With a vision for how real-time diagnostics could improve animal care in the dairy industry, Cornell veterinarian Dr. Rodrigo Bicalho founded FERA Animal Health in 2014. Demand from Central New York dairy farms for better mastitis testing methodology fueled the development of FERA’s first product, AccuMast®. The company quickly grew, as large and small animal clinicians called on FERA to serve the industry.

In 2018, along with Dr. Thomas Smith and James Heinle, Bicalho created FERA Diagnostics and Biologicals, a highly energetic and science-driven company that continues to combine innovation and science to develop practical products that will enhance the health productivity, and welfare of pets and farm animals.
UTid+ is an in-clinic system for detecting urine, skin, and ear infections in cats and dogs. Prepped in your hospital by a vet tech or staff member with a patient’s sample, the test gets incubated then displays accurate results in less than half the time of outsourced tests—for a fraction of the cost.

*Result varies by pathogen and also denote in a large validation study compared to reference lab results
BRING MORE PURPOSE INSIDE YOUR PRACTICE

We designed the UTid+ technology to make it possible to bring culturing back into the clinic. Rather than sending tests to a lab, anyone in your practice can be quickly trained to run and read the test. Empowering your staff to be more involved with patient care doesn’t just add value to your practice, it enriches their work, improves their satisfaction, and increases retention.

GETTING STARTED IS EASY

01 Identify a staff member to oversee bringing UTid+ testing into your clinic
02 Connect with our team for a product introduction and demonstration
03 Follow our implementation plan to fit UTid+ into your current workflow
04 Contact our experts any time for tech support on individual tests—even text or email us a picture
PRACTICE BETTER MEDICINE AT A MORE AFFORDABLE PRICE

We developed UTid+ because we believe you shouldn’t have to choose between giving your patients the treatment they need and sustaining an economically viable practice.

**Ensure more pets are tested and treated**
When the high cost of traditional testing precludes owners from even finding out what’s wrong with their pets, you can’t deliver the quality of care your patients deserve. UTid+ in-clinic testing costs owners a fraction of the price of third-party culturing, making it a more affordable option.

**Bring revenue back to your clinic**
With a small incubator and a set of UTid+ culture kits, your clinic will be up and running. You’re not just bringing science back in-house, you’re bringing revenue as well. The cost to your clinic per test is less than half of outsourced tests.
ACCURATE RESULTS ARE FAST AND EASY
We think it's time for a culture change. We developed UTid+ to bring microbiology back into the clinic and help you better serve your patients.

Now you can accurately diagnose almost all commonly encountered infections faster, with more affordable and timely treatment plans to improve the outcome for your patients and their owners.

**HOW IT WORKS**

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<thead>
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<tbody>
<tr>
<td><strong>01</strong></td>
<td>Get patient urine, skin, or ear sample</td>
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<td><strong>02</strong></td>
<td>Swab the four wells in the UTid+ plate</td>
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<tr>
<td><strong>03</strong></td>
<td>Cover plate, turn upside down, and place in incubator</td>
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<tr>
<td><strong>04</strong></td>
<td>Incubate at 37°C</td>
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<tr>
<td><strong>05</strong></td>
<td>Get bacterial results in less than 16 hours, fungus in just over 24 hours</td>
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FOR CLINICAL QUESTIONS OR ASSISTANCE INTERPRETING YOUR CULTURE, TEXT 585.465.2218 FOR 24/7 ASSISTANCE
Empowering veterinarians.  Improving diagnoses.  Enhancing outcomes.

UTid+®
In-Clinic Diagnostic System

www.FERAah.com
Sales@FERAah.com
607.273.1757

Clinical Support:
Text 585.465.2218
for 24/7 assistance