What is AI good for?

1. **Automate** tasks

2. **Analyse** complex **data**

- Improve **efficiency**

- Improve **patient care**

- Better **business management**

Warning!

Not a personal recommendation or endorsement!

➢ Examples: for demonstration

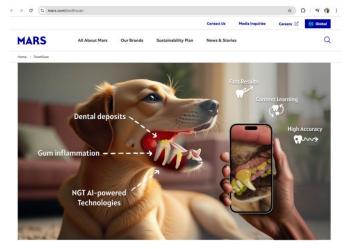➢ Undertake due diligence before adopt AI

➢ Legal & ethical implications?

PURINA
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ESCG
European Society of Comparative Gastroenterology

AI in Veterinary Medicine
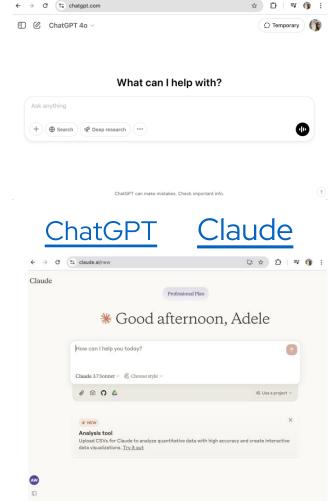
Predictive AI

Toothscan: AI-Powered Dental Health Monitoring for Your Dog

Your dog's dental health is essential but knowing what to look for isn't always easy. That's where Toothscan comes in – a new tool that uses AI to make monitoring the appearance of your dog's teeth and gums simple. With just a quick snap of your smartphone camera, Toothscan analyzes an image of your dog's teeth and gums to identify visual signs that could indicate the potential presence of tartar buildup or gum irritation.

[Mars ToothScan](#)

Generative AI (GenAI)

[ChatGPT](#)   [Claude](#)

AI use in Veterinary Clinics

Client comms & appts

AI Triage

yvb Your Vet Box for Customer Support

End Call ✕

To the agent: What is your first name?

Lisa

[Your Vet Box](#)
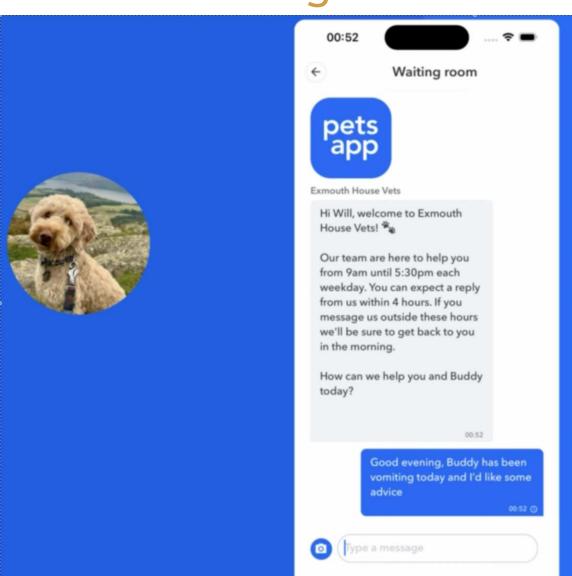
© 2025 Your Vet Box | Privacy Policy

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Appointment Booking

PetsApp

Client Comms

PetsApp

AI in the Consult Room
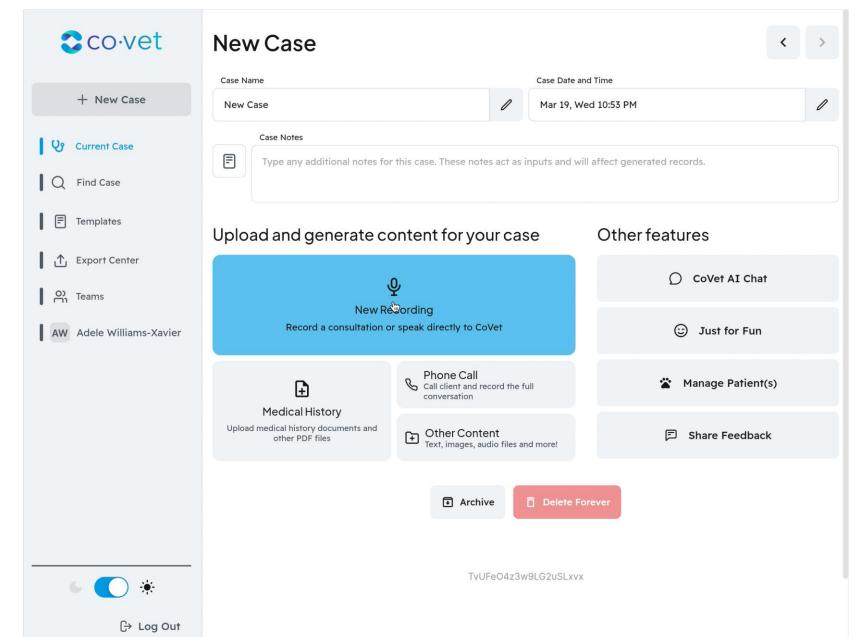
AI in the Consult Room

CoVet

Clinical Decision Support, Diagnostics & Imaging

www.Ai-WX.com

In-Patient & Surgical Care

PURINA
PRO PLAN

Clinical Decision Support

VetGeni

VetGPT

What Question do you have for me today?

What Purina Product can I feed my canine with Atopic Dermatitis? She weighs 20.0 kgs

For a canine with atopic dermatitis, Purina Pro Plan Veterinary Diets HA Hydrolyzed Canine Formula could be suitable. Always consult your veterinarian before making any dietary changes.

If she is a body condition Score 5/9, how much of this product should she recieve each day?

For a dog with a body weight of 20.0 kg and a body condition score (BCS) of 5/9, you are looking to maintain her current weight since BCS 5/9 is considered ideal.

To maintain her weight, we need to calculate the daily energy requirement (DER). DER can be calculated as:

- DER = Resting Energy Requirement (RER) × maintenance factor
- RER = 70 × (body weight in kg)^0.75

Step 1: Calculate RER

- RER = 70 × (20)^0.75
- RER ≈ 70 × 8.49
- RER ≈ 594 kcal/day

Step 2: Assuming a maintenance factor of 1.6 for an active adult dog, calculate the DER:

- DER = RER × 1.6
- DER = 594 kcal/day × 1.6
- DER ≈ 950 kcal/day

Depending on the Purina Pro Plan Veterinary Diets product chosen (let's assume Purina Pro Plan Veterinary Diets HA Hydrolyzed Canine Formula for example), you will need to check the specific kcal per gram provided on the packaging.
If calorie content is approximately 3.78 kcal/g (as an example):

- Daily amount needed = DER / kcal per gram
- Daily amount needed = 950 kcal/day / 3.78 kcal/g

Cytology

[Zoetis](#)

Radiology

King Kim
ID 2738 ▶

Jun 15, 2024
2 months ago

Specialist confirmed:
Hepatomegaly
Nephrolithiasis

Possible indications:
Foreign Material

View
Complete

Penny One Cent Strecker
ID 160055 ▶

Jun 14, 2024
2 months ago

High Risk
Specialist confirmed:
Peritoneal effusion
Spondylosis

Possible indications:
Aerophagia
Colitis

View
Complete

Lola Wright
ID 6915 ▶

Jun 14, 2024
2 months ago

Low Risk
Possible indications:
Gastric material

Request

Radimal

In-patient pain assessment   Sylvester.ai

Stock Control, Prescribing, Billing & Client Follow-ups

Automated Billing

www.Ai-WX.com

CoVet

Visit / Discharge Summary
3 minutes ago

Status: for review

Equine emergency calls for OOH provider — 5 / 6 — Communication - Visit / Discharge Summary

Case Name: Da Vinci (9 yr M) - Upset Tummy
Content Name: Communication - Visit / Discharge Summary

Regenerate & improve | Email Content | Read to me | Translate Content

PDF Preview | Copy All | Find & Replace | Collapse Sections

Summary

We saw Da Vinci today because he was experiencing an upset tummy. Overall, he was not feeling well and seemed to be in discomfort.

During the examination, we found that Da Vinci had vomited twice yesterday and once this morning. He also had some diarrhoea this morning with a bit of mucus in it. He appeared a bit off colour and was less active than usual, lying down and seeming moody.

On physical examination, Da Vinci's nose was shiny, his gums were a nice pale pink colour, and his capillary refill time was within normal limits. His teeth had a bit of plaque and tartar build-up. His eyes and ears appeared normal, and his glands under his neck felt okay. His breathing rate and heart rate were normal, with no abnormal sounds in his heart or chest. However, his tummy was a little tender, and his rectal temperature was 39°C, which is towards the top end of normal.

Based on these findings, it seems likely that Da Vinci has a bit of gastroenteritis, possibly from getting into the bin a couple of days ago. We recommend a bland diet, some prescription food, and probiotic paste. Ensure he has plenty of water. If his vomiting or diarrhoea worsens or if you have any concerns, please come back tomorrow overnight.

Thank you for bringing Da Vinci in today. It was great to see both of you! Take care, and please don't hesitate to reach out if you have any questions or concerns.

Generate from...
Library | Favorites

Prescriptions
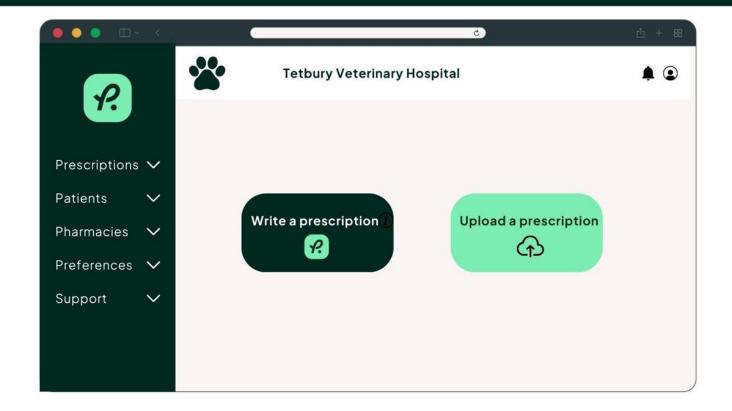
Petscribers
Designed by vets. Made for pets.

Streamlining veterinary prescriptions from nose to tail

www.Ai-WX.com

Tetbury Veterinary Hospital

Prescriptions ∨
Patients ∨
Pharmacies ∨
Preferences ∨
Support ∨

Write a prescription ⓘ

Upload a prescription
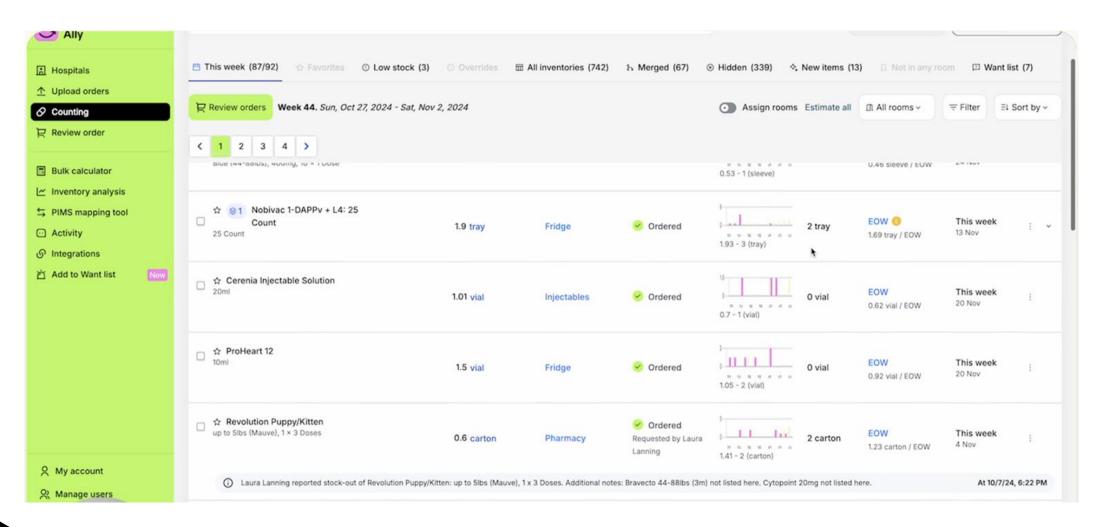
Inventory & Stock Control

Inventory Ally
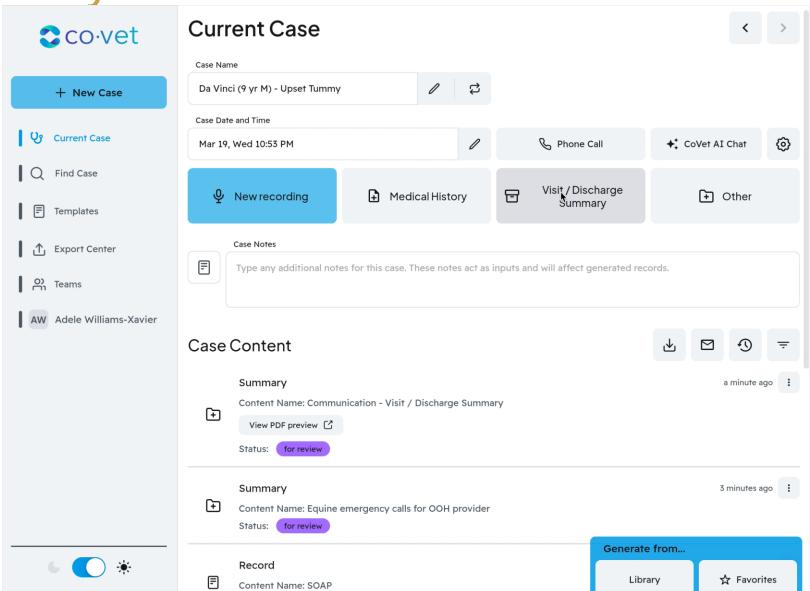
Owner-Friendly Consult Notes

[CoVet](#)
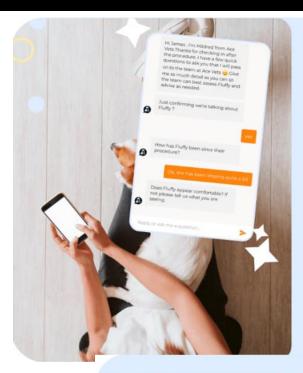
Follow-up

ClinicWise

💬 Post appointment follow up

Ensure ongoing engagement and strengthen client relationships with Post-Appointment Follow-Up.

Automated Outreach: Tailored follow-ups gather feedback, provide resources, or schedule the next visit.
Customisable Templates: Align messaging with your clinic's goals, from care instructions to promotions.
Seamless Integration: All interactions are logged and summarized, keeping your team informed via email and practice management software.

📢 Marketing & Promotions

Engage your clients and attract new customers with dynamic, impactful content tailored to your clinic's goals.

Drive Bookings and Inquiries: Load promotional content directly into ClinicWise to encourage more appointments.
Educate and Inform: Share valuable client-patient education to build trust and strengthen relationships.
Tailored Messaging: Create campaigns that reflect your clinic's unique services and brand voice.

AI in Business & Marketing

Client Engagement

Kidney Disease Campaign

MARKETGENUS

Vetgenus.com
info@abcintelligence.ai
647.660.9966

Add us on LinkedIn

① **Find all patients diagnosed with Chronic Kidney Disease**

🔍 Chronic kidney disease

Chronic kidney disease
Chronic renal insufficiency
CKD
Chronic renal impairment

② **Generate a list for product targeting**

- ✓ Chronic Kidney Disease
- ✓ Feline
- ✓ High SDMA
- ✓ Kidney Diet

Whiskers	Domestic short hair
Grumpy	Tabby
Echo	Ragdoll
Orpheus	Birman

③ **Track client engagement**

%	$
% Opens	**Campaign visits**
51 %	**1,296**
(8,160)	+11 % vs target
% Conversion Rate	**Campaign Revenue**
5.4 %	**$ 388K**
(864)	+16 % vs target

④ **Analyze Usage**

Top Products and Services

Top Co-morbidities

Cardiology Campaign

MARKETGENUS

Vetgenus.com
info@abcintelligence.ai
647.660.9966

Add us on LinkedIn

① **Find all patients diagnosed with Mitral Valve Disease**

🔍 Mitral valve disease
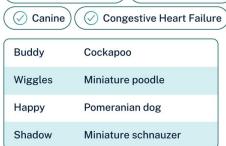
Mitral valve disease
Degenerative mitral valve disease
MVD
Myxoid transformation of mitral valve

② **Generate a list for product targeting**

- ✓ Mitral Valve Disease
- ✓ Echocardiogram
- ✓ Canine
- ✓ Congestive Heart Failure

Buddy	Cockapoo
Wiggles	Miniature poodle
Happy	Pomeranian dog
Shadow	Miniature schnauzer

③ **Track client engagement**

%	$
% Opens	**Campaign visits**
53 %	**1,560**
(8,480)	+12 % vs target
% Conversion Rate	**Campaign Revenue**
6.5 %	**$ 624K**
(1,040)	+18 % vs target

④ **Analyze Usage**

Top Products and Services

Top Co-morbidities

Vetgenus

PURINA PRO PLAN

ESCG
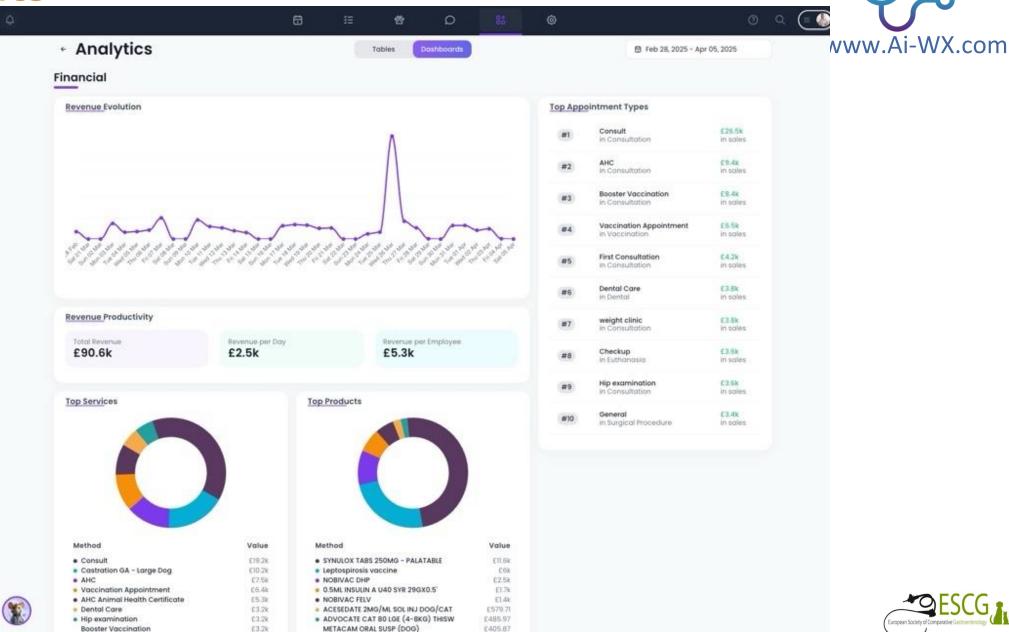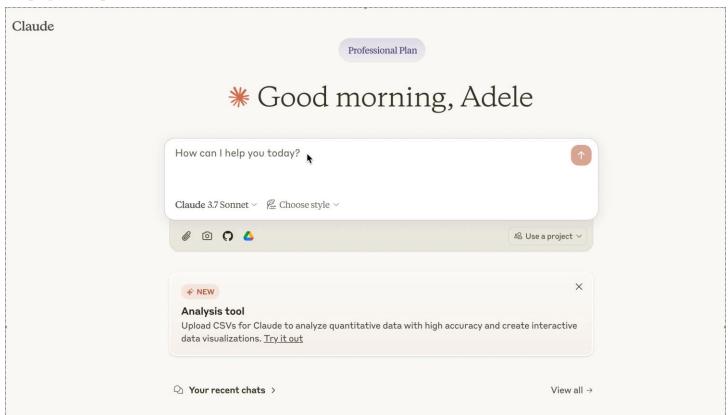European Society of Comparative Gastroenterology

Data Insights

Lupa

Social Media Content

Claude

Challenges & Ethical Considerations

- ➤ Regulation?

- ➤ Data leaks & privacy concerns

- ➤ Bias

- ➤ Hallucinations

- ➤ Variable outputs

- ➤ Energy usage

- ➤ Overwhelmed?

- ➤ Overhyped?

- ➤ How assess?

- ➤ Team concerns?

- ➤ Training?

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AI in veterinary practice summary

Conclusions

➢ Improved Efficiency

➢ Data-Driven Decisions

➢ Enhanced Customer Engagement

➢ Improved Clinical Outcomes?

➢ Caution: Clinical Use & Pet/ Client Data

➢ Start Small & <u>**Do Your Research**</u>

PURINA PRO PLAN symposium

PURINA® PRO PLAN® SYMPOSIUM 2025
Integrative Approach to Gastrointestinal Health

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Thank you!

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