

# Telehealth for Pets

**Speakers:**

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**Target Audience:**

Veterinary Expo



## PETS ARE FAMILY

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67%

Of about **85 million** families own a pet according to a **2019-2020** U.S. national pet owners survey

\$75B

Estimated pet expenditures in **2019**

Pet statistics from the Insurance Information Institute (III):  
<https://www.iii.org/fact-statistic/facts-statistics-pet-statistics>



## WHAT IS TELEHEALTH?


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### Telehealth

Refers broadly to the electronic and telecommunications technologies and services used to provide care and services at a distance.



## RESEARCH QUESTIONS



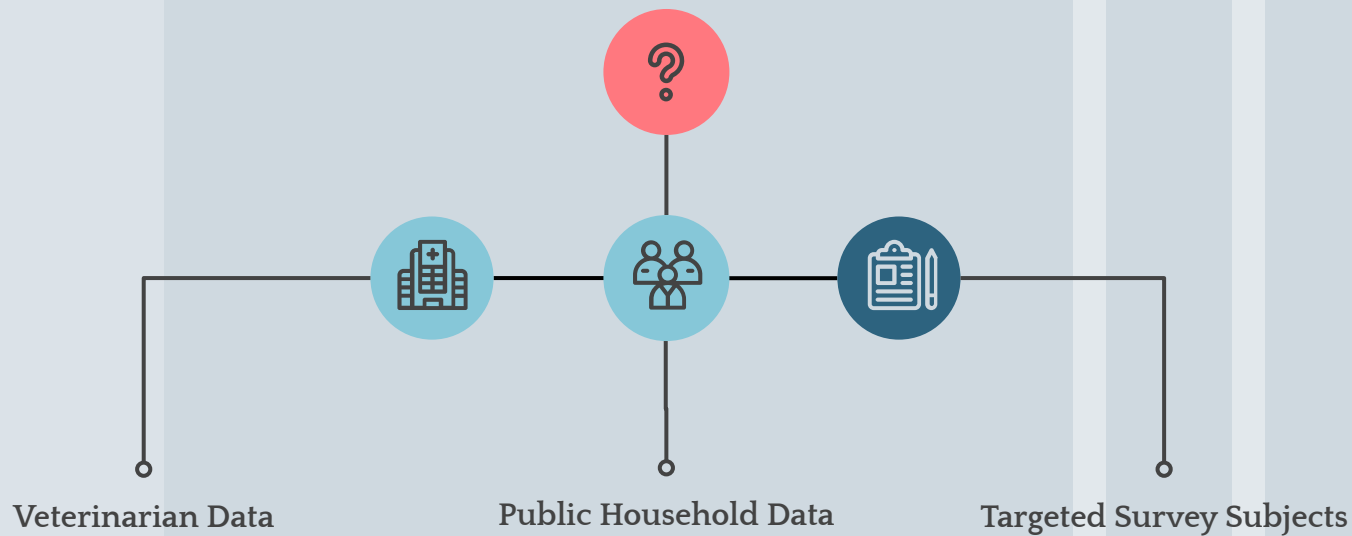
Are veterinary practices that are more established or larger in scale more likely to adopt telehealth services?

What is the average pet related expenditure by household income?

What is the split between telehealth vs non-telehealth related expenditures per household?

## IDENTIFYING DATA SOURCES

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## HOUSEHOLD

☐ Dog   ☐ Cat   ☐ Bird   ☐ Small Mammal

☐ Fish or Reptile   ☐ Other: \_\_\_\_\_

Number of pets: \_\_\_\_\_

Enter number: \_\_\_\_\_

Least Interested 1 2 3 4 5 6 7 8 9 10 Most Interested

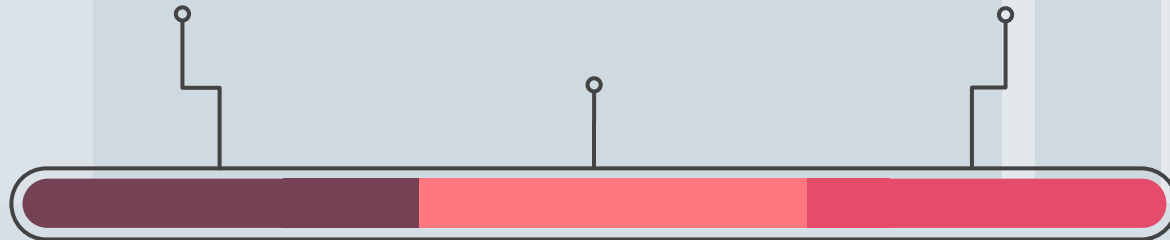
## BUSINESS

Enter number: \_\_\_\_\_

Enter number: \_\_\_\_\_

Enter number: \_\_\_\_\_

## Survey Delivery Method



Social Media

Veterinary Practices

Physical Mail

SAMPLE

1,000  
HOUSEHOLDS

1,000  
VETERINARIANS

REGION



North America  
(U.S./Canada)

PETS FOCUS



Cats & dogs

VETERINARY  
PRACTICES



Non-specialty  
establishments



## POTENTIAL RISKS

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Data  
Collection



Sample  
Independence

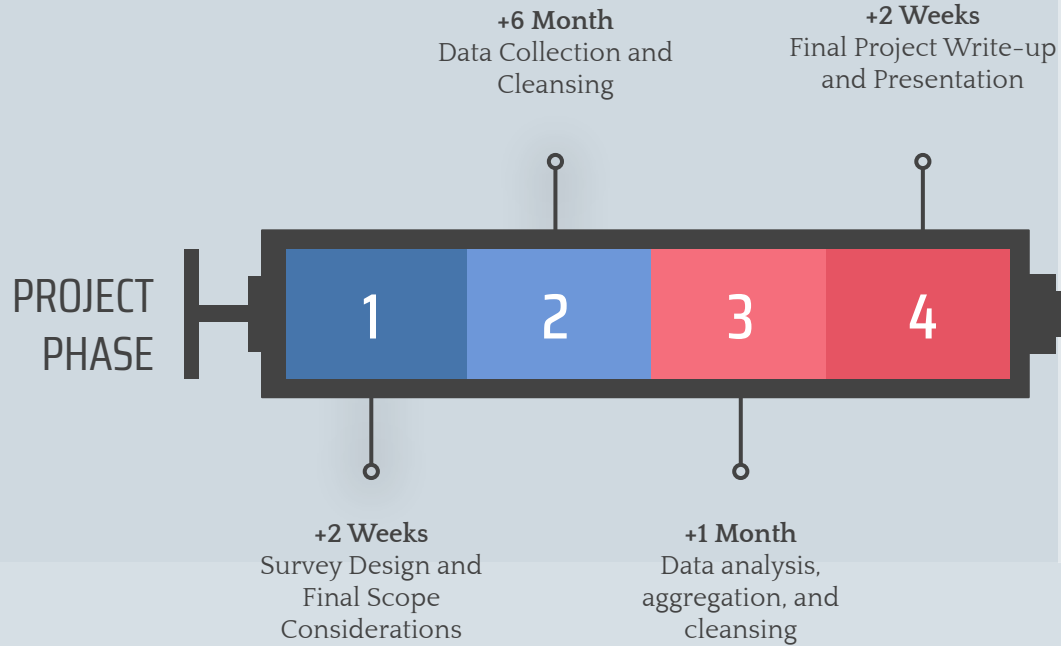


Privacy



Identically  
Distributed

## DELIVERABLES



# THANKS

Does anyone have any questions?



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<https://todaysveterinarybusiness.com/veterinary-telemedicine-leading/> Statement of Contribution