

MEDIA RELEASE EMBARGOED UNTIL 12AM, 17 MAY 2022



HOW VETDB TECH IS REVOLUTIONISING MICROCHIP REGISTRATIONS FOR BUSY VETS

WA vet tech company VetDB has just released Smart Microchip Registration – an automated technology that allows vets to register microchips in seconds with its partner Central Animal Records.

This new feature – which has just been added to VetDB's state-of-the-art platform – removes the need to fill out online forms or fax or mail through registrations. With a scan of a microchip and a few clicks, an animal is safely registered.

"Our technology pre-fills the registration and sends it straight to Central Animal Records – eliminating administrative hassles and potential wait times," Dr Steve Joslyn, Co-founder of VetDB, said.

With manual data entry, faxes and postage removed from the process, VetDB Smart Microchip Registration also removes the potential for human error – and any chance that a microchip registration is lost in transit.

"The vet practices that are using VetDB Smart Microchip Registration are finding that around 10% of their patients are unregistered," Dr Joslyn said.

"Seeing as pet ownership in Australia is one of the highest in the world, with an estimated 6.3 million dogs and 4.9 million cats as of 2021, you can only imagine how many animals could be at risk of ending up in a shelter, or worse," Dr Joslyn added.

"VetDB Smart Microchip Registration means registrations always make it to their destination – and the registry receives everything they need, without mistakes, in the format they need it in," he added.

Beyond easy registrations, VetDB technology has also been developed to help reunite lost animals with their owners.

"If a lost animal is presented to a VetDB vet practice – staff can scan the animal's microchip to view which registry that animal is listed with," said Dr Steve Joslyn.

Dr David Neck from Cottesloe Vet has seen firsthand how the application of Smart Microchip Registration is alleviating some of the pressure placed on busy veterinary practices.

"It's a huge relief not to have to fill out forms – and instant confirmation means you don't have to check if the registration has been processed," Dr Neck said.

Dr Steve Joslyn said this latest release is one of many to come, as VetDB continues to use technology and data to create a smarter, more efficient veterinary system.

"We've got plenty more features in the works that are aimed at easing the mental load for veterinary professionals, providing owners with peace of mind and, ultimately, making sure animals receive better care," said Dr Joslyn.

-ENDS-

For more information or to arrange an interview, please email media@vetdb.com

NOTES TO THE EDITORS

- Stray animals that aren't microchipped are less likely to be reunited with their owners and more likely to be euthanised, according to research presented in '*Email Reminders Increase the Frequency That Pet Owners Update Their Microchip Information*'.

Pet ownership amidst the COVID-19 pandemic

- According to Animal Medicines Australia (AMA), Australia experienced its largest boom in pet ownership during the COVID-19 pandemic, with an estimated 30.4 million pets across the country in 2021.
- In research undertaken by AMA for its "*Pets and the Pandemic*" report, 69% of households nationally were found to own a pet in 2021, up from 61% only two years ago – including more than a million additional dogs being brought into Australian households since 2019.
- AMA estimated there were 6.3 million pet dogs and 4.9 million pet cats in Australia in 2021.
- A fifth (19%) of all pet dogs and a quarter (24%) of all pet cats in the country were obtained during the pandemic, AMA found.
- According to AMA, pet owners are spending \$3,200 per dog and \$2,100 per cat on average each year – primarily on food, veterinary services, and healthcare products.
- Contrary to popular portrayals of 'pandemic pet parents', AMA research revealed most new pet owners said they had long been thinking of adding a new pet to their household – the pandemic had simply given them the time and opportunity to be home to 'on-board' the pet they've wanted.

The veterinary industry at a glance

- The Australian Veterinary Association (AVA) has noted a severe veterinary workforce shortage which has been exacerbated by COVID-19 and an increase in pet ownership.
- In a recent survey of the Australian veterinary profession, the AVA found that in the States most affected by the Omicron variant, 87% of veterinary practices had experienced staff shortages due to COVID-19 – with 25% having had to close for periods as a result and a further 31% having to reduce hours.
- According to the AVA, 23% of respondents also indicated that the welfare of animals had been significantly negatively affected by COVID-19 restrictions, with a further 47% stating that it had been somewhat affected.
- As pet ownership in Australia hits record levels, research undertaken by Animal Medicines Australia (AMA) in 2021 revealed approximately 7.3 million households nationally (73% of all households) wanted to add a pet to their family.
- According to AMA, pets were taken to the vet twice a year on average during COVID19 – most commonly for vaccinations and general check-ups.

- AMA estimated half of all pet owners recalled encountering a difficulty when visiting, or trying to visit, the vet during the pandemic – the top challenges experienced included social distancing restrictions and increased wait times.
- According to IBISWorld, demand for general and advanced veterinary services is forecast to grow steadily over the next five years as the industry recovers from the negative economic effects of the COVID-19 pandemic.
- IBISWorld forecasts a range of factors will likely support this recovery, including greater uptake of animal insurance and pet owners' increased willingness to spend money to extend their pets' lives.
- Veterinary services are anticipated to increasingly include procedures previously reserved for humans, such as endoscopies and oncology treatments, according to IBISWorld.

Why VetDB?

- Veterinary care today is plagued by lost or incomplete health records, burdensome administration, disconnected services and human error.
- VetDB is revolutionising the way the veterinary industry cares for animals by building a streamlined, connected healthcare system that's underpinned by trustworthy data and technology.
- With VetDB, vaccinations, pathology testing, microchip registrations and more can now be managed and recorded with little more than a microchip scanner and a smartphone.
- By automating the capture and management of verified healthcare data, VetDB seamlessly connects animal owners, veterinary professionals and other vital services – enabling anyone entrusted with an animal's health to share the same high-quality data to provide greater continuity of care.
- Best of all, VetDB verified data is linked to an animal's microchip, so their health records go where they go – something that has never been done! This means specialists and emergency rooms can access accurate, up-to-date health records whenever they need to, and in record time.