AAEP Overview/Activities

Reynolds Cowles, DVM
President
AAEP Membership Overview

9200+ members
- 7700+ veterinarians
- 1400+ veterinary students
- 51% male, 49% female

Comprised of members representing the U.S., Canada, and 62 other countries
- Australia, Germany, Japan are the top three membership countries outside of North America
- 20 percent of membership resides outside of U.S.
AAEP Membership Overview

Membership By the Numbers: Top Types of Equine Practice

45 percent of members identify their practice as solely equine

37 percent of members are a practice owner/sole proprietor

- Repro: 11.7%
- Racing: 10.8%
- Pleasure/Farm: 29.6%
- Performance Horse: 30.4%
AAEP Touch was developed from market research conducted with more than 6,100 horse owners, trainers and farm managers in the United States.

The objectives for the research were the following:

• Understand horse owners’ current perceptions of equine veterinarians and the services they offer.

• Measure attitudes towards equine veterinarians.

• Determine what sources of information horse owners utilize to make decisions about caring for their horse.

• Understand what, if anything, would motivate horse owners to use veterinary services more often to improve the health of their horse.

• Identify anticipated changes in equine veterinary usage over the next few years.
<table>
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<tr>
<th>Top 10 Research Findings</th>
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<tr>
<td><strong>24/7 coverage and emergency care is expected</strong></td>
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<td><strong>Clients would use their vet more if additional services were offered</strong></td>
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<td><strong>Owner satisfaction is driven by relationship and knowledge-based attributes</strong></td>
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<td><strong>Vaccinations are not necessarily a lost cause</strong></td>
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<td><strong>Aging horses present a unique service opportunity</strong></td>
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<td><strong>It’s imperative for practitioners to know their client’s profession/discipline</strong></td>
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<td><strong>Using new technologies to communicate with clients lends a competitive edge</strong></td>
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<td><strong>One size does not fit all: Practitioners should communicate with clients based on their unique needs</strong></td>
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<td><strong>The examination is more than just an examination: It can create stronger client relationships</strong></td>
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<td><strong>26 percent of horse owners use a non-vet for dental care</strong></td>
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Strategic Plan

Enhancing Member Value

Communications & Technology

World Class Continuing Education

Quality of Life/Wellness

Promoting the Profession
Strategic Plan – Membership Value

• Strengthen member awareness of existing benefits
• Explore additional “AAEP exclusive” member benefits
• Develop new tools to expand the Touch program

Members

Seeking advice on how to treat a difficult case?

You came to the right place.

Speaking to horse owners in your community and need a ready-to-go presentation?

We’ve got it.

Wanting to grow your practice but need guidance on where to start?

Let the AAEP’s resources help!

As an AAEP member, you have exclusive access to a community of peers and the latest in clinical information to help you solve the issues you face every day in practice.

Thank you for being among the over 9,400 veterinarians and students who share their passion for the horse and commitment to equine health through membership in the AAEP!
Strategic Plan – Communications & Technology

• Improved web site navigation and member utilization
• Improved internal IT and communications capacity
• Communications assessment to address gaps
Strategic Plan – World Class CE

- Creating a culture of innovation
- CE Needs Assessment to ensure member-driven improvements
- Emphasis on quality of the Annual Convention
Strategic Plan – Quality of Life/Wellness

- Establish an AAEP working group to oversee initiative
- Review existing research on veterinary wellness
- Investigate a mentorship program to support new graduates
- Develop select educational programming for members and students
- Collaborate with profession to share resources
Strategic Plan – Promoting the Profession

- Increased outreach to stakeholders
- Stronger advocacy through more advanced governmental relations
AAEP Activities

- Educational Programs Committee
- Finance and Audit Committee
- Foundation Advisory Committee
- Infectious Disease Committee
- Leadership Develop Committee
- Nominating Committee
- President’s Advisory Council
- Professional Conduct and Ethics Committee
- Racing Committee
- Welfare and Public Policy Advisory Council

Ethical Practice
Every Day - Every Time
AAEP Activities

Guidelines published for emergency race-day management of injured Thoroughbreds

Accessible at aaep.org/guidelines
AAEP Activities

Task force work:

- Judicious antimicrobial use
- Economic study
- Performance Horse Welfare issues
- Public Auction
AAEP Activities

5,500 ventured to Orlando for 62\textsuperscript{nd} Annual Convention
AAEP Foundation

- Provided nearly $460,000 in equine welfare support
- Funding split between 27 equine organizations and special projects
- Cumulative financial support totals more than $3.7 million
- Laminitis & EIPH funding
- Student programming and scholarships
- Domestic and international benevolence programs

TEVA Equitarian project in Guatemala
Louisiana Responder Slack Water Training
Laminitis Research Project
Industry Involvement

- Unwanted Horse Coalition
- UHVRC has donated more than 24,000 doses of free vaccines to date
- Time to Ride challenge – 1000 events, 25,000 newcomers

“Through the challenge, I gained new riding lesson clients and won cash that put a new roof on my barn!”

-Cody Pitchard, Cooperstown Equestrian Park

Learn more at www.timetoride.com
Industry-funded hub for equine disease reporting and communication

- Appointed Dr. Nat White as director and administrative consultant
- Alerted stakeholders to 251 reported disease outbreaks via social media
- More than 2300 individuals subscribe to disease alert notices
AAEP 63rd Annual Convention

63rd Annual AAEP Convention
See you in San Antonio!
November 17-21, 2017