

# CHANGE: *A Personal Perspective*

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Elanco



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## Further Events in Last 100 Years

- Eradication Programs
  - Cattle TB
  - Brucellosis (Bangs)
  - Screwworm
  - Sheep Scabies
  - Hog Cholera



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More Events

- Veterinary Workforce Surveys
- Corporatization of Farms
- Changing Status of Pets
- Change in Student Population
- Vaccine and Spay/Neuter
- Corporate ownership

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More Events

- Vaccines
  - Canine Parvo
  - Feline Leukemia
  - Rabies
  - Equine WNV
- Specialties
- Prevention

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Disruptors

- A new proposition in the market that can either deliver distinctive value or do something that's already being done, but do it so much better to create disruption in that market and value for the user
- Often appeals to consumers who are not current users in the existing market

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Disruptive Innovation

- Veterinary Products
- Veterinary Services
- Veterinary Profession



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What is the Veterinary Profession Facing?

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Dentistry vs. Optometry

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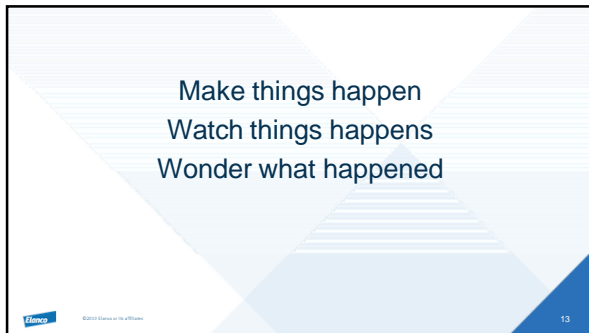
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