








Veterinarians' Perceptions of Digitalization in Animal Health and Outcomes

A Cross-Regional Study



December, 2025

Research Objective & Methodology

Study Aims

-  **Primary Objective:** To assess veterinarians' attitudes, barriers, and benefits perceptions of digital tools in enhancing animal health outcomes
-  **Outcome Assessment:** Evaluate perceived impact on diagnostics, treatment efficacy, client engagement, and operational efficiency
-  **Geographical Comparison:** Analyze differences between US and European veterinarians' perceptions and adoption patterns
-  **Data Analysis:** Identify key factors affecting digital tool adoption across different practice types and regions
-  **Practical Application:** Develop actionable recommendations to improve digital technology integration in veterinary medicine

Research Design & Methods

-  **Design:** Descriptive cross-sectional online survey; simulated responses based on plausible patterns
-  **Sample:** n=150 practicing veterinarians (US=75, Europe=75); balanced across small animal, large animal, and mixed practices



Telemedicine



AI Diagnostics



Wearables



Mobile Apps

Demographics Results

Sample Demographics: Mean Age and Experience by Region (n=150)

Region	Mean Age (years)	Mean Experience (years)
US	45.3	14.5
EU	45.5	14.7
Overall	45.4	14.6

The sample was balanced across regions, with similar professional profiles.

Overall Perceptions Summary

Veterinarians' Views on Digitalization (n=150)

Statement	Overall Perception
Digital tools improve animal health outcomes	Positive
Digitalization reduces administrative burden	Positive
Training is needed for digital tools	Strong agreement
Digitalization enhances client communication	Positive
Digital tools save time in practice	Positive
I am comfortable using digital health apps	Moderate
Privacy concerns hinder adoption	Moderate barrier
Cost is a major barrier to digitalization	Moderate barrier

Respondents generally held positive views, indicating moderate agreement that digitalization supports animal health outcomes.

Perceptions by Region (US vs EU)






Comparative Analysis of Veterinarians' Perceptions Across Regions

Statement	US Perception	EU Perception
Digital tools improve animal health outcomes	More positive	Positive
Digitalization reduces administrative burden	More positive	Positive
I am comfortable using digital health apps	More positive	Moderate
Cost is a major barrier to digitalization	Moderate barrier	Stronger barrier
Training is needed for digital tools	Positive	Strong agreement
Digitalization enhances client communication	More positive	Positive
Privacy concerns hinder adoption	Moderate barrier	Moderate barrier
Digital tools save time in practice	More positive	Positive

US respondents showed consistently higher optimism toward digitalization benefits and lower concern about barriers compared to EU respondents.

Regional Comparison Highlights

Key Differences Between US and EU Respondents

-  **US Higher Optimism:** More positive perceptions on outcomes, administrative burden reduction, and practice time savings
-  **EU Cost Barriers:** Stronger perception of cost as a major barrier to digitalization adoption
-  **Similar Privacy Concerns:** Both regions report comparable moderate concerns about privacy and data security
-  **Shared Training Need:** Both regions emphasize training as a high-priority requirement for successful implementation
-  **App Comfort:** US veterinarians reported higher comfort levels with digital health applications



US Trend: Higher technology adoption rates, greater optimism on efficiency gains



EU Trend: More cost sensitivity, stronger emphasis on training needs



Common Ground: Agreement on digitalization's potential to improve diagnostic capabilities



Common Ground: Recognition of enhanced client communication benefits

Thank You

Do you have any questions?

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