

# Sleip marketing toolkit for veterinary practices: Ready-to-use texts

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## 1. Website texts (describing services provided)

### Gait analysis with Sleip

Sleip is a gait analysis system that helps us assess how your horse moves. Using smartphone video recorded through an app, it measures subtle differences in movement that can be difficult to see with the naked eye.

The system uses artificial intelligence to analyse your horse's gait and provide objective movement data. These measurements help us identify early changes that may be linked to pain or lameness and support our decision-making throughout diagnosis, treatment and rehabilitation.

Sleip does not replace a veterinary examination and does not diagnose lameness on its own. Instead, it gives us additional, measurable information that we interpret alongside our clinical findings and your horse's history.

At [Practice name], we use Sleip as part of our approach to investigating lameness and performance issues, as well as to monitor soundness.

**Contact us to learn more or book an appointment.**

**Why we use Sleip (benefits block)**

Sleip gait analysis can be helpful for:

- Detecting early signs of lameness
- Supporting lameness investigations – comparing gait before and after nerve blocks or flexion tests
- Monitoring progress during treatment and rehabilitation
- Recording a baseline while your horse is sound
- Routine soundness and performance checks

By combining our clinical expertise with objective gait measurements, we can build a clearer picture of your horse's movement and make informed decisions about their care.

### **How it works (step-by-step explanatory block)**

A Sleip gait assessment is quick and non-invasive:

- Your horse is recorded trotting using the Sleip app
- The software analyses head, pelvic and trunk movement symmetry from the video
- We interpret and review the results with you
- The data can help guide further investigations or treatment plans
- Repeat recordings allow us to track changes over time

### **Sleip Remote (optional add-on block)**

Where appropriate, we may also offer **Sleip Remote** screenings or follow-ups. This allows you to upload recordings from home, making it easier to monitor your horse between visits.

### **(Closing block/CTA)**

If you would like to learn more or book an appointment, please contact XXX

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## **2. E-mail template**

*This email template is intended for client communication via email or newsletters. Use it as-is or adapt the wording, services, and pricing to reflect how you offer Sleip at your practice. Preview text is optional but recommended. A headline can be added if you use an email newsletter or a formatted layout.*

### **Suggested subject line:**

A new way to understand how your horse moves

**Preview text (optional):**

Sleip gait analysis to support early detection and long-term soundness

**Suggested heading:**

Introducing Sleip gait analysis at [Practice name]

**Dear [Client name],**

Lameness is one of the most common health concerns in horses, and early signs can be easy to miss. That's why [Practice name] is now offering Sleip gait analysis, a clinically validated system that helps us measure subtle changes in how your horse moves.

Sleip (pronounced *Slayp*) uses AI to analyse video of your horse trotting, recorded through the Sleip app. It provides objective movement data that supports our clinical assessment and helps us detect asymmetries that may signal pain, imbalance, or early lameness.

**How you and your horse benefit**

We use Sleip during lameness examinations, follow-up appointments, and routine soundness assessments. You may see us recording your horse with a smartphone and reviewing the results on the spot. We can easily share the findings with you — and, when helpful, directly with others involved in your horse's care, such as your physio (bodyworker) or trainer.

A baseline recording while your horse is moving well can also provide a valuable reference for the future.

Where appropriate, we can also offer Sleip Remote, allowing you to record your horse at home with the results automatically sent to us for review. This makes it possible to monitor progress between visits and follow up on any concerns without always needing an in-person appointment.

If you would like to learn more or book a baseline Sleip gait analysis for your horse, please contact us to schedule. We're happy to explain how Sleip works, when it may be helpful, and the pricing options available.

Best regards, [Practice name]

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**3. Social media posts**

*These captions are designed for social media and can be used as-is or adapted to suit your practice, audience, and platform. Combine with images and video from Sleip or use your own. Where pricing is shown, example ranges are provided for guidance only. Practices should adjust wording and fees to reflect local pricing and services.*

## **A. Introducing Sleip (awareness)**

### **We're now offering Sleip gait analysis**

Small changes in how a horse moves can be easy to miss — especially in the early stages of lameness. Sleip helps us assess your horse's movement using smartphone video, providing data that supports our clinical examination.

We use Sleip to:



Detect potential lameness issues earlier



Track your horse's movement over time



Support clear, informed decisions about care, training and rehabilitation

We may use it during lameness exams, follow-ups, routine soundness checks, or to record a baseline while your horse is moving well.

Would a baseline recording be useful for your horse? Get in touch!

## **B. Promotional post for Sleip baseline vetcheck**

### **Baseline vet check with Sleip gait analysis**

When a horse is sound and working well, it's easy to assume everything is fine. But having a clear picture of how your horse moves at its best can be incredibly valuable.

Sleip uses smartphone video to measure movement asymmetries — helping us see whether your horse is loading and pushing off evenly with each limb. Recording a baseline while your horse is moving well gives us a clear reference point for the future, especially if you ever feel that something isn't quite right or have concerns about how your horse is moving or feeling.

It's a proactive way to understand your horse's movement better and support long-term soundness.

Contact us to book your baseline vet check or learn more.

[\[Optional: Add your practice's pricing or package details here.\]](#)

## C. Promotional post for Sleip monitoring & wellness packages

### Routine gait checks with Sleip

Sleip isn't only used when something feels wrong.

Recording a baseline while your horse is moving well helps us monitor changes over time and support long-term soundness and performance.

Regular gait assessments can be a valuable part of ongoing care — particularly for competition horses, young horses in training, or those returning from injury.

Ask us about baseline recordings and wellness packages.

[\[Add your practice's pricing or package details here.\]](#)

## D. Promotional post for Sleip Remote

### Sleip Remote — gait analysis from home

Concerned about how your horse is moving?

With Sleip Remote, you can record your horse at home using the Sleip app, and the results are sent directly to us for review. This allows us to assess movement asymmetries, advise on next steps, and decide whether your horse may need an in-person examination — or simply monitoring and reassurance.

#### What you need:

- An iPhone (model 8 or newer recommended)
- Space to trot up your horse safely

#### Cost:

[\[Add your practice's pricing or package details here - should include veterinary assessment and feedback by phone or email\]](#)

Contact us to arrange a Sleip Remote assessment or to learn more.

## E. Educational post with case example

*Use this post when sharing a short screen recording or screenshots from the Sleip app. We recommend briefly explaining the “case”, what is shown and how it supports your clinical assessment. The value lies in the interpretation, not in the data alone.*

### How we use Sleip during lameness exams

Here’s an example of the type of movement data we review during a lameness examination.

Sleip measures subtle gait asymmetries, allowing us to compare your horse’s movement before and after diagnostic nerve blocks and to track changes over time.

[\[add details of the case and what the data shows\]](#)

The data itself is only part of the picture — we interpret these results alongside our clinical examination to help guide decisions about your horse’s care.

Contact us to learn more or schedule an appointment!

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## 4. Poster texts (A4/100x70mm)

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## 5. Flyer: one-pager promotional flyer

### We now offer Sleip gait analysis

Lameness is one of the most common reasons horses need veterinary care — and early signs can be easy to miss. That’s why we use Sleip, a clinically validated, AI-powered gait analysis system that helps us assess, measure, and document subtle changes in your horse’s movement as part of a veterinary examination.

#### How it works

Using smartphone video of your horse trotting, recorded through the Sleip app, the system analyses over 100 points on your horse's body. This provides objective movement data that supports diagnosis, treatment planning, and monitoring throughout rehabilitation.

### **We use Sleip to:**

- ✓ Investigate subtle or complex lameness
- ✓ Support diagnosis and treatment planning
- ✓ Monitor rehabilitation progress
- ✓ Compare movement over time
- ✓ Record a baseline while your horse is sound

By combining clinical expertise with objective gait data, we can better track changes, explain findings, and support informed decisions about your horse's care.

### **Interested in a baseline gait check?**

A baseline recording while your horse is moving well can be a valuable reference for the future. Ask us how Sleip can support your horse's soundness and long-term performance.

Learn more about the technology at [sleip.com](https://sleip.com)

[Practice logo, telephone, email and website]

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## **6. Sleip brochure texts**

*These texts can be used or adapted freely for your own materials. The brochure is also available as a print-ready 210 × 210 mm file and can be customised for veterinary practices. For customisation, contact [marketing@sleip.com](mailto:marketing@sleip.com).*

Cover page:

### **Equine gait analysis powered by AI**

We use Sleip to measure your horse's gait symmetry, supporting early detection, diagnosis, and treatment evaluation.

Page 1:

## **What is Sleip?**

Sleip enhances clinical exams by providing precise, objective data. Using smartphone video and artificial intelligence, the app tracks over 100 key anatomical points on the horse's moving body, helping us identify changes that may signal pain, imbalance, or early lameness.

[Veterinary endorsement]

"I use Sleip in nearly every orthopaedic examination. The objective measurement allows me to assess each horse in the best possible way and document the results meaningfully."

– *Name Name; DVM, PhD, Dipl ECVSMR*

*Practice Name*

Page 2:

## **Why it matters**

Even the most experienced eye can struggle to detect very subtle changes in movement. By combining expert clinical evaluation with gait data, we take a more comprehensive approach to managing your horse's soundness and performance. Objective, quantified measurements can:

- Increase precision in diagnostics
- Enable tracking over time
- Support dialogue and decisions on horse health
- Support early detection and referrals

## **Track your horse's movement over time**

Sleip lets us establish a baseline while your horse is sound — and revisit that reference point later to detect changes, monitor recovery or adjust a training or treatment plan.

- Monitor rehabilitation progress and response to treatment or training
- Differentiate natural variations from potential signs of pain or injury
- Detect subtle changes early

This long-term data helps guide treatment decisions, optimise training plans, and support your horse's overall well-being.

## **Remote access**

If appropriate, we can invite you to use the Sleip app to record a trot-up from home and upload it for analysis. The video and results are automatically sent to your vet, allowing convenient check-ins between visits.

This makes it easier to manage your horse's rehabilitation, training progress, or general soundness — perfect for horses in rehab, under regular care, or at a distance.

- Reduces the need for in-person clinic visits
- Enables quality follow-up and ongoing monitoring

*Back-page:*

### **Record and upload**

Sleip uses artificial intelligence to measure movement asymmetries from videos recorded through the Sleip app. Choose straight line or longeing. Requires an iPhone (preferably model 8 or newer with dual/triple camera).

We use Sleip to measure your horse's gait symmetry, supporting early detection, diagnosis, and treatment evaluation.