Google, AI, and Online Vet Services: Revolutionizing Pet Care and Shaping the Future of Veterinary Practice in the 21st Century

Synopsis:

Google has played a significant role in transforming pet care by providing owners with greater awareness and transparency of symptoms, diagnoses, and treatment options, although it has also posed challenges for veterinarians as owners gain confidence as armchair experts; recently, the emergence of online vet services accelerated by the pandemic and the use of Artificial Intelligence tools like VETPASS AI Nutrition Advice and AI Symptom Checker have further revolutionized the field, promising to raise and level the veterinary profession globally with profound implications for the 21st Century.

Content:

Since 2010 if not before Google has been a ubiquitous contributor in the care of ourselves and of course our pets and animals. It's overriding benefit has been for owners to create a greater awareness and transparency of symptoms, diagnosis, and options for treatment. Its negative effects arguably have been to make the veterinarian's role more challenging as owners gain confidence as armchair experts or become misled by a partial understanding of the symptom, diagnosis, and options. Ultimately they must make choices based on the veterinarian's recommendation for the animal's welfare and the personal constraint of willingness and ability to pay.

In the most recent years, online vet services have emerged, accelerated by the pandemic, for pet owners seeking convenience and expert advice, and a lower cost of care. These platforms offer virtual consultations, advice, in parts of the world can create a legally binding VCPR enabling remote diagnosis and prescribing, bridging the gap between pet owners and veterinarians. Globally, the requirement to create an in-person vet to patient relationship and what that means is changing.

The possibilities for Artificial Intelligence in pet care are only now emerging and there are profound implications for veterinary care, in particular primary and companion care.

Tools like the VETPASS AI Nutrition Advice and AI Symptom Checker which have been two years in development can cater its responses to individual users, considering their specific interests and knowledge gaps. Users can interact with the AI, seeking answers tailored to their unique queries, making the information more relevant and engaging. The VETPASS app already offers "analogue" breed-specific advice. But its AI tools can summarise thousands of pages of text and multiple viewpoints to provide a holistic analysis of symptoms, possible diagnoses, and options with prices for pet parents to consider.

Damian will discuss our globally evolving interpretation of VCPR driven by advances and the pressures on the profession to meet pet parents' expectations and increasing cost of care, from VETPASS's experience in over 20 English-speaking countries. How and why various online models of veterinary healthcare have struggled, noticeably with the recent demise of Fuzzy in the US and investors losing over $70m, and why that is not good news for the veterinary profession. How areas like veterinary teleradiology promise real benefits but are exposed to similar risks.

He will demonstrate the incredible power of AI tools such as the VETPASS Symptom Checker which digests whole books of veterinary knowledge in seconds and considers over 500,000 new questions every month. He will also explain why these changes will both raise and level the profession of veterinary practice globally with profound implications the 21st Century veterinary practice.

Bio: Damian Kissane is passionate about the welfare of our pets and the people who care for them. He brings a unique mix of healthcare experience and financial expertise to the veterinary profession. For the last ten years he has been a serial entrepreneur in healthcare and more recently veterinary. Previously he was a successful investment banker, writer, and advisor on financial markets lecturing, and constantly in demand from Oxbridge to Harvard for his incisive understanding of how business and markets evolve to create change.

VETPASS (www.vetpass.com): Is the ultimate pet and animal social media and care platform, offering a comprehensive app that caters to all veterinarians, pet, and animal service providers (breeders, groomers, stables, therapists, and trainers), pet friendly places and business's needs. From storing and sharing records to connecting with instant messaging, audio, and video, VETPASS lists 50,000 vet practices and 150,000 pet services, stores, and pet-friendly places in 170+ classifications. It includes the world's first AI Nutrition Advice and AI Symptom Checkers for pet owners, free to chat and a host of services for owners. Its veterinary platforms support forums and free continuing education to tens of thousands of vets globally. VETPASS enhances the joy of pet and animal ownership every day.