



VISTA IQ

The First Step in Early
Cancer Detection

Implementation Guide



Road Map

Clinical
Workflow



Technical
Information



Pricing
Options



VISTA iQ
Implementation



Communication
& Leadership




Client Education &
Marketing/Social Media
Support

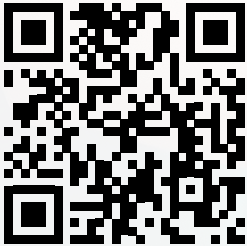
Team
Training




01
step


Team Training

1  **Clinical Rationales**





Watch the 'Clinical Rationales' Video first
1 Video; 3 minutes

2  **My First Scan**




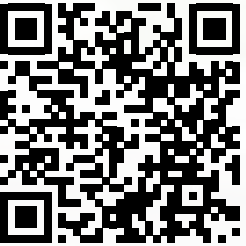
Watch the 'My First Scan' Series before you perform your first scan
6 Videos ; 10 Minutes

3  **VISTA iQ Guide**



Read the VISTA iQ Guides
6 Guides ; 30 minutes

4  **Remote Team Training**



Book a remote team training session with your Customer Success Manager
Each session ; 30 minutes

YOU ARE READY TO GO...

02
step

Clinical Workflow- A

Nurse/Technician-Led Process

1

1-2 min
Receptionist



Routine Vet Appointment Booking

2

5-10 min
Nurse/Technician Screening



Patient Evaluation
Lump Identification
Fur Clipping
Lump Scanning with VISTA iQ

3

5 min
Full Vet Consultation



Clinical examination
Result Evaluation
Shared Decision-Making



Low Risk



Moderate Risk



High Risk



Suggested Workflow 1

02
step

Clinical Workflow- A Nurse/Technician-Led Process

1

2 min
Veterinarian Consult

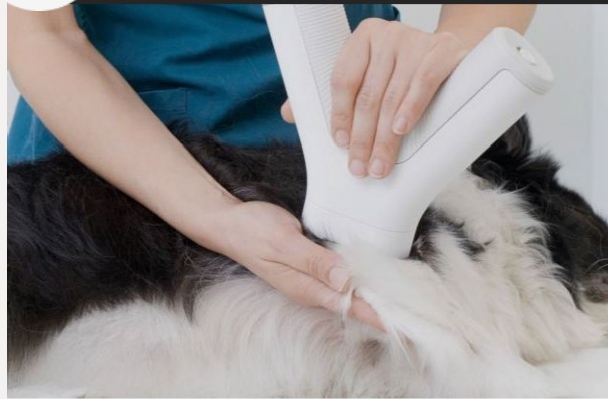


The veterinarian discovers mass and recommends a scan with Nurse/ Technician.

Explain that the nurse/ tech will FNA moderate/high-scoring lumps, and they will be called with the FNA results.

2

5-10 min
Nurse/Technician Screening



Triage & Full body exam to discover all masses

Scan

HDI results

FNA (Moderate or High)

3

5 min
Full Vet Consultation



Calls the patient owner to inform them of FNA results.



Low Risk



Moderate Risk



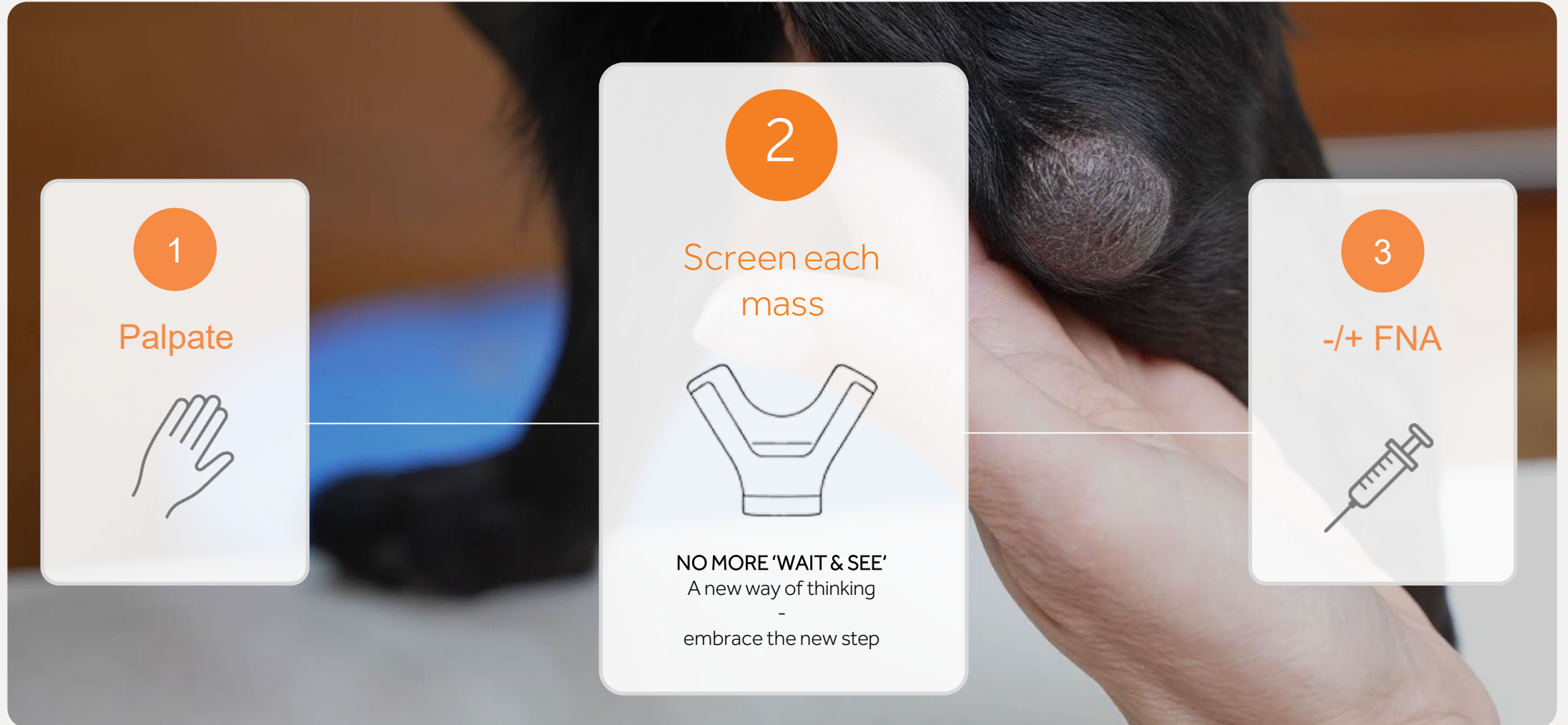
High Risk



Suggested Workflow 2

03
step

Communication- a fresh new step: Screening



Communication & Leadership

Stakeholders

- ✔ Leadership - Get the team on board
- ✔ Communicate the new step & team read the communication slide
- ✔ Communicate the Values of the VISTA iQ and what this means for patients



Veterinarians

- ✔ Discuss screening before FNA with the vets
- ✔ Send studies and 'VISTA iQ coming soon'
- ✔ Confirm they are confident referring to the VISTA iQ



Nurses/Technicians

- ✔ Trained and confident Scanning
- ✔ Establish VISTA iQ Champion – Liaison
- ✔ Perform FNA

Client Education- Marketing Support



Book a Demo



Pricing Options- US

OPTION 1

\$40-60

1st Mass

\$10-20

Additional Mass

OPTION 2

\$0-20

VISTAiQ Scan

- ✔ By offering a low-cost scan, you will see a higher uptake of scans, which will generate more surgeries and oncology treatments.

OPTION 3

Bundles

- ✔ Example: 6 masses

Single mass = \$40

\$40 x 6 masses = \$240

Then subtract 20% (\$48)

\$240 - \$48 = \$192

- ✔ The client pays upfront and uses prepaid scans as and when needed e.g. when their dog develops a mass. Ideal for very lumpy dogs.

Client Education- Marketing Support

Key points

- ✓ Establish clinic social media manager
- ✓ Educate your clients on your new device and encourage to follow @htvista_
- ✓ Educate clients on skin health
- ✓ Follow and Tag @htvet_

Free Assets

- ✓ Promotional video & Animation
- ✓ Post weekly/Regularly
- ✓ Content Calendar and Website copy/assets
- ✓ Pre-written emails for email blasts
- ✓ VIST iQ Website- a page dedicated to pet owners
- ✓ Customer Marketing Portal



Marketing Portal



Tips for a Successful VISTA iQ Integration



No More "Wait & See"



Nurses & Technician-
Led Process



Scan Before Full
Vet Consultation



VISTA iQ Champion
& Team Training



VISTA iQ Location &
Stable Wi-Fi Connection



Pet Owner Education &
Communication

Customer Success Plan

Free 12 -month plan, Ensures adoption and ROI, High Value

What's Included

- ✔ Free content and social media support
- ✔ Team training & refresher sessions
- ✔ Technical Support & Troubleshooting
- ✔ Scan feedback & workflow coaching
- ✔ Educational emails
- ✔ Quarterly reports





Vet Edge Academy



Book a Demo