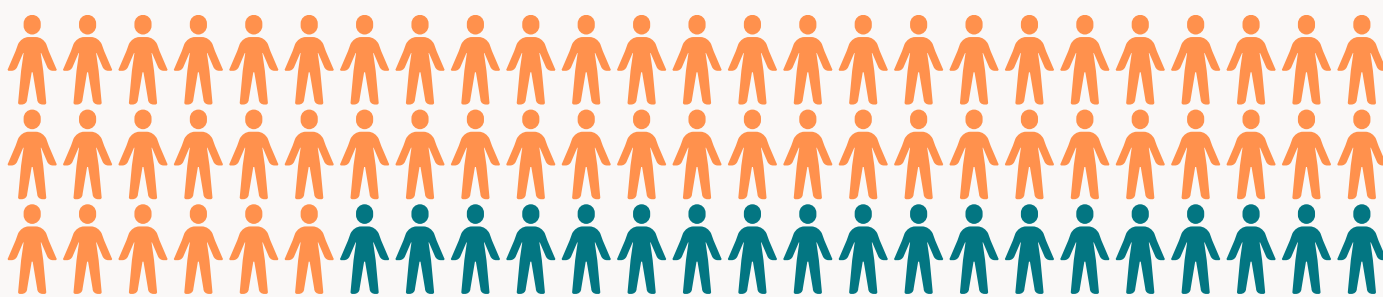




DERMAL & SUBCUTANEOUS MASSES IN DOGS

SURVEY

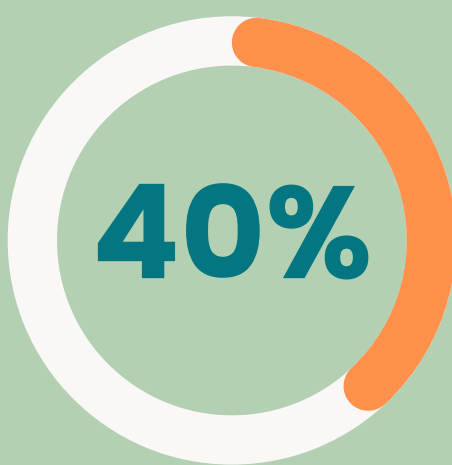
A survey has been conducted to understand clinicians' perception and preferences when presented with dermal and subcutaneous masses in dogs. In total, 75 UK-based GP clinicians have answered the survey: 73% Veterinary Surgeons and 27% Veterinary Nurses and Practice Managers with different levels of experience



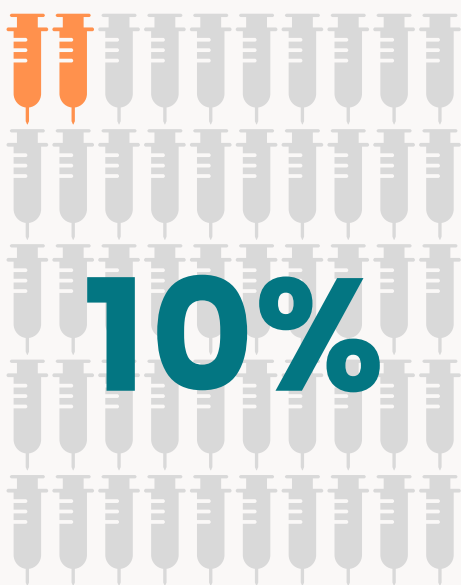
75 UK-based GP clinicians with different levels of experience: 75% with over 5 years experience and 25% with less than 5 years experience.

An average veterinary practice sees >500 dermal & subcutaneous masses in dogs every year.

500



40% told us they would diagnose the majority of dermal and subcutaneous masses in dogs based on history and palpation alone.



10% will not sample a mass if confident it is malignant

Confidence Level



20% will not sample a mass if confident it is benign

Clinician Preferences

Reasons clinicians would prefer not to perform a Fine Needle Aspiration (FNA)



Fear of causing harm



Practical skills



Confidence in Results



Short consultation time



Lipoma Diagnosis

Experience Level

Clinicians over 5 years qualified are 14% less likely to diagnose Lipoma based on palpation alone compared to clinicians less than 5 years qualified.

65%

65% told us they feel confident diagnosing Lipomas based on history and palpation alone.

62%
>5-year experience

76%
<5-year experience

Confidence in diagnosing Lipoma by palpation alone based on experience

Clinician Preferences

Clinicians' preferred diagnostic method when investigating a mass suspected as Lipoma

37%

FNA + Cytological examination

40%

FNA + Gross examination of the aspirate

23%

History & Palpation alone

Client Preferences

Reasons clinicians believe clients would decline further investigation by FNA or Biopsy

12%

Time for getting results

50%

Cost

10%

Risk involved

Innovation & Evidence Based Veterinary Medicine (EBVM)

63% of clinicians will base their decision to introduce a new product into their clinic on EBVM or/and expert/KOL recommendation.

63%
Rely on EBVM or KOL/Expert Recommendation

17%
Open to Innovation

20%
Rely on Colleague Recommendation

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