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## **Creators of Pawprint (No. 1 Pet Health App) Launch SnoutID Exclusively for Veterinary Practices and Hospitals**

*SnoutID offers touchless curbside check-in and patient intake using technology developed over five years and trusted by 65,000+ pet owners.*

SAN FRANCISCO (July 9, 2020) — The creators of the No. 1 pet health app will exclusively serve veterinary practices and hospitals under a new name — [SnoutID](#) — following the sale of the Pawprint consumer brand to [Metamorphosis Partners](#), the company announced today.

“We’re focusing our efforts to where we can have the most impact — directly supporting veterinarians and their care teams with modern tools they need to continue providing essential services,” said SnoutID CEO Emily Dong, 30, who founded Pawprint in 2015. “Pet owners will continue to use the [Pawprint app](#) as they always have, and now veterinary practices and hospitals have a platform developed just for them.”

SnoutID offers a touchless curbside check-in and patient intake system that allows practices to serve more patients at a time when demand is surging. “Practices using SnoutID report the system improves reliability and patient experiences,” Dong said.

### **Key benefits of SnoutID:**

- Streamline curbside operations with fast, touchless check-ins.
- Access standardized and verified medical records from any practice in North America.
- Avoid face-to-face contact and physical paperwork.
- Improve client and patient experiences.
- Free up telephone lines and staff time.
- Fully customized with a practice’s own branding.

The SnoutID system was developed by the makers of Pawprint, the top pet health app on the [Apple Store](#). SnoutID’s team of veterinary technicians and professionals have retrieved, verified and summarized pet medical records and medical histories from more than half of all veterinary clinics in the U.S. in the past five years, with a 99.7% success rate.

With demand for services and [animal adoptions on the rise](#), practices like Hendricks Veterinary Hospital in Boise, Idaho, and Jacksonville Humane Society in Florida are using SnoutID to manage patient intake.

“SnoutID not only retrieves medical records for us, the tool also updates contact information, completes new client paperwork and adds a patient photo — all before the client’s scheduled appointment,” said [Hendricks Veterinary Hospital](#) Manager Mary Lopez. “The data is easy to migrate to our practice management software and makes the check-in process smooth for us and our clients.”

“Snout ID has been a wonderful resource for our clinic to have all of our patients’ information in one place,” said Suzanna Berry, Veterinary Services Manager for [Jacksonville Humane Society](#). “Our veterinary technicians are able to gather more information prior to the appointment in order to provide better service to our clients and patients during curbside services.”

SnoutID’s launch follows recent fundraising and the sale of the company’s consumer brand, Pawprint, to Metamorphosis Partners, an investment group led by Brock Weatherup, founder of pet brands including PetCoach and Pet360, both of which were acquired by Petco.

“We’re thrilled to add the Pawprint consumer app to our network of consumer pet companies,” Weatherup said. “Emily’s team has done an incredible job innovating in an area of veterinary practices that is absolutely essential: the collection and management of health records and payment.”

Investors in SnoutID include 500 Startups, Muse Capital, Boost.vc, Sterling Road, Wag! CEO Garrett Smallwood and NerdWallet CEO Tim Chen.

“We’re excited for Emily and the SnoutID team, and also for MWI’s veterinary practice customers,” said Brian Topper, Vice President of Product Strategy at MWI Animal Health, which made the Pawprint system available to veterinary practices across the U.S. to help [mitigate the impact of Covid-19](#). “We agree that, by focusing on practice enablement, SnoutID will have a more profound and positive impact on the veterinary industry and animal health. And this is entirely aligned with MWI’s purpose to create healthier futures.”

### **About SnoutID**

SnoutID is a San Francisco-based technology company exclusively serving veterinary practices and hospitals with tools to modernize operations. The company was founded by the creators of the No. 1 pet health app, Pawprint, following the sale of its consumer brand. SnoutID offers solutions for easy, fast, touchless curbside check-ins and patient intake supported by a team of veterinary technicians who retrieve, verify and summarize medical records before a patient’s first visit. For more visit [SnoutID.com](#).

### **About Metamorphosis Partners, LLC**

Launched in 2019, Metamorphosis is a platform dedicated to all aspects of pet parenting through a unified portfolio of leading consumer engagement platforms. Metamorphosis leverages its companies’ complementary capabilities to deliver value-added, innovative products, services, and content resulting in long-standing customer relationships. Metamorphosis companies include Great Pet Care, Great Pet Media, Muttropolis, The Anxious Pet, Barkly, and Pawprint. Visit [Metamorphosis.com](#).