

The Itch Report

Results From the Itchy Pet Awareness Challenge on Common Veterinary Dermatology Trends

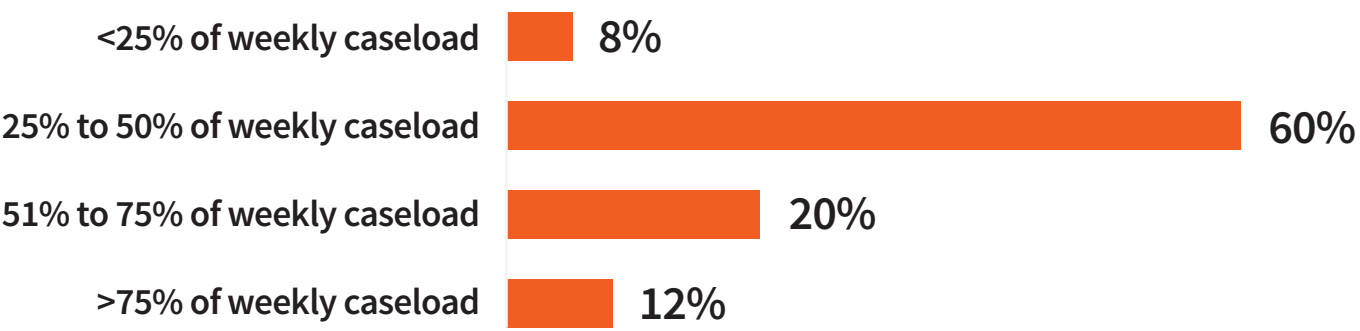
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During our Itchy Pet Awareness Challenge, we asked veterinary professionals to weigh in on their real-world derm caseloads, toughest compliance hurdles, and clinical knowledge. Here’s what the data revealed.



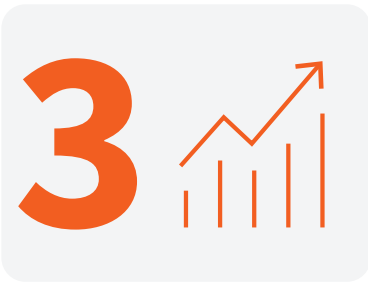
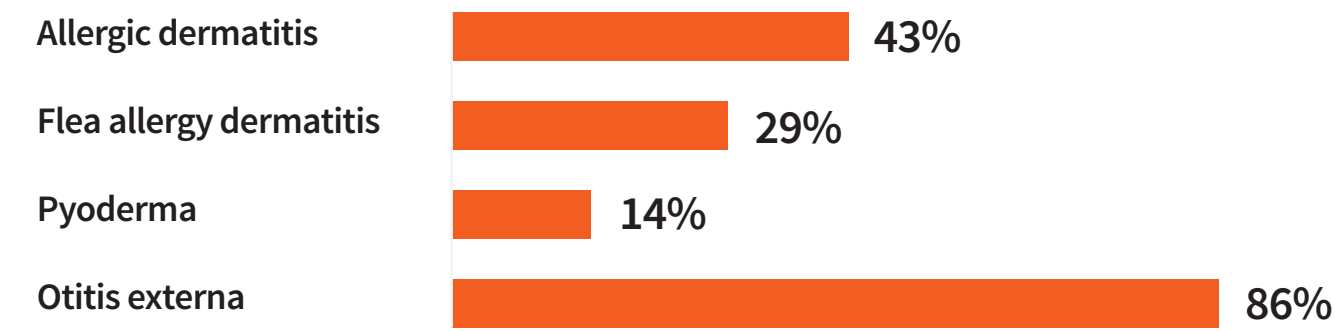
Derm Is Everywhere

When we asked participants what percentage of their weekly caseload involves dermatology cases, the answer was clear: skin disease is a daily reality. Nearly 1 in 3 respondents said dermatology makes up more than half their weekly caseload.



The Diagnosis You See Most

What's topping the differential list? Participants ranked their most common derm diagnoses—and otitis externa came out on top by a wide margin.



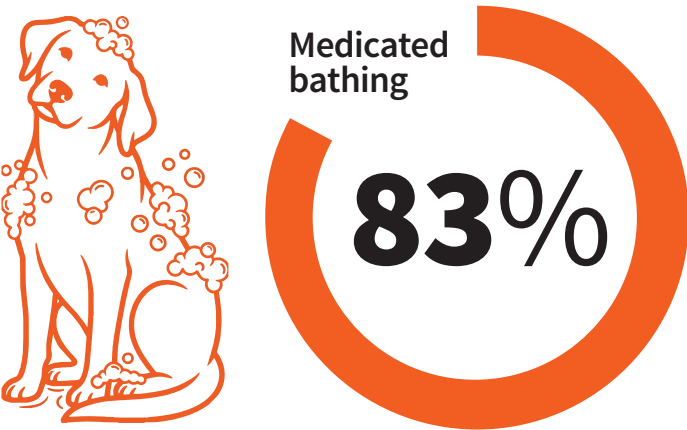
Caseload Is Growing

88% of respondents have seen their dermatology caseload grow over the past 2 to 3 years—and not a single one reported a decrease.



The Compliance Challenge

Owner compliance is one of dermatology's toughest hurdles. We asked which therapy is hardest to get clients to stick with, and one treatment stood out from the rest.



Put Your Knowledge to the Test

How did challenge participants perform on the clinical quizzes? Some results were surprising, and we’ve compiled some of the highlights.

Pustules on the concave pinna should raise clinical suspicion for which disease?

Atopic dermatitis	8%
Pemphigus foliaceus	72%
Sarcoptic mange	11%
Dermatophytosis	3%

Nearly three-quarters of respondents correctly identified pemphigus foliaceus, a reassuring sign that this classic presentation is well recognized.

True or False: Cytology should be repeated at each recheck when managing chronic or recurrent otitis.

True	100%
False	0%

Cytology at every recheck? 100% agree. Every respondent got this one right, reflecting strong clinical alignment around the importance of repeat cytology in recurrent otitis cases.

Topical products containing chlorhexidine require ____ of contact time to be effective.

1 to 5 minutes	22%
5 to 10 minutes	78%
15 to 20 minutes	0%

Chlorhexidine contact time: more than a minute matters. Most respondents knew the right window, but >1 in 5 underestimated the contact time needed, which has real implications for client education and product efficacy.

Dermatology cases are climbing, compliance challenges are real, and clinical knowledge runs deep—but there’s always more to learn. Thanks to everyone who participated in the Itchy Pet Awareness Challenge!

These statistics are from aggregated responses obtained from participants of the Zoetis & Clinician's Brief Itchy Pet Awareness Challenge.