



Creating the Future

"Techs and tech"

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Chief Medical Officer
Member Board of Directors





Only fools
attempt
to predict
the future



“Trying to predict the future is like trying to
drive down a country road at night with
no lights while looking out the back window.”

PETER DRUCKER

“The only thing we know about the future
is that it will be different.”

PETER DRUCKER

“The best way to predict the future is to create it.”

ABRAHAM LINCOLN



Today's Discussion

What does the future look like?

What are the current headwinds and tailwinds?

How do we create the future?

The answer: Techs and tech

Future state



Future Clinical Practice

(Connected Pet)



Future of Vet Ed

(Connected Student)

A screenshot of a software interface showing a process list. The interface includes search filters and a table of processes.

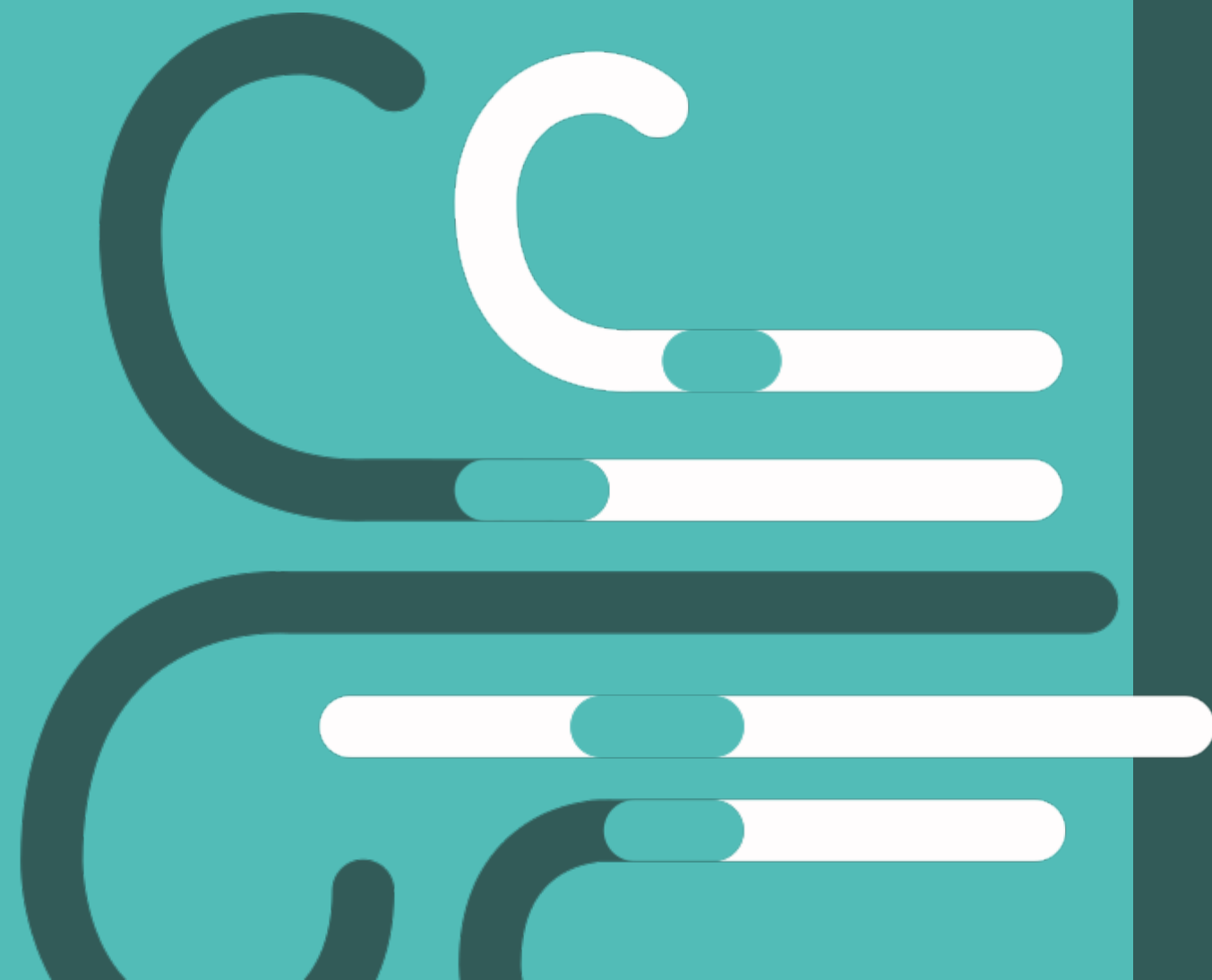
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<input type="checkbox"/>	38827		Application Engine	GL_IP	CIBER_SVENABLE	05/18/2015
<input type="checkbox"/>	38824		SQR Report	GLS7009	CIBER_SVENABLE	05/18/2015
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It's never been a
better time to be
a veterinary
professional!



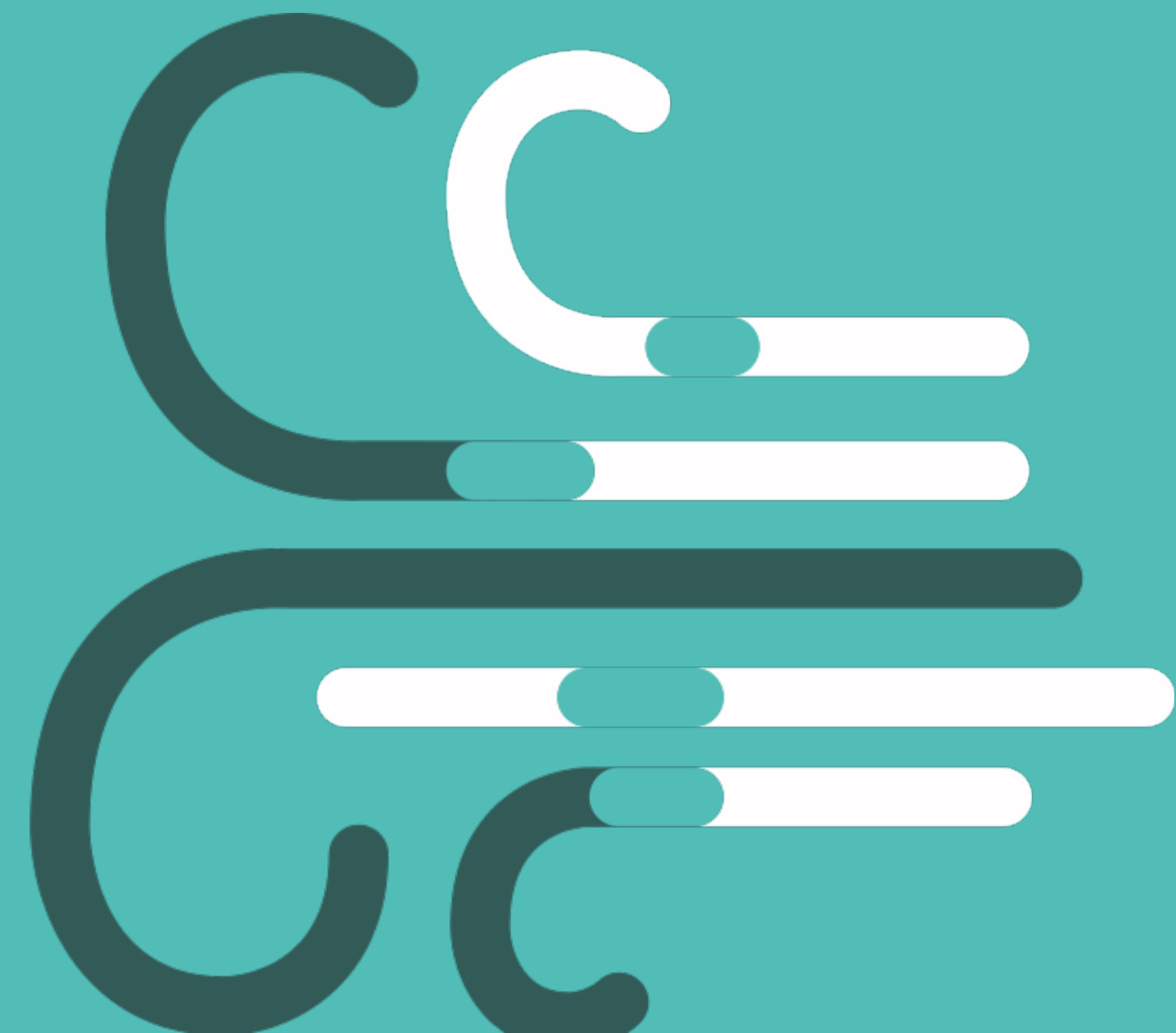
Bullish on Vet Med - Enormous Tailwinds



- Pet numbers up
- Pet spending up
- Pet lifespans up
- Euthanasia down
- Recession resistant - COVID validated, again
- Continuing humanization and premiumization of pets
- Technological advancement in medicine and practice
- Millennials and Gen Z (PetGen) outspending all generations
- Vet Med is a COVID winner
- Pet industry - \$100B next year?

- Wellness - burnout, compassion fatigue, mental health, suicide
- Barriers to care - cost and convenience
- Cost of education
- Veterinary nurses are leaving our profession

Headwinds Too





Question:
How do we
create the
future?

Build on all that is right in our profession.

TAILWINDS

Recognize where we can improve and change it.

HEADWINDS

Skate to where the puck is going.

THE CONNECTED PET

THE CONNECTED STUDENT

The Answer?



Answer:

Technicians
&
Technology

Today

Doctors deliver sick
care

Tomorrow

Teams deliver well care
driven by Techs, supported
by technology



Current

Future



Doctor driven

Team driven

Little technician utilization

Technician at the center of team delivery

Little technology utilization

Technology in support of team pet parent relationship

Focus on sick care

Focus on well care

Current

Future



Half the pets in the U.S. won't see a vet this year

Help more pets

Burnout, compassion fatigue, mental health challenges, suicide

Increased compensation and career satisfaction and wellbeing

Consumer model unacceptable to millennial and Gen Z consumer (PetGen)

PetGen looks to veterinary professionals as definitive voice in pet wellbeing

Financially stable but vulnerable to disruption

Financial health of the profession booms

Highly inefficient - see ~ 15 pets/day

Better value

Expensive

Pets live longer, healthier and happier lives



The Future

Empowered by
Techs and tech

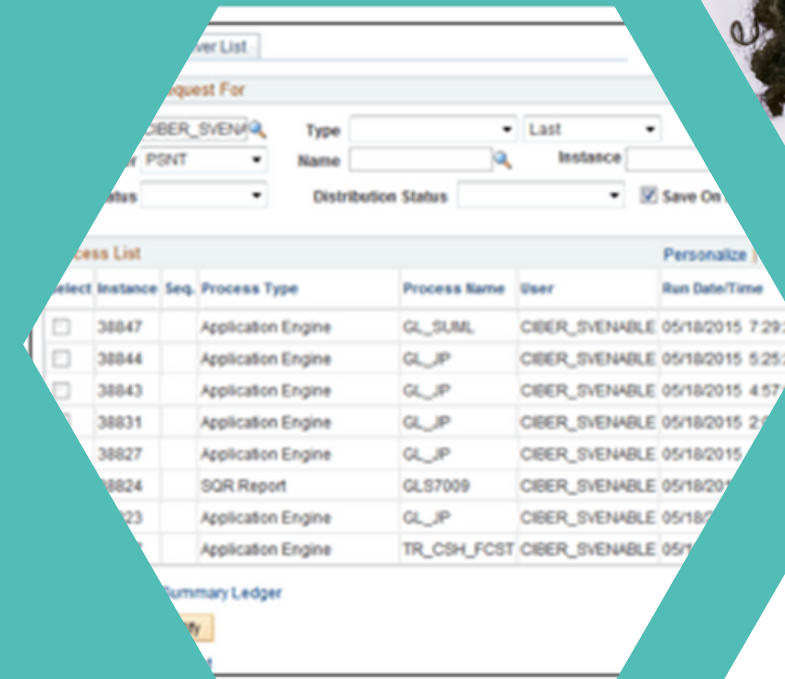
Better access to care

Greater client satisfaction

Improved patient outcomes

Increased productivity and practice success

Improved wellbeing of veterinary team -
emotional, financial, professional





Veterinary Innovation Council (VIC)

VIC is leading collaborative initiatives to redefine the veterinary nurse/technician role and transform the way veterinary nurse/technician are engaged in the veterinary practice, so that the team unit as a whole is stronger.

VIC will work as a catalyst to bring academic leaders, accreditors and practitioners together to transform the role of the veterinary nurse so that we have multiple layers of support to improve animal health and wellbeing.



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