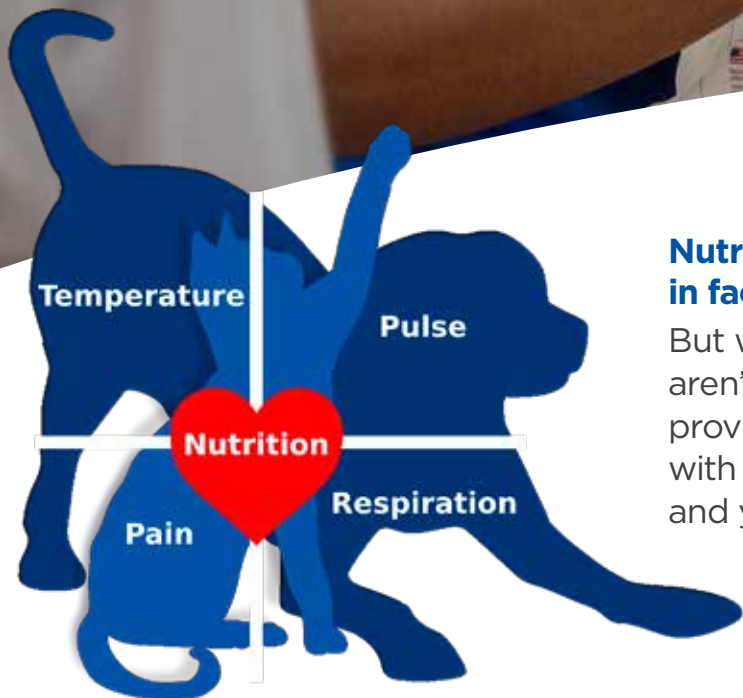




Nutrition is vital: make it a team approach



Nutrition is vital — in fact, it's the 5th Vital Assessment

But we know nutrition conversations aren't always easy. That's why we're providing the entire veterinary team with tools to support the conversation and your recommendation.

What are the 5 Vital Assessments?

Just like respiration, pulse, temperature and pain are vital assessments — so is nutrition. It's called the 5th Vital Assessment (5VA) because examining your patient's nutrition is crucial to their lifelong health.

Pet parents value your expert advice, and we're here to help

We know clients are eager to hear your recommendation. Pet parents report veterinarians are their most trusted source of nutrition information. As your partner in nutrition for both healthy and sick pets, we're here to help make those conversations easier.

Irresistible taste



Our foods feature our best taste technology yet, so you can recommend with confidence.

Tools and resources

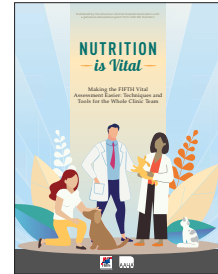
Explore our ever-expanding collection of helpful resources for your team and your clients on the following pages.



Resources at the ready

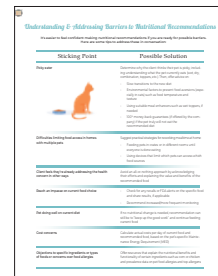
Learning and empowering your team

Nutrition is Vital: Making the 5th Vital Assessment Easier: Techniques and Tools for the Whole Clinic Team



Making stronger nutrition recommendations

- Anatomy of a Nutritional Recommendation
- Asking Better Questions
- Understanding and Addressing Barriers to Nutrition Recommendations
- When, Why and How to Recommend Wellness Nutrition



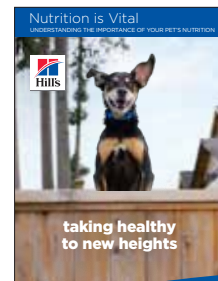
Keeping nutrition top of mind

- 4 PAWS poster: Path to communicate with clients
- Prescription Diet Product Pocket Guide
- Poster for easier follow-up calls
- Checklists for making nutrition recommendations



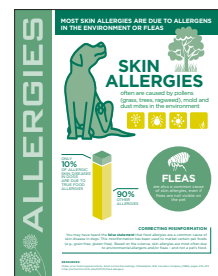
Pet parent tools: Starting the conversation

- *Nutrition is Vital* Pet Parent Handout
- Diet History Form
- Social media posts designed to start the conversation with your clients



Pet parent tools: During the conversation

- Reliable Pet Nutrition Websites and Resources
- Myths About Pets and Pet Foods
- Pet Parent-Facing Nutrition Videos
- Five Pet Nutrition Myths



hills.us/5va-dctc

Scan here to find all the resources above. Sign in with your hillsvet.com login. Click media type then filter by Diagnostic/Clinic Tools.

Supporting you with more tools



Hill's Learning Center

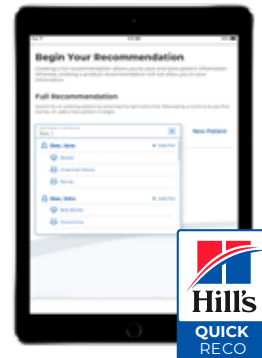
One site, one solution for educating the entire veterinary team

- Unlimited FREE RACE CE from leading specialists and experts
- Partnering with you to provide patient-centric care beyond nutrition (medicine, communication, personal wellbeing, practice management and more)
- Flexible, on-demand content that fits your schedule



Quick Reco Tool

Our quickest way to a custom nutrition plan



2022 Key to Clinical Nutrition

Essential information, reference guides & more



Hill's Veterinary Consultation Service (VCS)

Our free consultancy service for veterinary professionals is prepared to answer any questions about the right Hill's pet foods for your patients

Call: 1-800-548-VETS (8387)

Email: vet_consult@hillspet.com

Or submit a case online at www.research.net/r/hillsvcs



Ask your Hill's rep for more information or to schedule the 4 PAWS Seminar.

¹Hatch, Understanding Authority Survey, 2019.
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