PRESS RELEASE

ATC supports Zoetis and University of Surrey with social intelligence solution

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[Athens Technology Center (ATC)](#) is proud to support Zoetis, the world's leading animal health company, in its effort to explore pet owner perceptions on health and veterinary care. Working with the Veterinary Health Innovation Engine (vHive), a unique partnership between the University of Surrey and Zoetis, ATC supported investigations into pet owners' views on feline allergic skin disease, using ATC's social intelligence solution.

The project's core objective was to apply thematic analysis to social media content and thereby create a unique dataset understanding social media posts on symptoms, potential causes and treatments of feline pruritus, including pet owner information-seeking behaviours.

ATC provided its Social Asset platform, an integrated solution that offers AI driven mapping of online discourse. Within the study's scope the researchers utilised Social Asset to automate tasks such as content collection and metadata extraction. Semi-automated machine learning models were then used for the classification of relevant posts. In that way, subject matter experts were able to easily begin to identify and describe a pet's pathway through a disease process in veterinary medicine.

The respective study was presented during the [17th International Conference on Veterinary Big Data](#) (London, March 2023), and the [respective material can be downloaded here](#).