	PHASE	PLATFORM	CLINICAL	CLIENT	DIAGNOSTIC	IMAGING	HARDWARE	ANALYTICS
LEGACY	**0 BASELINE** Foundational utilization of technology	Server-based Practice Management System (PIMS)	Online Booking Form	Online Booking Form	In-house and Reference Labs	Server-based Picture archiving and communication system (PACS)	X-Ray and Ultrasound	Participation in national, state, and local Veterinary Medical Association
	1 DIGITAL	Cloud-based Practice Management System (PIMS)	Online Store (pharmacy, ecommerce)	Online Integrated Appointment Scheduling	Bi-directional In-house and Reference Labs	Cloud-based Picture archiving and communication system (PACS)	Digital Controlled Substance Cabinet and Logging	Industry trend source (e.g. The Bird Bath, Fountain Report, Brakke, VMG)
MODERN	**2 CONNECTED**	Complete Digital Electronic Medical Records (paperlite)	Dictation and AI Scribe	Pet Parent Portal or Mobile App	Rapid Diagnostic Kits	PIMS Integrated PACS	Wearable devices and zero-touch remote monitoring	Practice level Seasonal Predictions
	3 MODERN	Unified Practice Management System (PIMS)	Predictive Inventory Management and Ordering	Telehealth (staffed in clinic)	Predictive AI Analyzers (In-house)	Teleconsultation and Virtual Guided Imaging	Advanced Imaging (e.g. MRI, CT, endoscopy)	3rd Party Data Analytics
FUTURISTIC	**4 EMERGING**	AI-Driven Cloud-based Practice Management System (PIMS)	AI Differentials and Diagnosis Guidance	Remote/Virtual Customer Service Representatives (CSR) and Telehealth	Genomics	AI-based Imaging Guidance and Management	Laparoscopy and Surgical Lasers	Data Lake
	5 NEXT-GEN	Passive UI, Integrated Practice Management System (PIMS)	Precision Medicine	AI Customer Service Representatives (CSR) and Patient Intake	CRISPR (Clustered Regularly Interspaced Short Palindromic Repeats)	Augmented Reality (AR) Image-guided Intervention and Therapy	3D Printing	Predictive Analytics via Machine Learning

Technology Phase Map

The above "phase map" categorizes different classes of veterinary technologies across **seven verticals**. These verticals are then broken into **six phases**, which show how well-equipped a practice is to adopt different technological platforms and procedures. The ultimate purpose of the phase map is to provide suggestions and insights tailored to each practice's unique capabilities and opportunities for grow.

Please refer to the results of your Technology Self-Assessment before consulting the below phase map, as those results will determine your practice's current phase. If you have not completed the Self-Assessment, you can request it [here]

Verticals

The verticals listed in the below phase map are defined as follows:
- **Platform**: Practice information management system(s) (PIMS) used to run the practice.
- **Clinical**: Tools and solutions that drive administrative aspects of the practice (e.g., medical records, appointment management, e-commerce, etc.).
- **Client**: Tools and solutions that enable deeper connections with the pet owner.
- **Diagnostic**: Solutions for integrating diagnostics to support clinical decision-making.
- **Imaging**: Tools and solutions for acquiring, storing and integrating diagnostic imaging.
- **Hardware**: Physical devices and integrations that drive efficiency and provide the data necessary to make informed clinical decisions.
- **Analytics**: The practice of using data to make informed decisions about the business.

Phases

Within each vertical are six phases, which represent the different stages of a practice's technological journey and capabilities:
- **Phase 0 – Baseline**: A basic understanding and utilization of technology in the practice; only the most fundamental technologies are used or needed.
- **Phase 1 – Digital**: Incorporates solutions that move beyond the physical walls of the practice and integrate external, cloud-based systems.
- **Phase 2 – Connected**: Moves deeper into integrated solutions, with interoperability becoming a key driver of productivity and efficiency.
- **Phase 3 – Modern**: Leverages predictive tools and deeper connections to define and drive business activities.
- **Phase 4 – Emerging**: Utilizes new tools and technologies to enable completely new ways of working.
- **Phase 5 – Next-Generation:** Adopts cutting edge technologies that may entirely reshape the business processes used by the practice.