

Accuracy Made Affordable



CLIENT
ABBOTT ANIMAL HEALTH

PROJECT
ALPHATRAK®



CLIENT

Abbott Animal Health, acquired by Zoetis in 2015, was a division of Abbott Laboratories, a global healthcare company devoted to improving life through the development of products and technologies that span the breadth of healthcare. With a portfolio of leading, science-based offerings in diagnostics, medical devices, nutritionals and branded generic pharmaceuticals, Abbott Animal Health served people in more than 150 countries.

CHALLENGE

AlphaTRAK is the pet blood glucose monitor market leader. However, there are still considerable opportunities for growth:

- Undiagnosed diabetic pets
- Diagnosed diabetic pets without blood glucose monitoring
- Pet owners not performing or compliant with in-home monitoring, or who use human meters
- At-home monitoring is not currently part of diabetes management protocol



APPROACH

Woodruff Sweitzer developed and implemented an integrated marketing communications campaign that educated veterinarians (and pet owners) on the medical and practice management benefits of incorporating new diabetes management protocols that include at-home blood glucose monitoring with AlphaTRAK (calibrated specifically for pets).

- Facilitate paradigm changes of veterinary practice mind-set of blood glucose monitoring through exposure to recommended diabetes protocol
- Facilitate veterinary practice mind-set change to include adoption of new diabetes management protocols including at-home testing
- Educate owners on the need for diabetes monitoring, including home monitoring



RESULTS

AlphaTRAK sales grew 25% YOY in 2014. Since 2012, AlphaTRAK attained 75% veterinary clinic penetration, 47% strip growth and 90%+ market share. AlphaTRAK is the leader for vet labeled companion animal blood glucose monitoring market in the US/UK.

