

cat pain IQ™



## A Guide to Using Cat Pain IQ With Your Clients

A digital tool designed to support conversations with your clients about feline osteoarthritis (OA) pain



### How Does Cat Pain IQ Work?

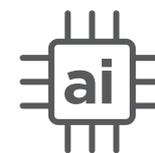


Captures the signs of OA pain at home through video.



Focuses on the most common behaviors associated with feline OA pain<sup>1</sup>:

- Climbing up or down steps
- Jumping up or down (eg, from a chair or table)



Cats with OA pain move differently than healthy cats. Cat Pain IQ uses artificial intelligence (AI) to compare videos of a cat's movements with that of healthy cats to detect any differences.



Provides the video and analysis to you and the cat owner.

This is not a medical diagnostic tool and is not intended to replace discussions with an animal healthcare professional.

## Why Did We Develop Cat Pain IQ?

1



55% of cat owners were compelled to visit their veterinarian when they recognized OA pain in their cats<sup>2</sup>

2



It helps pet owners spot signs of OA pain more easily

“What I like about this is that it is so clear; it shows that my cat may be showing signs of OA pain.”  
–Pet Owner, Alpha User Testing Survey

3



Provides the video and analysis to you and the cat owner

“I love that it lists my vet and I love that it lets me share the results with my vet...I like that I can schedule an appointment.”  
–Pet Owner, Alpha User Testing Survey



## How to Use Cat Pain IQ At Your Practice

1



Clients are invited to use Cat Pain IQ via email by you and your team.

2



Clients take a video of their cat and upload it to Cat Pain IQ.

3



The analysis and video are then available to you in your Zoetis Petcare Pro Cat Pain IQ Dashboard. Cat owners also have access to the video through Cat Pain IQ.

4



Clients can schedule an appointment with your practice from Cat Pain IQ.



## Tips to Get the Most Out of Cat Pain IQ At Your Practice

- ✓ Check in with your full staff to see if they feel comfortable with Cat Pain IQ and discussing its benefits to clients and to the practice.
- ✓ Encourage staff to try out Cat Pain IQ and see the benefits of using it for themselves.
- ✓ Nominate staff champion(s) in the practice to be Cat Pain IQ point person(s) to manage sending client invitations, checking Zoetis Petcare Pro for videos, and coordinating follow-ups for appointment scheduling.
- ✓ Have the Cat Pain IQ Pet Owner Quick Guide printed and available to hand to clients, or email it to them as a follow-up to discussions.



# Resources for Your Practice

## Cat Pain IQ Enrollment

The first step is to make a Zoetis Petcare Pro Dashboard account.

The screenshot shows the Zoetis Petcare Pro dashboard for a 'Veterinary Hospital'. The top navigation bar includes the Zoetis Petcare Rewards logo and three summary cards: 'REGISTERED CLIENTS' (1099), 'REGISTERED PRACTICES' (1684), and 'TRANSACTIONS SUBMITTED' (3998). Below the navigation, there is a 'HELLO VETERINARY HOSPITAL' section with 'INVITE A CLIENT' and 'UPLOAD A RECEIPT' buttons. Further down, there are sections for 'DOWNLOADABLE PROMOTIONAL MATERIALS' (Marketing Toolkit and Digital Banner Ads) and 'LATEST FROM ZOETIS PETCARE BLOG' (Is Your Pet at Risk for Diabetes?).

The screenshot shows the 'EDIT ORGANIZATION' page for a 'Veterinary Clinic'. The page has a breadcrumb trail: 'Dashboard > Organization > Edit Veterinary Clinic'. The main heading is 'EDIT ORGANIZATION'. Below this, there are four tabs: 'ORGANIZATION INFORMATION', 'CONTACT INFORMATION', 'LOCATION INFORMATION', and 'INTEGRATION'. The 'INTEGRATION' tab is active, showing the 'CAT PAIN IQ' enrollment section. This section includes a heading 'CAT PAIN IQ', a paragraph of text with links to a 'Vet Team Guide', 'Instructional Video', and 'USPetcareDigitalOperations@zoetis.com', an 'Opt in to Cat Pain IQ notifications' checkbox, a 'Notification Email (optional)' field, an 'Email Address' input field, and 'ENROLL' and 'Cancel' buttons.

Once you login you need to:

- Go to Organization Settings
- Go to Integration tab
- Click “Enroll”



# Resources for Your Practice

## Contact Information and Integration

You can personalize the Cat Owner landing page with your organization's information. This feature can be accessed via the Organization Settings tab at the top of the screen.

ZOETIS PETCARE PRO

Welcome Veterinary Hospital

Dashboard > Organization > Edit Veterinary Hospital

ZOETIS PETCARE  
EDIT ORGANIZATION

ORGANIZATION INFORMATION CONTACT INFORMATION LOCATION INFORMATION INTEGRATION

**ORGANIZATION INFORMATION**

Organization Name

Veterinary Hospital

Organization Logo

Choose File

Organization Directory Type  
(you can select more than one)

Clinic Shelter

Practice Description (optional)  
Your practice's description summarizes what your practice is about for pet owners. It is presented in some landing pages and in a practice information tile on pet dashboards that have selected your practice as a pet's primary care provider.

Practice Description

200 out of 200 characters remaining

SAVE

Cancel

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The way you customize your dashboard will directly link to the Invite a Client email and the Cat Owner experience so your practice name and logo will be featured there as well.

# Resources for Your Practice

## Contact Information and Integration

Your contact information and email address are automatically linked from the Organization Settings tab. Ensure both are up-to-date.

The screenshot shows the 'EDIT ORGANIZATION' page with the 'CONTACT INFORMATION' tab selected. The page includes a 'Phone' field, two email fields for 'Practice Email Used for PWR Communication' and 'Email Used for Appointment Requests', and a 'SOCIAL AND INTERNET LINKS' section with fields for Website, Facebook, Twitter, and LinkedIn.

Ensure your contact information is up-to-date.

The screenshot shows the 'EDIT ORGANIZATION' page with the 'CAT PAIN IQ' tab selected. It features a 'Notification Email' field for entering an email address, a 'SAVE' button, and a 'Cancel' button. A text block above the field provides information about Cat Pain IQ and contact details.

When results are ready, this is the designated email address to which you can have the automated alert emails sent.



# Resources for Your Practice

## Cat Pain IQ Dashboard

A visual overview of how the Cat Pain IQ digital tool seamlessly integrates with Zoetis Petcare Pro

Enables you to change your notification, viewing, and data preferences.

Opens your local email to send a pre-populated invitation email to your client.

You have the option to copy and paste our prewritten content into your practice email.

Opens up a PDF of the Cat Owner Guide.

You can click here to view the Instructional Video for your practice.

Your client's videos that are successfully analyzed by Cat Pain IQ will be automatically uploaded here for review.

Your client's videos that were not successfully analyzed by Cat Pain IQ will be automatically uploaded here for your reference.

**INSTRUCTIONS**

- Go to your settings**
  - Verify your Contact Information is current
  - Confirm you've specified the right email address for receiving notifications
- Engage your clients in the program through any of the following methods:**
  - Send the prepopulated [Invite a Client](#)\* email
  - [Copy Client Email](#)\* into your practice email
  - Share the [Cat Owner Quick Guide](#)
- Once you've taken care of these steps, use this Dashboard to:**
  - Track client results
  - Review client videos and plan next steps

Questions? You can review our [Vet Team Guide](#), watch our [Instructional Video](#), or email us at [USPetcareDigitalOperations@zoetis.com](mailto:USPetcareDigitalOperations@zoetis.com).

**SUBMITTED VIDEOS AND RESULTS**

		Date Submitted:	OA RESULTS:	VIEW DETAILS	Flag for follow-up	Viewed / Needs Reviewed
	Happy Nut Regis Busch	03/08/22	OA RESULTS: May be showing signs	VIEW DETAILS		Viewed On: 03/09/22
	Fluffy Fallon Brady	03/08/22	OA RESULTS: May not be showing signs	VIEW DETAILS		Viewed On: 03/10/22
	Mr Meow Rachel Jones	03/12/22	OA RESULTS: May not be showing signs	VIEW DETAILS		Viewed On: 03/09/22
	Checkers Sydney Smith	03/18/22	OA RESULTS: May not be showing signs	VIEW DETAILS		NEW! NEEDS REVIEW
	Bootsie Judy Patten	03/18/22	OA RESULTS: May be showing signs	VIEW DETAILS		NEW! NEEDS REVIEW
	Samson Rob Allen	03/23/22	OA RESULTS: May not be showing signs	VIEW DETAILS		NEW! NEEDS REVIEW
	Whiskers Briana Kerry	03/24/22	OA RESULTS: May not be showing signs	VIEW DETAILS		NEW! NEEDS REVIEW
	Princess Tiger Anne Bell	03/25/22	OA RESULTS: May not be showing signs	VIEW DETAILS		NEW! NEEDS REVIEW
	Moose Tina Peel	03/29/22	OA RESULTS: May be showing signs	VIEW DETAILS		NEW! NEEDS REVIEW
	Catmandoo Mia Sparrow	03/28/22	OA RESULTS: May be showing signs	VIEW DETAILS		Viewed On: 03/08/22

**VIDEOS NOT MEETING CRITERIA**

		Date Submitted:	OA RESULTS:	VIEW DETAILS	Flag for follow-up	Viewed / Needs Reviewed
	Longfellow Ron Tucker	01/28/21	OA RESULTS:	VIEW DETAILS		AVAILABLE FOR REVIEW
	Pikachu Cheryl Long	01/28/21	Error: Video might not be long enough. Try recording a bit more action next time so the video is "at least 2 seconds long."	VIEW DETAILS		Viewed On: 03/08/22
	Chester Barb James	01/28/21	Error: Cat Pain IQ could not identify your cat's joints in the video.	VIEW DETAILS		Viewed On: 03/08/22
	Slinky Patrick Sharp	03/24/21	Error: The video resolution is too low. (minimum = 480 x 360)	VIEW DETAILS		Viewed On: 03/08/22

Download a copy of the Cat Owner Quick Guide you can share with clients.

This opens up a PDF of this guide.

Selecting this takes you to comprehensive patient record.

Videos that are new or still need to be reviewed will be flagged.

Note: The Cat Pain IQ Dashboard is only available on desktop. It can't be accessed via mobile.



# Resources for Your Practice

## Cat Pain IQ Patient Record Detail

This information is automatically populated from the content your client enters into Cat Pain IQ.

This is the result of the video analysis.

This is the video that was analyzed. We encourage you to review this with your client as a part of the cat's exam for OA pain.

**SUBMITTED VIDEO WITH RESULTS**

Client's Name: Regis Busch

Cat's Name: Happy Nut

Last Updated	Status	Screening Result
03-11-2022	Analysis Complete	Positive

**Patient Video**

**How Cat Pain IQ Checks for Feline OA Pain**

Using a video of your client's cat, Cat Pain IQ uses artificial intelligence to compare the cat's movements with that of healthy cats to check for signs of OA pain. Cat Pain IQ cannot diagnose OA in cats and is not intended to replace your clients' discussions with you.

**I got inconsistent results. Why?**

If you notice results with your physical exam that are inconsistent with Cat Pain IQ, it may have happened because the video didn't capture an activity that can be screened for OA pain.

If this happens, you can ask your client to re-review the instructions and take another video, or follow-up with you to schedule a discussion.

**VETERINARIAN EVALUATION**

This section is optional, but we would appreciate you completing it after conducting your physical exam.

Sharing your diagnostic assessment helps the artificial intelligence (AI) tool "learn," and allows for increased sensitivity as more data is provided.

OA Suspected  
 OA Not Suspected  
 Undetermined

DATE OF OFFICE VISIT:

Weight (optional): \_\_\_\_\_ lbs

**BODY COMPOSITION**

Underweight      Ideal      Overweight

Use this space to capture additional findings/observations:

**Need to add this content into the cat's medical records?**

Click the button below to copy a link to this page into the cat's medical records.

**Get Link**

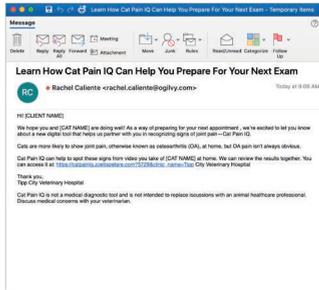
This section is optional but we would appreciate you completing it after the patient's physical exam. Sharing your diagnostic assessment helps the AI tool "learn" so it can become more sensitive to analyzing future data.

Click this button to copy a link to this page into a cat's medical record.



# Engaging Your Clients With the Program

## Client Invitation Email



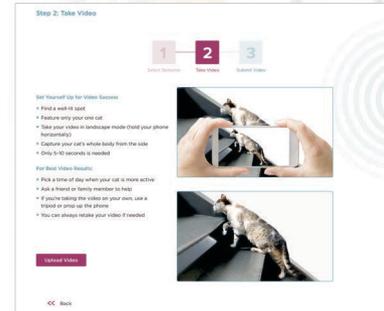
The pre-populated email, available on the Zoetis Petcare Pro Dashboard, is ready to be sent from your practice email. The content can also be copied and pasted. It provides an introduction to Cat Pain IQ and encourages your clients to learn how to use it.\*

## Cat Owner Quick Guide



An easy-to-follow guide you can give to cat owners to coach them on how to use Cat Pain IQ. This guide is available in both digital and print formats.

## Written Instructions for Taking a Video



Located within the "OA Screening" section, this provides step-by-step instructions to help cat owners successfully take videos that can be analyzed.

\*The materials provided herein are being made available to you as a courtesy. You may not use any of the materials in a manner that would imply Zoetis' affiliation with your services, and the use of the materials in and of themselves does not create any business or professional services relationship between you and Zoetis. You represent and warrant that your usage of the materials will comply with all applicable laws, including all applicable advertising, data privacy, and anti-spam laws.



# Frequently Asked Questions

## How does Cat Pain IQ work? How does it check for OA pain?

Cat Pain IQ screens for signs of osteoarthritis (OA) pain by analyzing how a cat moves. Using a video of your client's cat, Cat Pain IQ uses artificial intelligence (AI) to compare the cat's movement with that of healthy cats to check for signs of OA pain. **This is not a medical diagnostic tool and is not intended to replace discussions with an animal healthcare professional.**

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## How do I invite a client to use Cat Pain IQ?

You will be provided an email that is within the Zoetis Petcare Pro Dashboard under "Invite a Client." You also have the option to copy and paste the prewritten content into your practice email. This email will provide your clients with all the information they need to explore Cat Pain IQ.

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## How do I set up a Zoetis Petcare Pro account?

Visit [pro.zoetispetcare.com](https://pro.zoetispetcare.com) and "Register Now." When creating an account you'll need to complete the required information fields. Your practice Account Number can be located on your Zoetis Account Statement, in the "Bill To/Payer No." section.

**NOTE:** If you don't have an account number, please contact us to get set up at **1-888-ZOETIS-1 (1-888-963-8471)** and select **option #1**.

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## How do I get started on Cat Pain IQ if I already have a Zoetis Petcare Pro account?

If you already have a Zoetis Petcare Pro account, it's easy to enroll in Cat Pain IQ. Just take the following steps:

- Login to your Zoetis Petcare Pro account
- Go to Organization Settings
- Go to Integration tab
- Click "Enroll"



# Frequently Asked Questions (continued)

## What information is available in the Cat Pain IQ Dashboard on Zoetis Petcare Pro?

The dashboard provides everything you need to track a patient's progress:

- Submitted videos and screen results for each cat
- Patient profile from Cat Pain IQ
- Your evaluation and notes for an OA diagnosis
- Ability to invite clients via email to use Cat Pain IQ
- You can adjust how you'd like to receive notifications in Organization Settings

## How do I review cat owner videos and Cat Pain IQ results?

All submitted videos and their results are automatically uploaded into your Cat Pain IQ Dashboard for your review.

## What does a “May be showing signs” result mean?

A cat might be positive for OA pain if you get a “May be showing signs” result. The cat owner will be encouraged to make an appointment to have their cat examined by you. This tool cannot diagnose OA in cats and is not intended to replace your client's discussions with you.

## What does a “May not be showing signs” result mean?

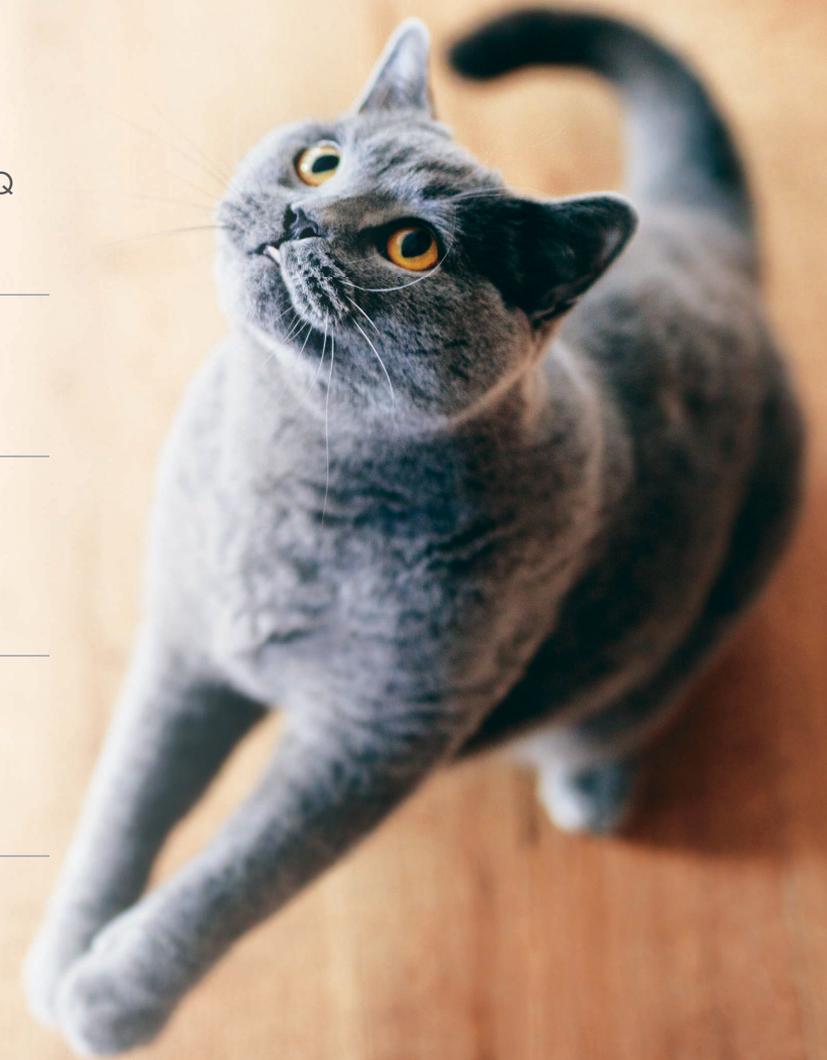
A cat might be negative for OA pain if you get a “May not be showing signs” result. Cat owners will still be encouraged to monitor their cat for signs of OA pain. This tool cannot diagnose OA in cats and is not intended to replace your client's discussions with you.

## Who can I contact for technical support?

For support, please email [USPetcareDigitalOperations@zoetis.com](mailto:USPetcareDigitalOperations@zoetis.com).

**References:** 1. Based on the Musculoskeletal Pain Screening Checklist (MiPSC) © 2019 North Carolina State University. 2. Data on File, November Pet Owner 2018 KG Marketsense, Zoetis Inc.

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