

The background of the advertisement features a petri dish held by a hand in a blue nitrile glove. The petri dish contains a bacterial culture on a yellow agar medium, showing a large, dense, purple-colored bacterial colony. In the bottom left corner, a Shiba Inu dog is shown in profile, looking upwards with its mouth open, revealing its teeth and tongue. A small orange cat is also visible in the bottom left corner, looking upwards. The overall image is a composite of these elements, with the petri dish and dog being the most prominent.

# UTid<sup>+</sup>

In-Clinic Diagnostic System

Distributed By:

**VETRI MAX<sup>®</sup>**  
veterinary products



## ABOUT FERA DIAGNOSTICS AND BIOLOGICALS

With a vision for how real-time diagnostics could improve animal care in the dairy industry, Cornell veterinarian Dr. Rodrigo Bicalho founded FERA Animal Health in 2014. Demand from Central New York dairy farms for better mastitis testing methodology fueled the development of FERA's first product, AccuMast®. The company quickly grew, as large and small animal clinicians called on FERA to serve the industry.

In 2018, along with Dr. Thomas Smith and James Heinle, Bicalho created FERA Diagnostics and Biologicals, a highly energetic and science-driven company that continues to combine innovation and science to develop practical products that will enhance the health productivity, and welfare of pets and farm animals.



## ABOUT VETRIMAX VETERINARY PRODUCTS

With over 20 years of sales and marketing service to the veterinary industry, VetriMax® was founded in 2011 by Patrick Rayburn. Our mission was simple: A commitment to “Improving the Lives of Pets, and Those Who Care for Them”. Today, VetriMax® truly lives this mission through providing veterinarians with novel, safe and effective solutions to common dermatological problems. As a market leader, we were the first to introduce sodium hypochlorite in Command™ Deep Cleansing Shampoo, as a treatment for superficial bacterial and fungal infections.

With the addition of UTid+® In-Clinic Diagnostic System, we continue our mission now by making it more convenient to obtain reliable microbiological culture results - in a fraction of the time (and at a fraction of the cost), compared to conventional third-party testing. Test more patients, get results faster...and Get Well Soon(er)™ with UTid+®.

Ask Your Distributor Today.



# FAST. EASY. ACCURATE.

## UTid<sup>+</sup>

UTid+ is an in-clinic system for detecting urine, skin, and ear infections in cats and dogs. Prepped in your hospital by a vet tech or staff member with a patient's sample, the test gets incubated then displays accurate results in less than half the time of outsourced tests—for a fraction of the cost.

EASY TO USE  
AND READ

QUICK RESULTS,  
TIMELY  
TREATMENT

REDUCED COST  
SO MORE PETS  
BENEFIT

BRINGS BACK  
SCIENCE AND  
REVENUE

98%+  
SENSITIVITY  
& ACCURACY\*

Distributed By:

**VETRI****MAX**<sup>®</sup>  
veterinary products

\*Result varies by pathogen and also denote in a large validation study compared to reference lab results



# BRING MORE PURPOSE INSIDE YOUR PRACTICE

We designed the UTid+ technology to make it possible to bring culturing back into the clinic. Rather than sending tests to a lab, anyone in your practice can be quickly trained to run and read the test. Empowering your staff to be more involved with patient care doesn't just add value to your practice, it enriches their work, improves their satisfaction, and increases retention.

## GETTING STARTED IS EASY

---

01

Identify a staff member to oversee bringing UTid+ testing into your clinic

02

Connect with our team for a product introduction and demonstration

03

Follow our implementation plan to fit UTid+ into your current workflow

04

Contact our experts any time for tech support on individual tests—even text or email us a picture



---

## PRACTICE BETTER MEDICINE AT A MORE AFFORDABLE PRICE

---

We developed UTid+ because we believe you shouldn't have to choose between giving your patients the treatment they need and sustaining an economically viable practice.

### **Ensure more pets are tested and treated**

When the high cost of traditional testing precludes owners from even finding out what's wrong with their pets, you can't deliver the quality of care your patients deserve. UTid+ in-clinic testing costs owners a fraction of the price of third-party culturing, making it a more affordable option.

### **Bring revenue back to your clinic**

With a small incubator and a set of UTid+ culture kits, your clinic will be up and running. You're not just bringing science back in-house, you're bringing revenue as well. The cost to your clinic per test is less than half of outsourced tests.

SECTION 01

*Escherichia coli**Klebsiella spp**Pseudomonas spp*

(02 variations)

*Proteus spp**Enterobacter spp*

GRAM NEGATIVE SPECIES

SECTION 03

*Staphylococcus aureus**Staphylococcus haemolyticus*

(03 variations)

*Staphylococcus SNA*

(03 variations)

*Staphylococcus epidermidis*

STAPHYLOCOCCUS SPP

## COLOR MATCHING RESULTS INTERPRETATION GUIDE



SECTION 02

*Enterococcus spp**Lactococcus spp*

(02 variations)

*Streptococcus spp*

(02 variations)

STREPTOCOCCUS &amp; ENTEROCOCCUS

SECTION 04

*Malassezia spp*

Yeast

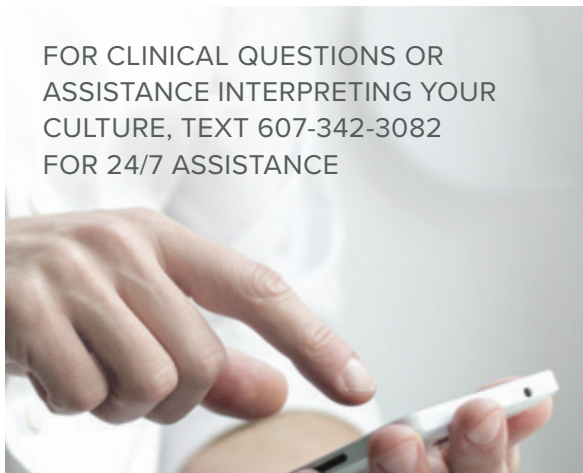
*Dermatophytes*

FUNGI

We think it's time for a culture change. We developed UTid+ to bring microbiology back into the clinic and help you better serve your patients.

Now you can accurately diagnose almost all commonly encountered infections faster, with more affordable and timely treatment plans to improve the outcome for your patients and their owners.

FOR CLINICAL QUESTIONS OR  
ASSISTANCE INTERPRETING YOUR  
CULTURE, TEXT 607-342-3082  
FOR 24/7 ASSISTANCE



## HOW IT WORKS

---

01

Get patient urine, skin, or ear sample

02

Swab the four wells in the UTid+ plate

03

Cover plate, turn upside down, and place in incubator

04

Incubate at 37c

05

Get bacterial results in less than 16 hours, fungus in just over 24 hours

Empowering  
veterinarians.

Improving  
diagnoses.

Enhancing  
outcomes.

# UTid<sup>+</sup>

In-Clinic Diagnostic System

Learn  
more here



Distributed By:  
**VETRI MAX<sup>®</sup>**  
veterinary products

For more info visit  
[www.VetriMaxProducts.com](http://www.VetriMaxProducts.com)  
[info@VetriMaxProducts.com](mailto:info@VetriMaxProducts.com)

[www.FERAah.com](http://www.FERAah.com)  
[inquires@FERAah.com](mailto:inquires@FERAah.com)  
**Clinical Support:**  
Text 607.342.3082  
for 24/7 assistance