



My Virtual Veterinarian FACT SHEET

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About My Virtual Veterinarian:

My Virtual Veterinarian is a marketplace that connects pet parents with veterinarians for video and chat appointments. Through the platform, pet parents can connect with their primary veterinarian if that veterinarian uses the platform, or pet parents can find a different veterinarian who offers virtual services.

Our mission is to make veterinary care as convenient and accessible as possible so that pets receive the care that they need, regardless of conflicting work hours and pandemics.

How My Virtual Veterinarian works:

Connecting with a veterinarian is incredibly easy. Pet parents can schedule an appointment with a veterinarian either on our iOS app, My Virtual Veterinarian, or on our website. Pricing and availability varies by veterinarian, but pet parents can easily view the veterinarian's details when scheduling the appointment. When scheduling an appointment, the pet parent is prompted to select their availability, provide some information on the reason for the appointment and pay for the appointment. This information is sent to the veterinarian, who either confirms the appointment or prompts the pet parent to select different availability options.

When it's time for the appointment, the pet parent and veterinarian receive a push notification reminding them to join the virtual appointment. The video and chat appointments are very similar to FaceTime and iMessage, respectively. Once the appointment is over, the pat parent and veterinarian are prompted to review their experience.

Founder Story:

Being a pet parent brings endless joy to our lives, but it is not without its frustrations. Taking your pet to receive veterinary care can be time consuming and inconvenient. Felicity, our founder, struggled with this reality when her cat Tiffany was diagnosed with cancer and needed regular veterinary care and checkups. Felicity had to request to work from home and take time off during the day to take Tiffany to the vet.

While in-person visits are absolutely necessary for some veterinary care, we believe that some of this care can be given outside of the veterinarian's practice. So, we created My Virtual Veterinarian.

The Implications of My Virtual Veterinarian:

My Virtual Veterinarian makes it extremely easy for pet parents to access convenient and quality veterinary care. Before My Virtual Veterinarian, many pet parents would struggle to find time during the workday to bring their pet to the veterinarian. They'd notice an issue with their pet and wait until the issue became so severe that an expensive and diagnostic-intensive in-person visit was required. Through My Virtual Veterinarian, pet parents can speak with a veterinarian from the comfort of their home and understand what measures need to be taken to help their pet feel better, faster.

Industry Outlook:

In 2018, pet parents in the US spent ~\$28.5B on veterinary care and they continue to spend at a faster pace every year. However, a significant number of pets don't receive veterinary care annually. A primary reason why ~18% of dog owners and ~35% of cat owners don't bring their pets to the vet is convenience; pet parents want flexible veterinary care, but this isn't widely accessible from traditional veterinary practices. When surveyed, over 50% of cat and dog owners said that convenience is a top priority when searching for a veterinarian.

Until recently, the restrictions placed on veterinarians practicing telemedicine were oppressive and opaque. Specifically, veterinarians were required to examine the animal in person for the condition that they subsequently discussed and treated via telemedicine. However, on March 24, 2020, the FDA suspended these regulations in an effort to encourage veterinarians to utilize telemedicine when possible. While telemedicine regulations are also state-regulated, several states have followed the FDA's guidance and have weakened the restrictions. Importantly, this shift in regulation has allowed veterinarians and pet parents to experience the benefits of more widely accessible telemedicine appointments and test the limits of what's possible via telemedicine.

State orders for telemedicine are [here](#).

Roll Out Strategy:

My Virtual Veterinarian is already being used by pet parents and veterinarians across the United States. That said, once the threat of COVID lessons, My Virtual Veterinarian will host pop-up “Paws for Wellness” wellness clinics in large cities across the US to introduce more pet parents to the platform. We will also place custom dog-poop bags in dog parks and donate to shelters.

Story Angles:

Access socially-distant care: My Virtual Veterinarian helps pet parents and veterinarians access and provide virtual veterinary care. Rather than forcing pet parents to drop their pet off at the curb of the veterinary practice, pet parents can access veterinary care virtually so that their pet avoids the stress of an in-person appointment without the comfort of their pet parent.

Avoid expensive emergency visits: Through My Virtual Veterinarian, pet parents can connect with veterinarians who are available after-hours and on weekends to ask for advice about their pet’s condition and verify if the pet needs an in-person emergency visit, or if the pet’s condition can be treated during “normal business hours.”

Immediate piece-of-mind: If a pet parent is unsure about something to do with their pet, they can connect with a licensed veterinarian through My Virtual Veterinarian to receive answers to their questions. They no longer need to spend time Googling their questions and becoming increasingly anxious over the potential issues with their pet. Rather, they can ease their concerns and avoid unnecessary anxiety by connecting with a veterinarian through My Virtual Veterinarian.