Rhonda Bell - Questions

Hi Rhonda,

I’ve drafted these sets of questions for you in preparation for the upcoming panel discussion, *“When Tech Helps—and When It Hurts—the Human-Animal Connection.”* If you’d like to adjust or suggest additional questions, please feel free to share your thoughts.

If the questions meet your approval, kindly reply to this email confirming the questions. If you’d like to make any changes or refinements, you’re welcome to do so.

Looking forward to your feedback!

**Please note: 05 questions will be directed to you during the panel. Each panelist will be assigned 05 questions equally, which will be asked during the discussion.**

1. As both a Certified Veterinary Practice Manager and Digital Marketing Strategist, how do you see technology reshaping the way veterinary teams communicate and build trust with their clients?
2. From your experience, where do you think practices cross the line from “helpful automation” to “losing the human connection” in client interactions?
3. How can veterinary practices effectively train staff to integrate digital tools—like automated reminders or online booking—without compromising empathy or authenticity?
4. What are some practical strategies you recommend to balance digital efficiency with personalized client experiences, especially in busy or high-volume clinics?
5. In your coaching and consulting work, how do you help veterinary leaders evaluate which technologies truly enhance client relationships versus those that may unintentionally create barriers?

Amanda Landis - Questions

Hi Amanda,

I’ve drafted these sets of questions for you in preparation for the upcoming panel discussion, *“When Tech Helps—and When It Hurts—the Human-Animal Connection.”* If you’d like to adjust or suggest additional questions, please feel free to share your thoughts.

If the questions meet your approval, kindly reply to this email confirming the questions. If you’d like to make any changes or refinements, you’re welcome to do so.

Looking forward to your feedback!

**Please note: 05 questions will be directed to you during the panel. Each panelist will be assigned 05 questions equally, which will be asked during the discussion.**

1. With your background in veterinary innovation and accessible care, how do you see technology bridging—or widening—the gap in access to veterinary services for underserved communities?
2. In your opinion, what are the most promising emerging technologies that truly enhance both practitioner workflow and patient well-being?
3. How can practices maintain genuine connection and empathy when integrating AI-driven communication tools or virtual care platforms?
4. From a leadership standpoint, how can veterinary organizations evaluate the ethical implications of using technology in patient care and client engagement?
5. What advice would you give to veterinary professionals hesitant to adopt new technologies because they fear losing the “personal touch” in their practice?

Tab 3

### **Panelist 1: Rhonda Bell**

**Certified Veterinary Practice Manager | Digital Marketing Strategist | Speaker | Career & Leadership Coach** 📧 rhonda@dogdaysconsulting.com | 📞 858-220-5000

#### **1. Balancing Technology and Authentic Client Relationships**

* How can veterinary practices use digital tools to strengthen rather than replace the personal relationships they build with clients?
* What indicators suggest a practice might be leaning too heavily on automation at the expense of genuine human connection?

#### **2. The Human Touch in a Digital World**

* In your experience, what practical steps can teams take to ensure empathy and compassion remain central when adopting new client communication technologies?
* How can veterinary leaders coach staff to integrate technology without compromising the warmth and trust that clients expect?

#### **3. Evaluating Technology’s Role in Client Experience**

* How can practice owners assess whether a new technology is actually enhancing the client experience—or unintentionally creating barriers?
* Are there warning signs that a digital tool might be undermining staff efficiency or client trust?

#### **4. Strategic Training for Tech Integration**

* What types of staff training or onboarding do you recommend to ensure new technology enhances rather than disrupts the client journey?
* How can managers create a feedback loop to continuously evaluate and refine how tech tools are used day to day?

#### **5. Maintaining Efficiency Without Losing Authenticity**

* Can you share an example from your consulting experience where a practice successfully balanced automation with authentic engagement?
* What advice would you give to practice owners struggling to find that “sweet spot” between digital efficiency and personal connection?

### **Panelist 2: Amanda Landis-Hanna**

**Cofounder | Chief Veterinary Officer | Veterinary Innovator** 📧 amanda.landishanna@yahoo.com | 📞 858-361-3324

**1. Technology’s Impact on Access to Care**

* How has veterinary technology—such as telemedicine and remote monitoring—helped improve access to care for underserved communities?
* What risks or unintended consequences have you observed when technology is used as a substitute for in-person veterinary care?

#### **2. The Ethics of Automation and AI in Veterinary Practice**

* What ethical considerations should veterinary teams keep in mind when using AI-driven tools for diagnosis, triage, or communication?
* How can veterinary leaders establish boundaries to ensure technology complements clinical judgment rather than replacing it?

#### **3. Fostering Connection Through Virtual Care**

* How can veterinary professionals preserve empathy and connection in virtual consultations or remote interactions?
* What are some best practices for building client trust when physical presence isn’t possible?

#### **4. Technology as a Catalyst for Team Growth and Learning**

* In what ways can digital tools and data platforms be used to enhance staff training, education, and collaboration within practices?
* How can veterinary leaders inspire their teams to embrace innovation while maintaining focus on compassionate care?

#### **5. Looking Ahead: The Future of Tech-Driven Veterinary Care**

* Which emerging technologies do you believe hold the greatest promise for strengthening the human-animal bond in the coming years?
* How can veterinary organizations balance innovation with the timeless values of empathy, ethics, and emotional connection?