

Beyond the Scribe

How AI is transforming the vet clinic of the future

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THE IDEA

AI scribing makes the old job faster. The real gains come when the clinic *changes shape*.

THE STORY · ELECTRIFICATION, 1899-1930S

In 1899, less than five percent of the power in American factories was electric. When electric motors arrived, factories hung one where the steam engine had stood and kept the shafts, the belts and the layout built around them. Cheaper, sensible — and for twenty years productivity barely moved.

Then the factory changed shape: machines grouped by the work, each with its own motor. Ford's assembly line took a chassis from 12½ hours to 93 minutes. Same motors, new layout.

Veterinary medicine is in 1900. Scribing is the motor where the steam engine stood: the notes arrive faster, but the layout hasn't changed. Next comes the floor plan.

THE NUMBERS

<5% → 68.5%

Electric share of factory power, 1899 to 1924. Same layout.

DUBOFF 1979, IN DAVID 1989

0.3% → 5.3%

Yearly productivity growth before and after the new layout.

KENDRICK 1961 · DAVID 1989

33%

Practices using AI for scribing or the medical record.

INSTINCT SCIENCE 2026 (N=763)

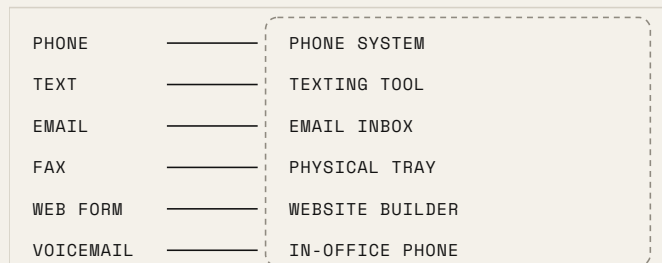
<5%

Practices with AI at the front door — booking, reminders.

INSTINCT 2026 · 48% × 11%

THE MODEL · REDOING THE FLOOR PLAN

TODAY · SIX PILES, NOTHING CONNECTING THE TRAFFIC

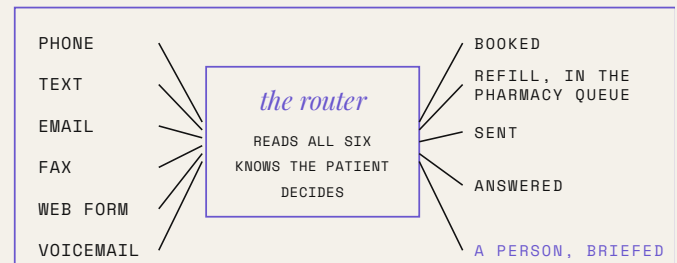


The smart router

INBOUND · THE CALLS THAT CAME IN

The AI picks up first — no hold, no voicemail, no after-hours service — and every channel becomes one thread per client. About 80% of inbound requests are administrative (scheduling, FAQs, payments, refills, records) and get finished end to end; the rest go to a person, briefed.

REDRAWN · ONE ROUTER, EVERY CHANNEL



The outreach

OUTBOUND · THE CALLS THAT NEVER CAME IN

Not “Max is due for his annual” sent to every client, but contact that knows the record — the pets, the medications, what was recommended in March — in the channel the client answers: “Bella is three months into her Apoquel. How is the itching?”

QUESTIONS FOR YOUR PRACTICE

- Thinking in terms of the factory layout — what is your clinic's layout today?
- What area would be most impactful for AI to handle end to end? (*For most teams: scheduling.*)
- If your team could be more proactive with outreach — what would that look like?

Scribing changed what your day *feels like*. This changes what your clinic *can do*.

SOURCES — DEVINE, JOURNAL OF ECONOMIC HISTORY 1983 · DAVID, “THE DYNAMO AND THE COMPUTER,” AMERICAN ECONOMIC REVIEW 1990 · DUBOFF (1979) IN DAVID (1989) · KENDRICK (1961) · INSTINCT SCIENCE, STATE OF GENERAL PRACTICE VETERINARY CARE 2026 (N=763). EVERY FIGURE IN THE SESSION HAS A PUBLISHED SOURCE, NAMED ON THE SLIDE.