

HTVista

Clinician's Brief 2025 Survey Results

What's Your Approach to Lumps & Bumps?



**Clinician's
Brief**

For patients with dermal
and subcutaneous
masses, we estimate a

15% prevalence
of malignancy.*



This means, statistically...

3 out of 20

patients with lumps and bumps
will have malignancy

The goal for
veterinary
teams is to
catch cancer
as early as
possible, while
it's still
manageable.



Your Options For Evaluating Dermal and Subcutaneous Masses



'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

Standard first step today for cancer diagnosis. 60% read in-house*, meaning only 16% of lumps are sent to a reference lab for pathology. Avg cost*: \$66 in house, \$180 send out

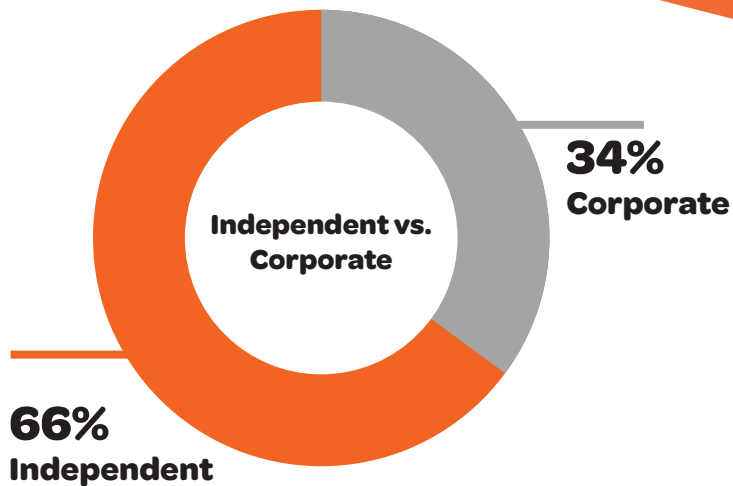


Biopsy

The gold standard for diagnosing / grading. 1 in 5 FNAs lead to biopsy*. Maximally invasive, most expensive, often with mass removal. Avg cost*: \$250 histopath, \$1000 w/ mass removal

Clinician's Brief Survey

We asked 243, mostly general practice veterinarians:
"What's Your Approach to Lumps & Bumps on Dogs?"



Survey Respondent Demographics

83%
General
Practices

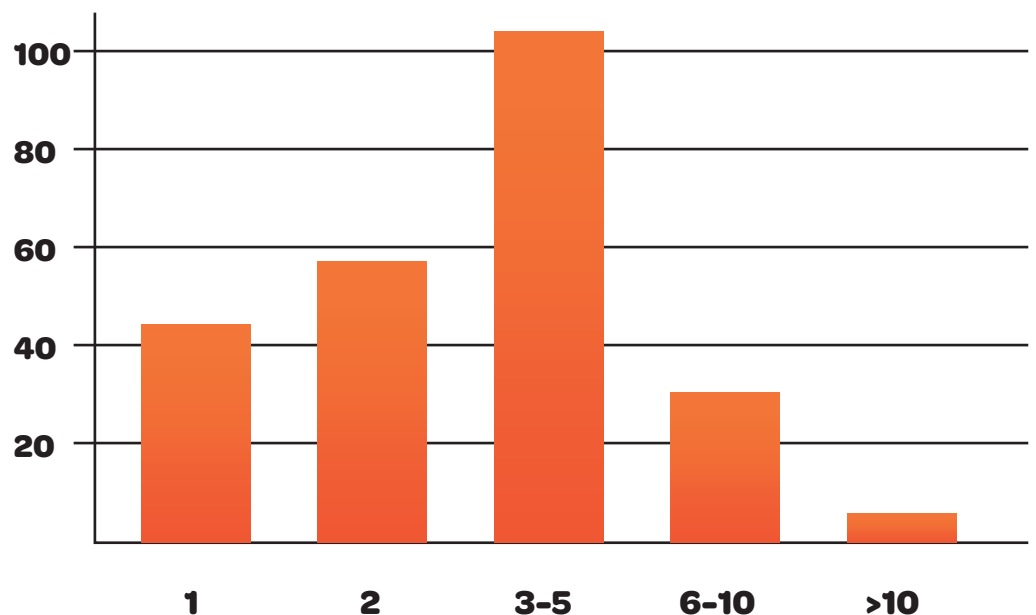
7%
Mobile

5%
Referral/
Specialty

4%
Emergency

1%
Academia

How many full-time
doctors work in your
practice?

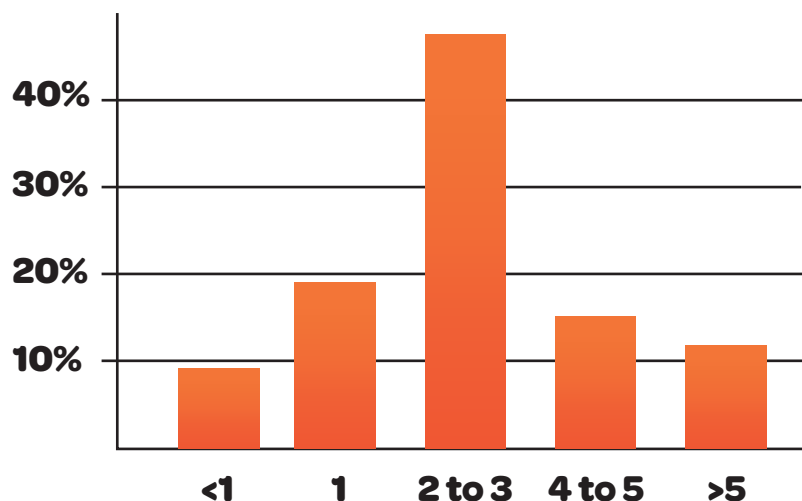


Current Diagnostic Practices

On average, how many patients with dermal or subcutaneous masses do you evaluate per day?

**Each Veterinarian
Sees an Average of
2.7 Dermal and
Subcutaneous
Masses Per Day**

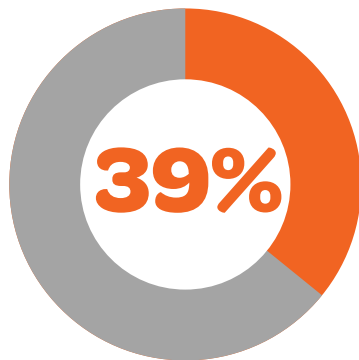
That's 13.5 per week per veterinarian!



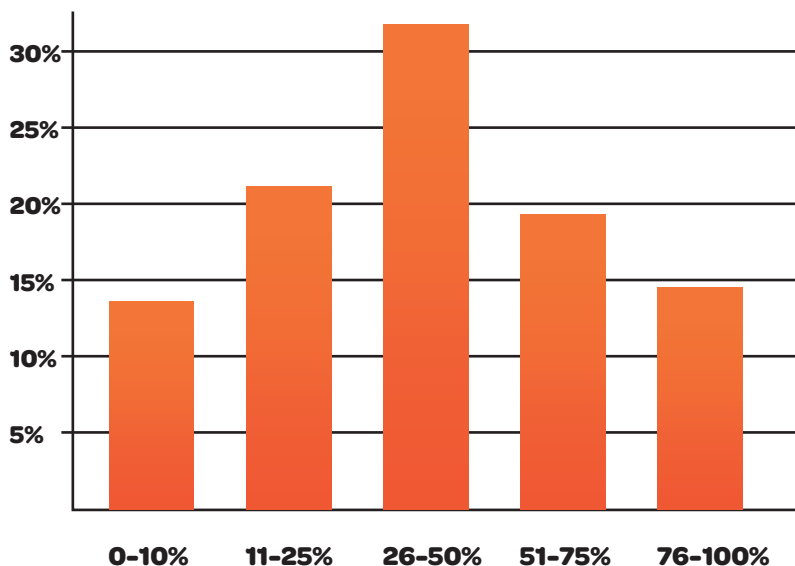


Current Diagnostic Practices

What percentage of these cases result in FNA?

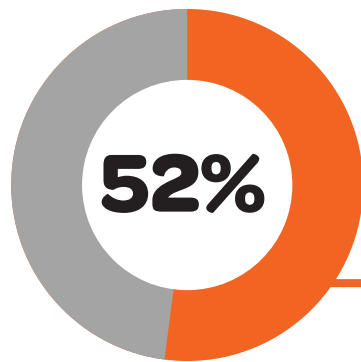


**of Dermal and
Subcutaneous Masses
are Aspirated**

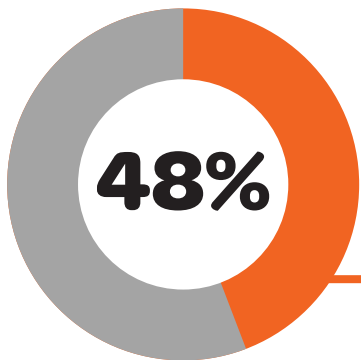


Current Diagnostic Practices

Of FNAs performed, what percent are performed in-house vs. sent to reference lab.



Read In-House



Sent Out



This means only 19% of lumps seen in practice are diagnosed by an expert pathologist.

Current Diagnostic Practices

13.5 Masses
Seen Per Week Per Veterinarian

8

Masses Go Undiagnosed
Per Week Per Veterinarian

2.8

In-House FNAs
Performed Per
Week Per
Veterinarian

2.7

Send-Out
FNAs
Performed
Per Week Per
Veterinarian

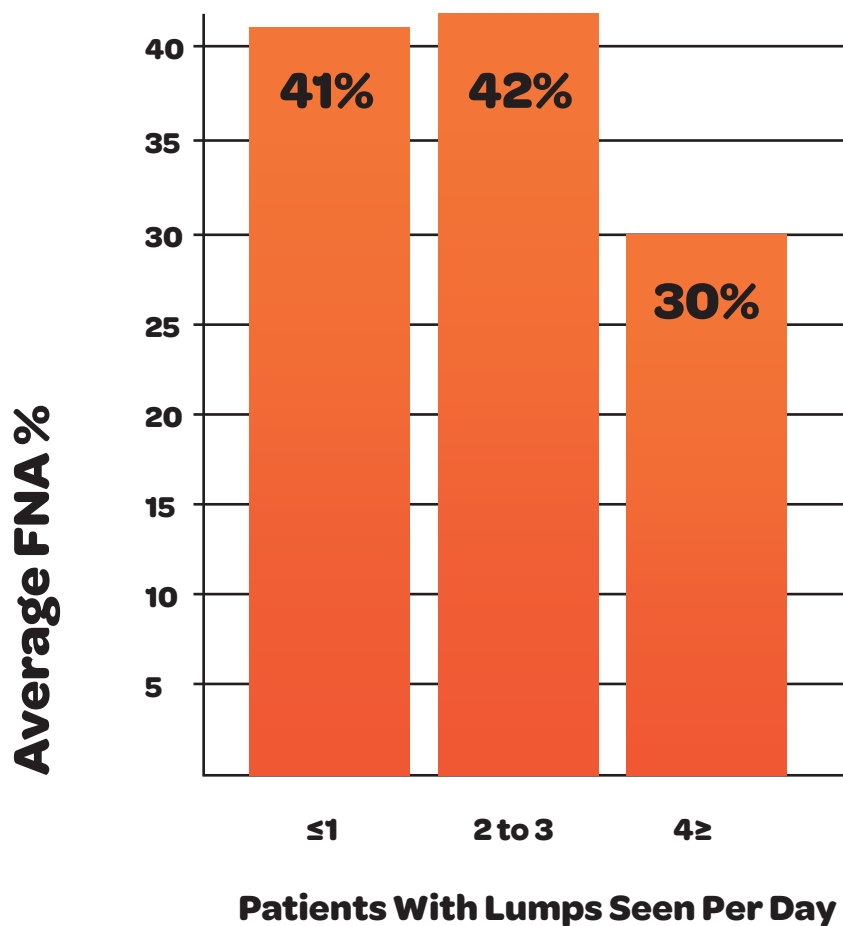
19%

of lumps & bumps are
reviewed by a pathologist

**The majority of FNAs are
read in-house without
board-certified review**

As the number of lumps and bumps increases, the rate of sampling decreases

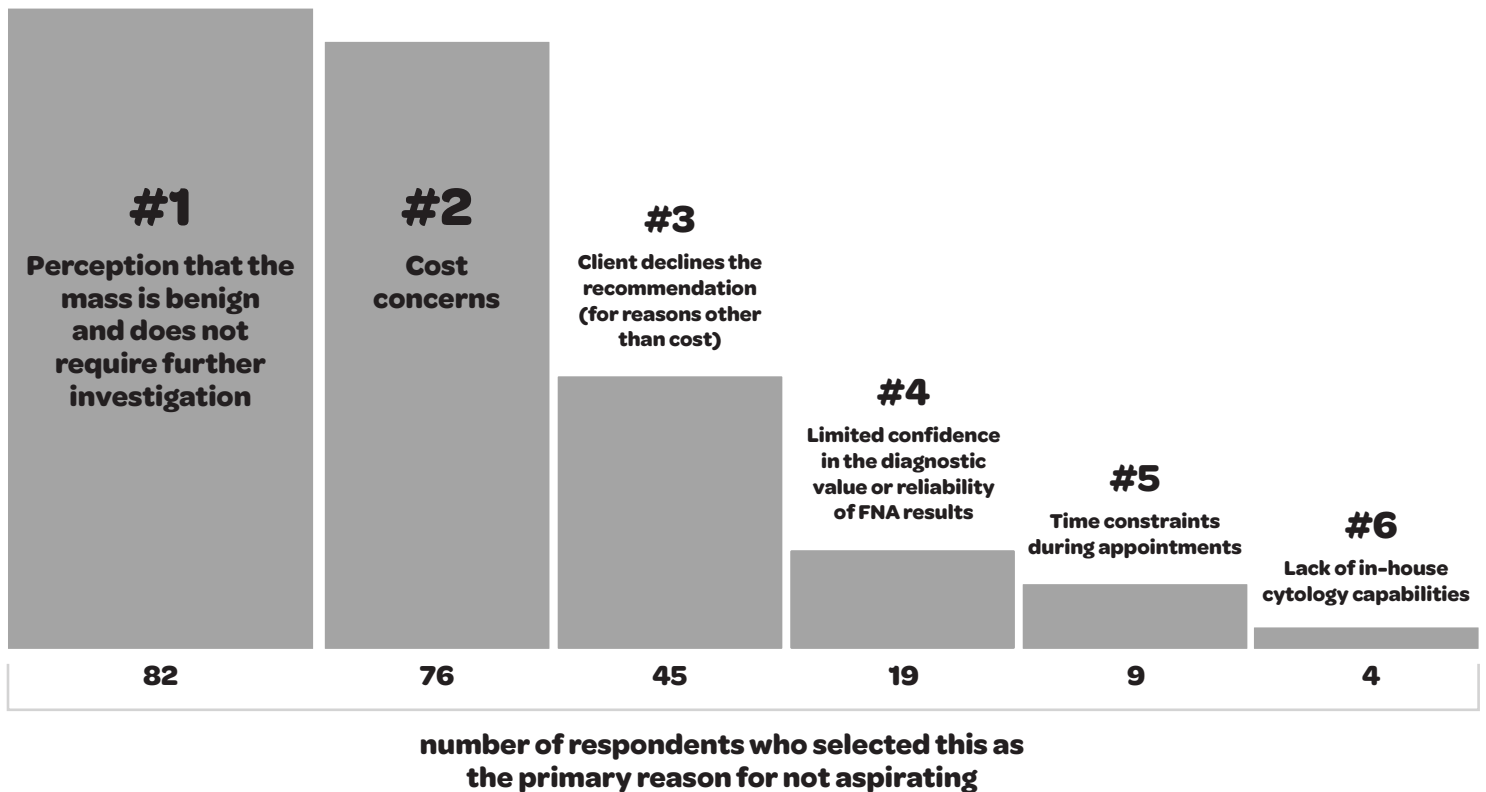
Average FNA Rate By Daily Lumps Seen



Clinics seeing 4 or more lumps per day sample nearly 25% fewer cases.

This suggests that as caseloads rise, diagnostic attention falls.

Diagnostic Barriers Identified



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

Dr. Gillian Dank, Veterinary Oncologist



"I was shocked to see the diagnostics are not being done for a large group of patients. I have seen too many cases where the "wait and see" approach has changed everything for the trajectory of that patient. If say a Mast Cell Tumor or Soft Tissue Sarcoma were caught earlier, we're talking survival times in the thousands of days, where because we waited, we're now dealing with a non-resectable tumor or a metastatic tumor"

Craig Clifford

DVM, MS, DACVIM (Oncology)



Webinar

Cracking the Code on Lumps & Bumps:

Fast, Efficient Diagnosis in Everyday Practice

www.cliniciansbrief.com/continuing-education/syllabus/lesson/cracking-code-lumps-bumps-fast-efficient-diagnosis-everyday-practice

If only 38% of all lumps & bumps are diagnosed, what happens to the other 62%?

The risk of delayed diagnosis is high!



"Wait and see' helps absolutely no one—not the vet, not the owner, and certainly not the dog."

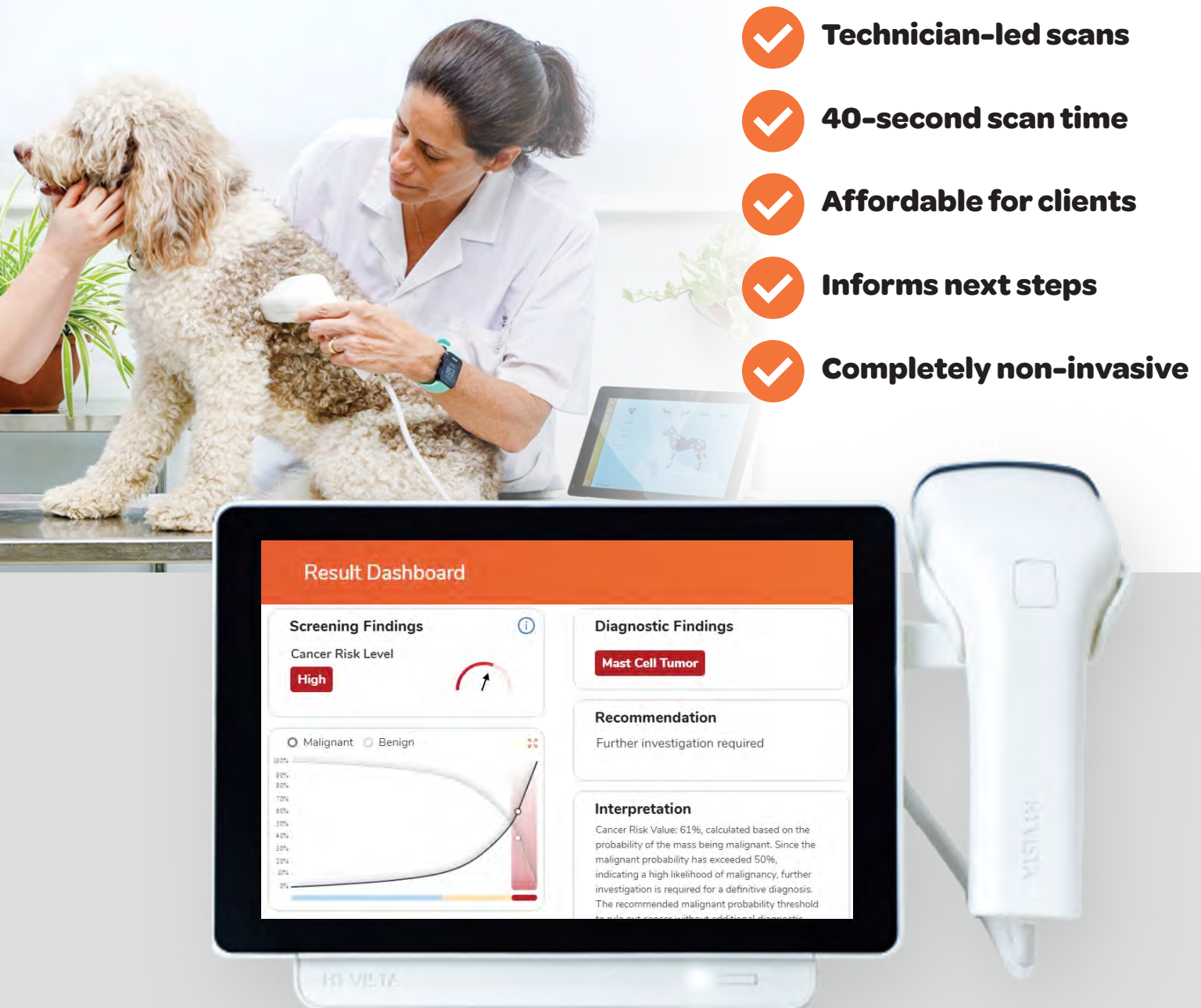
Dr. Gillian Dank, Veterinary Oncologist

What is the
most efficient
way to catch
malignancy as
early as
possible?



Introducing HT Vista

A fast, cost effective and completely non-invasive tool for ensuring every lump & bump gets checked, and malignancy is detected as early as possible



- ✓ **Technician-led scans**
- ✓ **40-second scan time**
- ✓ **Affordable for clients**
- ✓ **Informs next steps**
- ✓ **Completely non-invasive**

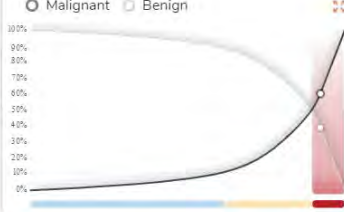
Result Dashboard

Screening Findings

Cancer Risk Level

High

☒ Malignant ☐ Benign



Diagnostic Findings

Mast Cell Tumor

Recommendation

Further investigation required

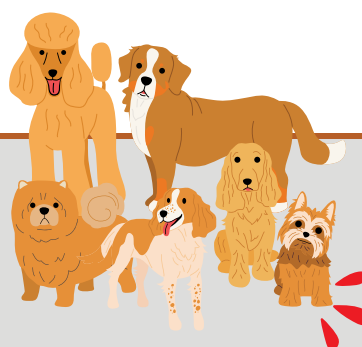
Interpretation

Cancer Risk Value: 61%, calculated based on the probability of the mass being malignant. Since the malignant probability has exceeded 50%, indicating a high likelihood of malignancy, further investigation is required for a definitive diagnosis. The recommended malignant probability threshold to rule out cancer without additional diagnostic

The Goal of HT Vista: Don't Send Patients with Malignancy Home



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

A tale of two waiting rooms

With HT Vista, there is a paradigm shift, where early detection of cancer leads to better medical outcomes, and strong financial results for the practice



Without HT Vista

13 X Wait and See	Undiagnosed
FNAs	7 x \$100 = \$700
Sx with Histopath	1 x \$1,000 = \$1,000
Total Income	\$1,700
Chance of delayed diagnosis	HIGH



With HT Vista

HT Vista Scans	20 x \$50 = \$1,000
FNAs	8 x \$100 = \$800
Sx with Histopath	3 x \$1,000 = \$3,000
Total Income	\$4,800
Chance of delayed diagnosis	LOW

+3,100 / per 20 cases

According to Clinician's Brief Survey,
this is 1 week for 1.5 FTE Vet Hospital

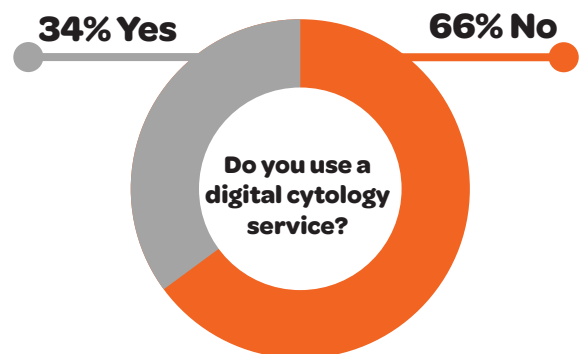
Digital Cytology Adoption

Digital Cytology is breaking down barriers to early detection - reducing wait times, minimizing skill variability, and providing rapid access to expert pathology.

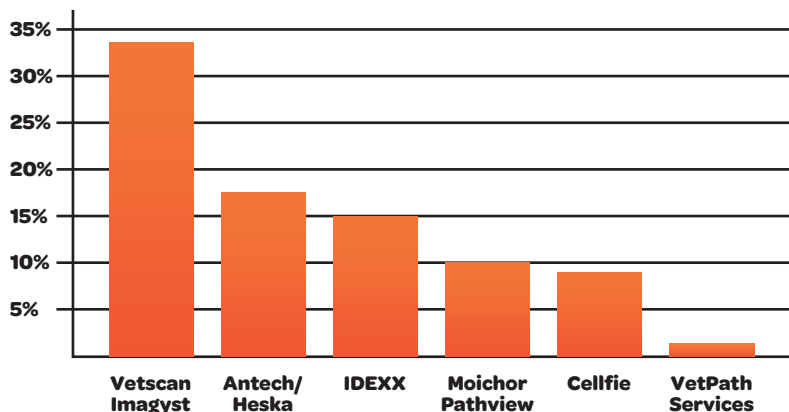
Today, suspicious masses can be diagnosed in **hours, not days.**

Status of Digital Cytology Adoption In the Veterinary Market

Together, HT Vista and Digital Cytology create a new pathway to earlier cancer detection in everyday lumps & bumps.



Those who said yes use the following services



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 generated with **90%** specificity
- Science-backed decision-making support technology
- Save lives and grow your business



**Scan the code to
schedule a meeting.**



ht-vet.com