Veterinarians Urged to Enroll in 2018 Diabetes Pet Care Alliance™ Program

Merck Animal Health, Purina and Zoetis continue diabetes education and screening program, now in its fifth year

(Sept. 17, 2018) —With more than 500 new pets diagnosed as a result of last year’s Diabetes Pet Care Alliance™ program, Merck Animal Health, Purina and Zoetis are joining forces for the fifth year in a row to provide free diabetes education and diagnostic tools to veterinarians and owners. Last year, the Diabetes Pet Care Alliance sponsors lifted the enrollment cap on participating veterinary practices; as a result, the number of cases diagnosed through the program increased significantly, from approximately 300 pets in 2016 to 535 in 2017.

While believed to be underdiagnosed, diabetes mellitus affects an estimated one in 230 cats and one in 300 dogs.¹,² Since 2014, the sponsoring companies have helped veterinarians screen thousands of pets for diabetes and, in turn, jump-started
management and monitoring of newly diagnosed patients. The program is timed to prepare veterinary practices for Pet Diabetes Month in November.

Veterinarians who enroll in the Diabetes Pet Care Alliance program gain access to important tools and resources related to diabetes awareness and screening. In addition, clients whose pets are diagnosed during the program period receive a free disease management kit from participating clinics. The kits include the following:

- One AlphaTRAK® 2 Blood Glucose Monitoring System from Zoetis
- One 6-pound bag of Purina® Pro Plan® Veterinary Diets DM Dietetic Management® Feline Formula for cats or Purina® Pro Plan® Veterinary Diets EN Gastroenteric Fiber Balance® Dry Formula for dogs
- One 10 mL vial of Vetsulin® (porcine insulin zinc suspension) from Merck Animal Health

Program enrollment will be open from September 1 through October 31, 2018; to enroll or learn more, veterinarians can visit usa.petdiabetesmonth.com.

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Alpha Trak 2 is a registered trademark of Zoetis Belgium S.A. and the Zoetis logo is a registered trademark of Zoetis Services, LLC.

Purina Pro Plan Veterinary Diets is a registered trademark of Société des Produits Nestlé S.A.

Vesulin is a registered trademark of Intervet Inc.

**About Merck Animal Health**

For more than a century, Merck, a leading global biopharmaceutical company, has been inventing for life, bringing forward medicines and vaccines for many of the world’s most challenging diseases. Merck Animal Health, known as MSD Animal Health outside the United States and Canada, is the global animal health business unit of Merck. Through its commitment to the Science of Healthier Animals™, Merck Animal Health offers veterinarians, farmers, pet owners and governments one of the widest range of veterinary pharmaceuticals, vaccines and health management solutions and services. Merck Animal Health is dedicated to preserving and improving the health, well-being and performance of animals. It invests extensively in dynamic and comprehensive R&D resources and a modern, global supply chain. Merck Animal Health is present in more than 50 countries, while its products are available in some 150 markets. For more information, visit [www.merck-animal-health.com](http://www.merck-animal-health.com) or connect with us on [LinkedIn](https://www.linkedin.com), [Facebook](https://www.facebook.com) and Twitter at @MerckAH.

**About Purina Pro Plan Veterinary Diets**

Purina Pro Plan Veterinary Diets is manufactured by Nestlé Purina PetCare, a global leader in the pet care industry. Purina promotes responsible pet care, community
involvement and the positive bond between people and their pets. A premiere global manufacturer of pet products, Purina is part of Swiss-based Nestlé S.A., a global leader in nutrition, health and wellness.

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About Zoetis
Zoetis is the leading animal health company, dedicated to supporting its customers and their businesses. Building on more than 60 years of experience in animal health, Zoetis discovers, develops, manufactures and markets veterinary vaccines and medicines, complemented by diagnostic products, genetic tests, biodevices and a range of services. Zoetis serves veterinarians, livestock producers and people who raise and care for farm and companion animals with sales of its products in more than 100 countries. In 2016, the company generated annual revenue of $4.9 billion with approximately 9,000 employees. For more information, visit www.zoetisus.com.

About National Diabetes Month
National Diabetes Month is an initiative sponsored by the National Diabetes Education Program, a federally funded program sponsored by the U.S. Department of Health and Human Services’ National Institutes of Health and the Centers for Disease Control and Prevention and includes over 200 partners at the federal, state, and local levels.

REFERENCES