

Zocdoc



Zocdog* Hackathon Presentation

***also cats 🙄**

July 2022

**Would it make sense for Zocdoc
to add veterinarians to our
platform?**

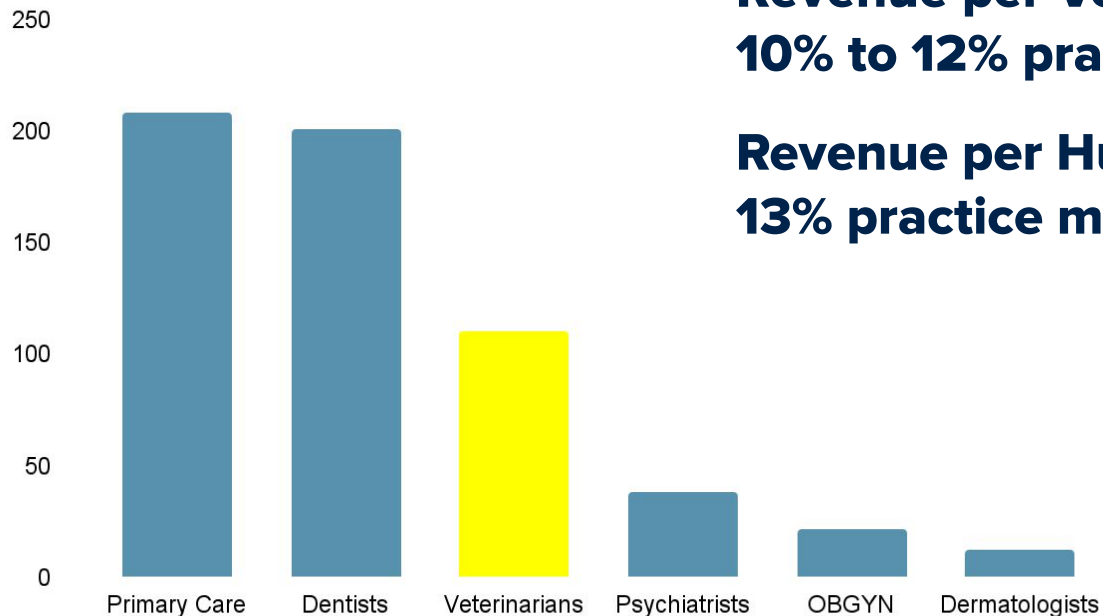
Jenna and King Louie



- **Located on the UWS**
- **Tried one nearby vet, but received poor service**
- **Not sure how to find a vet she can trust**
- **Pays out of pocket (like 98% of pet owners)**

Zocdoc could be our 3rd biggest speciality

Active Practitioners (thousands)



Revenue per Veterinarian \$600k
10% to 12% practice margins

Revenue per Human Doctor \$1.5mm
13% practice margins

The Legal Stuff

(Caveat: We aren't lawyers, just people with Google)

HIPAA: Does not cover pet health data (nor does any federal legislation)



State Law: 35 states do have laws that cover pet data, but the focus of these laws is on data accessibility for owners rather than data security, privacy, or usage.

Federal Anti Kickback Statute: Designed to protect Federal Healthcare Expenditure, which does not go towards pet care

The Good, The Bad, and The Ugly

The Good

- Big, open, growing space
- Real customer pain points
- Emergence of LPGs
- Less regulation

The Bad

- New syncs
- Starting from scratch
- Not enough supply



The Ugly

- Strengthening core marketplace?

Zocdog could be rolled out without a dedicated tech team

A new sub patient menu

Subpatient Form

×

Patient's name

First	Last
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Patient's email (optional)

Patient's date of birth

MM	DD	YYYY
----	----	------

Are you the parent or legal guardian of this patient?

☐ Yes ☐ No

Patient's sex assigned at birth

☐ Male ☐ Female

Continue

Syncs To Veterinary EHRs



Search + Scheduling Customizations

Zocpets

List your clinic | Help | Log in

Find local vets
for your pets

Animal City, state or zipcode Condition, procedure, veterinarian... Today

Separated Data Storage

```
localhost:5001/appointments
1 // 20220722095021
2 // https://localhost:5001/appointments
3
4 [
5   {
6     "apptId": "10001",
7     "vetId": "1",
8     "apptDate": "07/21/2022",
9     "apptTime": "09:00 AM",
10    "isBooked": false
11  },
12  {
13    "apptId": "10002",
14    "vetId": "2",
15    "apptDate": "07/21/2022",
16    "apptTime": "10:00 AM",
17    "isBooked": false
18  },
19  {
20    "apptId": "10003",
21    "vetId": "3",
22    "apptDate": "07/21/2022",
23    "apptTime": "09:00 AM",
24    "isBooked": false
25  },
26  {
27    "apptId": "10004",
28    "vetId": "1",
29    "apptDate": "07/21/2022",
30    "apptTime": "11:00 AM",
31    "isBooked": false
32  },
33  {
34    "apptId": "10005",
35    "vetId": "2",
36    "apptDate": "07/21/2022",
37    "apptTime": "04:00 PM",
38    "isBooked": false
39  },
40  ]
```



```
1 // 20220722094004
2 // https://localhost:5001/appointments/10003
3
4 {
5   "apptId": "10003",
6   "vetId": "3",
7   "apptDate": "07/21/2022",
8   "apptTime": "09:00 AM",
9   "isBooked": false
10 }
```

```
localhost:5001/doctors
1 // 20220722094008
2 // https://localhost:5001/doctors
3
4 [
5   {
6     "vetId": "1",
7     "name": "Dr. Dogfan",
8     "specialty": "dog",
9     "appointments": null
10  },
11  {
12    "vetId": "2",
13    "name": "Dr. Purrfect",
14    "specialty": "cat",
15    "appointments": null
16  },
17  {
18    "vetId": "3",
19    "name": "Dr. Runalot",
20    "specialty": "ferret",
21    "appointments": null
22  }
23 ]
```

```
1 // 20220722094011
2 // https://localhost:5001/doctors/2
3
4 {
5   "vetId": "2",
6   "name": "Dr. Purrfect",
7   "specialty": "cat",
8   "appointments": null
9 }
```

```
1 // 20220722094015
2 // https://localhost:5001/doctors/appointments
3
4 [
5   {
6     "vetId": "1",
7     "name": "Dr. Dogfan",
8     "specialty": "dog",
9     "appointments": [
10      {
11        "apptId": "10001",
12        "vetId": "1",
13        "apptDate": "07/21/2022",
14        "apptTime": "09:00 AM",
15        "isBooked": false
16      },
17      {
18        "apptId": "10004",
19        "vetId": "1",
20        "apptDate": "07/21/2022",
21        "apptTime": "11:00 AM",
22        "isBooked": false
23      },
24      {
25        "apptId": "10007",
26        "vetId": "1",
27        "apptDate": "07/21/2022",
28        "apptTime": "01:00 PM",
29        "isBooked": false
30      }
31    ]
32  },
33   {
34     "vetId": "2",
35     "name": "Dr. Purrfect",
36     "specialty": "cat",
37     "appointments": [
38       {
39         "apptId": "10002",
```

Find local vets for your pets

 Animal

 City, state or zipcode

 Condition, procedure, veterinarian...

 Today




Zocpets

Find local vets for your pets


Lizard ▾	10012	Color changing problem	07 / 21 / 2022	<input type="checkbox"/> Find Care
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Zocpets

Find local vets for your pets

Lizard  10012

Color changing problem

07 / 21 / 2022 

Find Care

Dr. Dogfan

07/21/2022

09:00 AM

07/21/2022

11:00 AM

07/21/2022

01:00 PM

Dr. Purrfect

Appendix

Cancer Patient



- **4 years old**
- **Tumor and Lymph Node Removal**
- **20 Appointments**
 - **8 Chemo**
 - **Skin graft Removal**
- **\$12,000 (\$5,000 covered by Insurance)**

Or rather there's just no transparency

And to go to another vet just to get a quote entails a full checkup

So it's another hundred \$ just to go through a whole other appointment and get a quote

When I heard how much a teeth cleaning could be... 🥲

For vet services?!

I need it

I just moved and I don't know where to go

Opportunities to Investigate

- **Pet Health Tracking**
- **Charging Recognized Booking**
- **Charging for recurring Bookings**
- **Online Pet Pharmacy**

Challenges / Open Questions

- **What sales and marketing effort would be required to gain credibility and get market share?**
- **How would Zocdog strengthen our core marketplace?**
- **How many syncs would we need to build?**
- **Pricing / Customer LTV for a pet vs a patient**

What if Vets won't share pricing online? Here are a few ideas:

- **Paywall (Angie's List)**
- **Pet owners can submit photos and symptoms to get quotes**
- **Zocdoc can intake pricing and convert to \$, \$\$, \$\$\$, \$\$\$**