



## What is the Jaguar Health Canine Cancer: Take C.H.A.R.G.E. (Canine Health And ReGistry Exchange)?

A **first-of-its-kind national Canine Cancer Registry and Canine Cancer Care Index** that was developed to provide the veterinary community and dog owners with important data to help guide canine cancer diagnosis and treatment decisions.

## How does the Take C.H.A.R.G.E. Registry and Canine Cancer Care Index work?

The Take C.H.A.R.G.E. Registry and Index began with a retrospective review of **more than 35,000 anonymous canine patient records** uploaded into a secure customized database and **more than 830 confirmed cancer diagnoses**. The database continues to grow as veterinary clinics and pet owners upload medical records of dogs with cancer, which are de-identified and anonymous, at no cost to the clinic or pet owner. **Information on the impact of canine cancer by breed, type, age, gender, and location is included on an open access, easy to use, interactive dashboard.**

All data is protected following **General Data Protection Regulation (GDPR)** guidelines to ensure **participant information privacy**. Data will be used for research purposes only.

The Take C.H.A.R.G.E. website will also include data from the **first nationwide Gallup survey of pet owners addressing their experience with canine cancer.**

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In addition to assessing **canine cancer incidence and prevalence**, and dog owners' perceptions, emotions and experiences related to canine cancer, Gallup used data from the survey to calculate a **Canine Cancer Care Index** that reflects **three dimensions related to canine cancer care: knowledge, quality of care, and canine comfort**. Ranging from 0 (the worst possible score) to 100 (the best possible score), the Index will help assess whether canine cancer care experiences are improving, worsening, or staying the same for dog owners and their dogs over time. Gallup determined that the baseline for the Canine Cancer Care Index is **80.5 or a B-**, indicating **a clear need for improvement**.

The Canine Cancer Care Index was revealed on May 23, 2022, the first annual **#NationalCanineCancerAwarenessDay**.



## Who is leading the Take C.H.A.R.G.E. Scientific Advisory Board?

Take C.H.A.R.G.E. is led by a Scientific Advisory Board (SAB) co-chaired by veterinary oncologist **Dr. Craig Clifford** and veterinary surgeon **Dr. Theresa Fossum**.



**Dr. Craig Clifford**  
(DVM, MS, DACVIM - Oncology)



**Dr. Theresa (Terry) W. Fossum,**  
(DVM, MS, PhD, Diplomate ACVS)  
and her 11-year-old Labrador **Dan**

## Take C.H.A.R.G.E. Scientific Advisory Board Members

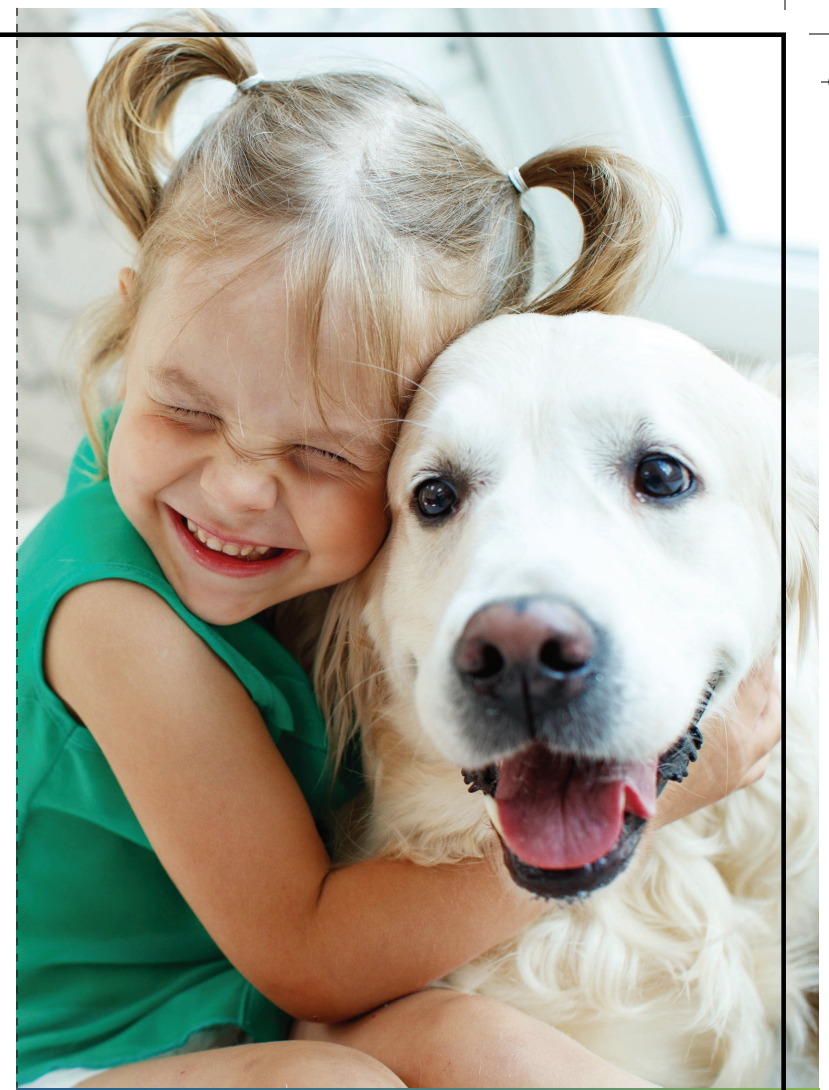
- **Dr. Susan Ettinger** (DVM, DACVIM - Oncology)
- **Dr. Trina Hazzah** (DVM, DACVIM, CVCH - Oncology)
- **Dr. Chad M. Johannes** (DVM, DACVIM, SAIM - Oncology)
- **Dr. Doug Thamm** (V.M.D., Diplomate ACVIM - Oncology)
- **Dr. David Vail** (DVM, MS, DACVIM - Oncology)
- **Dr. Rachel Venable** (DVM, MS, DACVIM - Oncology)

“Protecting dogs from cancer begins with knowing its impact by **breed, type, age, gender, and location**.

— **Dr. Terry Fossum**

## Who provides the funding for Take C.H.A.R.G.E.?

Jaguar Health, a plant-based pharmaceutical company, provides major funding for the program. Co-sponsors include **Jaguar Animal Health**; **TogoRun**, a healthcare communications company named after the 1925 hero sled dog Togo; and **Ivee** (Intelligent Veterinary Enhanced Experience), an animal health data-focused software company. Jaguar, TogoRun, and Ivee are all led by and/or owned by **#DogMoms** who are committed to protecting our dogs from cancer in gratitude for all the love they give us every day. **Woof!**



Jaguar Health  
**Canine Cancer:**  
**Take CHARGE.**  
Canine Health And ReGistry Exchange™

TakeChargeRegistry.com Co-sponsors   

**The first-ever U.S. Canine Cancer National Registry & Index**



# Canine Cancer: Take CHARGE

Canine Health And ReGistry Exchange™

TakeChargeRegistry.com Co-sponsors   

## Take C.H.A.R.G.E. of your dog's health and join us

### What should I know about canine cancer?

- According to the American Veterinary Medical Association, approximately **1 in 4 dogs** will, at some stage in their life, develop a tumor, and almost 50% of dogs over age 10 will develop cancer.<sup>i</sup>
- According to the National Cancer Institute, which is part of the National Institutes of Health, roughly **6 million new cancer diagnoses are made in dogs each year in the U.S.**<sup>ii</sup>
- The Take C.H.A.R.G.E. national Gallup survey of dog owners<sup>iii</sup> estimated that the **prevalence – the percent of U.S. dogs with cancer in 2021 – was 3.4 percent**, less than the approximately 5 percent prevalence in humans that year.
- The survey also found that the **incidence – the percent of U.S. dogs newly diagnosed with cancer in 2021 – was 2.8 percent**, which is approximately **five times the 0.57 percent incidence of newly diagnosed cancer in humans that year**. This finding is **startling** since researchers have assumed that canine cancer rates mirror human cancer rates.



**Lisa Conte**  
Founder, President,  
and CEO of Jaguar Health  
and her 12-year-old  
Irish Jack Russell  
Terrier **Coco**  
#DogMom

“We established Take C.H.A.R.G.E. to fill a major research gap among the veterinary community and dog owners in the United States because, until now, there has been no nationally based dog owner survey or registry focused on canine cancer,” said **Jaguar Health founder, president, and CEO Lisa Conte**.

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### Why is Take C.H.A.R.G.E. needed?

Currently there is **no published state-by-state registry in the U.S. documenting canine cancer**, while there are multiple regional European registries that exist and serve to inform both the veterinary and human oncology communities. According to the **Gallup Take C.H.A.R.G.E. dog owner survey**, more than **80 percent of respondents** believe a registry is needed to help dogs with cancer.

### Take C.H.A.R.G.E. Website

Data from the Registry will be accessible to the public via an interactive, easy-to-use dashboard on the **Take C.H.A.R.G.E. website TakeChargeRegistry.com**, with open access for clinical practitioners and academia to all canine cancer medical record data for research purposes. The Registry will continue to grow as veterinary clinics and pet owners upload medical records of dogs with cancer at no cost to the clinic or dog owner. The data is de-identified, anonymized, and protected following **General Data Protection Regulation (GDPR)** guidelines to ensure participant information privacy.

### A Canine Cancer Diagnostic Coding Call to Action for All Veterinarians

The Take C.H.A.R.G.E. Scientific Advisory Board includes leading U.S. veterinarians specializing in canine oncology and surgery. One of the SAB's first and most important activities is driving a consistent canine cancer diagnostic coding system. The SAB is encouraging veterinary clinics to adopt coding practices that align with the recently published Veterinary International Classification of Diseases for Oncology Canine Tumors First Edition, or Vet-ICD-O-canine-1,<sup>iv</sup> which is based largely on the most recent version of the human cancer coding system, ICD-O-3.2.<sup>v</sup>

“The heart of any cancer registry is its cancer coding system,” said **SAB Co-chair Dr. Craig Clifford, DVM, MS, DACVIM (Oncology)**. “As we continue to enhance the Take C.H.A.R.G.E. Registry, we will incorporate Vet-ICD-O-canine-1, as it is a user-friendly, easily accessible, comprehensive resource for veterinary doctors, researchers, and specialists. This will allow us to make more ‘apples to apples’ comparisons of canine cancers in the United States and other countries and regions, which in turn will help us better understand and treat canine cancer.”

### References

- Cancer in Pets. American Veterinary Medical Association. <https://www.avma.org/resources/pet-owners/petcare/cancer-pets>
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- Pinello K, Baldassarre V, Steiger K, et al. Vet-ICD-O-Canine-1, a System for Coding Canine Neoplasms Based on the Human ICD-O-3.2. *Cancers (Basel)*. 2022;14(6):1529. Published 2022 Mar 16. doi:10.3390/cancers14061529. Available: <https://pubmed.ncbi.nlm.nih.gov/35326681/>. Accessed May 15, 2022.
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The first-ever U.S. Canine Cancer National Registry & Index

### How to Get Involved as a Veterinarian:

- If you are a veterinarian and interested in having your clinic/practice opt into the Take C.H.A.R.G.E. Registry, please use the **QR code** below or visit **TakeChargeRegistry.com** to fill out the Veterinarian Sign-up Form.
- All research and academia related activities will be de-identified and anonymized to ensure 100% participant and veterinary information protection.
- Once you opt in, the Take C.H.A.R.G.E. Registry will have access to all of your current and newly diagnosed canine patients with cancer. These files will be automatically uploaded into the Take C.H.A.R.G.E. Registry in real time, so no further action is needed.

Use this QR code to upload the Take C.H.A.R.G.E. Veterinarian Sign-up Form



### How to Get Involved as a Dog Owner:

- Go to **TakeChargeRegistry.com** to learn more about canine cancer, the need for a **Canine Cancer Registry and Canine Cancer Care Index**, and how you can participate by uploading your dog's medical record if they experienced or are experiencing cancer.
- Speak to your veterinarian about Take C.H.A.R.G.E. and encourage their practice to join the Registry and contribute their canine cancer medical records.
- Follow **Take C.H.A.R.G.E. on Facebook, Twitter, and Instagram**, and reshare, retweet, and like any post to spread the word!

Use this QR code to upload your dog's canine cancer medical records



“Thank you for supporting the dogs we love!”

Angel G. and  
Siberian Husky Togo



TakeChargeRegistry.com



Take C.H.A.R.G.E. @takechargereg @takechargeregistry