



AUGUST 27-29, 2021
KANSAS CITY, MO

*Explore the Future of
Veterinary Medicine!*

Friday, August 27

TIME	EVENT				
7:30 - 9:00 AM	Arrive and Register <i>The Westin Kansas City at Crown Center</i>				
	Breakfast <i>Century Ballroom</i>				
9:00 - 9:45 AM	Facilitated Networking Activity <i>Century Ballroom</i>				
9:45 - 10:00 AM	BREAK				
10:00 - 11:30 AM	Opening Remarks & Keynote: Technology & Your Future , <i>Richard Susskind</i> <i>Century Ballroom</i>				
11:30 AM - 12:45 PM	LUNCH • Century Ballroom				
12:45 - 1:05 PM	Veterinary Innovation Council Update <i>Century Ballroom</i>				
1:05 - 2:05 PM	The Future of Work, Veterinary Practice Model Innovation: Wellbeing & Work Life Balance / Finding Fulfillment / The Spectrum of Care / Stewardship • How We Work • How We Hire • How We Pay <i>Century Ballroom</i>				
2:05 - 2:20 PM	BREAK				
	BREAKOUTS				
LOCATION	Ballroom Level: Shawnee/Mission	Ballroom Level: Liberty	Ballroom Level: Pershing Place East/West	Ballroom Level: Pershing Place North/South	Lobby Level: Washington Park Place 1-3
2:20 - 3:05 PM	eCommerce Summit	Breakout 1 Regulating Innovation	Breakout 2 DEI	Breakout 3 Navigating CBD in Veterinary Medicine	Breakout 4 Flexible Workforce
3:15 - 4:00 PM	eCommerce Summit	Breakout 5 Exceeding Client Expectations Utilizing Tech	Breakout 6 The Power of Engagement	Breakout 7 Predictive Genomics	Breakout 8 Spectrum of Care
4:10 - 4:55 PM	eCommerce Summit	Breakout 1 Regulating Innovation	Breakout 2 DEI	Breakout 9 Cost of Care	Breakout 10 Harnessing Science to Drive Behavior
4:55 - 6:00 PM	BREAK				
6:00 - 7:00 PM	Welcome Reception <i>Game's Deck</i>				
6:45 - 7:30 PM	Dinner <i>Century Ballroom</i>				
7:30 - 9:00 PM	Startup Pitch Competition <i>Century Ballroom</i>				



Saturday, August 28

TIME	EVENT				
7:30 - 8:30 AM	Registration and Breakfast <i>The Westin Kansas City at Crown Center, Century Ballroom</i>				
8:30 - 9:30 AM	Practical Applications of Deep Learning in Veterinary Medicine and Big Data <i>Century Ballroom</i>				
9:30 - 9:45 AM	BREAK				
9:45 - 10:45 AM	Disruptive Innovation, Jim Harris <i>Century Ballroom</i>				
10:45 - 11:00 AM	BREAK				
11:00 AM - 12:00 PM	Genomics; Behavioral Economics <i>Century Ballroom</i>				
12:00 - 1:30 PM	LUNCH • <i>Century Ballroom</i>				
GRAND CHALLENGE GROUPS					
LOCATION	Ballroom Level: Shawnee/Mission	Ballroom Level: Liberty	Ballroom Level: Pershing Place East/West	Ballroom Level: Pershing Place North/South	Lobby Level: Washington Park Place 1-3
1:30 - 4:30 PM	Grand Challenge 1: Re-envisioning the Future of the Veterinary Healthcare Team	Grand Challenge 2: Harnessing the Power of "Big Data"	Grand Challenge 3: Maximizing Innovation and Remaining Evidence Based	Grand Challenge 4: Required Skills for Rapidly Evolving Ecosystem	eCommerce Summit
4:30 - 4:45 PM	BREAK				
4:45 - 5:30	Grand Challenges Presentations, Discussion & Prizes <i>Century Ballroom</i>				
	BREAK				
GRAND CHALLENGE GROUPS FUTURE PLANNING					
LOCATION	Ballroom Level: Shawnee/Mission	Ballroom Level: Liberty	Ballroom Level: Pershing Place East/West	Ballroom Level: Pershing Place North/South	Lobby Level: Washington Park Place 1-3
5:45 - 6:30 PM	Grand Challenge 1: Healthcare Team	Grand Challenge 2: Big Data	Grand Challenge 3: Innovation	Grand Challenge 4: Skills	eCommerce Summit
6:30 - 7:30 PM	COCKTAIL HOUR • <i>Century Ballroom Foyer</i>				



AUGUST 27-29, 2021
KANSAS CITY, MO

*Explore the Future of
Veterinary Medicine!*

Sunday, August 29

TIME	EVENT				
7:30 - 8:30 AM	Registration and Breakfast <i>The Westin Kansas City at Crown Center, Century Ballroom</i>				
INTERACTIVE BREAKOUTS					
LOCATION	Ballroom Level: Shawnee/Mission	Ballroom Level: Liberty	Ballroom Level: Pershing Place East/West	Ballroom Level: Pershing Place North/South	Lobby Level: Washington Park Place 1-3
8:30 - 9:15 AM	eCommerce Summit	Breakout 5 Exceeding Client Expectations Utilizing Tech	Breakout 9 Cost of Care	Breakout 3 Navigating CBD in Veterinary Medicine	Breakout 4 Flexible Workforce
9:15 - 9:30 AM	BREAK				
9:30 - 10:15 AM	eCommerce Summit	Breakout 10 Harnessing Science to Drive Behavior	Breakout 6 The Power of Engagement	Breakout 7 Predictive Genomics	Breakout 8 Spectrum of Care
10:15 - 10:30 AM	BREAK				
10:30 - 11:00 AM	Pet Insight Project Update , <i>Aletha Carson</i> <i>Century Ballroom</i>				
11:00 AM - 12:00 PM	Closing Keynote: Leadership – it's Not a Person, It's a System! , <i>Barbara Kellerman</i> <i>Century Ballroom</i>				
12:00 - 12:15 PM	Closing Remarks , <i>Gene O'Neill</i> <i>Century Ballroom</i>				