



IDEXX REFERENCE LABORATORIES

# Pets benefit, parasites don't.

Help pet parents understand the dangers of intestinal parasites and the advantages of regular screening.

**IDEXX**

CREATING CLARITY + + + + +

## Everybody wants healthier pets.

People think of their pets as members of the family. They want them to be as healthy as possible, and they are ready to go the extra mile to make sure they get the best care. Once your pet parents understand how better faecal testing protocols can help keep pets happier and healthier, they'll be on board.

This e-book provides you and your team with the information you need to help pet parents understand the benefits of regular faecal wellness testing.





## Recommend parasite testing as part of your preventive care plan.

The Companion Animal Parasite Council (CAPC) recommends faecal screening at least twice a year for adult dogs and cats but at least four times during the first year of a pet's life.<sup>1</sup>

A parasite control program that is effective against intestinal parasites, heartworm, ticks and fleas should also be recommended all year round.

These products, while effective in treating parasites, do not have a residual effect, meaning the pet may be re-infected soon after administration. Regularly testing your patients ensures that the treatment you are prescribing is effective. Remembering that client compliance isn't always perfect.

## Parasites are everywhere. So why don't pet owners know?

Most pet owners don't give much thought to parasites—if they think about them at all. They simply don't know how widespread these parasites are and that they can affect the health of their pets and even their family members.

Communicating intestinal parasite prevalence in your part of the country and what can be done to better protect their pet is the critical first step in adapting regular faecal testing protocols.



Discover how prevalent parasites are in your part of the country

[Learn more](#)



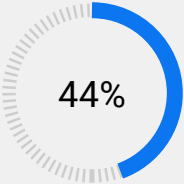
[Read the study](#)



# Parasites are everywhere.

Dog parks are great for exercise and socialisation. But wherever there are dogs—even well cared for dogs treated with preventives and dewormers—parasites will be found contaminating the soil.

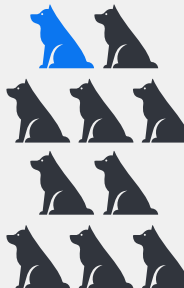
A study was conducted including 190 dog parks across Australia. A total of 1,581 fresh canine faecal specimens were collected.<sup>2</sup>



44% of dog parks tested positive for an intestinal parasite



Hookworm was the most prevalent parasite detected in this study (10.2% of samples). The prevalence varied by climate, with tropical regions showing the highest results (46%). Whipworm was detected in 1.3% of samples, while Roundworm was detected in 0.7% of samples in this study.



1 in 10 dogs tested positive for intestinal parasites

## Recruit pet parents and your team to join the war on parasites.

By arming your team and pet parents with the advantages of regular faecal wellness testing, everyone benefits. Especially pets.

- + Share the medical evidence.

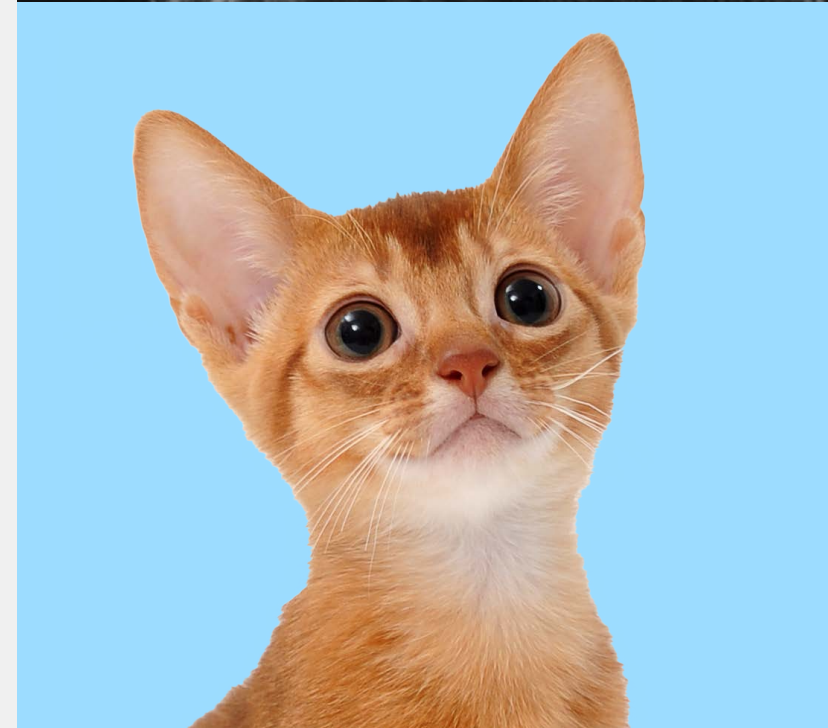
Some clients may have questions as to why regular testing is necessary or helpful. When everyone on your team understands the basic science, they can explain things more clearly to pet owners, whether they want details or just the basics.

- + Demonstrate value to your clients.

Early detection means early intervention and could make their pet's life better. Most pet parents will clearly see the value in that, which will help them feel good about this decision.

- + Put it in context for the practice.

Updating your preventive care protocols can benefit your entire practice by increasing revenue per patient visit without increasing fixed costs. When the team knows that the practice and the patients benefit, everyone can get behind it.





## Hidden dangers and recommendations pet parents should know.

The Companion Animal Parasite Council (CAPC) recommends faecal screening at least twice a year for adult pets but at least four times during their first year of life.<sup>1</sup> A pet's health and lifestyle may warrant more frequent testing.

- + Let clients know that simply being outside puts pets at risk.
- + Dogs and cats can also swallow parasites while grooming, nursing, or eating contaminated soil or faeces.
- + Clients should also know that some infections can spread from pets to people.<sup>1</sup>

# Tips to help clients protect themselves and their pets.

Useful tips you can pass along to pet parents to help minimise their exposure to parasites:



**Pick up and dispose of your pet's faeces regularly.**



**Remind children not to put dirt or dirty hands in their mouths.**



**Wash your hands after exposure to your pet's urine, faeces, soil (gardening), and sandpits.**



**Use parasite preventive medications as directed by your veterinarian.**



**Cover sandpits and play areas to prevent wildlife and strays from contaminating these areas.**

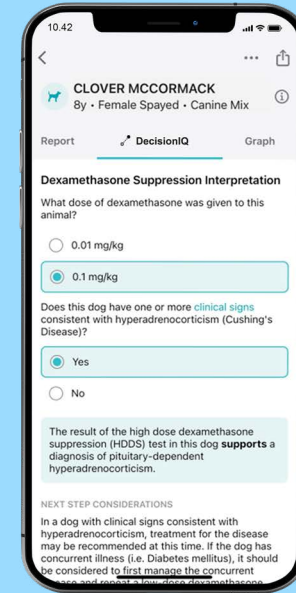


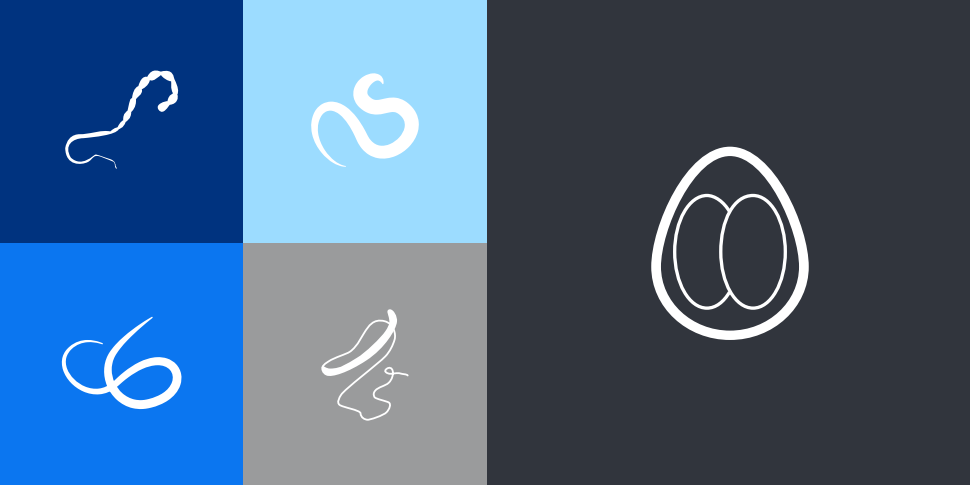
**Have your pet tested at least once a year or as recommended by their veterinarian.**

# Keeping the lines of communication open.

Talking to clients face-to-face is the best way to emphasise the dangers of parasites and the benefits of regular faecal testing. But reinforcing that message outside your practice can go a long way.

- + Free client [brochures](#) are an easy way for pet parents to learn more when they're away from your practice.
- + Attach a [digital brochure](#) for pet owners to read before their wellness visit.
- + Social media is a great way to send out reminders to a much larger audience. Social posts that talk about the prevalence of parasites, emphasise the risks to humans, and present tips on how to minimise risks are just a few directions. [Take a look at some sample posts](#) and learn more about how social media can work for you.





## Helps pets and families like never before.

Faecal Dx<sup>®</sup> antigen testing is a more advanced form of intestinal parasite diagnostic compared to faecal flotation. It can detect parasites before the presence of eggs, leading to significant improvements in the accuracy of faecal testing results.<sup>3-5</sup>

### **Why Faecal Dx antigen testing is superior to other testing methods.**

- + Faecal Dx antigen testing detects the most common and clinically relevant parasites in cats and dogs, including *Cystoisospora*.<sup>6</sup>
- + Detect up to 5X more infections than faecal flotation alone.<sup>3-5</sup>

### **Diagnoses more infections earlier.**

Early detection can lead to earlier treatment, which reduces overall environmental contamination.

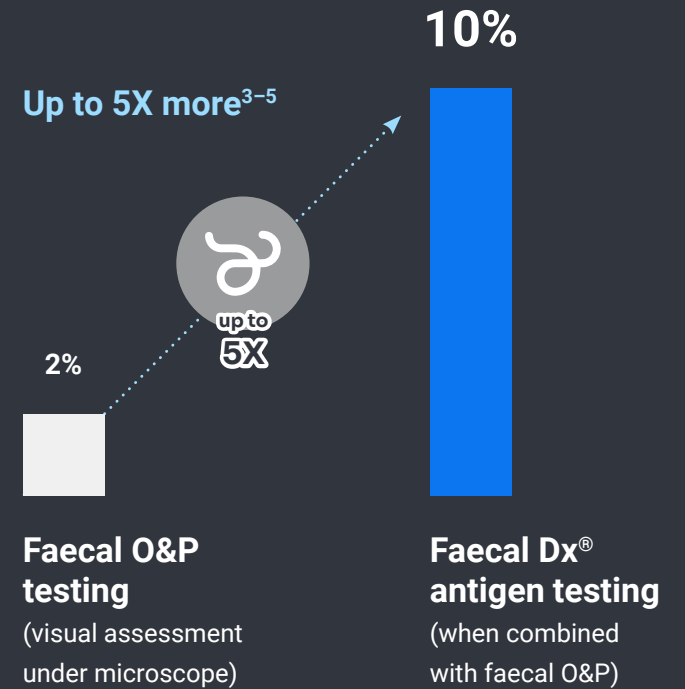
### **Avoids false negatives.**

When only one sex of the parasite is present within an animal, eggs will not be produced, so faecal flotation results in a false negative. Faecal Dx antigen testing detects these infections because key proteins are released by both male and female parasites.

## Let us do your dirty work.

With Faecal Dx<sup>®</sup> antigen testing, eggs are no longer necessary. It picks up the most common and clinically relevant parasites in dogs and cats. Hookworm, roundworm, whipworm, flea tapeworm, and now *Cystoisospora*. More parasite detection than ever, and up to 5X more infections found than with faecal ova and parasite detection by centrifugation (faecal O&P) alone.<sup>3-5</sup>

More parasite detection than ever.



Learn more about including Faecal Dx antigen testing as part of regular faecal screenings.

[Learn more](#)



#### References

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