



INTRODUCING

CENTRESQUARE™

A Toolkit of Resources that Facilitates **Client-Friendly Nutrition Conversations**



**YOUR CLIENTS
HAVE QUESTIONS
ABOUT PET
NUTRITION.**

CentreSquare makes
it easy to provide
credible answers
backed by science.

Resources on
PurinaInstitute.com/CentreSquare



Do you want an easier way to provide trustworthy and practical nutrition information that your clients want and need?

Do you need to save time when it comes to learning about and communicating to your clients about nutrition?

Do you struggle finding the best credible answers for your clients' nutrition questions all in one place?

Do you find it challenging to navigate among many resources to help train your staff on nutrition?

INTRODUCING CENTRESQUARE™

KEY BENEFITS

- A one-stop online resource for the most up-to-date nutrition information backed by science
- Condensed, bite-sized content delivers answers quickly and succinctly in language your clients can understand
- Search functionality lets you find topics of interest fast
- Conversation Starters aid client engagement
- Nutrition Conversation Tips Video Series delivers how-to advice
- Practice Scenarios bundle relevant resources for your most common patients
- Easy to download/print/share information for you or for your clients

DID YOU KNOW THAT **83%** OF CLIENTS SAY THEY TRUST THEIR VETERINARIAN'S ADVICE WHEN IT COMES TO NUTRITION?

Purina Institute and I share a passion and belief in the power of nutrition to impact pet health. As a veterinarian and educator, my goal is to promote nutrition education to make it easier for practitioners to implement nutrition in the care of their patients. The materials and tools on CentreSquare are designed to help have those conversations and make implementing nutrition knowledge easier as you care for pets every day.

— Julie A. Churchill,
DVM, PhD, DACVN
Board Certified Nutritionist®
Professor, Veterinary Nutrition
Associate Medical Director



WHAT BUSY VETERINARY PROFESSIONALS ARE SAYING ABOUT CENTRESQUARE:

IT'S PRACTICAL & RELEVANT INFORMATION

92 % of veterinary professionals agree the information on CentreSquare is **relevant**.

84 % of veterinary professionals agree the information on CentreSquare is **up-to-date**.

75 % of veterinarians like that CentreSquare **delivers practical information**.

It's wonderful to have reputable, **evidence-based resources** at our fingertips ready to be shared with clients. The information is well presented and easy to understand in 1-2 pages of info making it **easily digestible** for even the most challenging of clients.

— Veterinarian

It's a great training guide.

— Receptionist/Admin

Easy to read information for owners that backs up what you are recommending is priceless in my opinion.

— Veterinary Technician

85 **IT'S EASY TO USE**
% of veterinary professionals agree the key messages and information are **easy to relay** to pet owners.

IT SAVES ME TIME

"It Saves Me Time" was indicated by many veterinary professionals as something they liked about CentreSquare.

WHETHER YOU HAVE FIVE MINUTES OR 30 MINUTES, YOU WILL ALWAYS FIND SOMETHING HELPFUL AND RELEVANT ON CENTRESQUARE.



An easy spot for clinic members to gain **fast access to any information** the patient or parent needs at that moment. It is also a great tool to use just trying to gain more information for a personal interest.

— Veterinary Assistant

Saves so much time on our end and is so convenient for owners.

— Veterinary Technician

See CentreSquare™ In Action



To see the CentreSquare tools
and topics in action, scan here or visit
PurinaInstitute.com/CentreSquare.

The Purina Institute is a global professional organization with a mission to advance nutrition science and put nutrition at the forefront of pet health discussions **to help pets live better, longer lives.** We are here to partner with you by sharing the latest scientific insights on pet nutrition.

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 **PURINA** Institute
Advancing Science for Pet Health