

SESSION 2 • 2:30 - 3:20

AI-Powered Triage & Client Communication

What Every Vet Should Know

Gary Peters

30 MIN TALK • 15 MIN Q&A

Gary Peters

Founder & CEO, PupPilot — a communication platform for veterinary medicine with a focus in AI



UNDERGRAD

Vanderbilt

Applied mathematics & engineering

Carnegie Mellon University



MASTER'S • AI

Carnegie Mellon

Graduate work at NASA Ames Research Center



FOUNDER ×2

Stanford StartX

Two companies — both acquired



FOUNDER CEO • TODAY

PupPilot

Communication Platform (phones, texting, email, fax and more) for veterinary medicine, with a focus in AI

IN VETERINARY MEDICINE



College of Veterinary Medicine



Speaker at NAVC, VIS & Cornell CVM • team advises the AVMA on AI • research with the University of Guelph

DISCLOSURE — I BUILD IN THE TOPIC I'M ABOUT TO DESCRIBE • EVERY FIGURE HAS A PUBLISHED SOURCE, NAMED ON THE SLIDE

In 1995, Baltimore's police answered 1.8 million 911 calls. The department estimated *sixty percent* of them weren't emergencies.

SOURCE — BALTIMORE SUN, OCTOBER 3, 1996



POLICE SWITCHBOARD, 1909 • LIBRARY OF CONGRESS



DISPATCH CONSOLE, TODAY • U.S. DOD PHOTO

So they built a second number.

311 • OCTOBER 2, 1996 • THE FIRST IN THE COUNTRY

—25%

911 calls in the first year

2 S

time to answer a 911 call, down from six

—78%

callers getting a busy signal

INDEPENDENT EVALUATION: 911 VOLUME DOWN 34% • THE FCC RESERVED 311 NATIONALLY WITHIN FIVE MONTHS

CONCLUSION

They didn't hire more paramedics. *They built 311.*

SOURCE — BALTIMORE PD FIRST-YEAR ANALYSIS VIA NEW YORK TIMES, OCTOBER 2, 1997 • MAZEROLLE ET AL., CRIMINOLOGY & PUBLIC POLICY 2002 (-34.2%) • FCC 97-51, FEBRUARY 1997

When practices evaluate an AI voice tool,
the first questions are always *medical*.

"What if it misses a boat?"

"What if it tells someone to wait?"

"How do I know it won't get something wrong?"

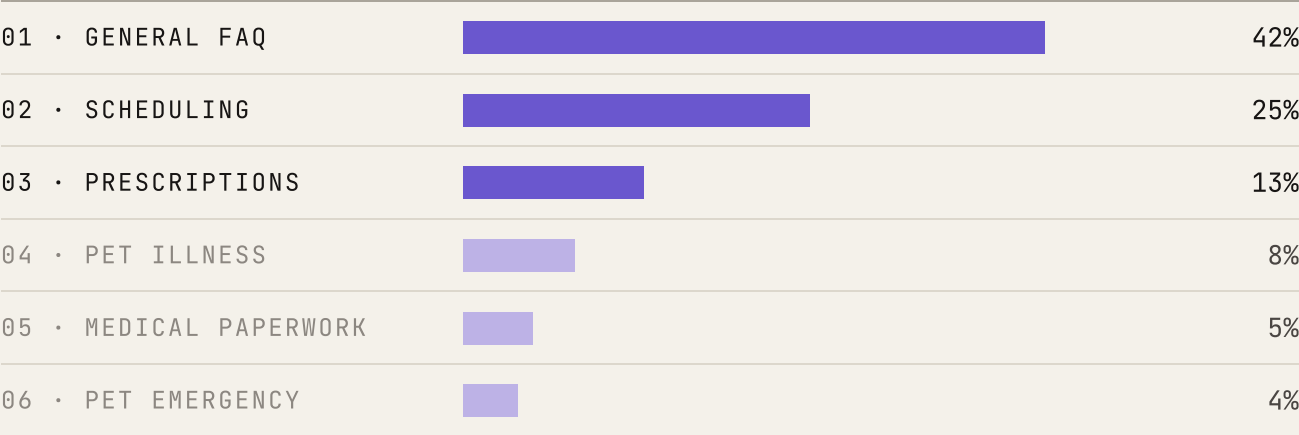
Clinics are evaluating these systems *medically*.

———— *but* ————

Clinics are using them *operationally*.

So look at the calls

Most after-hours volume is *administrative* — not medical urgency.



CATEGORIES SUM TO 97%; REMAINDER UNCLASSIFIED

TOP-3 CATEGORIES

80%

of after-hours calls are administrative — FAQ, scheduling, and prescriptions, not emergencies or urgent illness.

Triage is the right word

trier French — *to sort, to sift*

Coined on Napoleon's battlefields by Baron Larrey, who sorted the wounded by need — not by rank, not by order of arrival.



BARON LARREY • GIRODET, 1804

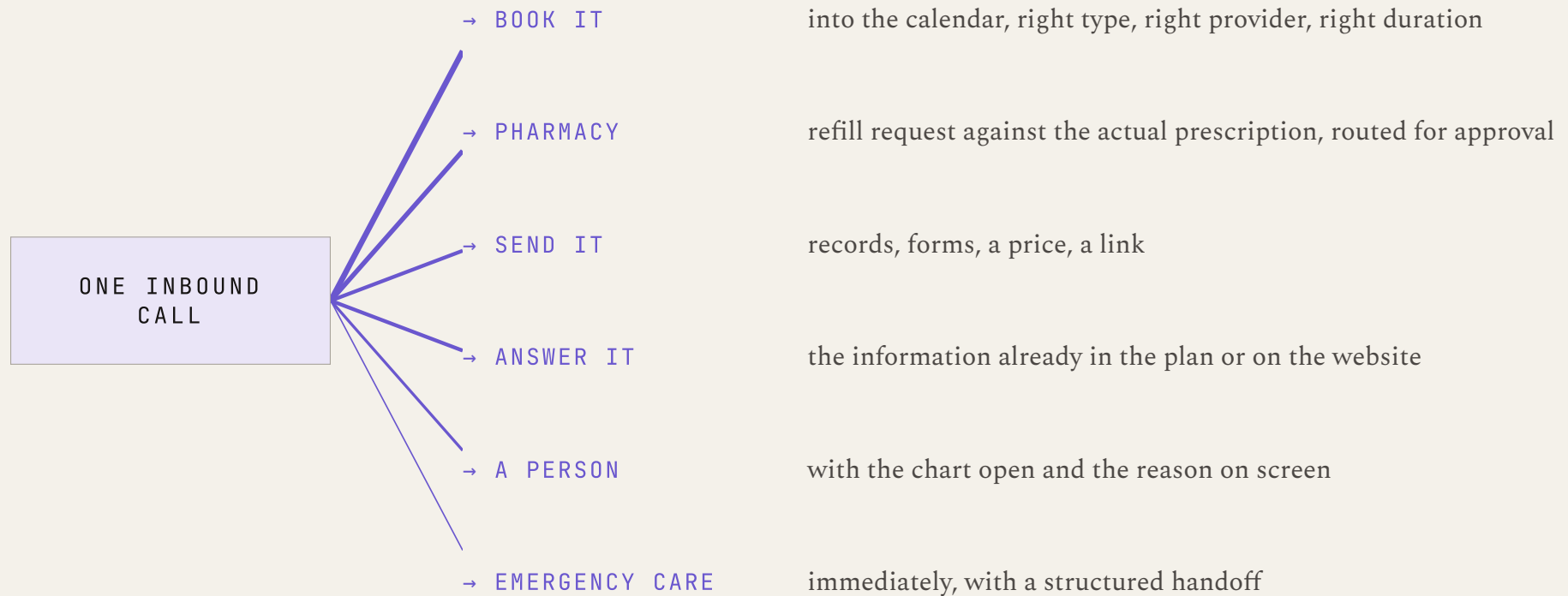
THE REFRAME

We hear "triage" and assume it means ~~medical~~ triage — sorting and prioritizing by urgency.

At its core, triage is *sorting* — deciding what goes where.

| Most calls belong at the *front desk*. Anything medical goes to the medical team.

What AI phone triage actually decides



Call volume on a normal busy day



SOURCE – PUPPILOT DATA, MAY 12, 2026 MIX APPLIED TO A 100-CALL DAY

The *medical calls* route themselves.

Everything medical in nature should be routed to a live team member, the AI is not medically triaging on the phone

NOT THE QUESTION

Can it answer medical questions?

THE QUESTION

Can it sort *every* call — and finish the *admin* ones?

PART TWO

From sorting calls to *finishing* them

What it takes to complete the admin work end to end

Scheduling

25% of the volume

WHAT "FINISHED" MEANS

- Booked into the calendar, not a message asking someone to book
- Right appointment type, right provider, right duration
- Blocked times and provider rules respected
- New client record created, intake forms sent
- Confirmation text out before the call ends

Prescriptions

13%, and the fastest-growing category we measure

-
- Request captured against the actual prescription on file
-
- Checked for refills remaining and last fill date
-
- Routed to the pharmacy queue for approval, not to the front desk
-
- Chart reviewed: if the refill is out and an exam is due, *a new appointment gets booked*, not just a note
-
- Client told what happens next and when

The texts you send *during* the call.

WHAT GOES OUT

INTAKE FORMS

PAYMENT LINKS

ONLINE SCHEDULING

PHARMACY & REFILLS

ONLINE STORE

DISCHARGE INSTRUCTIONS

SERVICE & PRICE PAGES

RECORDS REQUESTS

NEW-CLIENT REGISTRATION

DIRECTIONS & HOURS

PET INSURANCE INFO

AFTERCARE SHEETS

→ THE INTAKE FORM

filled in before they arrive

→ THE PAYMENT LINK

settled while you're still talking

→ THE PAGE ON YOUR WEBSITE

that already answers the question

→ THE DISCHARGE INSTRUCTIONS

again, in writing this time

Every link sent puts *what the caller asked for* in their hands before the call ends.

5 LINKS CONFIGURED

~1%

of calls include a mid-call text answering the request



100+ LINKS CONFIGURED

20%

of calls include a mid-call text answering the request

THE MATH

On 100 calls a day, that's *20 calls answered* by AI Voice + Text instead of 1 — roughly *~16 hours of front-desk follow-up* a week saved. High-priority items still notify the team for review.

SOURCE — PUPPILOT DATA

Case Study

What that looks like at one practice

ONE OF OUR CLIENTS • A MULTI-DOCTOR PRACTICE

15,000

calls a month

~1,000

*a week that went unanswered — and, with the day
being what it is, never got a call back*

Every call

*answered now, with the routine ones
finished on the line*

CONCLUSION

The desk didn't get faster at the phones. *It got its afternoons back — and started using them for outreach.*

SOURCE — PUPPILOT CLIENT DATA

Most calls don't need a live person — they need *a solution, right away*.

An answer. | *An appointment.* | *The right next step.*

When routine calls get resolved, your team is free for the ones that truly need them.

Baltimore's 911 answered in two seconds once 311 existed.

REVIEW THE STATS

puppilot.co/resources/statistics

GET IN TOUCH

gp@puppilot.co

Questions

- 01 What does your call mix actually look like — has anyone measured it?
- 02 Where does your front desk lose the most time today?
- 03 If a fifth of your calls were answered with a text on the line, what would the team do with the hours back?