

Prognostic medicine

We see what love can't. Let's end 'too late' together

Diagnostics tell you what a patient has. Pointer tells you what a patient is likely to develop, while there is still time to change the outcome. Bloodwork made the invisible measurable.

Pointer makes the future measurable.



01 brief overview

Pointer is a veterinary precision medicine platform that builds an individualized disease risk profile for every canine patient. Trained on more than 3 million curated patient records and over 850 parameters per patient, Pointer's causal models identify which dogs are at elevated risk for specific conditions long before symptoms appear, then turn that risk into a concrete care plan the practice can act on at the next visit.

02 the problem & the opportunity

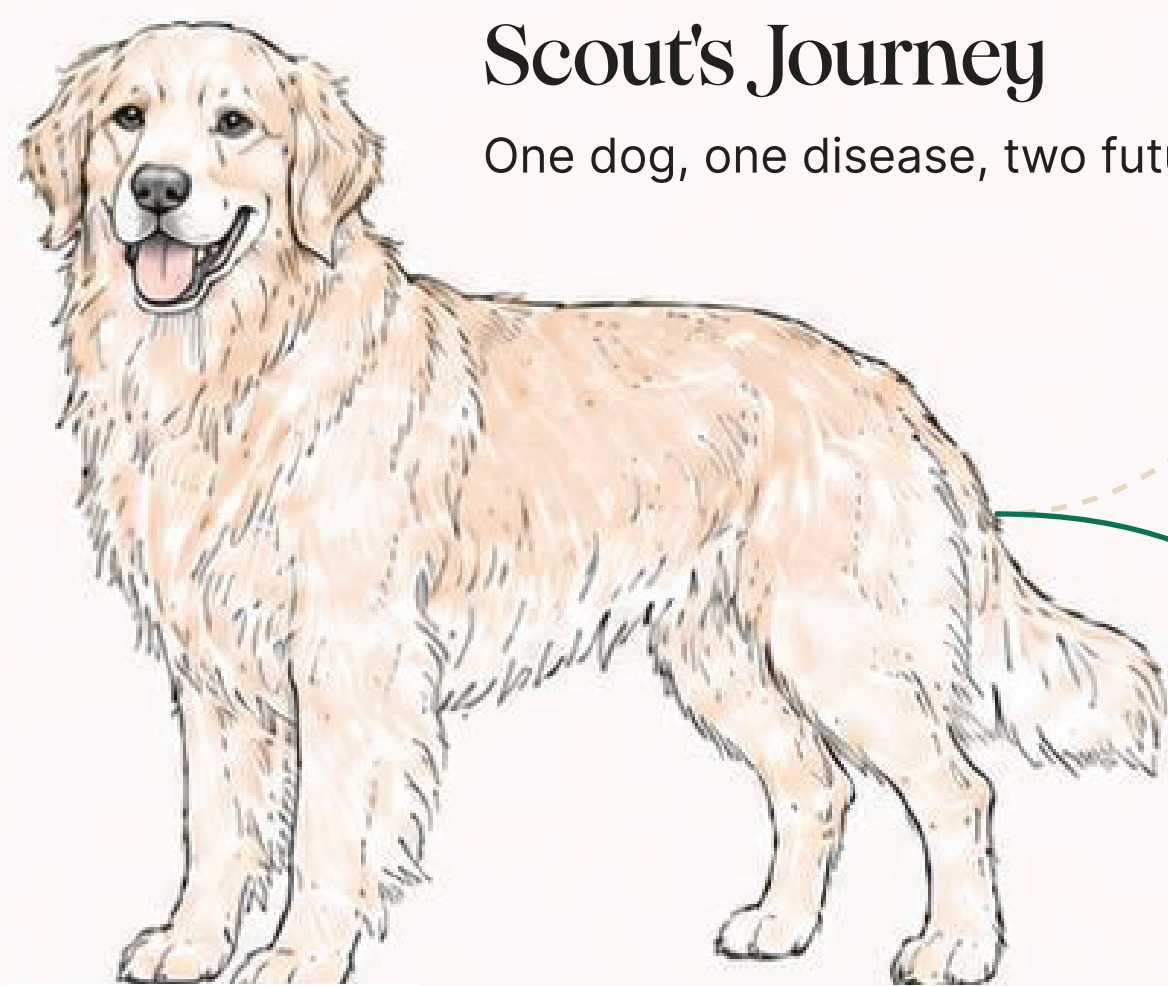
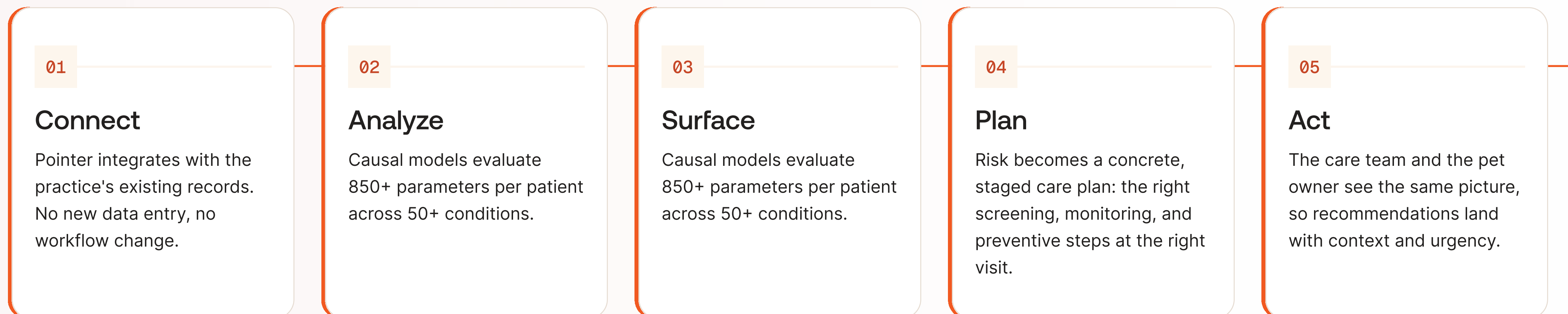
Most serious canine disease is silent until it is advanced. Chronic kidney disease, heart disease, and endocrine conditions typically surface only after the majority of the damage is done, when options are limited and costs are highest. The information needed to see these risks earlier already exists, sitting unused in the practice's own medical records.

At the same time, practices leave enormous clinical and economic value on the table: deferred diagnostics, declined dentals, and wellness recommendations that never convert. The opportunity is a single intervention that closes both gaps at once, catching disease earlier for the patient and lifting compliance for the practice.

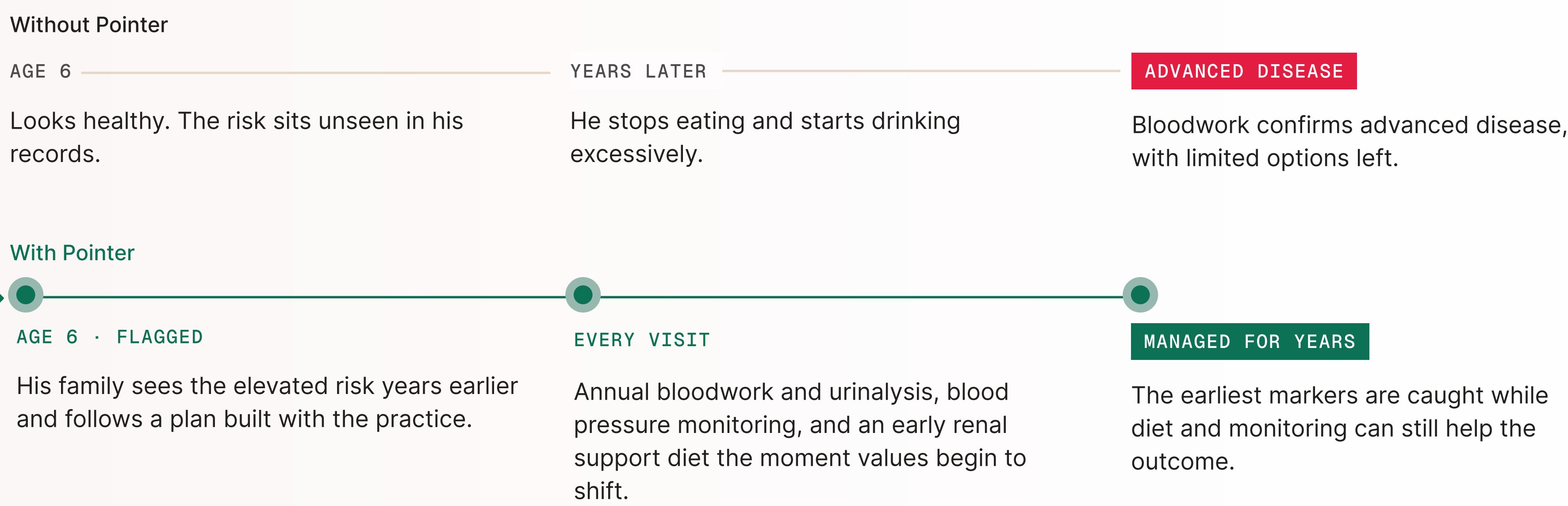
03 how it works

The client journey in 5 steps

Pointer adds no workload for the practice: it runs in the background, educating pet owners and proactively surfacing risks.



SCOUT, AGE 6



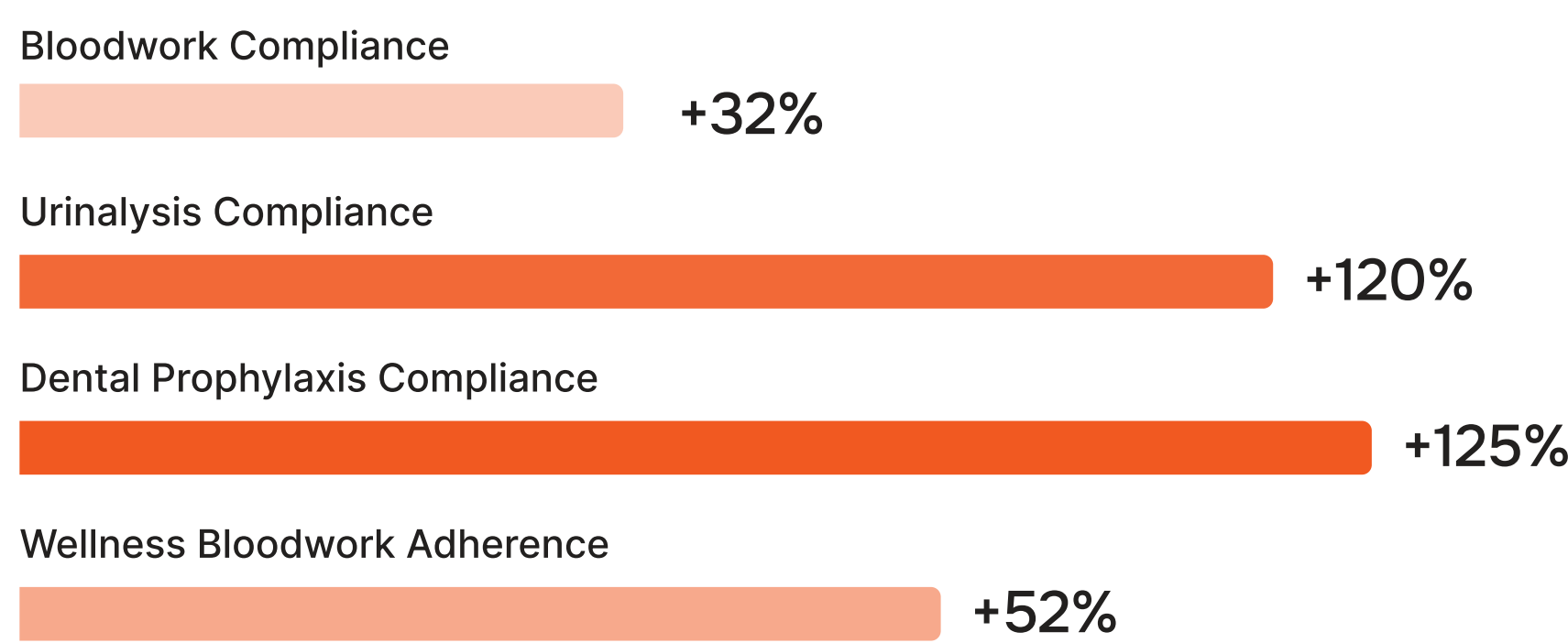
04 key outcomes, results & impact

THE SCIENCE

3M+ Curated canine patient records powering the models	850+ Parameters analyzed per patient	50+ Conditions supported	30 Average LR+ for flagged patients
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An average LR+ of 30 means a flagged patient is dramatically more likely to develop the condition than baseline.

MEASURED IMPACT



17,000+ tracked appointments · 2025 pointer clinical impact report

anticipated impact at scale

In a world of contracting dog ownership, growth is still possible. It lives in the gap between the care dogs should receive and the care they receive today, and closing it means longer, healthier lives for patients and durable growth for practices.



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Origin ■ Signal ■ Horizon ■ Care

