



**VETERINARY**  
INNOVATION SUMMIT

# DAILY PROGRAM

If you consider yourself an innovative thinker or disruptor who welcomes change and growth, you won't want to miss this one-of-a-kind CE opportunity.

Texas A&M College of Veterinary Medicine & Biomedical Sciences (CVM) | College Station, Texas

**VIS PROGRAM | FRIDAY 4.28.17**

THOMAS G. HILDEBRAND, DVM '56 EQUINE COMPLEX | 3240 F&B ROAD | COLLEGE STATION, TX 77843

|              |   |
|--------------|---|
| 6:00-7:00 PM | <b>REGISTRATION &amp; COCKTAIL HOUR</b><br>BARTLETT RECOGNITION HALL<br>SPONSORED BY ZOETIS                       |
| 7:00-7:30 PM | <b>OPENING REMARKS</b><br><br>How to Change the World Through Animal Health<br><i>Ryan Bethencourt, Indie.Bio</i> |
| 7:30-9:00 PM | <b>DINNER</b><br>AUDITORIUM<br>SPONSORED BY BANFIELD PET HOSPITAL   |



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# VIS PROGRAM | SATURDAY 4.29.17

VETERINARY & BIOMEDICAL EDUCATION COMPLEX | 660 RAYMOND STOTZER PARKWAY | COLLEGE STATION, TX 77843

|  |  |  |   |   |   |  |
|--|--|--|---|---|---|--|
| 7:30-8:00 AM   | <b>WELCOME AND OPENING REMARKS</b>   |  |   |   |   |  |
|  | <p><i>Eleanor M. Green, Dean, TAMU CVM; Adam Little, Executive Director, Veterinary Innovation Summit; Michael K. Young, President, Texas A&amp;M University</i></p> <p><b>LOCATION: VENI 107 A &amp; B</b></p>  |  |   |   |   |  |
| 8:00-9:15 AM   | <b>THEME 1 - THE QUANTIFIED PATIENT (KEYNOTES)</b><br><b>SPONSORED BY HILL'S</b>   |  |   |   |   |  |
|  | <b>How Sensors Are Changing Our Relationship with Animals</b>  |  |   |   |   |  |
|  | <i>Ben Jacobs, CEO/Co-founder, Whistle</i>   |  |   |   |   |  |
|  | <b>Democratizing Diagnostics</b>   |  |   |   |   |  |
|  | <i>Stephen Chen, CEO/Founder, Petnostics</i>   |  |   |   |   |  |
|  | <b>Digital Biology and Engineering Healthy Animals</b>   |  |   |   |   |  |
|  | <i>Raymond McCauley, Chair of Digital Biology, Singularity University</i>  |  |   |   |   |  |
|  | <b>Crowdsourcing Veterinary Research</b>   |  |   |   |   |  |
|  | <i>Ben Lewis, CEO/Founder, The One Health Company</i>  |  |   |   |   |  |
|  | <b>VENI 107 A &amp; B</b>  |  |   |   |   |  |
| 9:15-10:30 AM  | <b>THEME 1 - THE QUANTIFIED PATIENT (BREAKOUTS)</b>  |  |   |   |   |  |
|  | <p><b>Improving Animal Health to Transform Human Health - Advances in Translational Medicine</b></p> <p><i>Moderator: Jon Levine, DVM DACVIM-Neurology, Professor and Head; Helen McWhorter, Chair and Head, Department of Small Animal Clinical Sciences, TAMU CVM; Melissa Maclver, DVM, Surgical Resident, Department of Small Animal Clinical Sciences, TAMU CVM; Larry Suva, PhD, Professor and Head, Department of Veterinary Physiology &amp; Pharmacology, TAMU CVM; Alan Glowczwski, MD, Director of Imaging, Texas A&amp;M Institute for Preclinical Studies, TAMU CVM; Lynn Criner, Executive Director, Texas Board of Veterinary Medical Examiners</i></p> | <p><b>What is Big Data? What Does it Mean to the Practitioner?</b></p> <p><i>Alasdair Cooke, BVM&amp;S, MSc, DECVPH, CertPM, PhD, MRCVS, University of Surrey; Kate Creevy, DVM, Associate Professor, TAMU CVM</i></p> | <p><b>Introduction to the Microbiome and Its Impact on Animal Health</b></p> <p><i>Holly Ganz, CEO, AnimalBiome</i></p> | <p><b>PANEL - Putting Remote Health Monitoring into Practice</b></p> <p><i>Tony Puglisi, DVM; Brian Huber, DVM, President &amp; Medical Director, Oncura Partners; Dru Forrester, DVM, MS, DACVIM Director - Global Scientific Affairs, Hill's Pet Nutrition, Inc.; Marcel Sarzen, Co-founder and CEO, Vetrax (AgLogics); James Andrews, BVM&amp;S MBA MRCVS, Co-Founder, Felcana</i></p> | <p><b>From Wearables to Implants and Insideables</b></p> <p><i>Nick Hill, Founder, SureFlap</i></p> | <p><b>3D Printing and Its Application to Animal Health</b></p> <p><i>Constance Woodman, TAMU CVM; Elizabeth Scallan, DVM, Clinical Assistant Professor, Director of Clinical Skills, TAMU CVM; Anna Young, Founder, Maker Health</i></p> |
|  |   |   |                                      |    |                |   |
|  | <b>VIDI 102</b>  | <b>VIDI 103</b>  | <b>VIDI 104</b>   | <b>VIDI 105</b>   | <b>VIDI 106</b>   | <b>VENI 101 A</b>  |
| BREAK (30 MINUTES)   10:30 AM-11:00 AM   EXHIBIT HALL OPEN!   SPONSORED BY AAVMC |  |  |   |   |   |  |

11:00 AM-  
12:15 PM

**THEME 2 - THE CONNECTED CLINIC (KEYNOTES)  
SPONSORED BY MERCK ANIMAL HEALTH**

**What Veterinary Medicine Can Learn from Pet Retail**  
*Brock Weatherup, CEO, PetCoach, and Former Founder/CEO, Pet360*

**From Clinic to Home - The Rise of Veterinary On-Demand Services**  
*Kaitlin Link, Former CVO, Treat*

**How Tech Is Evolving with the Needs of Today's Pet Parents**  
*Aaron Easterly, CEO, Founder, Rover*

**State of Veterinary Telehealth: Barriers and Opportunities**  
*Mark Cushing, Founder, Animal Policy Group; Deb Leon, CEO of whiskerDocs*

VENI 107 A & B

LUNCH (90 MINUTES) | 12:15 PM-1:45 PM | EXHIBIT HALL OPEN! | SPONSORED BY AVMA

1:45-  
2:45 PM

**THEME 2 - THE CONNECTED CLINIC (BREAKOUTS)  
SPONSORED BY MERIAL**

**Regulating the Digital VCPR**  
*Lance Roasa, DVM, MS, JD, Founder, The Roasa Law Group, PC; Mark Cushing, Founder, Animal Policy Group; Jim Penrod, Executive Director, AAVSB; Charlotte Lacroix, DVM, JD*

**Who Pays? Future of Pet Insurance**  
*Kerri Marshall, DVM, CVO of BabelBark, former CVO, Trupanion*

**The Future of Simulated Learning and Veterinary Training**  
*Elizabeth Scallan, DVM, Clinical Assistant Professor, Director of Clinical Skills, TAMU CVM*

**Microtesting - Thinking Lean within Veterinary Practice**  
*Jeannine Taaffe, SVP, Sales & Marketing, Banfield Pet Hospital*

**Design Thinking in Education**  
*Jordan Tayce, DVM, & the Center for Educational Technologies, TAMU CVM*

**Emerging Clinic Models**  
*Steve Ireland, Director of Marketing, Pet Partners; David Strauss, Co-founder, PetWell Partners; Bo Connell, Assistant Dean and Hospital Director, TAMU CVM; Audrey Wystrach, DVM, Zippivet; Eric Palm, Co-Founder, Fuzzy*

**Innovation Leader Certification Program (Design Thinking Workshop): Part 1 ROOM: VENI 311**



VIDI 102



VIDI 103



VIDI 210



VIDI 105



VIDI 106



VIDI 104

BREAK (30 MINUTES) | 2:45 PM-3:15 PM | EXHIBIT HALL OPEN!

3:15-  
3:30 PM

**VitalX - Crowdsourcing Veterinary Knowledge To Improve Animal Health**  
*Ernie Ward, Founder, Seaside Animal Care*  
ROOM: VENI 107 A & B

3:30-  
4:00 PM

**FOUNDERS PANEL  
SPONSORED BY CIRCA HEALTHCARE**

**Bringing the Entrepreneurial Mindset to Veterinary Medicine**  
*Moderator: Ernie Ward, Founder, Seaside Animal Care*  
*Ira Gordon, CEO/Co-founder, VetPrep; Dani McVety, CEO/Founder, Lap of Love; Stacey Santi, CEO/Founder, Vet2Pet; James Andrews, BVM&S MBA MRCVS, Co-Founder, Felcana*  
ROOM: VENI 107 A & B

4:00-  
5:30 PM

**UNCONFERENCE - ADDITIONAL NETWORKING**  
ROOM: VENI 102-106

6:00-  
8:00 PM

**RECEPTION**  
ROOM: VENI 1<sup>ST</sup> FLOOR COMMONS & PATIO  
SPONSORED BY PET PARTNERS



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# VIS PROGRAM | SUNDAY 4.30.17

VETERINARY & BIOMEDICAL EDUCATION COMPLEX | 660 RAYMOND STOTZER PARKWAY | COLLEGE STATION, TX 77843

|  |   |  |  |   |  |  |
|--|---|--|--|---|--|--|
| 8:00-9:00 AM   | <b>CLOSING KEYNOTE</b>  |  |  |   |  |  |
|  | <p><i>Jon Ayers, CEO, IDEXX</i><br/>ROOM: VENI 107 A &amp; B</p>  |  |  |   |  |  |
| BREAK (30 MINUTES)   9:00 AM-9:30 AM   EXHIBIT HALL OPEN!   SPONSORED BY ANIMAL POLICY GROUP |   |  |  |   |  |  |
| 9:30-10:30 AM  | <b>THEME 3 - THE EXPONENTIAL PRACTITIONER (KEYNOTES)</b><br>SPONSORED BY ROYAL CANIN  |  |  |   |  |  |
|  | <p><b>Finding Purpose in Work</b><br/><i>Arthur Woods, Co-founder, Imperative</i></p>   | <p><b>PANEL - Being Nimble in Large Organizations</b><br/>Moderator: <i>Peter Scott, COO, NAVC</i><br/><i>David Haworth, President, PetSmart Charities</i><br/><i>Jason Johnson, Dean, LMU</i><br/><i>Jeannine Taaffe, SVP, Sales &amp; Marketing, Banfield Pet Hospital</i></p> |  |   | <p><b>Where Are We at Today? Where Are We Going?</b><br/><i>Claude Ecochard, Head of Disruptive Innovation, Royal Canin</i></p>  |  |
|  | VENI 107 A & B  | VENI 107 A & B   |  |   | VENI 107 A & B   |  |
| BREAK (30 MINUTES)   10:30 AM-11:00 AM   EXHIBIT HALL OPEN!                                  |   |  |  |   |  |  |
| 11:00 AM-12:00 PM  | <b>THEME 3 - THE EXPONENTIAL PRACTITIONER (BREAKOUTS)</b>   |  |  |   |  |  |
|  | <p><b>Bringing Change into Veterinary Practice: Lessons Learned from the Telemedicine Project</b><br/><i>Aaron Masseur, PhD, Program Manager, Veterinary Innovation Council</i></p> <p></p> | <p><b>Finding Support for Your Vision: The Investment Landscape in Animal Health</b><br/><i>Nick Padlo, Managing Partner, Graycourt Capital</i></p> <p></p>                                    | <p><b>Team Management Principles in Practice</b><br/><i>Robert Trimble, CVO of Fuzzy and Founder of Wave Pet Health; Jeff Thoren, DVM, Gifted Leaders and Elise Lacher, DVM, Strategic Veterinary Consulting</i></p> <p></p> | <p><b>How to Serve the Millennial Client</b><br/><i>Jessica Trichel, DVM, Educational Outreach Coordinator at Live Oak Bank</i></p> <p></p> | <p><b>PANEL - Creating Your Own Path in the Veterinary Space</b><br/><i>Caleb Frankel, Director of New Product Development, Brief Media; Elliott Garber, Military Veterinarian; Veterinary Student Interns</i></p> <p></p> | <p><b>Future of Recruitment</b><br/><i>Oded "Odie" Marcovici, VCA Recruiting and Professional Relations Director</i></p> <p></p> |
|  | VIDI 102  | VIDI 103   | VIDI 104   | VIDI 106  | VIDI 105   | VENI 101 A   |
| 12:00-12:30 PM   | <b>CLOSING REMARKS</b>  |  |  |   |  |  |
|  | <p><i>Eleanor M. Green, Dean, TAMU CVM, and Adam Little, Executive Director, Veterinary Innovation Summit</i><br/>ROOM: VENI 107 A&amp;B</p>  |  |  |   |  |  |
| 1:00-5:00 PM   | <p><b>Innovation Leader Certification Program (Design Thinking Workshop): Part 2</b><br/>ROOM: VENI 311</p>   |  |  |   |  |  |



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