem. May 1932: 685-688.
2. Coldman MF, Good W. The distribution of sodium, potassium, and glucose in the blood of some mammals. Comp Biochem Physiol. April 1967; 21(1):201-206.
3. Data on file, Study Report No. 11-06-MC-D-CT-AT, Zoetis Inc.