

# The AlphaTRAK Starter Kit

Setup is quick and easy. The AlphaTRAK 2 diabetes education tools walk pet owners through diabetes basics, how to use the meter, how to get a blood sample and more.

The Starter Kit includes all of the supplies your clients need to start blood glucose monitoring at home.

**AlphaTRAK 2 meter, with specific settings for dogs and cats**

**25 easy-wicking AlphaTRAK 2 test strips**

**Lancing device**

**30 lancets**

**Quick user's guide**

**Instructional DVD**

**Diabetes diary**



**AlphaTRAK®**  
BLOOD GLUCOSE MONITORING SYSTEM

Contact your veterinary product distributor to place an order or visit [www.alphatrakdvm.com](http://www.alphatrakdvm.com).

Learn more at [www.AlphaTRAKmeter.com](http://www.AlphaTRAKmeter.com).

1. Mackay EM. The distribution of glucose in human blood (Scripps Metabolic Clinic). J Biological Chem. May 1952; 685-688. 2. Coldman MF, Good W. The distribution of sodium, potassium and glucose in the blood of some mammals. Comp Biochem Physiol. April 1967;2(1):201-206. 3. Data on file. Study Report No.11-06-MCD-CT-AT, Zoetis Inc. 4. Rand JS, Kinnaid E, Baglioni A, et al. Acute stress hyperglycemia in cats is associated with struggling and increased concentrations of lactate and norepinephrine. J Vet Intern Med 2002;16:123-132. 5. Ford SJ, and Lynch H. Practical use of home blood glucose monitoring in feline diabetes. Vet Clin Small Anim 2015;43:283-301. 6. Kley S, Casella M, and Reusch C. Evaluation of long-term home monitoring of blood glucose concentrations in cats with diabetes mellitus: 26 cases (1999-2002). J Am Vet Med Assoc 2004;225:261-266. 7. Data on file, AllPoints Research. AlphaTRAK Pet Owner Segmentation. April 2014, Zoetis Inc.

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# Calibrated for Pets, Easy for Humans

**AlphaTRAK®**  
BLOOD GLUCOSE MONITORING SYSTEM



## AT-HOME TESTING WITH ALPHATRAK® MAKES PARTNERS OUT OF PET OWNERS.

Calibrated for dogs and cats, AlphaTRAK blood glucose monitoring system allows pet owners to take a more active role in managing their pet's diabetes. With AlphaTRAK, your clients become your partners, providing you with reliable readings based on their pet's everyday routine, so you can make more accurate treatment decisions.



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# AlphaTRAK 2 Blood Glucose Meter is Calibrated for Pets, Not Humans

## WHY USE AlphaTRAK 2 SPECIES-SPECIFIC PORTABLE BLOOD GLUCOSE METER?

### All Blood Is Not Created Equal

The distribution of glucose in blood differs among humans, cats and dogs.<sup>1,2</sup>

Human meters underestimate the levels of blood glucose in dogs and cats.<sup>3</sup>

### Quick and Easy

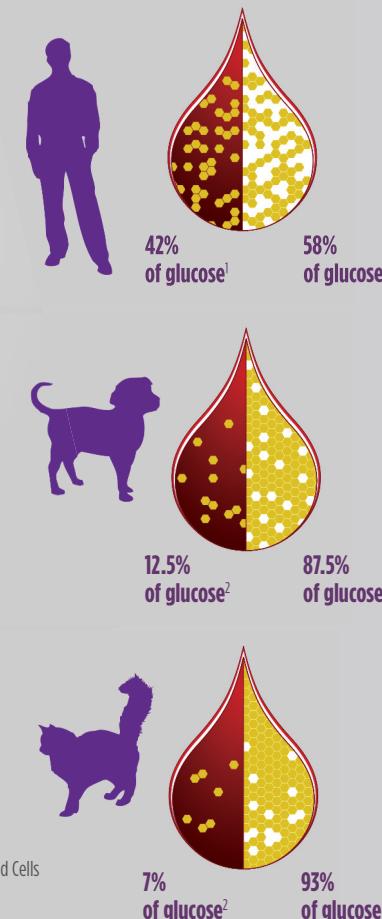
Reliable readings ready in seconds

One-touch setting for each species (cat and dog)<sup>3</sup>



## HOW GLUCOSE AND INSULIN WORK TOGETHER

Portable blood glucose meters use whole blood, which includes glucose in the plasma and red blood cells. AlphaTRAK 2 accounts for the differences in the distribution of glucose in whole blood of different species to accurately predict glucose levels.



## EXTENDED RANGE

AlphaTRAK 2 has a blood glucose testing range of 20-750 mg/dL. The extended range allows for more pinpointed results for cats and dogs, whose normal blood glucose level ranges often fall outside the normal ranges of humans.

## ADVANCED TEST STRIP DESIGN

Sample strip automatically turns the meter on and off for quicker testing

May add more blood for up to 60 seconds, resulting in fewer wasted strips

Requires only 0.3 µL of blood

Results are ready in seconds

Angled sample area on the strip makes positioning of it to the blood drop on the animal easier

Sample tab is designed to break the meniscus of the blood sample for fast wicking



## AT-HOME TESTING

Increase Compliance, Communication and Confidence.

As part of a complete treatment plan, at-home testing benefits your patients, your clients and your clinic.

### For Your Patients:

Reduces risk of stress hyperglycemia associated with clinic visits, particularly in cats<sup>4</sup>

Readings are more accurate so you can make more informed treatment decisions

Hypoglycemia can be detected immediately<sup>5</sup>

### For Your Clients:

Increased involvement in their pet's treatment plan, leading to improved compliance

Increased self-confidence in their ability to manage their pet's diabetes<sup>6</sup>

Easy-to-use monitor and lancing device

Convenient testing from the comfort of their home, which pet owners prefer<sup>7</sup>

### For Your Clinic:

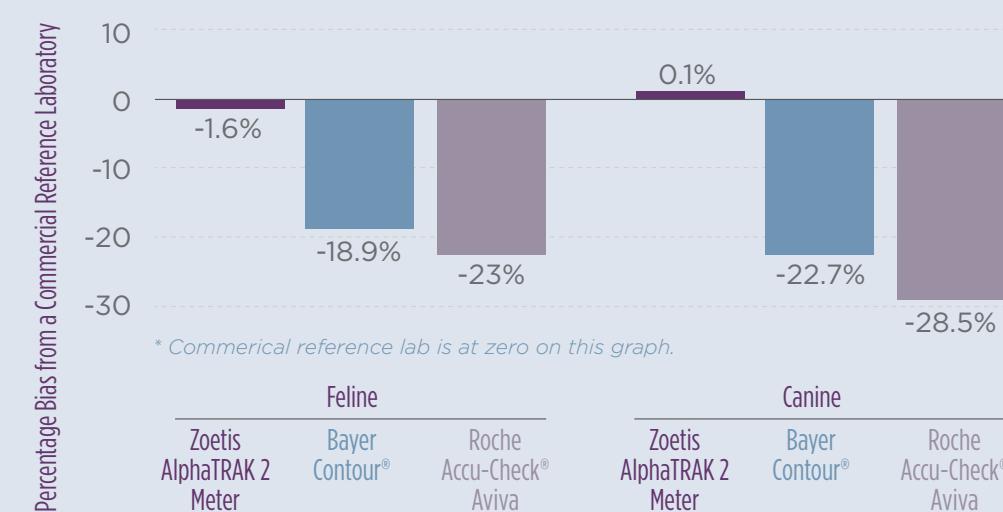
Sale of monitor and consumables produces revenue

More accurate diagnoses and treatment plans

Discussion of results can be done remotely, freeing up time in clinic and reducing paperwork and other costs

## Comparison of Three Portable Blood Glucose Monitors to a Commercial Reference Laboratory

Based on the comparison study, the accuracy of the AlphaTRAK 2 Meter is superior to that of the human portable blood glucose meters in measuring blood glucose in dogs and cats.<sup>3</sup>



## SAMPLE DETECTION TECHNOLOGY

Test begins only when meter has sensed enough blood

More blood may be added for up to 60 seconds

Improved tab design allows for quick and easy wicking

## Smaller Blood Sample Size for AlphaTRAK 2 vs. Other Meters

