



IDEXX REFERENCE LABORATORIES

Important news for pet parents. Devastating news for pet parasites.

Help your clients understand the ugly truth of intestinal parasites and the importance of faecal testing.

IDEXX

CREATING CLARITY + + + + +

Everybody wants healthier pets.

People think of their pets as members of the family. They want them to be as healthy as possible, and they are ready to go the extra mile to make sure they get the best care. Once your pet owners understand how better faecal testing protocols can help keep pets happier and healthier, they'll be on board.

This e-book provides you and your team with the information you need to help pet owners understand the benefits of regular faecal wellness testing.





Recommend year-round, broad-spectrum parasite control to pet owners.

It is also important to test adult cats and dogs alongside antiparasitic treatments to demonstrate parasite control is effective and appropriate and that treatment is being applied correctly and at an effective frequency. Routine testing for intestinal nematodes is of benefit to practices both in terms of reinforcing good practice among pet owners, identifying which parasites are present in a local area and surveillance for early detection of anthelmintic resistance.¹

Parasites are everywhere. So why don't pet owners know?

Most pet owners don't give much thought to parasites – if they think about them at all. They simply don't know how widespread these parasites are and that they can affect the health of their pets and even their family members.

Routine testing for intestinal parasites is of benefit both in terms of reinforcing good practice among pet owners and identifying which parasites are present in your local area.



Discover the parasite risk for your country

escap.org



[Read the study](#)



Parasites are everywhere.

Pan-European DOGWALKS study confirms the need to test and treat even well-cared-for dogs.²

- + Approximately 2470 fresh canine faecal specimens were collected.
- + 164 parks in 33 cities across 12 European countries were included.
- + Faecal Dx™ antigen testing, *Giardia* antigen testing and faecal flotation by centrifugation were conducted



57 % of parks tested positive for an intestinal parasite.



Between 18 % and 37 % of parks tested positive for hookworms (37.2 %), roundworms (28.7 %) or whipworms (17.7 %).



1 in 4 dogs tested positive for intestinal parasites.

Recruit pet owners and your team to join the war on parasites.

By arming your team and pet owners with the advantages of regular faecal screening, everyone benefits. Especially pets.

+ Share the medical evidence.

Some clients may have questions as to why regular testing is necessary or helpful. When everyone on your team understands the science and health benefits, they can explain things more clearly to pet owners, whether they want details or just the basics.

+ Demonstrate value to your clients.

Early detection means early intervention and improved patient care. Most pet owners will clearly see the value in that, which will help them feel good about this decision.

+ Put it in context for the practice.

Updating your preventive care protocols can benefit your entire practice by increasing revenue per patient visit without increasing fixed costs. When the team knows that the practice and the patients benefit, everyone can get behind it.





Gain client compliance with ESCCAP recommendations

The European Scientific Counsel Companion Animal Parasites (ESCCAP) guideline 1 (GL1) now recommends regular faecal examinations should be carried out at least annually for all cats and dogs, regardless of their deworming status.¹ According to the ESCCAP diagnostic guideline 4 (GL4), antigen testing can identify infections that can be missed by using another method (e.g. infections that are still prepatent) or increase the specificity in case of coprophagy.²

Regular coprological examination of faeces, at least once a year, is recommended in place of or in addition to standard deworming advice. A dog's health and lifestyle may warrant more frequent testing. Let clients know that simply being outside puts a dog at risk. Some parasites can burrow into a dog's skin or feet. Dogs can also swallow parasites while grooming, nursing or eating contaminated soil or faeces. Clients should also know that some infections can spread from pets to people.³

Tips to help clients protect themselves and their pets.

Useful tips you can pass along to pet owners to help minimize their exposure to parasites:



Pick up and dispose of your pet's stool regularly.



Remind children not to put dirt or dirty hands in their mouths.



Wash your hands after exposure to your pet's urine, stool, soil (gardening) and sandboxes.



Use parasite preventive medications as directed by your veterinarian.



Cover sandboxes and play areas to prevent wildlife and strays from contaminating these areas.

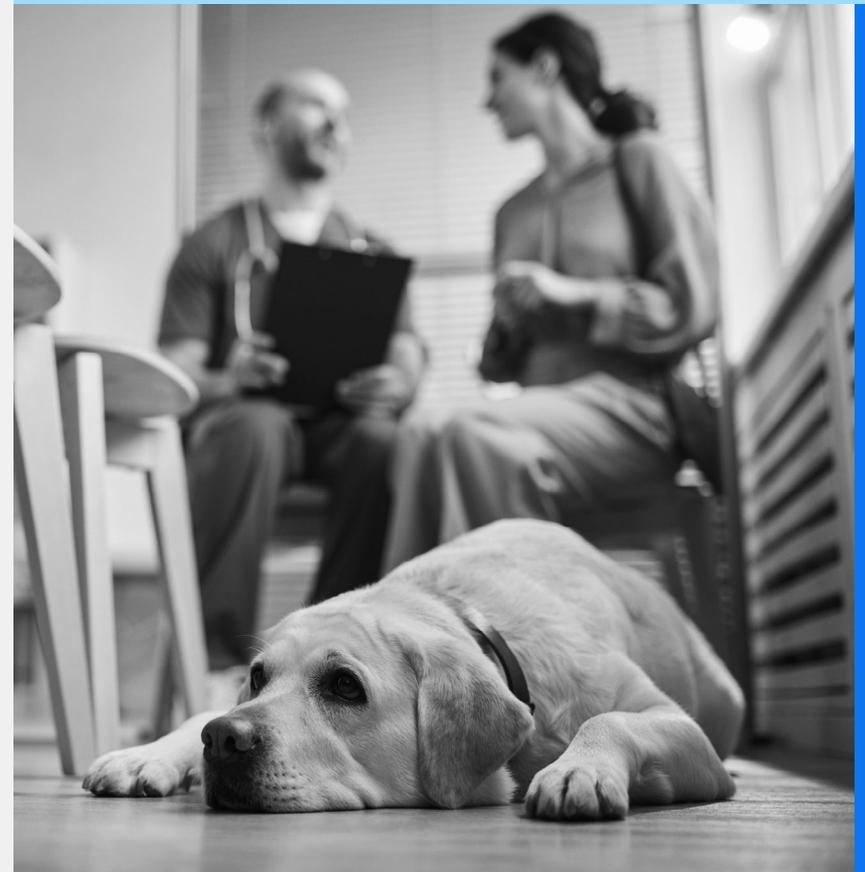
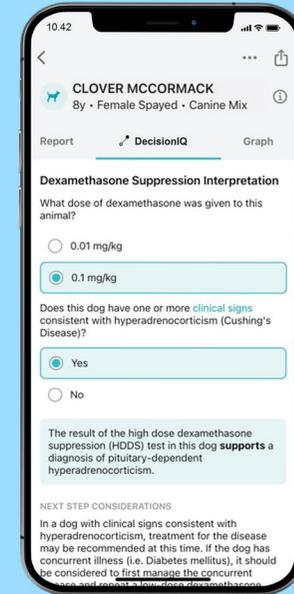


Have your pet tested at least once a year or as recommended by their veterinarian.

Keeping the lines of communication open.

Talking to clients face-to-face is the best way to emphasize the dangers of parasites and the benefits of regular faecal testing. But reinforcing that message outside your practice can go a long way.

- + Free client [brochures](#) are an easy way for pet owners to learn more when they're away from your practice.
- + One of the features of [VetConnect™ PLUS](#) is the personalized, client-friendly pet summary you can send directly from the app. Including reminders or messages about the importance of faecal testing is easy.
- + Social media is a great way to send out reminders to a much larger audience. Social posts that talk about the prevalence of parasites, emphasize the risks to humans and present tips on how to minimize risks are just a few directions. [Take a look at some sample posts](#) and learn more about how social media can work for you.





Helps pets and families like never before.

Faecal Dx™ antigen testing is a more advanced form of intestinal parasite diagnostic compared to faecal flotation. It can detect parasites before the presence of eggs/oocysts, leading to significant improvements in the accuracy of faecal testing results.⁴⁻⁶

Why Faecal Dx antigen testing is superior to other testing methods.

- + Faecal Dx antigen testing detects the most common and clinically relevant parasites in cats and dogs, including *Cystoisospora*.⁷
- + Detect up to 2x more infections than faecal flotation.⁸

Diagnoses more infections earlier.

Early detection can lead to earlier treatment, which reduces overall environmental contamination.

Avoids false negatives.

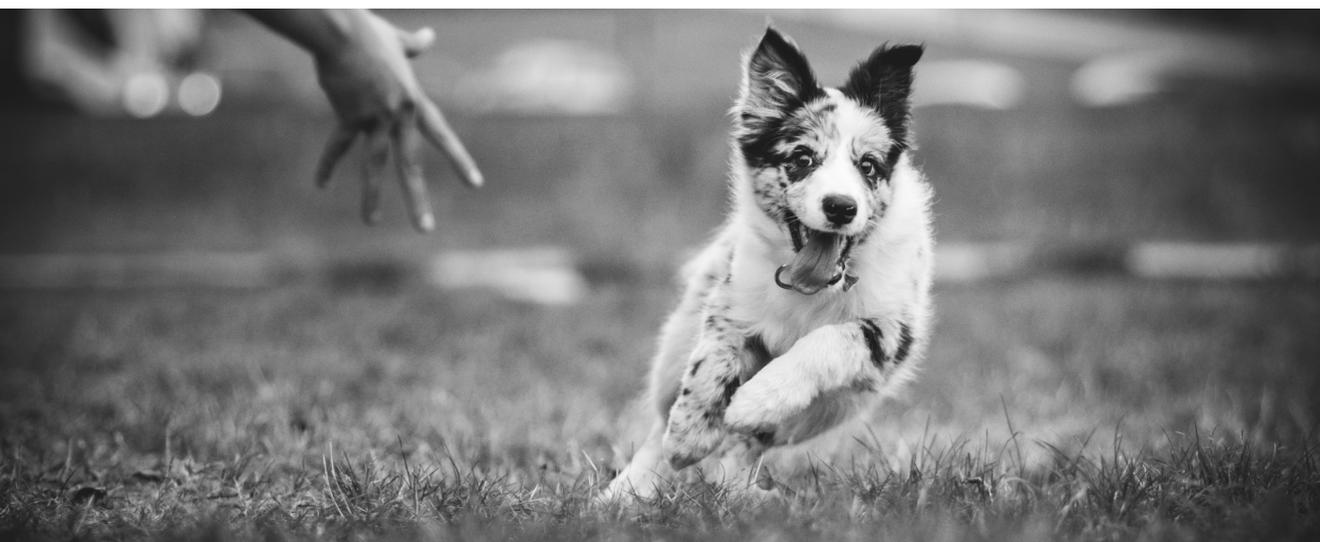
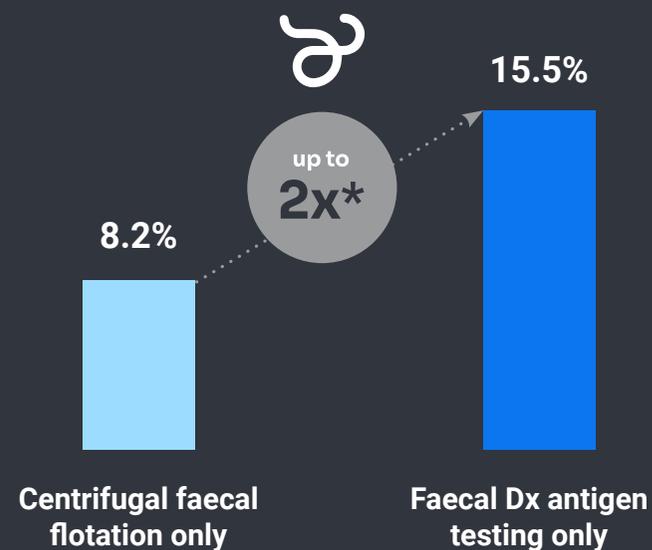
When only one sex of the parasite is present within an animal, eggs will not be produced, so faecal flotation results in a false negative. Faecal Dx antigen testing detects these infections because key proteins are released by both male and female parasites.

Faecal Dx™ antigen testing is the future of parasites having no future.

It's true. Faecal antigen testing is the future of parasite screening as we know it, catching up to 2x more infections in well patients.* Also, after a retrospective study of nearly 900,000 cases that compared faecal antigen testing to flotation, the data shows that flotation rarely detects any incremental clinically relevant infections.⁸

*Cumulative antigen positivity for 6 antigens/any O&P positive = 1.9x more.
Cumulative antigen positivity for 6 antigens/O&P positives for those same parasites = 2.3x more.

Flotation, it seems, is sunk.



Learn more about including Faecal Dx™ antigen testing as part of regular faecal screenings.

[Learn more](#)



References

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