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How Digitization is Transforming the Petcare Industry

The Future of Petcare Through the Lens of Technology



Digital Technologies are Driving Exceptional Pet Health Experiences and Business Outcomes

New technologies and digitization are driving disruption, creating exciting new opportunities, and improving outcomes for petcare clinicians and their customers alike.

Across the spectrum of pet health – from petcare platforms and telemedicine to practice management, pharmacy and lab services, e-commerce, remote health monitoring and beyond – digital product engineering solutions are proving a game-changer for forward-looking companies.

In this guide, we explore real-world use cases for some of the digital technologies transforming pet health and wellness experiences. See how digitization is impacting pet health insurance, remote pet monitoring and telehealth, and wearable technologies.

Examine the factors fueling digital transformation for pet hospitals and clinics, e-commerce brands, reference labs, and insurance companies.

Explore the solutions pet health organizations like yours are using to build a more sustainable future – one in which digitization drives new revenue streams, business growth, and exceptional clinician and pet patient outcomes. If you have questions at any point, [reach out to the pet care technology experts at GlobalLogic](#) and see how we can help.

Americans spent
\$136.8B
on their pets in 2022

– Forbes, [Pet Ownership Statistics](#)



Digital Technologies are Transforming the Cost and Affordability of Pet Insurance

Pet insurance is a booming business, helping to alleviate the financial burden of veterinary bills and providing Pet Parents peace of mind in knowing their pets are protected.

Factors Fueling the Rapid Growth of Pet Insurance

Rising Veterinary Costs: Veterinary treatments and procedures have become more advanced and specialized, leading to higher costs. Pet insurance provides financial protection and helps pet owners afford necessary veterinary care without having to worry about the burden of expensive medical bills.

Increased Pet Ownership: The number of pet owners has been steadily increasing, with pets being considered important members of the family. As the emotional bond between humans and their pets strengthens, pet owners are more willing to invest in their pets' healthcare and well-being, including obtaining insurance coverage.

Awareness of Healthcare Options: Pet owners are becoming more informed about the various healthcare options available for their pets. They recognize that insurance can help provide comprehensive coverage for accidents, illnesses, and preventive care, allowing them to take a proactive approach to their pets' healthcare needs.

Customizable Coverage Plans: Pet insurance providers are offering flexible coverage plans that can be tailored to meet the specific needs of individual pets. This customization allows pet owners to choose coverage levels, deductibles, and optional add-ons that align with their budget and the healthcare requirements of their pets.

How Companies are Using Technology for Improved Pet Insurance Experiences:

- **Digital platforms** provide pricing transparency and customizable coverage options, allowing pet owners to compare different insurance plans, coverage options, and premiums to tailor insurance plans to their needs.
 - **Mobile apps for pet owners** can track and manage pet healthcare expenses, with features like expense tracking, budgeting, and alerts for preventive care.
 - **Pet health reports** can highlight various illnesses the pet is prone to, along with average treatment costs to reinforce the need for insurance.
 - **Streamlining claims management** improves efficiency and reduces administrative costs. [Cognitive claims processing](#), for example, can simplify the reimbursement process for pet owners, making claims more convenient and quicker to settle.
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How Pet Humanization is Driving Personalized Digital Solutions for Petcare

Pet humanization has elevated the care and well-being of pets to new heights as pet parents (especially Gen Z) see their pets as children. The COVID-19 pandemic further accelerated the humanization of pets. As people faced isolation and heightened stress, the companionship and unconditional love offered by pets became even more essential. This led to a surge in demand for products and services catering to the needs and desires of these beloved animal companions.

This increased humanization and dedication to pets presents a huge opportunity for brands. Through digital solutions, increased awareness, and specialized services, pet owners can opt for good veterinary care, personalized treatment plans, and preventive and wellness treatments for their pets.

Technology is transforming the bond between humans and their animal companions.

Tapping into these new and growing opportunities for brands demands technological advancements to analyze a wealth of pet data. Data analytics from pet medical history, pet parent purchase history, diagnostics and more provide the business intelligence required for tailored recommendations, personalized product options of medications, supplements, and health-related products.

Examples of the Transformative Power of Pet Humanization + Digitization

- To compete with online models, brick-and-mortar stores are now offering **online ordering with in-store pickup**. Pet Specialty brands in the mass market are also increasing at a breakneck pace.
- Pet owners can receive **tailored recommendations for their pets' diet**, including fresh food and supplements, ensuring they receive optimal nutrition and additional health benefits.
- Companies can analyze user preferences, behavior patterns, and historical data using **digital apps with AI/ML capabilities** to offer customized recommendations and enhance the pet shopping experience.





Solution Spotlight: Digital Pet Health Platforms

Digital pet platforms are transforming and enhancing pet care by facilitating access to a wide range of services.

This may include enabling remote monitoring and telemedicine, allowing pet owners and veterinarians to track pets' health in real-time and conduct virtual consultations. It could mean centralized storage and management of pets' health records, ensuring seamless communication and collaboration between pet owners and veterinary professionals. Appointment scheduling and reminders are another feature that can help pet owners stay on top of veterinary visits and preventive care.

For vetcare providers, digital pet platforms enable a new architectural approach for rapidly deploying and scaling digital capabilities.

These platforms typically exist within each of the technology blocks, and for some regulated products they may also include the complete requirements — from design to test package — for the platform.

Platforms offer great benefits both for GlobalLogic clients and for our clients' customers. They can offer access to educational resources, create an informed pet care community, or integrate with pet care services to streamline access to online pharmacies, insurance providers, grooming services, and pet food delivery.

Digital pet platforms are revolutionizing pet care with proactive monitoring, personalized care, improved communication, and convenient access to services and information. What will this technology do for you?

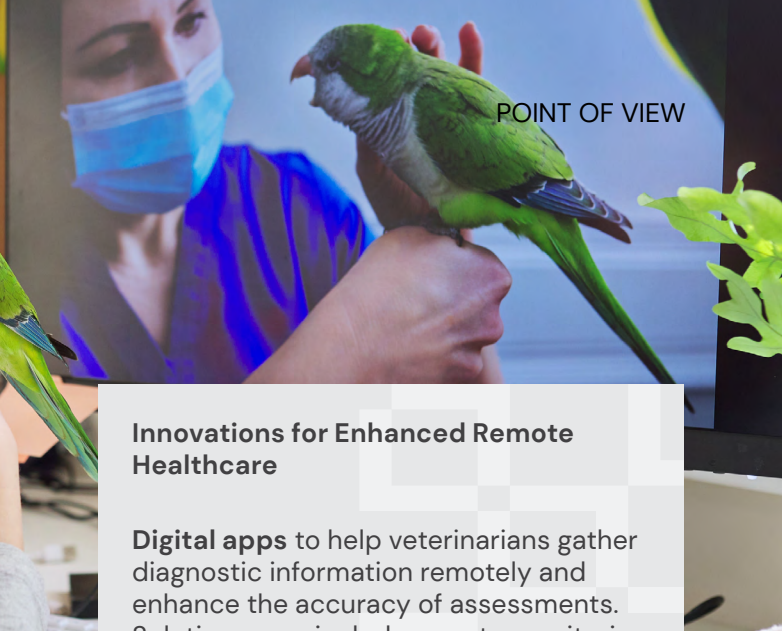
The Solution in Action

GlobalLogic's client, a global Pet Care Services Provider with a network of 2,500 veterinary clinics, hospitals, and diagnostic labs across 20 countries, needed a unified experience across all phases of the lifecycle, 25 million+ patient visits per year.

GlobalLogic partnered with the client to design, architect, and build their next-generation cloud-based practice management platform.

The results:

- 10% productivity increase
- More positive care experience feedback from pet parents
- 50,000 veterinary professionals in over 2000 facilities empowered to provide more personalized, connected care for 10 million pets annually.



How Digital Transformation is Revolutionizing Vet Telehealth

Vet telehealth, a revolutionary concept in veterinary medicine, has emerged as a game-changer in providing convenient and accessible care for pets.

Pet owners can now connect with veterinarians remotely, saving time and reducing stress for both pets and their human companions. Virtual consultations allow veterinarians to diagnose minor ailments, offer expert advice, and even prescribe medications when appropriate.

Factors Driving Pet Telehealth Growth & Adoption

Remote Pet Care and Telemedicine: Telemedicine platforms enable pet owners to connect with veterinarians via video calls or messaging, saving time and reducing stress for both pets and owners. Remote pet care also allows for monitoring chronic conditions and post-surgical recovery from the comfort of home, minimizing the need for frequent visits to veterinary clinics.

Accessibility and Feasibility: Rapid advancement in telecommunications and digital platforms technology has made telehealth more accessible and feasible.

The Need to Reduce Healthcare Costs: Telehealth has the potential to reduce healthcare costs for both pet patients and providers. It eliminates transportation expenses and time off work for in-person appointments. Additionally, virtual consultations can be more efficient, allowing healthcare providers to see more patients in a shorter time, potentially reducing overhead costs.

Innovations for Enhanced Remote Healthcare

Digital apps to help veterinarians gather diagnostic information remotely and enhance the accuracy of assessments. Solutions may include remote monitoring devices, video otoscopes, digital stethoscopes, or high-resolution cameras.

Telemedicine platform features such as secure video conferencing, image-sharing capabilities, and integrated electronic medical records to facilitate seamless communication and information exchange between veterinarians and pet owners.

Teletriage systems and algorithms to help veterinarians prioritize cases and ensure the most critical cases receive prompt attention via standardized triage protocols. Less urgent cases can be managed effectively through telehealth.

Robust data security measures to protect sensitive pet and client information, including encryption protocols, secure storage, and compliance with privacy regulations.

71%

of pet owners prefer to use telehealth services for their pet's care needs.

— [Banfield.com](https://www.banfield.com), Banfield Pet Hospital® launches 24-hour access to pet health advice with Vet Chat™

Enhancing Pet Care with Wearable Technology

The future of veterinary services and pet health and wellness monitoring is digitally-enabled. Cutting edge smart wearables including activity trackers, GPS trackers, health monitors, collars and ID tags, and behavior trackers provide

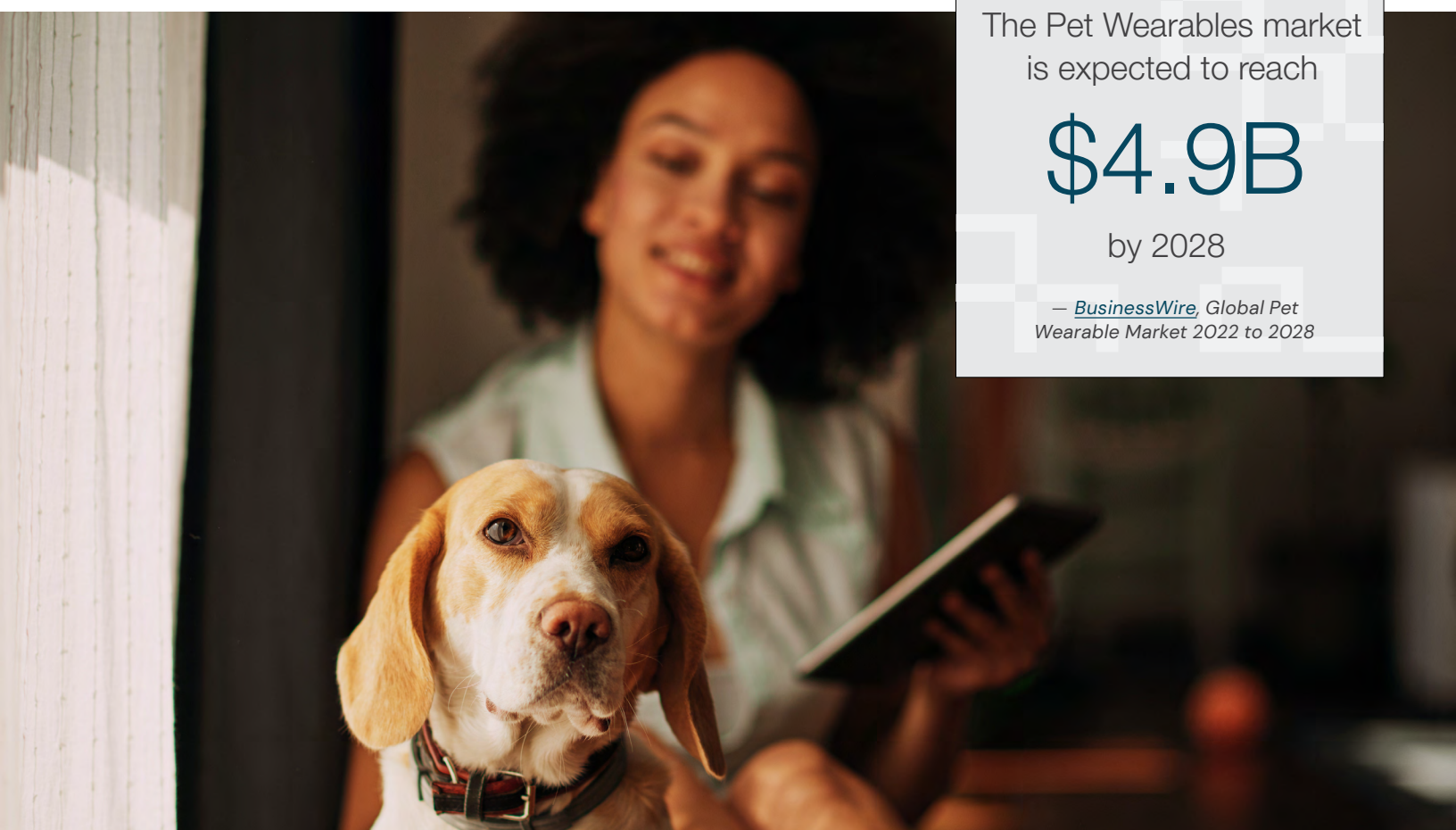
Factors Driving the Explosive Growth Behind Pet Wearables

Awareness & Adoption: Pet owners are becoming more aware of the importance of maintaining their pets' health and wellbeing, and are adopting technology-enabled ways to do so. Pet wearables monitor and track various aspects of a pet's health, such as activity levels, vital signs, and behavior, enabling proactive healthcare management.

Accessibility & Affordability: Technological advancements have made pet wearables more accessible and affordable. Miniaturized sensors, improved battery life, and wireless connectivity options have enabled the development of smaller, more efficient wearable devices that can be comfortably worn by pets.

Data Insights: Pet wearables provide valuable data-driven insights about pets' behavior, health trends, and activity levels. This information allows for more informed decision-making and personalized care by veterinarians.

Convenience & Connectivity: Pet wearables offer features that enhance the pet ownership experience. Smartphone apps and web portals allow pet owners to access and analyze their pet's data, receive notifications and alerts, set goals, and even connect with other pet owners for social interaction.



The Pet Wearables market
is expected to reach

\$4.9B

by 2028

— *BusinessWire*, *Global Pet
Wearable Market 2022 to 2028*

Conclusion

Digitization is bringing tectonic shifts across the spectrum of pet wellness and healthcare delivery. Software and digital product engineering are driving exceptional pet patient/parent and clinician experiences with better and faster healthcare at lower costs.

And while personalized solutions, data-backed ecommerce and healthcare recommendations, and seamless information exchanges are improving end-user outcomes, they're fueling increased revenue and sustainable new lines of business for the companies that provide them, as well.

How will your organization remain relevant and differentiated, to unlock new business value and revenue streams in the face of these disruptive technologies?

GlobalLogic is the ideal software and digital pet health product engineering partner. Beyond black-and-white metrics like ROI, partnering with GlobalLogic can provide a unique perspective, founded in our deep domain experience, that leads to surprising new innovations — and new and expanded revenue streams.

To learn more, or to speak with one of our experts, reach out to info@globallogic.com today.

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About GlobalLogic

With more than 20 years of experience in regulated software product development and engineering, GlobalLogic helps leading Pet Medical Technology, Medical Devices, and Pharma organizations create world-class digital experiences, accelerate product development, and capture new revenue streams.

Our 2,300+ industry-dedicated engineers apply a deep knowledge of ISO/IEC standards to build fruitful partnerships with developers of regulated medical products. We have extensive clinical-trials experience and have developed highly valued consumer apps across multiple industries.

We've also developed numerous data interfaces—some proprietary, some using HL7 standards — to meet complex data analysis, security, and integrity challenges. In all, GlobalLogic has helped more than 90 clients create more than 300 new products in the Healthcare and Life Sciences sector.

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experience

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