

BEYOND THE SCRIBE

01 / 23

Beyond the Scribe

HOW AI IS TRANSFORMING THE VET CLINIC OF THE FUTURE

GARY PETERS

AAHA CON 2026 • PORTLAND • SEPTEMBER 17

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 1899, less than
five percent of the
power in American
factories was electric.



MACHINE SHOP, DETROIT, C. 1903 • LOC

The motor where the steam engine stood.

Keep the shafts. Keep the belts. Hang an electric motor where the engine was.

Cheaper, sensible, and it worked.

But...Productivity barely moved for two decades.

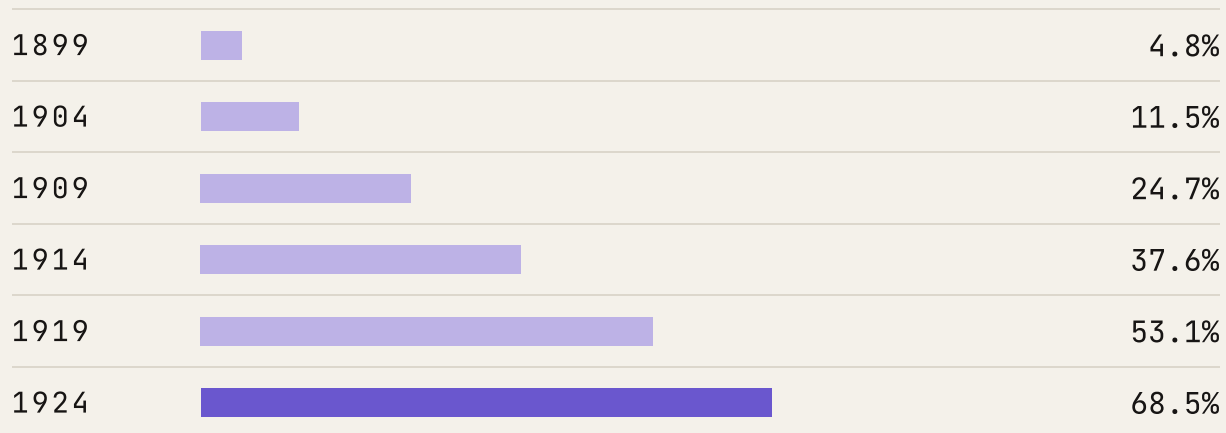
SOURCE — DEVINE, JOURNAL OF ECONOMIC HISTORY 1983 •
DAVID, "THE DYNAMO AND THE COMPUTER," AMERICAN
ECONOMIC REVIEW 1990



ENGINE ROOM, MERCHANTS' DESPATCH • LOC • LC-
DIG-DET-4A11858

The motors arrived. The productivity didn't.

ELECTRIC MOTORS AS A SHARE OF FACTORY MECHANICAL DRIVE ·
UNITED STATES



SOURCE — DUBOFF (1979) AS TABULATED IN DAVID (1989), TABLE 3 ·
PRODUCTIVITY FROM KENDRICK (1961), DAVID (1989) TABLE 2

PRODUCTIVITY GROWTH

0.3% → 5.3%

per year -- during the 1910s & mid 1920s

WHY NOTHING MOVED

The shaft still ran the ceiling.

The belts still fixed where every machine stood.

The building was still laid out around the shaft.

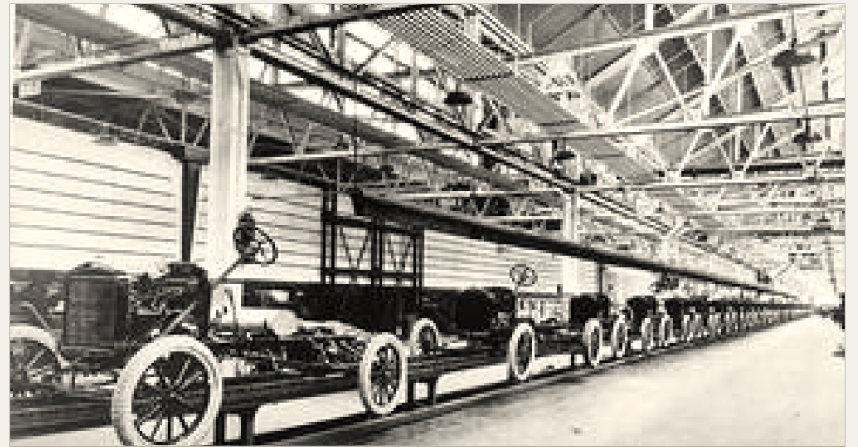
CONCLUSION

Two-thirds of the power was electric. The layout was still 1899.

Then the factory changed shape.

1900	Machines arranged along line shafts.
1910	Machines grouped by operation, a motor on each.
Mid 1910s	Ford pioneered assembly line — a chassis in 93 minutes , down from 12½ hours .
1930s	The assembly line is common. Single-storey plants, skylights, the line laid out to follow the work.

SOURCE — KENDRICK (1961), DAVID (1989, 1990) • DEVINE (1983), ATKESON & KEHOE (2001)



CHASSIS LINE, FORD, 1925 • LOC • LC-DIG-DET-4A27990

OUTPUT PRODUCTION INCREASE

+700%

After Factory Change Shape: Assembly Line

CONCLUSION Same motors. New shape. Output production radically increases

The first use of a new technology is to do the old job faster in the *old layout*. The gains come when the work *changes shape* around it.

31%

of practices adopted or changed AI scribing in the past year — the most adopted new technology of any kind.

01 • AI SCRIBING	31%
02 • CLIENT COMMUNICATION TOOLS	25%
03 • DIGITAL IMAGING EQUIPMENT	12%
04 • CLOUD PIMS / EMR	11%
05 • AI DIAGNOSTIC INTERPRETATION	8%

CONCLUSION Scribing is the motor where the steam engine stood — and the right first move.

SOURCE — INSTINCT SCIENCE, STATE OF GP CARE 2026 • N=763 US GENERAL-PRACTICE PROFESSIONALS

Scribing is adding motors.

The exam didn't change.

The workflow didn't change.

The notes arrive faster.

CONCLUSION

Real efficiency. Same layout.

Where the AI is being adopted

THE MOTOR ON THE OLD LAYOUT – THE SAME WORK, DONE FASTER

01 • MEDICAL RECORD & SOAP CREATION		63%
02 • DIAGNOSTIC INTERPRETATION		38%
03 • SUMMARIZING PATIENT RECORDS		33%

THE NEW LAYOUT – BARELY TOUCHED

04 • CHATBOTS – APPOINTMENTS, REMINDERS, FOLLOW-UPS		11%
05 • ADMINISTRATIVE TASKS		7%
06 • INVENTORY MANAGEMENT		7%
07 • PREDICTIVE ANALYTICS		4%
08 • PERSONALIZED TREATMENT PLANS		3%

SOURCE – INSTINCT SCIENCE 2026 • AI-USING PRACTICES • N=763 • CROSS-CHECK: 48% USING AI × 63% DOING SOAP ≈ 30%, AGAINST 33% REPORTED DIRECTLY

The bigger change requires *redoing the floor plan.*

WHERE PROFESSIONALS SAY AI'S PROMISE IS

60.6% *improving productivity and
saving time*

56.1% *reducing administrative
workload*

CONCLUSION Many still think productivity is automated soap notes when it can be much more.

SOURCE — GABOR ET AL., AJVR 2025 • DIGITAIL / AAHA SURVEY, N=3,968 • INSTINCT SCIENCE, STATE OF GP CARE 2026

Redoing the floor plan

On the phone, the AI picks up first.

A CALL
COMES IN

*no hold, no voicemail, no
after-hours service*

the AI answers

KNOWS THE CLIENT
KNOWS THE PATIENT
DECIDES WHERE IT GOES

MOST CALLS • FINISHED

*the booking, the refill, the question
already answered in the plan.*

THE REST • A PERSON,
BRIEFED

chart open, reason on screen.

~80%

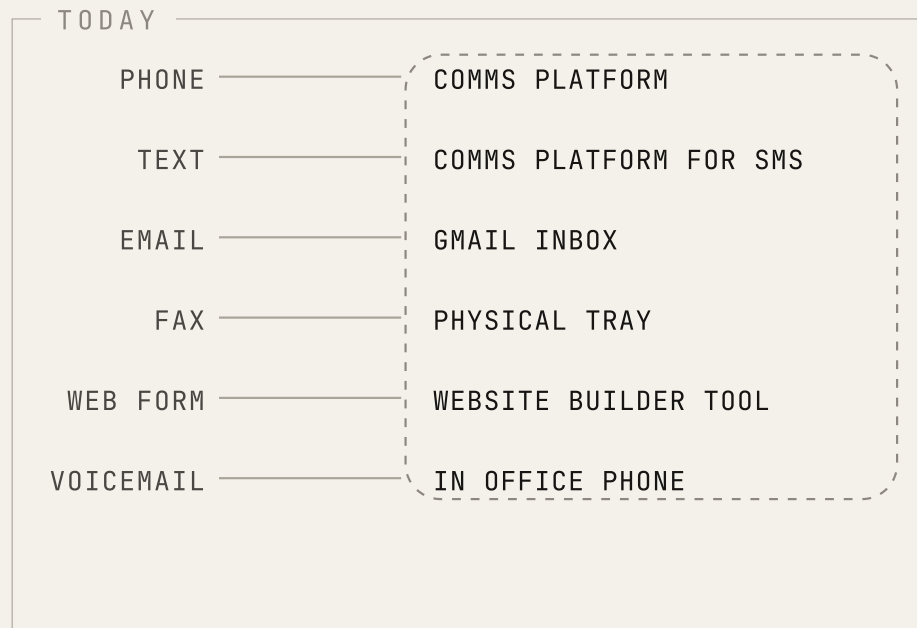
of a clinic's inbound requests are administrative — not medical.

01	Scheduling and rescheduling.	END TO END
02	FAQs — hours, directions, pricing.	END TO END
03	Payments and invoices.	END TO END
04	Medication refills.	END TO END
05	Medical records and paperwork.	END TO END
06	Medical Calls — all calls that need judgment.	A PERSON, BRIEFED

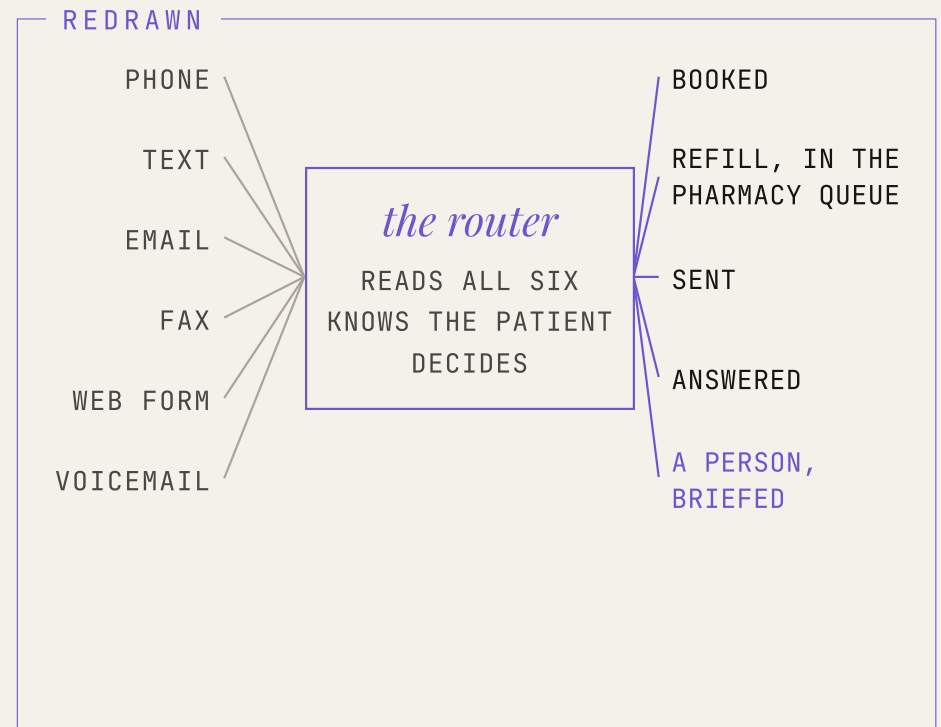
CONCLUSION

When the routine work runs end to end, people get their hours back for the work that needs a person.

The floor plan, redrawn.



The same refill request is a fax in the tray and a text on the dashboard — and nothing knows they're the same.



CONCLUSION

Before: six piles, no context connecting the traffic, staff has to connect the dots.

After: one router, omni-channel — the right staff member pulled in at the right time.

The omnichannel inbox.

Bob Smith OLLIE · DOG	CALL TEXT EMAIL WEB FORM	END TO END · REBOOKED
Susie Richmond FLUFFY · CAT	TEXT ×2 FAX VOICEMAIL	END TO END · PHARMACY QUEUE
Dan Kowalski PEPPER · DOG	EMAIL WEB FORM	END TO END · RECORDS SENT
Maria Alvarez BISCUIT · DOG	CALL VOICEMAIL Biscuit hasn't eaten since yesterday.	A PERSON, BRIEFED

CONCLUSION

Three threads finish on their own. The desk’s morning starts with Biscuit.

A new era of outreach.

THE LAST ERA

One reminder text. “Max is due for his annual.” The same message to every client, whether or not it worked.

THIS ONE

A call, a text, an email — even a letter — chosen per client. It knows the client, the pets, the medications, the diagnoses, and what was recommended in March. “Bella is three months into her Apoquel — how is the itching?”

CONCLUSION

Outreach that knows the patient.

This is what redoing the floor plan looks like.

01 **The smart router.** *Call, text, email, fax, web form — one thread per client. Simple admin tasks handled end-to-end, where complex tasks & medical scenarios routed to a person.*

INBOUND • THE CALLS THAT CAME IN

02 **The outreach.** *Contact that knows the record, in the channel the client answers, at the scale of the whole panel.*

OUTBOUND • THE CALLS THAT NEVER CAME IN

CONCLUSION None of this is a faster version of the old front office. It's a different layout.

Grounded over *generated*.

The system shouldn't generate the medical plan. It should find the one the care team already wrote — and explain it, and carry it out.

We are in 1900.

33%

of practices run AI for scribing or the medical record — the motors are arriving

<5%

have AI at the front door: appointments, reminders, follow-ups

1899 • LESS THAN FIVE PERCENT
ELECTRIC

85%

say the software they've added doesn't integrate well with their practice-management system — the shafts and belts are still up

CONCLUSION

The motors are arriving. The floor plan is still the old one.

SOURCE — INSTINCT SCIENCE, STATE OF GP CARE 2026 (N=763): 33% USE AI FOR SCRIBING / MEDICAL RECORDS; 48% USE AI IN SOME FORM × 11% OF THOSE FOR APPOINTMENTS, REMINDERS AND FOLLOW-UPS ≈ 5% OF PRACTICES • IDEXX, FINDING THE TIME (2023, N=786)

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

SESSIONS AT 2:30, 4:00 AND 5:00

REVIEW THE STATS

puppilot.co/resources/statistics

GET IN TOUCH

gp@puppilot.co

Questions

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

REVIEW THE STATS
puppilot.co/resources/statistics

GET IN TOUCH
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