

TALKING TO OWNERS ABOUT PET DIABETES





The number of cases of pet diabetes is growing and many pet owners aren't aware of. There's never been a better time to talk to the pet owners in your clinic – and online – about this condition.

Understandably, pet diabetes can be a difficult topic to bring up with pet owners. The thought of a pet having diabetes can conjure up many scary images for pet owners. But, that's why it's all the more important to make them aware of its signs and that it's manageable.

In this eBook, you'll discover easier ways to talk to pet owners about diabetes, including topics such as:

1. Risk factors and signs for both dogs and cats
2. Diagnosis of diabetes
3. Management of diabetes
4. Challenges in diabetes management
5. How Sugar & Spike, the diabetic duo, can help you talk to pet owners both in-clinic and online
6. MSD Animal Health pet diabetes management portfolio

1. RISK FACTORS AND SIGNS IN DOGS AND CATS



As you spread awareness to pet owners, be sure to cover the risk factors and signs of diabetes. That way, pet owners can help their pet lead as healthy a lifestyle as possible and bring their pet to see you, their veterinarian, any time they see something unusual. Here are the risk factors and signs of diabetes in dogs and cats:

RISK FACTORS OF DIABETES IN DOGS

- Age (middle aged or older)
- Breed (Australian terrier, Beagle, Samoyed, Keeshond)¹

RISK FACTORS OF DIABETES IN CATS

- Age (middle aged or older)
- Sex (neutered males)
- Breed (Burmese)¹
- Obesity and/or Physical inactivity



SIGNS OF DIABETES IN PETS

- Frequent urination
- Increased thirst
- Weight loss despite good appetite (appetite is not always increased)

OTHER SIGNS OF DIABETES

- Depression and/or lethargy
- Vomiting

DIABETES COMPLICATIONS IN DOGS

- Cloudy eyes due to cataracts

DIABETES COMPLICATIONS IN CATS

- Weak back legs due to neuropathy

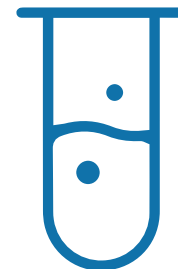
2. DIAGNOSIS OF DIABETES

If a pet owner is concerned that their pet may be showing signs of diabetes, or if you have determined testing is necessary, the pet owner may have questions about diagnosis. When discussing diagnosis, always emphasize that diabetes can be managed. Here is what you can tell a pet owner to expect if you are carrying out tests to confirm diabetes:



HISTORY OF CLINICAL SIGNS

OTHER TESTS



URINE TESTS



PHYSICAL EXAMINATION



BLOOD TESTS

3. MANAGEMENT OF DIABETES

Receiving a diagnosis of pet diabetes can be shocking for a pet owner. As a veterinarian, you have the opportunity to give them a lot of confidence by spreading awareness that diabetes is manageable. Managing diabetes is possible through teamwork and communication between veterinary teams and pet owners.



PET OWNERS

Pet owners manage the pet on a daily basis and can pick up on subtle changes in their pet.

Keeping to a consistent routine and giving meals at the same times each day, as well as injections is essential to the management of diabetes in dogs or cats.

VETERINARIANS

For you and your veterinary team, managing a pet owners' expectations is crucial.

Make sure pet owners know that an approach to treatment that is slow and gradual is what's safest for the pet. It is also important to discuss that intact female dogs should be spayed as soon as possible, even before treatment begins.

Treatment of nearly all pets will include a **daily routine** that's regular and consistent, including:



INSULIN INJECTIONS



SUITABLE DIET
AND MEAL TIMES



EXERCISE



MONITORING AND
RECORDING PROGRESS

4. CHALLENGES IN DIABETES MANAGEMENT

BE PREPARED FOR HYPOGLYCEMIA

The most common side effect of insulin treatment is low blood sugar (hypoglycemia).

Make sure pet owners know the potential reasons for hypoglycemia:

- Giving too much insulin
- Missing or irregular meals
- Change of diet or amount fed
- Variation in amount and intensity of exercise
- Infection or illness
- Interaction with other medications
- Presence of other chronic diseases

If the blood sugar is too low, the brain does not receive enough glucose. This can lead to a potentially fatal situation. For this reason, it is important for the pet owner be aware and watch out for these important signs:

- Restlessness
- Trembling or shivering
- Unusual movements or behavior
- Loss of consciousness (coma) and unusual quietness or sleepiness



5. HOW SUGAR & SPIKE CAN HELP YOU TALK TO PET OWNERS BOTH IN-CLINIC AND ONLINE

Sugar & Spike are the diabetic duo that can help you talk to your clients about diabetes in dogs or cats. Pet diabetes can be a challenging topic to discuss, so Sugar & Spike are there for you to make awareness, education and management easier to talk to pet owners about. By using Sugar & Spike, you can engage and entertain as you inform.

SUGAR



Sugar is smart and sassy cat that's had diabetes for the last 10 months. Her blood sugar is well-regulated now and she loves to share all of her knowledge of signs and management with her next-door neighbor and pal Spike.

SPIKE



Spike is a goofy, hyper-affectionate dog and he's recently been diagnosed with pet diabetes. He's new to it all and learning about the condition from his veterinarian – and especially from Sugar who loves to remind him of the signs and manageability of pet diabetes every chance she gets.

HOW TO USE SUGAR & SPIKE TO TALK ABOUT PET DIABETES

Sugar & Spike are featured in pet diabetes videos, handouts, posters, and more which can be displayed or provided to pet owners that visit your clinic. You can also share digital materials, videos and social posts featuring the diabetic duo to spread pet diabetes awareness to pet owners online.

6. MSD ANIMAL HEALTH PET DIABETES MANAGEMENT PORTFOLIO

Pet diabetes management is total and the MSD Animal Health Pet Diabetes Management Portfolio gives pet owners and pets the right products, support and training needed to live healthy lives. These are some of the products and support offered by MSD Animal Health.



PET DIABETES TRACKER APP

Pet Diabetes Tracker App.



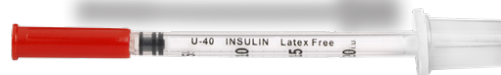
RESOURCES

Promotional tools with information and helpful resources.



INSULIN

Caninsulin® is a 40 IU / mL veterinary-approved insulin for dogs and cats.



ADMINISTRATION OPTIONS

Caninsulin administration option, so pet owners can feel comfortable administering insulin:

- 1.0 mL U40 insulin syringes (vials)

The MSD Animal Health Diabetes Management Portfolio gives veterinarians and their team what they need to empower management in pet owners, including veterinary team education and the Diabetes Advisor Course, along with Sugar & Spike resources for your clients.

**WANT TO KNOW MORE ABOUT THE MSD ANIMAL HEALTH PET DIABETES MANAGEMENT PORTFOLIO?
ASK YOUR MSD ANIMAL HEALTH REPRESENTATIVE TODAY.**