20 Dogs
in Your Waiting Room Have Lumps & Bumps

How do You **Spot** the **3 with Cancer?**

HTVista

Non-Invasive Cancer Detection for Dogs

Statistically, 3 out of the 20 patients will have a Malignant Lump[1]

Most Common Malignant Dermal & Subcutaneous Cancers in Dogs:

1. **Mast Cell Tumor (MCT)**
2. **Soft Tissue Sarcoma**
3. **Fibrosarcoma**
4. **Malignant Peripheral Nerve Sheath Tumor**
5. **Sweat Gland Adenocarcinoma**
6. **Squamous Cell Carcinoma (SCC)**

<50% of lumps & bumps in the general practice end up with a diagnosis.

That means **10** out of the **20** dog owners will opt to wait and see and go home undiagnosed.

Sent Home Undiagnosed

How would you know if the **3 dogs** in your waiting room **with a malignant lump** are part of the >10 dogs sent home to wait and see or not?

Receive a Diagnosis via FNA or Biopsy

'Wait and See'

Due to financial constraints, low concern from the veterinarian, or fear of the needle, the client opts out of further diagnostics.

FNA

FNA is an important diagnostic tool for cancer. 50% of the time FNAs are delayed or skipped due to expense or pet owner preferences.

Biopsy

Biopsy is the gold standard for cancer diagnostics. This more invasive procedure requires sedation, is costly, and is often declined by pet owners, delaying treatment.

Are you confident you diagnose ALL lumps & bumps you see?

If not, a malignant diagnosis could be delayed.

The cost of delayed diagnosis

Missed Treatment Window

Decline in Quality of Life

Poorer Prognosis

When clients decline further diagnostics and choose to **'wait and see'**, it can lead to a delay in the diagnosis of malignancy.

Reputation Risk / Trust

Emotional Impact on Pet Owner and Veterinary Team

Lost Cancer Intervention Income

"We can never know if a mass is benign just by palpating it."

Dr. Gillian Dank, Veterinary Oncologist

With **20 dogs** in your hospital with lumps and bumps, how do you

Spot

the ones with Cancer?

With HT Vista

HT Vista is the only non-invasive cancer detection tool for lumps and bumps.

HT Vista is the most efficient, rapid, cost-effective, and least invasive way to get to a benign diagnosis, while also guiding clients toward early detection of malignancy.

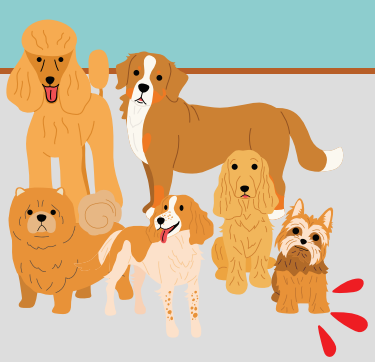
Veterinarians use HT Vista to quickly rule out malignancy, or for early cancer detection.

HT Vista utilizes Heat Diffusion Imaging (HDI), an innovative thermal imaging technique that differentiates tissue types based on heat transfer properties. During a 40-second scan, the device gently heats a mass and measures how it cools over time—malignant tissues, with higher vascularity and metabolic activity, cool differently from benign ones.[2]

Proprietary AI analyzes these patterns to assess cancer risk and detect specific cancer types.

The 5 outcomes of HT Vista

Every 40 second scan HT Vista scan results in 5 outcomes, each one providing clear guidance as to the probability of malignancy, and what to do next.



60% of cases
cancer is ruled out quickly

30% of cases
investigate further

10% of cases
requires immediate attention

	Low Risk		Moderate Risk	High Risk	
	Low Risk +Dx Alert Lipoma, Sebaceous Adenoma, Benign Epithelial	**Low Risk** No Dx Alert	**Moderate Risk** No Dx Alert	**High Risk** No Dx Alert	**High Risk +Dx Alert** MCT, Soft Tissue Sarcoma coming soon
Risk of malignancy for each group	1/200	4/200	50/200	100/200	150/200

About Diagnostics Alerts:

- Gives an indication of the type of cancer you are dealing with (with 90% Specificity)
- Only occurs at very low, or very high cancer risk levels

The Bottom Line

HTVista

Let us help you spot the dogs with cancer in the most efficient, cost-effective, and non-invasive way with a 40-second HT Vista scan.

- Cancer risk value provided with **90%** sensitivity and **98%** NPV
- A diagnostic alert is genrated with **90%** specificity
- Science-backed decision-making support technology
- Save lives and grow your business

Scan the code to schedule a meeting.

1 Withrow and MacEwen's Small Animal Clinical Oncology, 6th edition, Chapter 19, Pg. 352

2 Dank Gillian, Buber Tali, Rice Anna, Kraicer Noa, Hanael Erez, Shasha Tamir Aviram Gal, Yehudayo Amir, Kent Michael S.; Training and validation of a novel non-invasive imaging system for ruling out malignancy in canine subcutaneous and cutaneous masses using machine learning in 664 masses; Frontiers in Veterinary Science (10, 2023)

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