



For Immediate Release

Veterinary Clinic Uses HeyrexVet™ for First Time in Sixth Annual Weight Loss Competition to Track Compliance

West Towne Veterinary Center's "Pets Reducing for Rescues" is gratified to see 62 pets lose a total of 102 pounds

MADISON, WI / WELLINGTON, New Zealand (July 15, 2015) – [West Towne Veterinary Center](#) in Madison, Wisconsin recently concluded its sixth annual "Pets Reducing for Rescues" pet ideal weight competition and had its most successful year ever, with 62 of 71 participants completing the contest and losing a total of 102 pounds. New in this year's competition was the use of [HeyrexVet™](#) – a wearable monitor for dogs that specifically helps veterinarians track information including weight loss, response to medication, recovery from surgery, and changes associated with the early signs of illness and disease in pets.

Ken Lambrecht, DVM and Medical Director of West Towne Veterinary Center noted that 15 of the 32 dogs wore the Heyrex technology on their collars – which connected wirelessly to the veterinary practice's computer system – giving the center direct access to HeyrexVet's data and analysis. "It's generally a challenge to motivate any pet owner to help their pet lose weight, so we are always looking for new tools or strategies to improve our mutual success," said Dr. Lambrecht. "A huge boost to this year's competition was the addition of HeyrexVet, which added motivation and engagement on the part of the pet owners from day one."

HeyrexVet is a wearable technology that launched at the 2015 North American Veterinary Community conference. Although designed to monitor a host of pet-related health issues, Dr. Lambrecht wanted to use its weight loss and exercise module in this year's contest. "The technology not only provided calorie counts for approximately 4,000 pet foods and treats, helping us to calculate calories for each pet, but also returned timely, detailed data on exercise and activity, so that our staff could help pet owners be more compliant." As a result, pets lost up to two percent of their weight per week over the eight-week contest.

"We applaud the effort by West Towne to help fight pet obesity through the annual 'Pets Reducing for Rescues' contest," said Heyrex CEO Nathan Lawrence. "Dr. Lambrecht applied the monitoring tools within HeyrexVet and improved the level of data and compliance in the competition. In addition, pet owners accessed their pets' data using the separate MyHeyrex interface, including a diary function, which enabled the pet owner to fully participate in the process."

"Using HeyrexVet was such a fun adventure for both Santana and me," said Jada Plagge, whose three-year-old American Bulldog lost a total of seven pounds and was one of the contest's winners. "We loved to be able to keep close tabs on her temperature, activity level, and even

her itchiness. People commented to me about how cool it was to see a device like this made for a pet.”

Using wireless technology, HeyrexVet analyzes and presents data to veterinarians via an online service that can be accessed from any PC, tablet or smartphone. Its premium service is recommended for short-term therapeutic issues or long-term monitoring, whereby HeyrexVet acts as a feedback tool throughout the treatment and recovery process. Veterinarians can forecast and accurately track responses to treatment, while increasing pet owner compliance. The waterproof device offers customizable services and has a battery life of two years to ensure uninterrupted data and no need for recharging.

“We will definitely use HeyrexVet again for next year’s competition,” said Dr. Lambrecht. “It was exciting and valuable for our team to follow graphs, monitor exercises and develop a plan for the client to follow. Pet obesity has truly become a worldwide problem; HeyrexVet is a welcomed tool to combat this enormous challenge.”

For more information about HeyrexVet, the Wisconsin clinic’s contest and its associated data, please contact Kim Goldsworthy, Sales and Marketing General Manager, Heyrex at +64 4 476 8849 or kim.goldsworthy@heyrex.com.

Heyrex offers two plans to meet hospital needs and payment preferences. There is a fixed plan at \$14.95 per month per unit for a minimum 12-month term or an open plan at \$149.95 per unit, plus a \$9.95 service fee per month (only when in use). Both plans require a minimum commitment to three units and costs exclude taxes. Additional information regarding Heyrex models, pricing plans, and access to online training and support is available at www.heyrex.com.

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About HeyrexVet

HeyrexVet is a wearable monitor designed specifically for veterinarians to track a patient's recovery from surgery, response to medication, and to detect changes associated with the early signs of illness and disease. HeyrexVet offers use-case based solutions to help resolve challenges experienced by veterinary professionals in the course of their daily practice. Modules include monitoring Cage Rest, Exercise and Food Plans, a Compliance Journal and Daily Activity and Behavior Summaries. HeyrexVet collects data from animals by utilizing wireless technology, then analyzes and presents the data to vets via an online service that can be accessed from any PC, tablet or smart phone, anywhere in the world. The pet owner can also access a pet's data using a separate Heyrex interface. This includes a diary function, which enables the pet owner to participate in the treatment process prescribed by the veterinarian or clinic, helping to improve compliance. For more details on Heyrex for Owners, please refer to the [Heyrex website](#). Heyrex was developed in Wellington, New Zealand and Heyrex USA operates out of Kansas in partnership with Midwest Veterinary Services. For further information contact Darrel J. Rezac MS, PhD at (785) 320-2369 or dj.rezac@heyrex.com.

About West Towne Veterinary Center

West Towne Veterinary Center is dedicated to providing the best preventive pet wellness, nutrition, dentistry and grooming services to pets in a warm, caring environment. It is an American Association of Feline Practitioners (AAFP) Gold Certified Cat Friendly Practice and also an American Animal Hospital Association (AAHA) accredited veterinary practice. As part of this year’s competition, the veterinary center donated \$1,500 to local shelters. For more information, please visit www.westtownevet.com or www.facebook.com/westtownevet.