

Supplementary Material S1

Digitail AI Survey 2023

Start of Block: Default Question Block

Q1 Artificial Intelligence (AI) is a rapidly evolving field of technology that aims to create intelligent systems capable of performing tasks typically requiring human intelligence. One notable example of AI in action is Chat GPT, a language model that is capable of generating human-like text and engaging in natural language conversations. AI has made significant strides in recent years, and its applications span a wide range of industries, including veterinary medicine. More and more companies are introducing AI-driven tools that span various facets of veterinary practice – from Practice Information Management Systems (PIMS) with integrated AI capabilities to voice-to-text transcription, data analytics, predictive tools, diagnostic imaging, and even smart wearables. To better understand your experience and expectations of AI in veterinary medicine, Digitail is leveraging the research resources of American Animal Hospital Association for this survey. Digitail is also giving away Amazon gift cards worth \$25 each to 10 randomly selected survey respondents. To enter into the drawing, there is a place to leave your mail address after the survey. This is a research initiative, not a marketing effort. All responses to this survey will remain strictly anonymous. Your help is greatly appreciated!

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Q2 What is your age range?

- ≤30 (26)
- 31-40 (36)
- 41-50 (46)
- 51-60 (56)
- ≥61 (66)

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Q3 What practice setting are you currently working in?

- General practice (1)
- ER/Specialty hospital (2)
- Mobile practice (3)
- Locum (Relief veterinarian) (4)
- Shelter/Non-profit (5)
- Academia (6)
- Other: (7) _____

Page Break

Q4 What type of organization do you work for?

- Private practice (1)
- Corporate (consolidator-owned) practice (2)
- Academia (3)
- Government (4)
- Other: (5) _____

Page Break

Q5 What is your current role at your organization?

- Veterinarian (1)
- Veterinary technician (2)
- Practice manager (3)
- Veterinary assistant (4)
- Receptionist/Customer Service Representative (CSR) (5)
- Student (6)
- Business executive (7)
- Other (8) _____

Page Break



Q6 How familiar are you with AI and its applications, such as ChatGPT?

- Not familiar at all (1)
- Somewhat familiar (2)
- Very familiar (3)

Page Break



Q7 In general, how do you feel about the adoption of AI in veterinary medicine?

- Very skeptical (1)
- Somewhat skeptical (2)
- Neutral (3)
- Somewhat optimistic (4)
- Very optimistic (5)

Page Break

Q8 Have you used AI tools or software for your own personal tasks or purposes?

- No (1)
- I've given them a try, but it's not for me (2)
- I've experimented with them a few times and plan to continue (3)
- I use them regularly in my daily life (4)

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Q9 Have you used AI tools or software in your veterinary setting?

- No (1)
- Yes (2)

Page Break

Display This Question:

If Q9 = Yes



Q10 In which specific applications or areas have you used AI tools? (Please select all that apply.)

- Analyze patient medical history (1)
- Medical triage (2)
- Diagnosis and disease detection (3)
- Treatment planning (4)
- Imaging and radiology (5)
- Drug dosages and prescription (6)
- Record-keeping and administrative tasks (7)
- Voice-to-text transcription (8)
- Client communication and education (9)
- Marketing (10)
- Other (11)

Page Break

Display This Question:

If Q10 = Other

Q11 What other specific applications or areas have you used AI tools?

Page Break

Display This Question:

If Q9 = Yes



Q12 How often do you use AI tools in your veterinary practice?

- Daily (1)
- Weekly (2)
- Monthly (3)
- Rarely (4)

Page Break



Q13 What aspects of veterinary practice do you think AI can benefit the most? (Please select all that apply)

- Prescreening & triage (1)
- Clinical signs & patient history (2)
- Differential diagnosis (3)
- Diagnostic tests (4)
- Treatment plans (5)
- Client education (6)
- Writing patient records (7)
- Post-visit follow-up (8)
- Telehealth (9)
- All of these (10)
- None of these (11)

Page Break

Q14 What do you consider the main advantages of using AI tools in veterinary medicine?
(Please select all that apply)

- Increased efficiency in diagnosis and treatment (1)
- Support with decision-making (2)
- Improved productivity and time savings (3)
- Reduced administrative workload (4)
- Enhanced accuracy and precision in medical tasks (5)
- Better patient outcomes (6)
- Increased access to care (7)
- Enhanced staff mental well-being and job satisfaction (8)
- Professional development of the staff (9)
- Other (11)
- I don't see any advantages (12)

Page Break

Q15 What are the other advantages of using AI tools in veterinary medicine?

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Q16 What are your primary concerns or barriers to adopting AI in your veterinary practice?
(Please select all that apply.)

- Data security and privacy (1)
- Cost of implementation (2)
- Reliability and accuracy of AI systems (3)
- Lack of training and knowledge (4)
- Fear of job displacement (5)
- Regulatory or legal issues (6)
- Other (7)
- None (8)

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Display This Question:

If Q16 = Other

Q17 What are your other primary concerns or barriers to adopting AI in your veterinary practice?

Page Break

Display This Question:

If Q9 = No

Q18 Would you like to incorporate AI into your veterinary practice in the near future?

- No, not at all (1)
- Unsure (2)
- Yes, but with reservations (3)
- Yes, definitely (4)

Page Break

Q19 What factors would motivate you to incorporate AI tools more into your veterinary practice?
(Please select all that apply)

- Personal positive experience (1)
- Recommendation of colleagues (2)
- Case studies from the industry (3)
- Training and support resources (4)
- Available AI functionality in the current software used at the practice (5)
- Other (6)
- Nothing would motivate me (7)

Page Break

Display This Question:

If Q19 = Other

Q20 What else would motivate you to incorporate AI tools more into your veterinary practice?

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Q21 If your PIMS had an integrated AI assistant, what features would you find most valuable?
(Please select all that apply.)

- Presumptive diagnosis (1)
- Patient triage (2)
- Language translations (3)
- Client communication generation (4)
- Create discharge notes (5)
- Calculate dosages (6)
- Create marketing materials (7)
- Answering complex medical questions (8)
- Other (10)
- I wouldn't use it (11)

Page Break

Display This Question:

If Q21 = Other

Q22 What other features in an integrated PIMS AI assistant would you find most valuable?

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Q23 Do you believe that adopting AI could give your veterinary clinic a competitive advantage?*

- Definitely not (1)
- Probably not (2)
- Might or might not (3)
- Probably yes (4)
- Definitely yes (5)

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Display This Question:

If Q23 = Probably yes

Or Q23 = Definitely yes

Q24 How do you anticipate AI adoption can positively influence your practice's business performance? (Please select all that apply)*

- Increasing revenue by seeing more patients (1)
- Enhancing employee retention and job satisfaction (2)
- Streamlining administrative tasks for more efficient resource allocation (3)
- Boosting client satisfaction and loyalty (4)
- Reducing operational costs (5)
- Adding new services and revenue streams (6)
- Other (please specify) (7)

- It would not positively influence our business performance at all (8)

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Q25 What is the most repetitive task in your day-to-day work that you would like to see automated?

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Q26 Please provide any additional comments or suggestions you have regarding AI in veterinary medicine.

End of Block: Default Question Block
