

VetNOW



Connected Care for Food Production Animals

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VETNOW: WHO WE ARE

Business Overview

- Founded in 2018, VetNOW is medical and technological platform focused on the **global digital transformation of veterinary healthcare**.
- The business was created in response to market needs for greater access to animal medical care in both the companion and food animal industries.
- Our platform facilitates **global healthcare access** that transcends the traditional barriers of location, logistics and country economic status

Our Mission

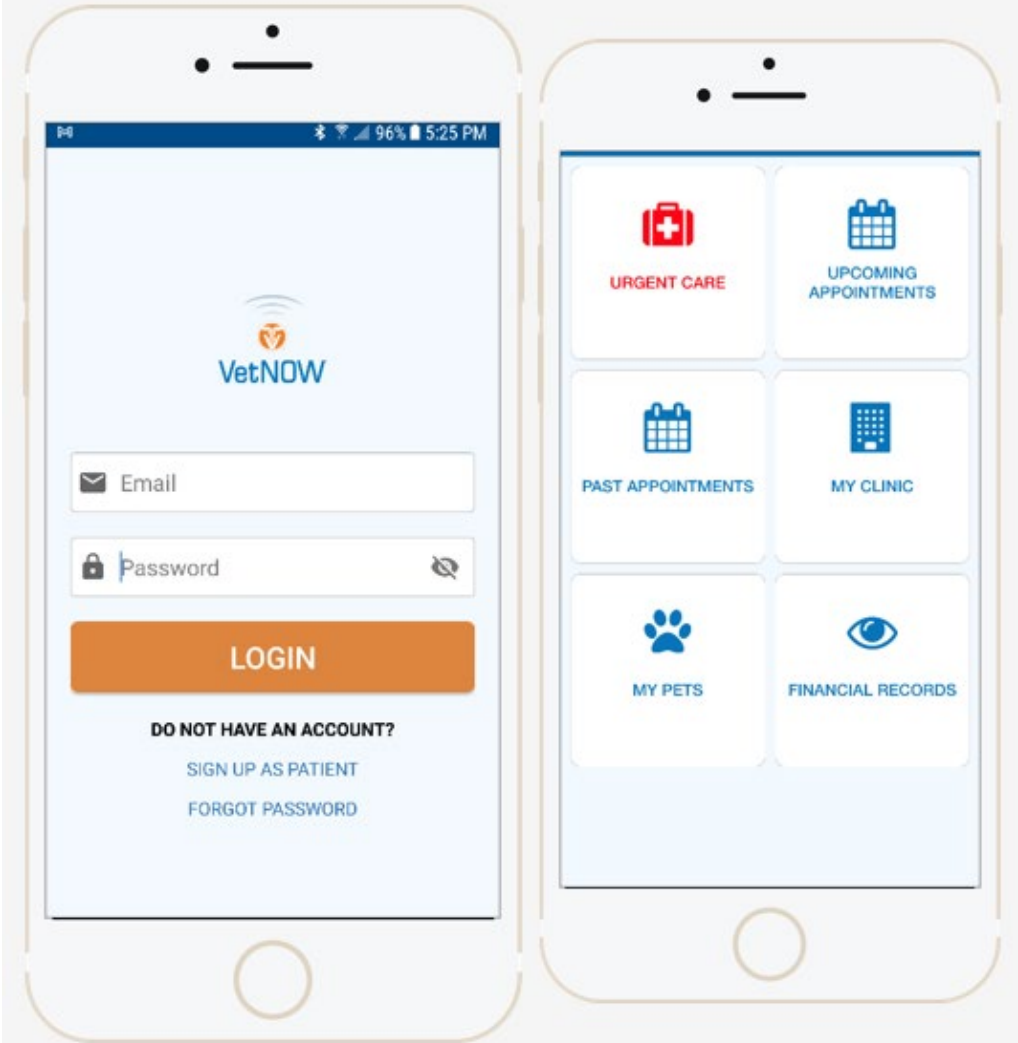
To improve the health of animals worldwide and to support the people that care for them through technology



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ANIMAL TELEHEALTH: THE BASICS

- Veterinary TeleHealth applications are similar to those in human medicine, *however* there are specific concerns that must be acknowledged and addressed when entering the animal health field.
- Covid-19 has had a profound effect on the animal health industry and its impact is expected to serve as an *accelerant and catalyst to broader telehealth adoption.*



ANIMAL TELEHEALTH: THE BASICS

History

- Veterinary Telehealth is a relatively new field
- Informal telehealth practices have been in use for decades

Regulatory Compliance

- HIPAA, HL7, Privacy Concerns
- VCPR (Veterinary-Client-Patient Relationship)

Telehealth in Food Animal Practice

- Economic considerations
- Dynamic and distinct workflows
- Balancing individual versus population medicine



FOOD ANIMAL VET CHALLENGES

ACCESSABILITY AND AVAILABILITY

- 1 Rural Vet Shortages
- 2 Distance and Weather
- 3 Biosecurity and Safety
- 4 COVID-19 Impact

ESTIMATED NUMBER OF FOOD ANIMAL VETERINARIANS NEEDED TO MEET THE LOCAL DEMAND

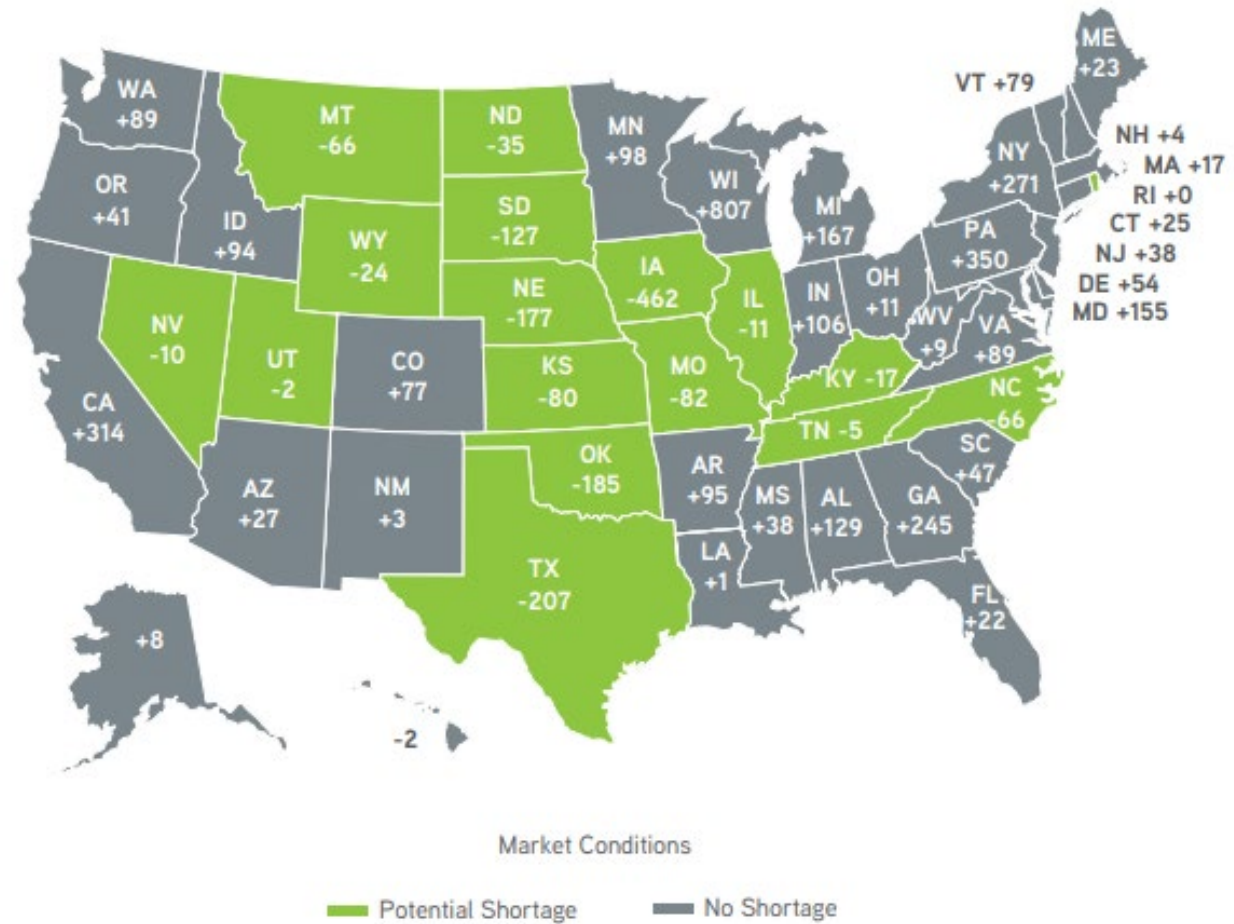


Figure 35

Source: 2018 AVMA Market Report for Veterinary Services

By removing access barriers to general and specialist talent, Telemedicine expands animal healthcare possibilities



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FOOD ANIMAL VET CHALLENGES

ANTIMICROBIAL RESISTANCE

Limited Veterinary access is a problem for antimicrobial resistance

Why are Antibiotics Used?

- Animal Health
- Animal Welfare
- Food Safety
- Public Health

Key Points

- Whenever antibiotics are used, there is potential for resistance to develop
- In order to justify usage, there must be some benefit that outweighs this risk
- Veterinarians have a duty to ensure that when antibiotics are used, it is done responsibly



ANTIBIOTIC USE

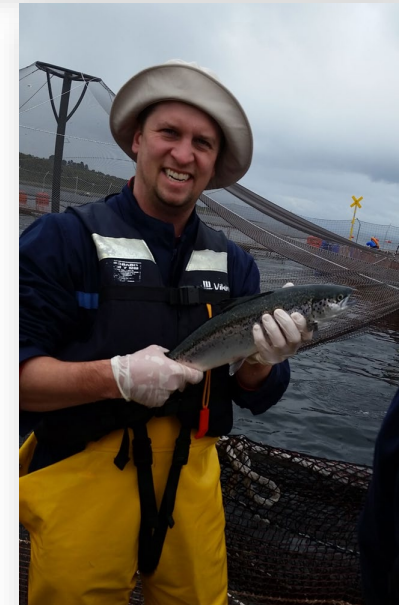
Judicious Antibiotic Use – All Species

Ensure Antibiotic is:

- Needed for condition
- Appropriate for condition

Given in Correct:

- Dose
- Frequency
- Duration
- Delivery Method



ANTIBIOTIC USE

Decisions to use antibiotics are not taken lightly

- All antibiotics are cheap if they are effective
- All antibiotics are expensive if they don't work or are not needed
- When farm access is limited, decisions must be made with incomplete information
- Misinformed decisions have lasting consequences for:
 - Animal health
 - Finances
 - Overall antibiotic usage
- A single treatment decision can have a significant impact
- Opportunity for stewardship research and education leveraged dramatically

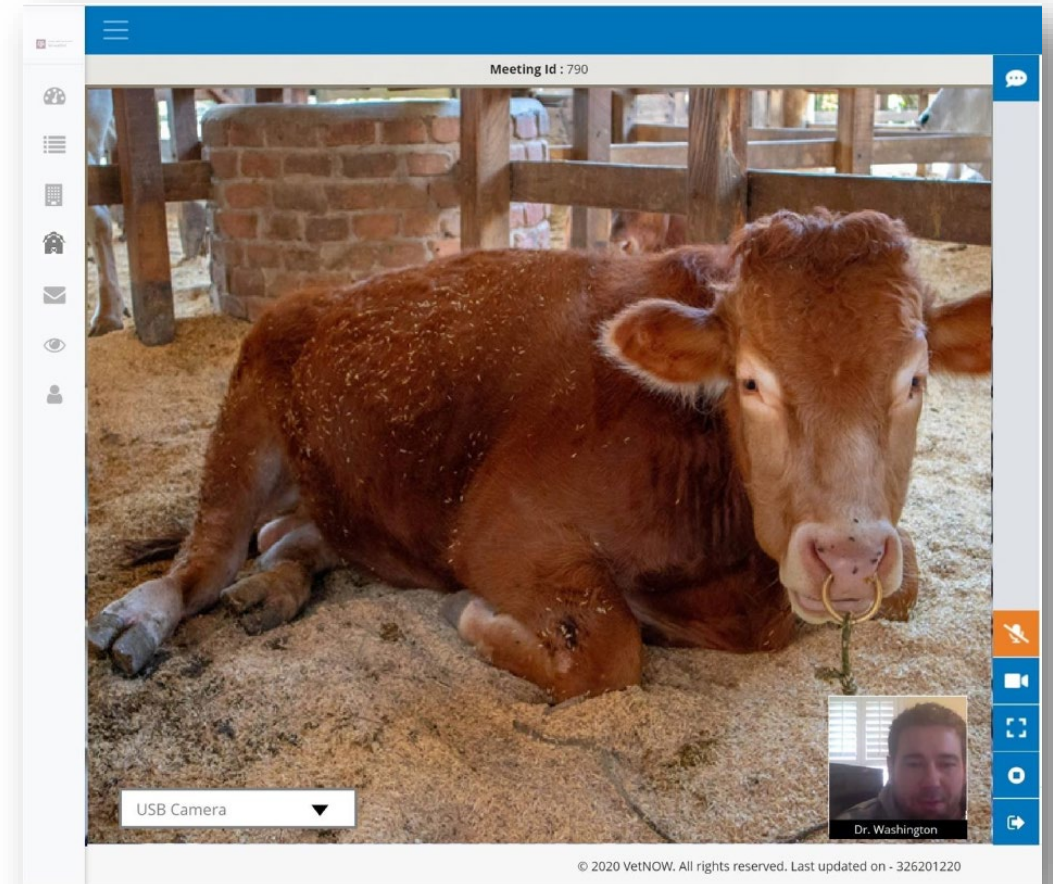


ANTIBIOTIC USE

KEY POINT

Telemedicine supports judicious antibiotic usage

- Telemedicine can bridge gaps in veterinary accessibility and availability
- Helps address regional veterinary disparities
- Live video and pictures help to provide a more complete clinical picture
- Provides documentation of veterinary-producer interactions
- Justify instances where antibiotics are needed



CLOSING THOUGHTS

Benefits for Telemedicine

- Availability and accessibility of veterinarians is a growing problem in food animal practice
- Telemedicine helps veterinarians to be better informed when making decisions about antibiotic usage
- Secure and official medical records improve documentation, and provide justification for antibiotic usage
- Increased interaction results in improved animal health outcomes, resulting in:
 - **Overall reduction in antibiotic uses**
 - **More precise targeting for antibiotics when they are needed**

Opportunities for Progress

- Improved connectivity in rural areas
- Harmonization of telemedicine with existing medical databases and other technical platforms used in veterinary medicine
- Define appropriate data metrics and methods for collection
- Validation and acceptance of telemedicine as an effective conduit to provide veterinary services

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