

PDX Biotech hopes to change the future of veterinary dental care with OraStripdx.

PDX Biotech aims to improve pet oral health with a rapid test for early detection of periodontal disease in cats and dogs.

The company launched the test, called OraStripdx, early this year as a way to encourage pet owners to take care of their pets' teeth.

A member of the veterinary team administers the test by gliding OraStripdx along the pet's gums, getting a result in 10 seconds. If the strip changes color from white to yellow, it indicates the presence of periodontal disease.

Doctors then have firm evidence to show pet owners, which can help increase client compliance with dental care recommendations.

The company's leaders saw a market need for the product, said PDX Biotech CEO John Beran. "Pet owners notoriously ignored

their veterinarian's instructions for preventive health care, especially dental care," Beran said, noting that AVMA data shows only 2% of dog owners brush their pet's teeth daily at home.

A study found pet owners would be 50% more likely to follow through with dental recommendations if they could see a definitive test result showing the presence of periodontal disease. "Once we had that technology in place, we launched OraStripdx," Beran said.

In a published **study** on the technology, veterinary practices using it saw a 54% increase in the number of professional teeth cleanings under anesthesia, leading to a 68% increase in revenue. For dental radiology, practices using the OraStripdx technology saw a 133%

Highlights:

- ▶ PDX Biotech has created OraStripdx, a rapid test that detects periodontal disease in cats and dogs.
- ▶ Veterinarians administer the test in the exam room, swabbing the pet's gums and getting a result in 10 seconds.
- ▶ A 2016 study on the technology found veterinary practices using it delivered more dental care to pets and saw increased revenue.

increase in procedures and a 141% increase in revenue.

PDX Biotech was one of five companies recognized with a Purina Pet Care Innovation Prize this year, winning \$25,000 and mentorship support from Purina. Company officials say the prize has helped draw attention to the importance of oral health in ensuring pet well-being.

OraStripdx is "a tool that helps educate clients about the benefits of early intervention and can even alert health care professionals to a heightened risk of more serious diseases," Beran said.

PDX Biotech hopes to reach veterinary teams that can routinely use OraStripdx in the exam room.

This week, PDX Biotech **announced** a partnership with distributor EPIQ Animal Health, widening OraStripdx's reach to veterinarians throughout the country.

To learn more, visit orastripdx.com or reach out to info@orastripdx.com.

