

# How AI Empowers Self-driven Pet Care, Compliance and Spending in Animal Health

**October 2019**

Cal Lai, Chairman & CEO

**MyPetDoc**  
powered by ASK•VET

# Vet Care Has Transitioned to Pet Care

**7/10**

**7 out of 10** Millennials own a pet – For the first time, Millennials have outpaced Baby Boomers as pet owners

**56%** of Millennials do **NOT** have a vet

**56%**

**46%**

Today's consumer is tech savvy – **46%** of Millennials **ONLY** shop via app

Millennials have a more holistic view of pet care beyond injury and illness - **87%** want to use technology to manage their pet's wellness

**87%**

Millennials **outspend** every other segment in pet care

Packaged Facts, 2018

## Vox Populi, Vox Dei

# The Voice Of The Consumer

## Pet Owner Credo

The pet health care system is not on our side. The industry has taken advantage of our unconditional love for our pets. We feel most vulnerable when we don't have the answers and expertise we need to care for our pets.

### As pet owners:

- ✓ We're fed up with the focus on injury and illness only
- ✓ We are tech savvy and want to take control of our pet's wellness
- ✓ We want transparency, self-driven care, and immediate answers
- ✓ We need experts on our side - 24 x 7 - that can give us honest feedback

67% of millennials see  
their pet as part of the family

Packaged Facts, 2018

Engagement commerce is **NOT** just a sales transaction, it's **much more...**

Personal and Compelling

Two-way Interaction

Insight Driven

Consultative Experience

Action Plan Focused

Powered by AI + Virtual Consultation

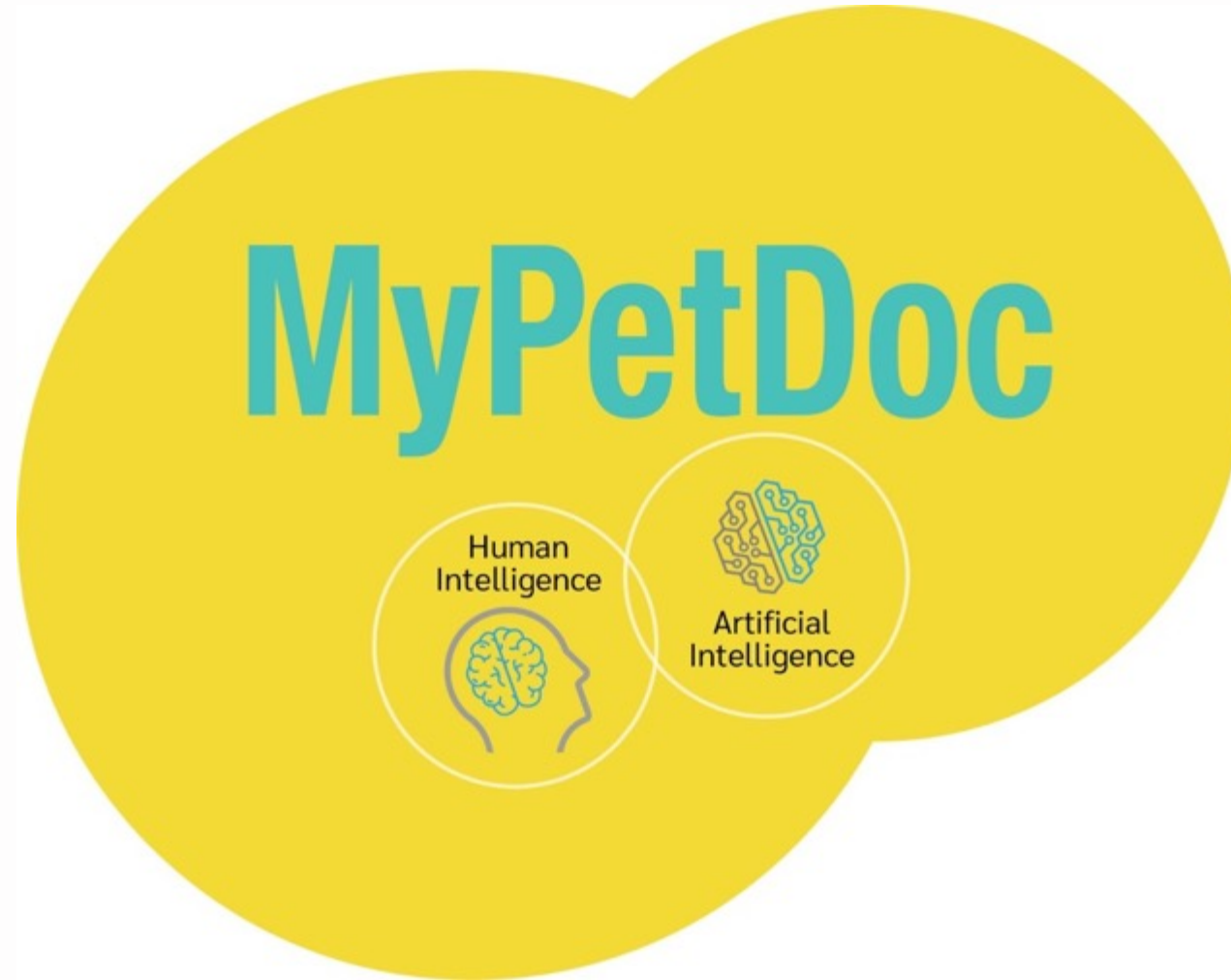
ask.vet services

6+ million pet owners

[MyPetDoc Demo]

[Play](#)

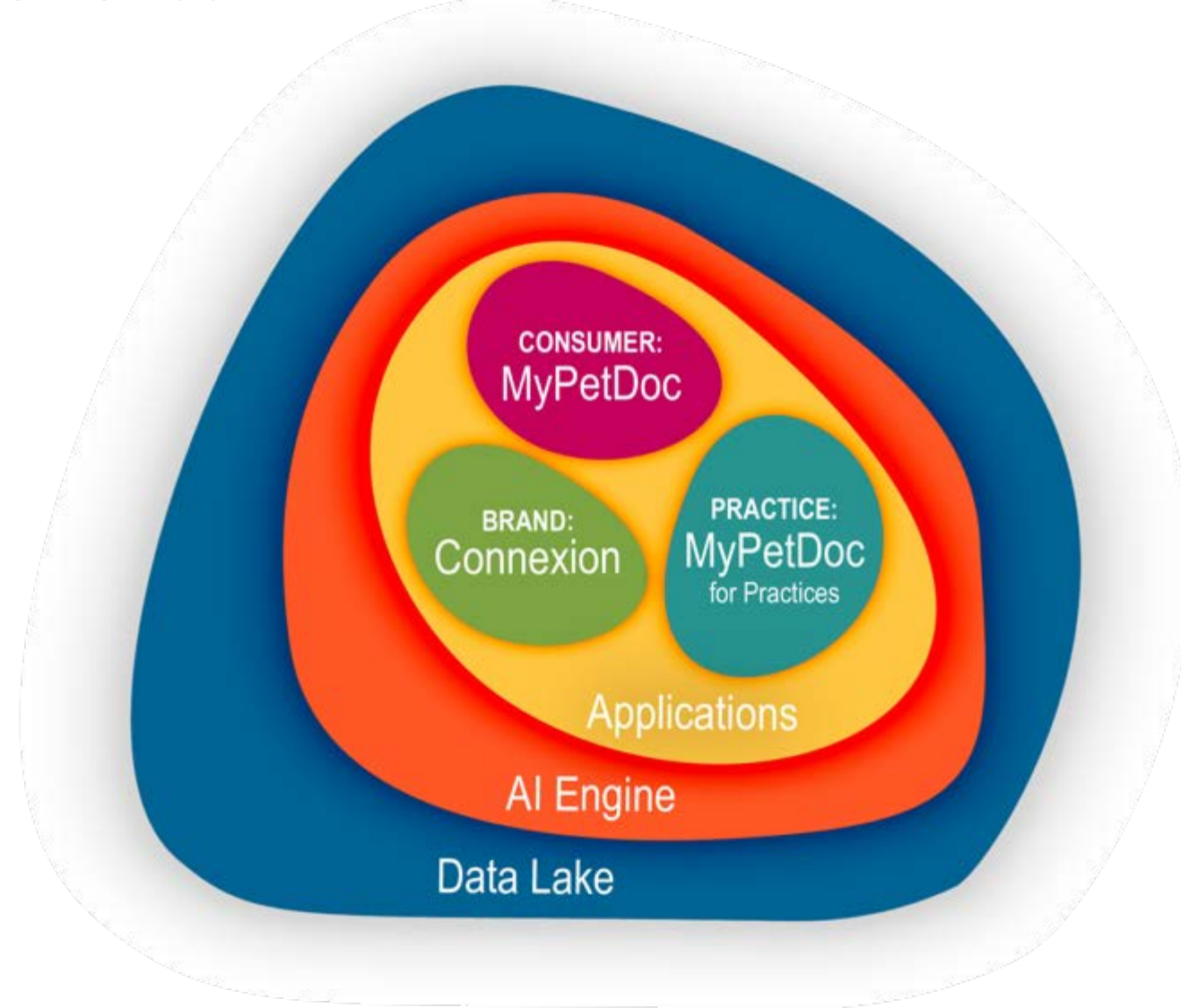
# The Secret Sauce To True Engagement And Self-driven Pet Care



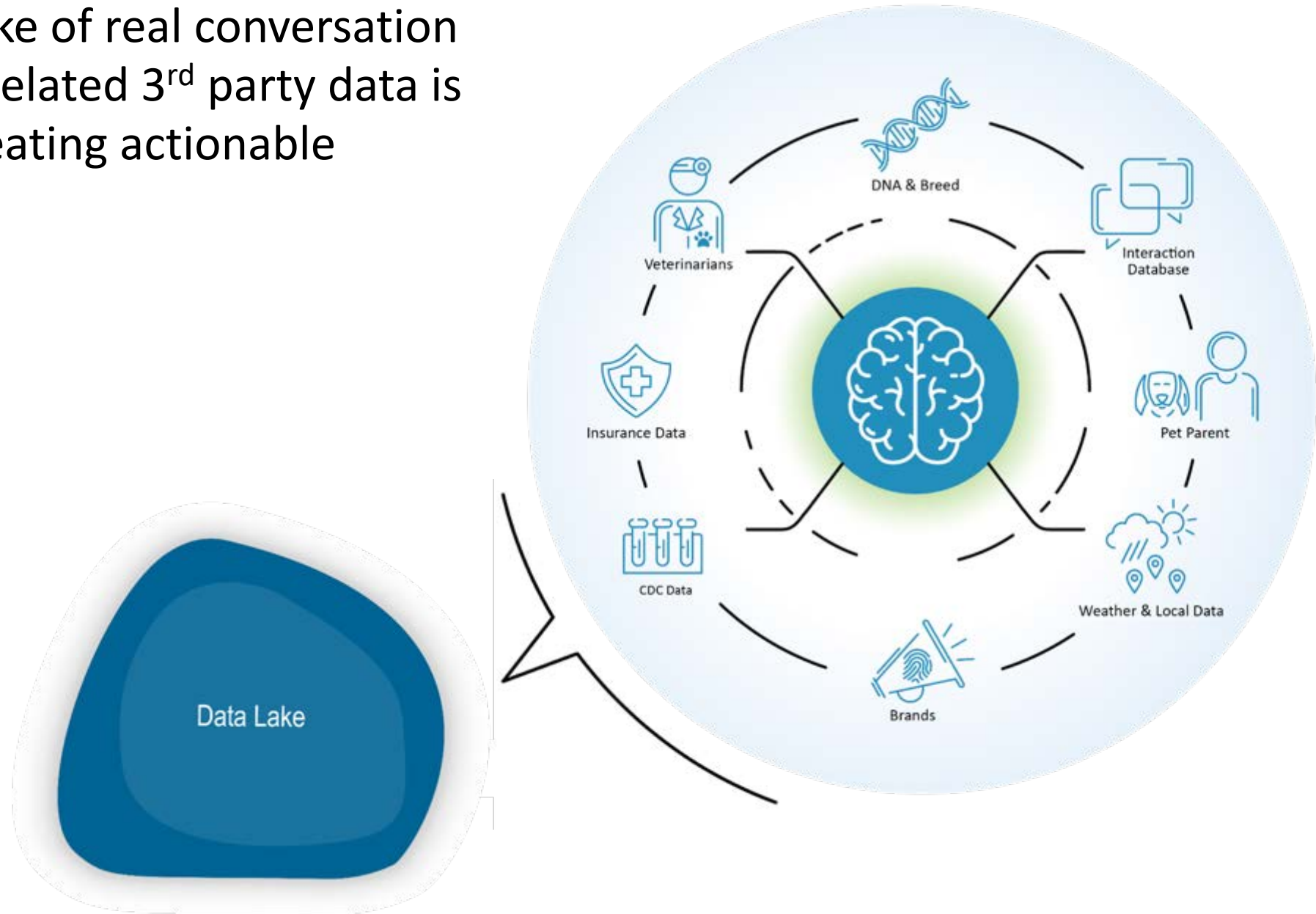
**70%** of ask.vet consults do not need a vet visit

A true AI engagement management system is data-driven, *contextual* conversation with individual actionable insights

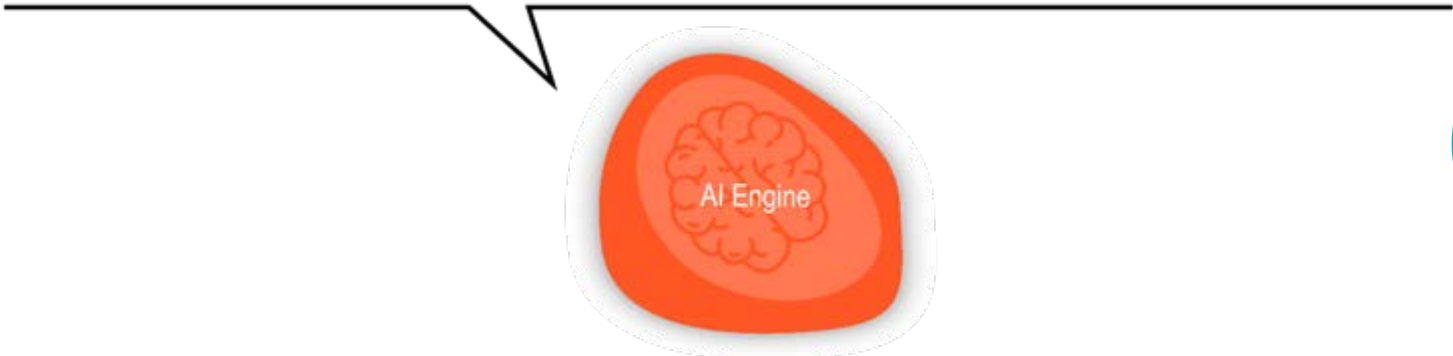
Powered by 250,000+ pet owner / veterinarian interactions



Deep data lake of real conversation history plus related 3<sup>rd</sup> party data is **critical** to creating actionable engagement



# AI engine processes input and drives personalized recommendations

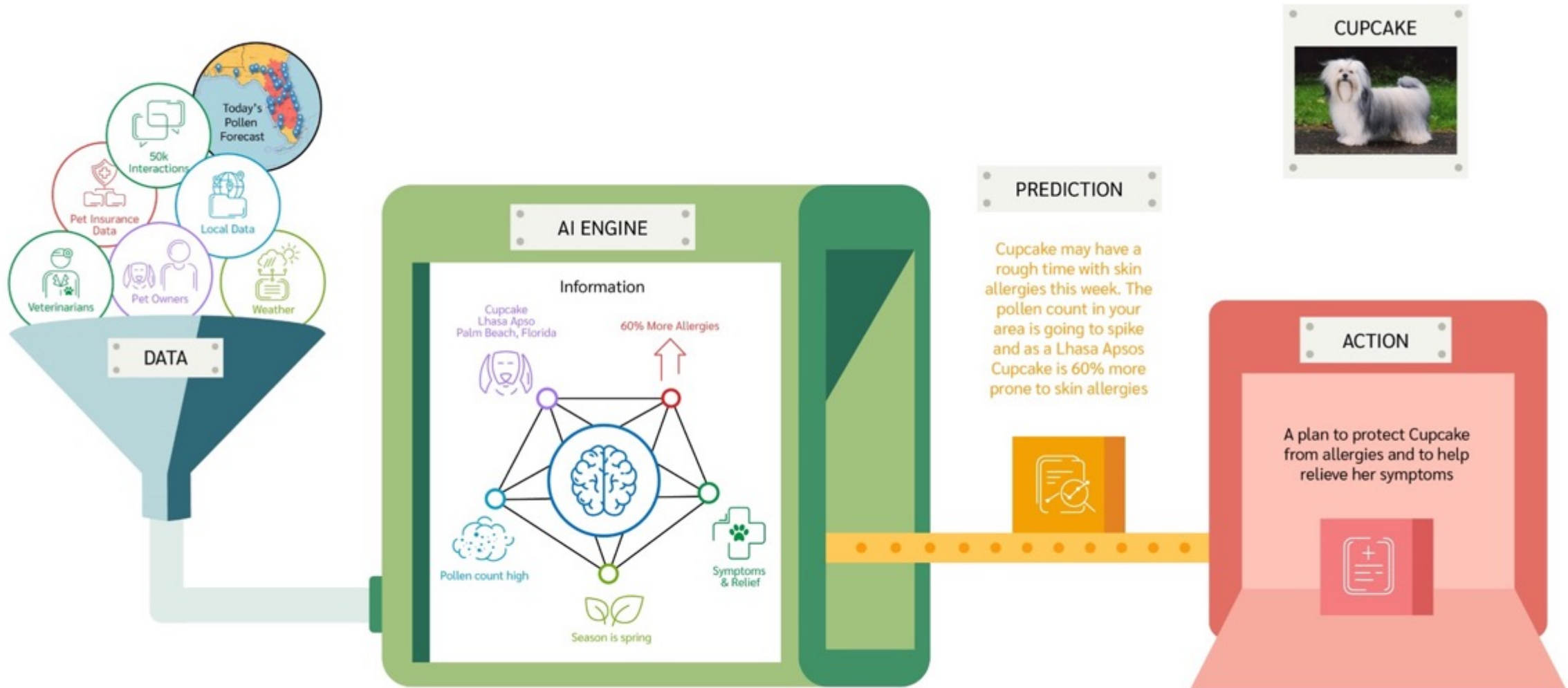


48% dogs are seniors  
58% of pets are obese



# Data drives AI anticipatory guidance, which creates action

## - Allergy Alert -



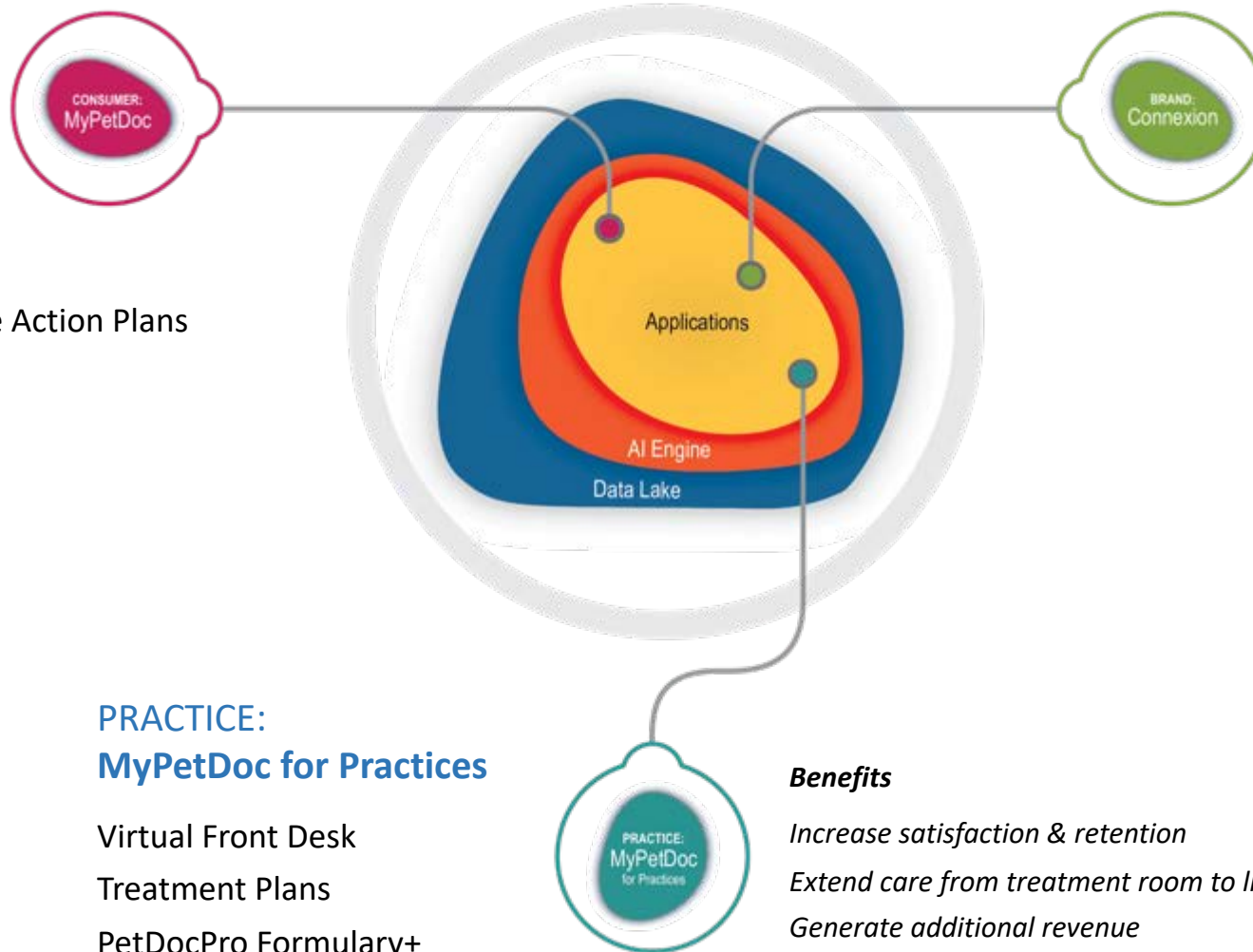
# The MyPetDoc platform engages consumers which, in turn, drives revenue for brands and practices

## CONSUMER: MyPetDoc

MyPetDoc Triage  
Daily Pet Briefing  
Wellness Coach  
Data-Driven Predictive Action Plans

### Benefits

Take control  
Get answers  
Talk to experts



## BRAND: MyPetDoc for Brands

Conversation Marketing  
Voice Advertising  
Retail Voice POS Solutions  
Voice Forms

### Benefits

Deliver value consumers, one-on-one,  
at the time of need  
Drive customer acquisition  
Grow brand loyalty & sales

## PRACTICE: MyPetDoc for Practices

Virtual Front Desk  
Treatment Plans  
PetDocPro Formulary+  
Daily Vet Briefing + Voice CE Program

### Benefits

Increase satisfaction & retention  
Extend care from treatment room to living room  
Generate additional revenue  
Improve operational efficiency

# Voice AI where the consumers are – on their phones!

## Mobile app powers daily engagement and conversational commerce

- Intake and 3<sup>rd</sup> party data drives AI insights and consumer tips & action plans
- AI calculates savings from tips & actions
- Bot completes purchases
- Voice or chat - first with bot, then with experts - provides expanded advice and guidance

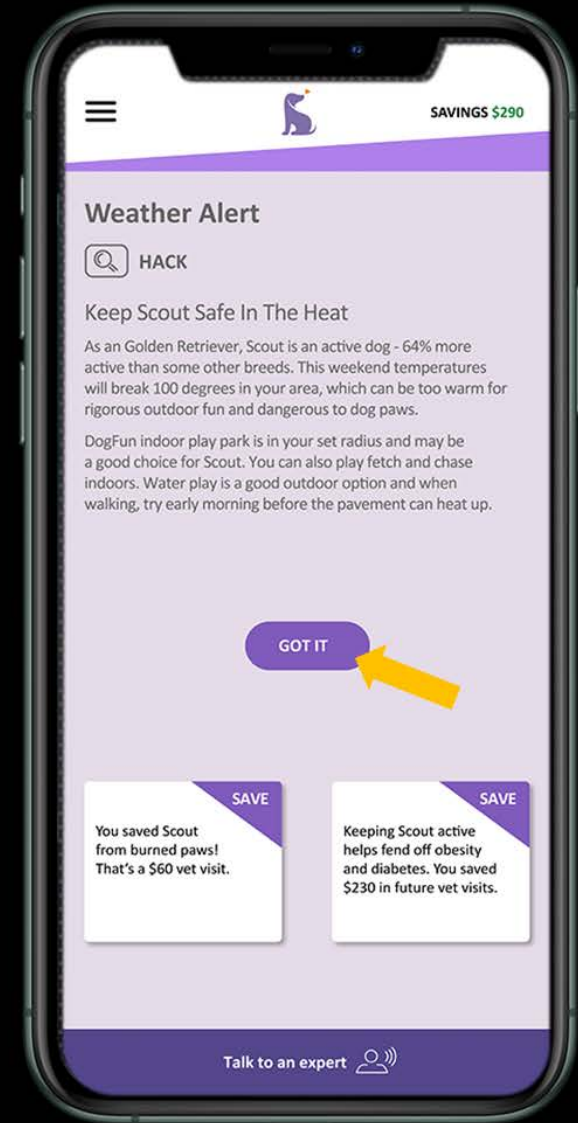
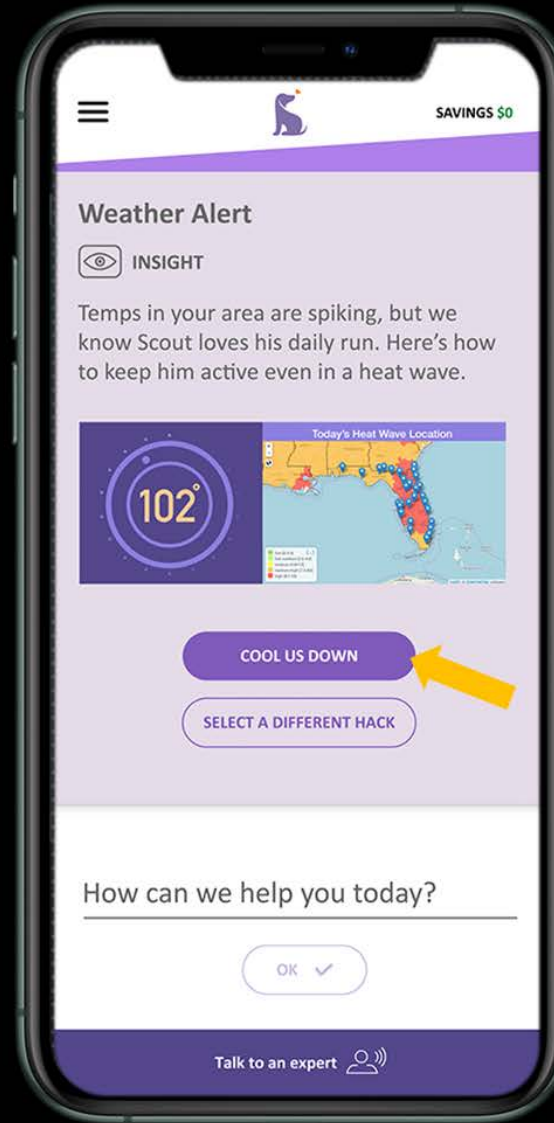
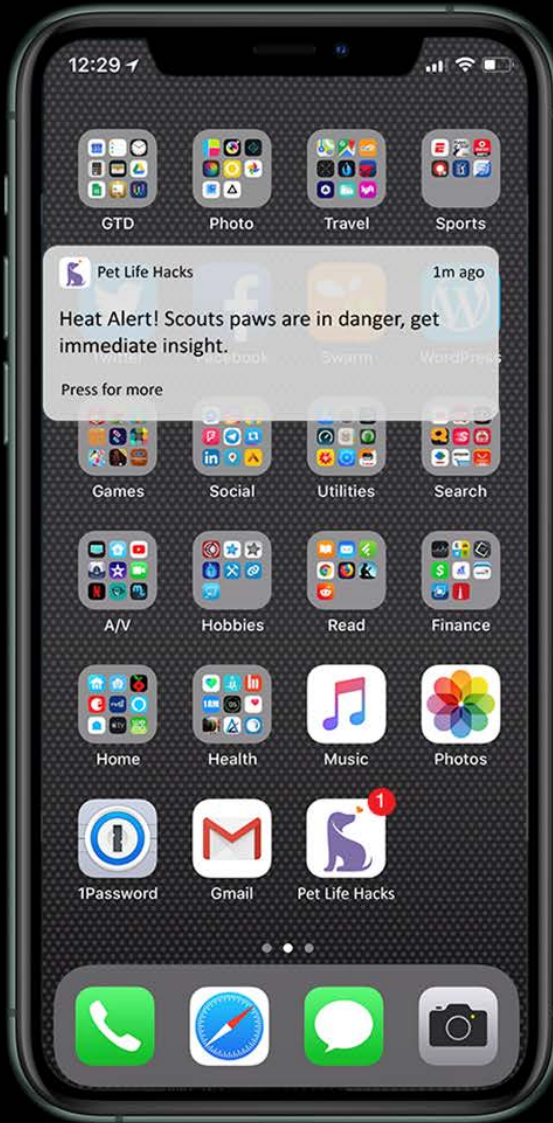


46% of millennials  
**ONLY** shop via app

**So What?:** Scouts paws are in danger!

**Insight and Life Hack:** Don't let a heat wave slow you down – cool activities for Scout.

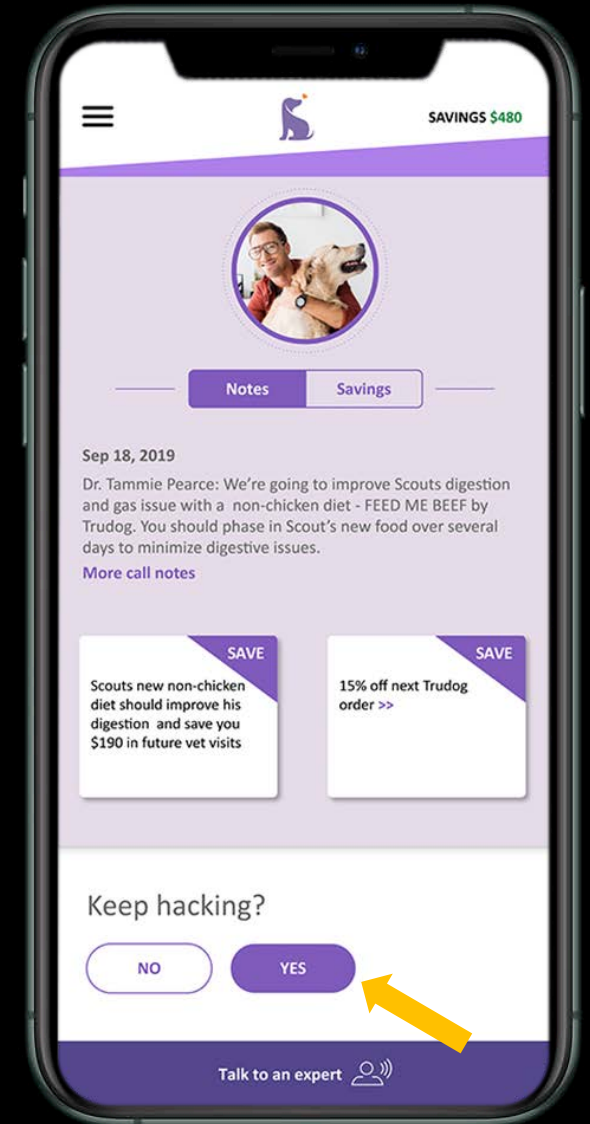
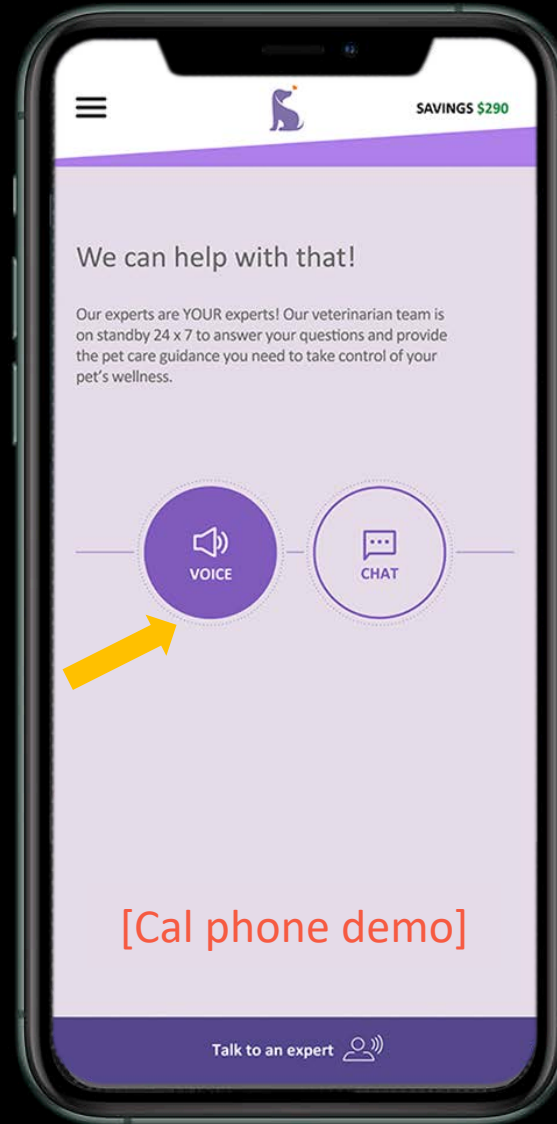
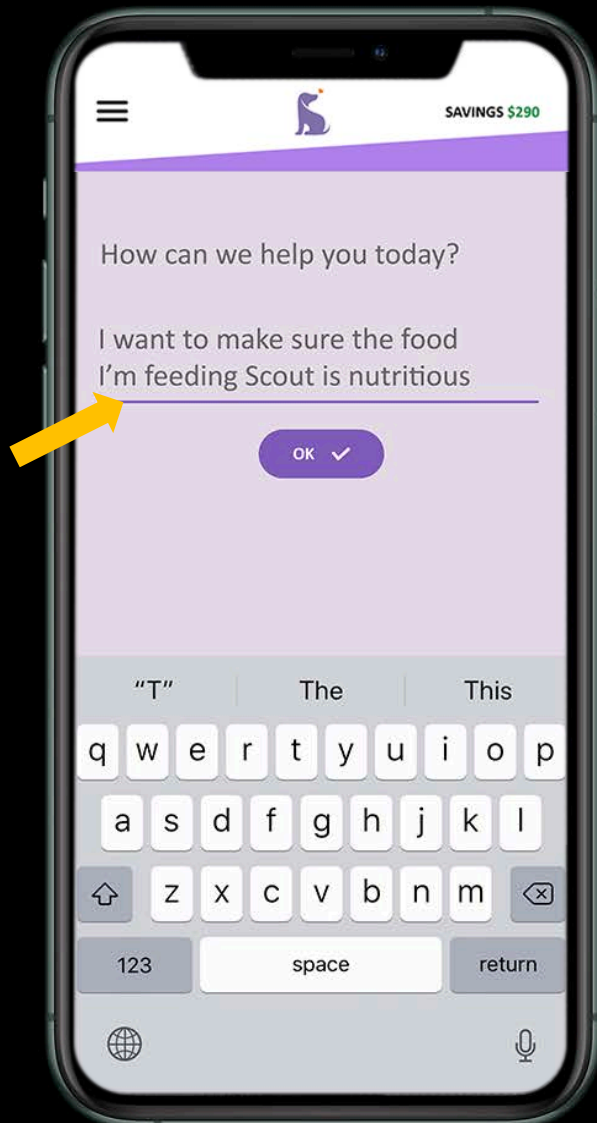
**Savings:** No burnt paws + Fending off obesity = \$290.



**So What?:** Scout has gas and needs nutrition help.

**Expert Help:** Ditch the chicken. New food order placed via Amazon Prime.

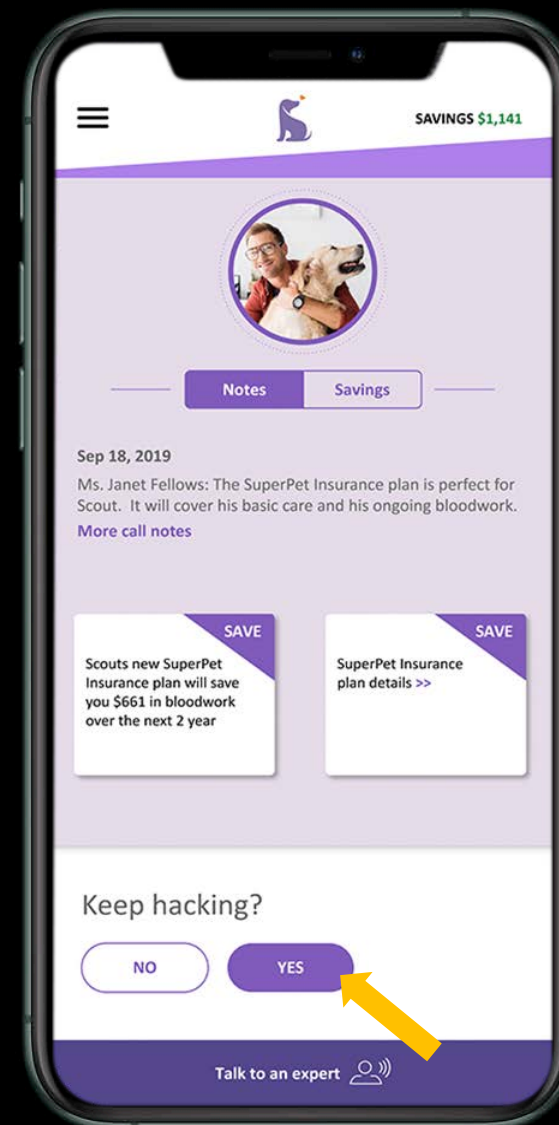
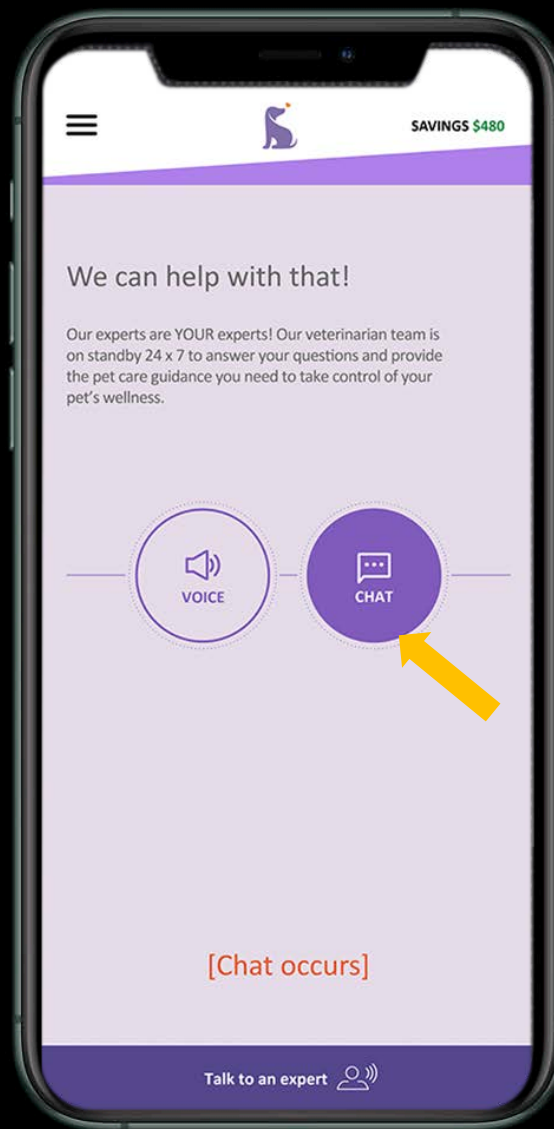
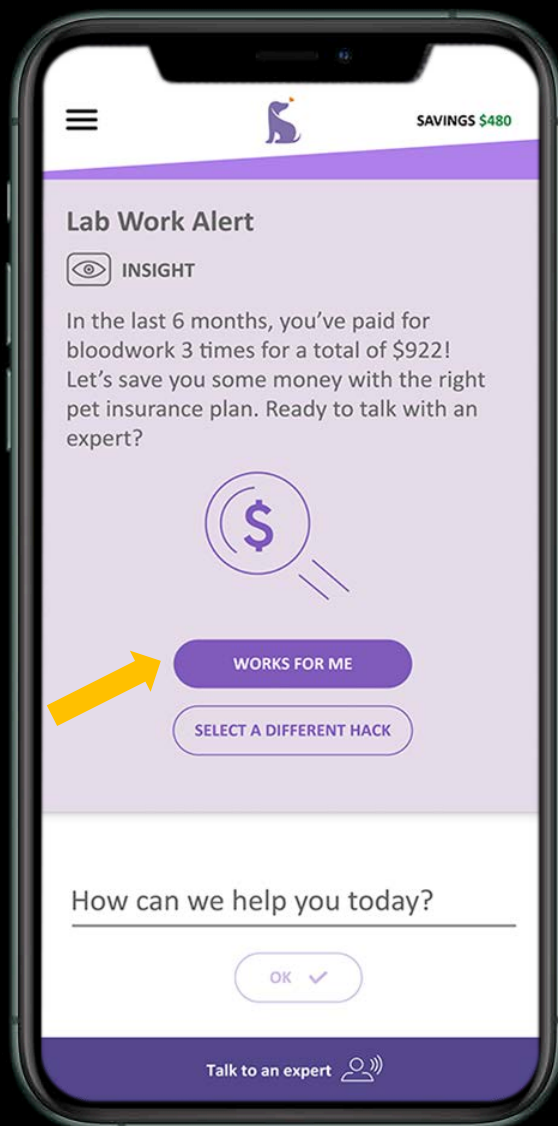
**Savings:** Digestive vet visits + Food discount = \$190.



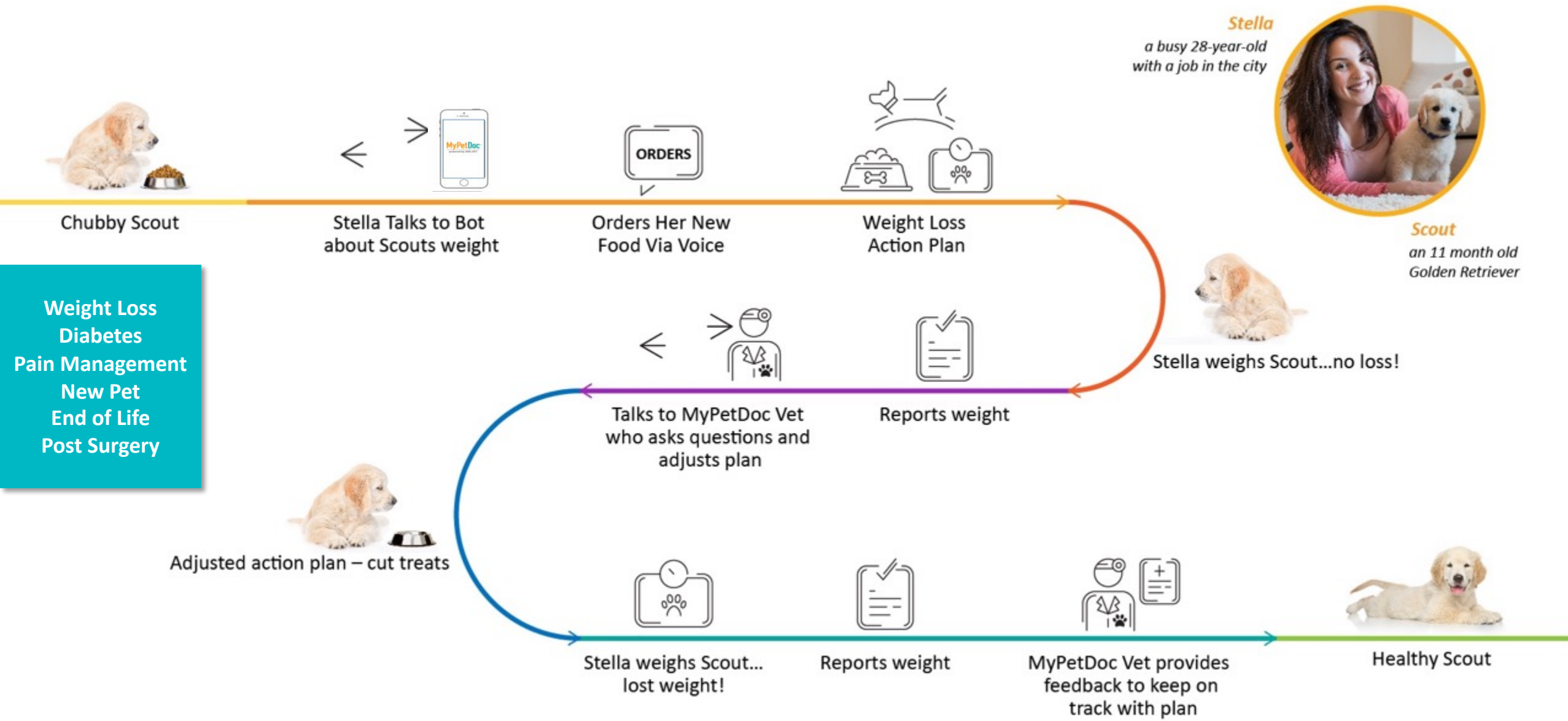
**So What?:** You're spending a ton of money on bloodwork for Scout!

**Expert Help:** There's insurance for that...cover Scout's visits and bloodwork.

**Savings:** Vet Visits + Bloodwork = \$661.



# Self driven wellness plans drive purchases and compliance



# AI + HI @retail via voice drives immediate conversions



**Fleas driving you crazy?**

Use the in-store Amazon Alexa.  
Just say: **"Alexa, Ask MyPetDoc"**,  
"What's the best flea protection for my dog?"

MyPetDoc powered by ASK-VET 



**Don't let fleas get you down!**

Use the in-store Amazon Alexa.  
Just say: **"Alexa, Ask MyPetDoc"**,  
"What's the best flea protection for my cat?"

MyPetDoc powered by ASK-VET 



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MyPetDoc 



**Eradicate pests!**

Elanco

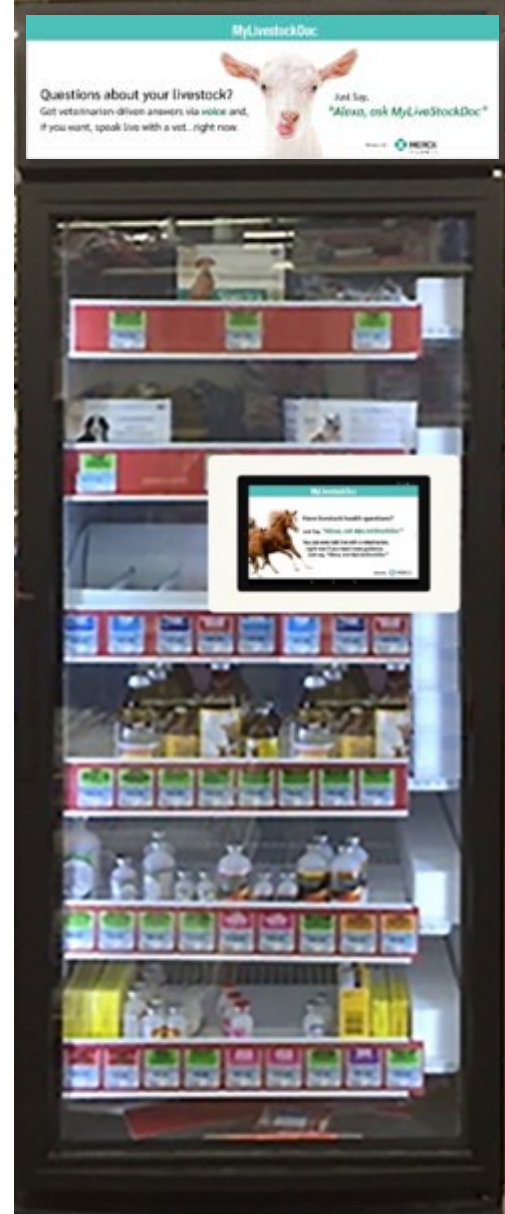
**Get Answers!**  
Just say, **"Alexa, ask MyPetDoc"**

Talk with a veterinarian right now

MyPetDoc

Just say: **"Alexa, ask MyPetDoc"**  
You can even talk with a veterinarian right now if you need more answers.

CAPSTRIN



MyLivestockDoc

Questions about your livestock?  
Get veterinarian-driven answers via voice and, if you want, speak live with a vet...right now.

Just say: **"Alexa, ask MyLivestockDoc"**

MyLivestockDoc

Have livestock health questions?  
Just say: **"Alexa, ask MyLivestockDoc"**  
You can even talk with a veterinarian right now if you need more answers.



AI + HI @online via voice/chat connects buyers with expertise and drives sales



All

Shop 12 Days of Deals

Deliver to Laura Fountain ... 92708

[Buy Again](#) [Your Pickup Location](#) [Browsing History](#) [Laura's Amazon.com](#) [12 Days of Deals](#) [Gift Cards](#)

EN [Hello, Laura Account & Lists](#) [Orders](#) [Prime](#) Cart

FLEAS. TICKS. GONE.  
**BOOM**

**FRONTLINE<sup>®</sup>**  
*Plus*



QUESTIONS FOR A VET?  
Click to Chat or Talk

# AI Empowers Self-driven Pet Care, Compliance and Spending in Animal Health

**Reach consumers  
where they are**

Mobile app with expert-driven AI empowers consumers to take an active part in their pet's care, seamlessly integrates into their lives, and drives purchases and compliance

**Pet owners want**

**Transparency**

**To take control of all aspects of their pet's wellness**

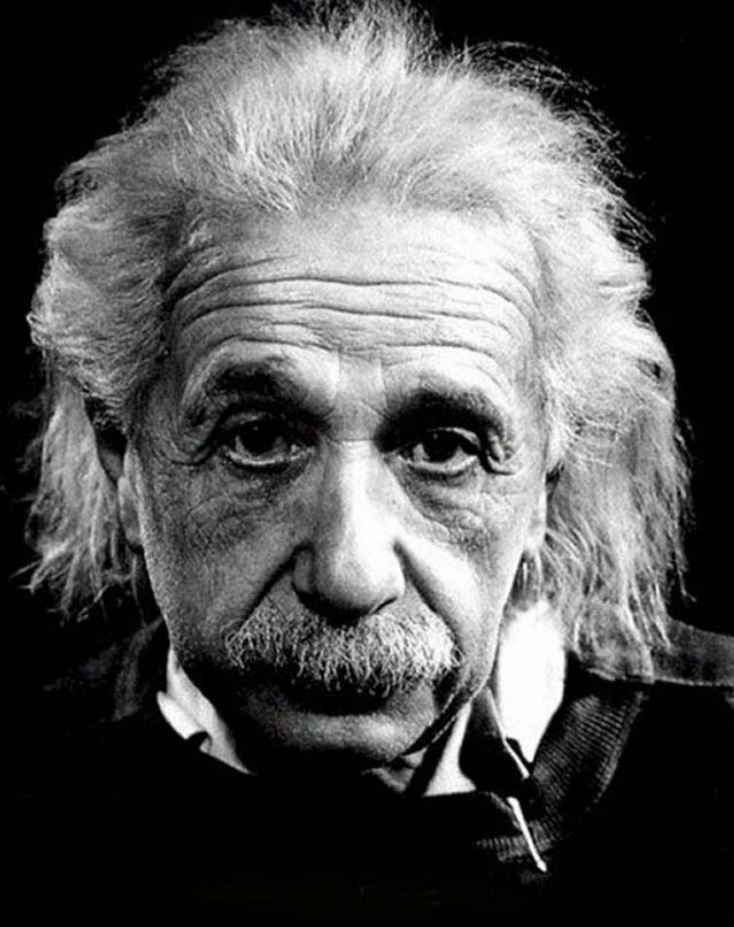
**3rd party expertise – veterinary, nutrition & coaching**

**Immediate answers**

**AI driven anticipatory guidance**

**Solutions that save time and money**

**90%** of Ask.vet pet owners  
comply with our AI + expert  
recommendations



“

If I had an hour to solve  
a problem I'd spend

**55 minutes**

thinking about the **problem**

and

**5 minutes**

thinking about **solutions.**

”

- Albert Einstein

To see the future, solve the right problem