



How Collaboration With Local Clinics Can Help Improve Lost Pet Recovery Statistics

“Lost pets with identification microchips are up to 21 times more likely to be reunited than those without. Finders of lost pets are more likely to consult veterinarians than shelters for assistance, and pet owners look first to veterinarians for advice regarding pet health, protection, and welfare.”

The above quote highlights a few interesting points raised in a recent research article co-authored by Julie Levy, DVM, PhD, DACVIM and published in *The Veterinary Journal*. With ongoing discussion in the animal welfare community about the value of microchips for lost pet recovery, this timely publication draws attention to the role veterinary clinics play in the pet identification network. According to the study:

- 91% of surveyed clinics offer scanning and microchip implant services;
- Only 41% use ‘global’ scanners (universal scanners) capable of reading both ISO and non-ISO microchips;
- **More than half of clinics rely on pet owners to register contact information rather than providing this service for clients** (52% v. 43% respectively).

Registration of pet owner information is a necessary step to ensure pet and pet owner reunification. To this end, the integration of our [24PetWatch Lost Pet Recovery](#) program with PetPoint, through which microchip registration occurs at point of adoption, is a key feature of its success.

Additional findings in the same study show veterinary clinics are more likely to recommend microchips and collars for dogs (85% and 93% respectively) than cats (67% and 61% respectively) despite that lost dogs are more likely to be reunited with their owners than lost cats.

This research suggests opportunities to improve veterinary microchip services, such as through increased use of universal scanners, point-of-implantation registration, and greater emphasis on feline microchip ID. It also suggests an opportunity for animal welfare organizations to collaborate with their local clinics toward achieving better lost pet protection by encouraging and supporting these best practices.

Does your local clinic use ‘universal’ scanners? Do they know about our [EVE](#) software? The cloud-based EVE provides similar functionality to PetPoint by registering pet owner information to the 24PetWatch Lost Pet Recovery database, with the added functionality of online claims adjudication for 24PetWatch Pet Insurance Programs. Are you working with your community veterinarians to host microchip clinics?

This August 15th is the second annual “Check the Chip Day”, developed by the AVMA and AAHA to remind pet owners to check their pet’s microchip registration information. It’s a great opportunity to approach your local clinic to find out what they’re doing to improve their microchip statistics and how you can work together, through microchip clinics and awareness campaigns, to improve lost pet recovery statistics nationwide. [Click here](#) to learn more!

For more information about our universal scanners, EVE, and other programs designed to generate successful microchip clinics call 1-866-630-7387 ext 4702. Want 24PetWatch to sponsor your microchip clinic? [Click here](#) for more information!

Did You Know? We currently have a promotion which allows you to purchase a Universal Reader for just \$219! [Click here](#) to learn more.

Sincerely,

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