Kadence International

Veterinary Voices: Current and Future landscape.

We surveyed over 150 Vet professionals in the UK and USA to understand their current experiences, views on trends, and future of Veterinary care.

What are the top current attitudes?

A strong focus on **prevention** and **long-term health**

Life stage care is important

First year care is important in shaping long term pet health.



End of life care is an important part of Veterinary care.



Preventative care is becoming the norm

72% agree:
Pet owners are **more open to preventative treatment or nutrition** than 5 years ago.

91% agree:
Functional nutrition can delay or reduce the need for future medical intervention in some cases.

18% agree:
Routine deworming is unnecessary.

Wellness awareness is on the rise

54% agree:
Pet owners are increasingly seeking **wellness advice** from Veterinary professionals.

Expecting strongest growth in the next 2-3 years:

Ageing pets
52%

Pain management
46%

Weight management
35%

How can you support Vet professionals?

Most open to receiving support on (top 3):

Pain management
65%

Dermatology
47%

Behavioural
47%

Beyond therapeutic areas, most welcome support on:

- Continued Professional Development (CPD) 69%
- Client affordability challenges 66%
- Competing with online retailers 42%

What is the future of digital toools and AI?

Over the next 12 months, clinics are prioritising digital and AI tools to drive **diagnostic confidence** and **operational efficiency**

CURRENT USE:

- 65% **Automated client communication tools**
- 53% **Data-enabled practice management systems**
- 20% **AI assisted diagnostic tools**

PLANNED ADOPTION:

- 42% **AI assisted diagnostic tools**
- 32% **Advanced imaging interpretation**
- 30% **Telemedicine consultations**

AI

Vet professionals are steadily gaining confidence in AI adoption in Veterinary care

65% anticipate AI tools to **transform** small animal practice care in the **next 5 years.**



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To find out more about this study or our animal health research offering, please contact:
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Online survey completed between 11 - 23 March 2024.
Total n=158 vets across the UK and USA (n= 124 UK, n= 34 USA)