



**MEGChanges – GAZING INTO THE CRYSTAL BALL
THREE TRENDS THAT WILL TRANSFORM THE VETERINARY INDUSTRY**

Darrell Klug, Senior Consultant

You can embrace it. You can fight it. You don't have to believe it. In the end, it doesn't matter. It's going to happen. Technology is dramatically changing the way the vet industry interacts with the pet owner. As always, this change will be driven by the end user needs and desires.... In this case, convenience and lower cost. And then, an entrepreneur will come along and use the expanding efficiency of technology to meet the pet owners' needs. Some will say that it will never happen because this is a "face to face" business. We say don't count on it.

Brakke Consulting and Senior Consultant Darrell Klug peers into the future and talks through three MEGChanges that will and are affecting the vet industry:

1. The Emergence of Electronic Medicine
2. The Amazoning of Drug Fulfillment
3. The Uberization of Vet Services

Darrell travels into the future and discusses how these three areas will change the structure of the industry. Implications for vet clinics and their employees, veterinarians, distribution and pharmaceutical companies will be outlined.

Specifically, Darrell will cover:

What drives industry MEGChanges?

Pet owners – what do they want?

3 MEGChanges – why they will happen and what might they look like

Key drivers of vet MEGChanges

Implications for vet clinics and their owners and employees

Implications for companies serving the veterinary clinic with products and services

With real-world examples from other industries and expertise into consumer insights, Darrell will draw parallels and build the case as to why these MEGChanges will happen in the veterinary industry. It makes for a provocative session that will stimulate and challenge attendees to spend a bit of time thinking about future possibilities.

This one-hour presentation is an excellent and interesting topic for executive planning sessions, national or regional sales meetings and various industry groups. The cost of the presentation is \$3,500, plus business class travel at cost. For more information or to schedule a presentation, contact Darrell Klug at +1-336-210-0487 or Darrell.Klug1@gmail.com.