



MEDIA RELEASE

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CANINE DATA COLLECTION SOFTWARE LAUNCHES GLOBAL VET-EXCLUSIVE PRODUCT

Wellington tech start-up company makes wireless monitoring devices for canines into a global entity

Innovative pet care company, Heyrex, has launched its wearable technology to the global veterinarian marketplace using the North American Veterinary Community Conference and Western Veterinary Conference in the United States as the main platforms to introduce its unique veterinary service.

Already a success story, the revolutionised Heyrex pet data collection solution is only available from veterinary clinics as a vetcare product to aid in the recovery of dogs post surgery, those on a weightloss programme or those with medical issues that need regular vet supervision - essentially allowing vets to extend their pet care beyond the hospital door.

All data collected by Heyrex monitors is analysed and presented straight to the vet for use in standard veterinary treatment use cases. Data and information is also made available to the owners in reports that engage the pet owner in the care process and maximize client compliance during treatment at home following a clinical procedure.

Heyrex includes a monitor designed in Wellington that fits a dog's regular collar and collects data that builds a profile of the dog's behavior. It achieves this by recording every aspect of a dog's activity and identifying changes pertinent to its wellbeing. The information is transferred to the Heyrex receiver whenever the dog is within range.

Exercise levels, scratching, sleep quality and other behavioral or health issues are all monitored and wireless technology transmits that data from monitor to the Heyrex cloud service, sending automatic notifications when behavior changes, improves or indicates a health problem. It therefore allows vets to manage post-operative recovery, monitor a dogs response to treatment, identify early signs of pruritus and mobility issues, track sleep disturbance and behavioural issues, set exercise plans and weight loss and improve owner compliance with care requirements.

“The Heyrex service is presented in a module format. Each module can be used for a specific purpose in providing veterinary care including setting diets by utilizing the Heyrex global food database, exercise regimes for rest and recuperation, weight loss and training, cage rest for post surgical confinement, sleep patterns to identify night time pain and behavior issues as well as the early identification of illness and lameness,” explains Heyrex chief executive Nathan Lawrence. “In America alone, an estimated 52.6% of dogs are overweight or obese*, so there are a lot of dogs we can help through offering our products to veterinarians around the world.”

Dr Tony Puglisi, BS, MS, DVM, MS, DACVS, Boarded In Surgery, Virginia Beach Veterinary Surgery, USA uses Heyrex usually as part of his aftercare. Dr Puglisi said that “Using Heyrex means that we can essentially manage our patients even when they’re recovering at home, and ensure that clients comply with our post-operative and treatment guidelines. This means that every patient we treat is receiving the absolute highest standard of care, resulting in optimal recovery for our patients while improving our hospital’s reputation.”

The Heyrex weight management module focuses on calories being consumed in conjunction with an increase in exercise and activity enabling Heyrex to forecast weightloss and at the same time provide motivation for the dog owner to get their dog moving more frequently.

One vet, Dr Ken Lambrecht, DVM Medical Director of West Towne Veterinary Center in Wisconsin, is already an advocate, saying: “Heyrex helps without adding any work to the pet owners responsibilities and we know strong engagement is the key to a weight management programme’s success.”

Available in CareVets veterinary clinics in New Zealand, Heyrex is also in use in the US, France, Brazil, Australia, UK, Canada and the Czech Republic. Heyrex is academically validated and used and endorsed by Massey University, as well as by universities in America, Australia and France, and is used by research organisations for clinical trials. Heyrex is supported in the USA by respected research company Midwest Veterinary Service, Inc who also use Heyrex for their own R&D purposes.

“We’re at an exciting stage of development,” says Lawrence. “Our focus on the global veterinarian market will solidify our position as an innovative market leader around the world and I’m so proud we’ve been able to do it all from our New Zealand home base.”

The company behind Heyrex also makes the unique Torus drinking bowls that stores fresh water inside the bowls' walls to ensure topped-up water, protected from dust and contaminants, wherever you go. The Torus pet water bowl has been a huge hit in North America with sales on Amazon.com and Amazon Canada and is now distributed in 12 countries, with more to come.

For more on Heyrex and Torus, visit: www.heyrex.com

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Prepared on behalf of HeyRex by *the pr shop*. For more information, contact Lindsay Stanley on 09 360 0385 or lindsay@theprshop.co.nz.

*2013 National Pet Obesity Awareness Day

