



THE EQUINE SPORTS WELLNESS NETWORK

## Telehealth Fact Sheet

**FACT #1:** Within a few years as much as 30% of equine veterinary medicine will be practiced through telemedical means.

**FACT #2:** Based on a 2015 survey<sup>1</sup>, 78% of horse owners communicate with the veterinarian via the use of their smart device, while only 21% communicate face-to-face. In other words, 3 out of 4 of equestrians see the vet as a resource at the other end of the phone as opposed to someone that they're expecting to meet out at the barn.

**FACT #3:** Based on a 2017 survey<sup>2</sup> 70% of equestrians have already summoned telemedical review by a professional (such as a veterinarian).

**FACT #4:** The smartphone is the device-of-choice for submitting video clips (preferred by 75% of equestrians).<sup>2</sup>

**FACT #5:** Accurate clinical assessment of the horse can be achieved through telemedical means.<sup>3,4</sup>

**FACT #6:** The most popular telemedical service among equestrians is pre-appointment evaluation, which has historically served to shorten appointment times considerably.<sup>2</sup>

**FACT #7:** Due to recent regulations imposed by the AVMA (American Veterinary Medical Association) and AAEP (American Association of Equine Practitioners), texting with your vet will soon become a thing of the past.

**FACT #8:** GetSound™ has been developing equine telemedicine for more than 22 years. We are the leading researcher and presenter of equine telehealth solutions in the world. Accordingly, we know what equestrians want when it comes to telemedical services and pricing.

**FACT #9:** Veterinary-Client-Patient-Relationship and MUST be maintained by any veterinarian practicing medicine, even telemedicine. A VCPR may not be required by a veterinary specialist, however, who it being solicited by another veterinarian for an opinion. This is called "teleconsulting". Farriers do not need a VCPR because they do not practice medicine.

**FACT #10:** The GetSound™ platform ensures that every consult will be performed well within the legal and ethical guidelines put forth by the AVMA (American Veterinary Medical Association) and AAEP (American Association of Equine Practitioners).

**FACT #11a:** The average telehealth service provider strives to obtain 20% client participation within their platform.

**FACT #11b:** 98% of horse owners recently surveyed reported that they would utilize the GetSound™ platform.<sup>2</sup>

**FACT #12:** Almost all veterinary telehealth providers are human telehealth providers that have decided to increase profits by offering veterinary-related services. Moreover, nearly every equine telehealth provider also offers services to small animal veterinarians.

**FACT #13:** GetSound™ was developed exclusively by equine veterinarians for equestrians. It is not available for human or small animal use.

**FACT #14:** GetSound™ is FREE to Join. You don't pay if you don't utilize the service (i.e. there are no subscription fees).

**FACT #15:** On average, GetSound™ telehealth services cost 25% of those offered by other providers.

**FACT #16:** GetSound™ is the only telehealth platform that connects you to both your veterinarian(s) and farrier(s). Moreover, we instantly connect your veterinarian and farrier to all other veterinarians and farriers in the network. This way, you are sure to get the best possible answer to your query every time.

**FACT #17:** GetSound™ owns a database comprising thousands of individual equine veterinarians. Chances are that your horse vet is already in there.

**FACT #18:** Only GetSound™ equips your veterinarian with cutting-edge patent-pending video review tools to enable them to produce beautiful, informative video commentaries right from their smartphone. *You'll be impressed!*

**FACT #19:** GetSound™ enables veterinarians to submit requests for further consultation (with specialists) as needed.

## **REFERENCES:**

<sup>1</sup>The Horse.com, March 2015 Issue.

<sup>2</sup>Grisel GR. Current horse owner petition for telemedical assessment of equine lameness, in Proceedings. 63rd American Association of Equine Practitioners Annual Convention 2017 (San Antonio): 501-505.

<sup>3</sup>Grisel GR. The use of remote digital motion analysis to assess equine lameness, in Proceedings. European Veterinary Conference Voorjaarsdagen 2013; 3-4.

<sup>4</sup>Grisel GR. Recognition and designation of specific gait signatures to aid in the digital assessment of equine lameness, in Proceedings. European Veterinary Conference Voorjaarsdagen 2013; 5.