



PROACTIVE, NOT REACTIVE:  
**CHANGING THE CARE PARADIGM**

## SCIENTIFIC PROGRAM

### Wednesday, 27 May

#### The Human-Animal Bond and the Future of Veterinary Medicine

**Chair: Patrick Flynn**

- 09:00 - 09:05 Introduction and Welcome  
**Marianne Lomberg**
- 09:05 - 09:35 How It All Began: The Origins of the Human-Animal Bond  
**James Serpell**
- 09:35 - 10:05 Using Functional MRI to Decode What Dogs Really Think and Feel  
**Greg Berns**
- 10:05 - 10:30 BREAK
- 10:30 - 11:00 The Role of Nutrition and Feeding in the Human-Animal Bond  
**Sandra Lyn**
- 11:00 - 11:30 Elevating Our Relationships with Dogs and Cats Through Consent  
**Erin Jones**
- 11:30 - 12:00 From Theory to Exam Room: Strengthening the Human-Animal Bond in Daily Care  
**Patrick Flynn**

### Thursday, 28 May

#### The Case for Changing the Care Paradigm

**Chair: Jason Coe**

- 09:00 - 09:05 Introduction and Welcome  
**Marianne Lomberg**
- 09:05 - 09:35 The True Cost of Care: Why Preventing Disease Matters for Pet Health and Longevity  
**Audrey Ruple**
- 09:35 - 10:05 Why Good Advice Isn't Enough: Diagnosing and Designing for Better Preventive Care Decisions with Insights from Behavioral Economics  
**M. Kit Delgado**
- 10:05 - 10:35 Then and Now: Looking Back at Purina's Lifespan Study 25 Years Later  
**Richard Kealy and  
Brittany Vester Boler**
- 10:35 - 11:00 BREAK
- 11:00 - 11:30 Differences in Clients' and Veterinarians' Perceptions of Preventive Care  
**Zoe Belshaw**
- 11:30 - 12:00 Closing the Veterinarian-Client Communication Gap: From Veterinarian-Centred to Relationship-Centred  
**Natasha Janke**
- 12:00 - 13:00 BREAK

#### Enacting Change in the Care Paradigm

**Chair: Andy Sparkes**

- 13:00 - 13:30 Knowing Your Clients' 'Why': Reframing How We Communicate the Value of Preventive Veterinary Care  
**Jason Coe**
- 13:30 - 14:00 New and Emerging Technologies in Preventive Healthcare – The Connected Pet  
**Shawn Wilkie**
- 14:00 - 14:30 New and Emerging Biomarkers in Preventive Healthcare – The Monitored Pet  
**Brennen McKenzie**
- 14:30 - 14:50 BREAK
- 14:50 - 15:20 Nutrition as the Cornerstone of Proactive and Preventive Pet Health – The Thriving Pet  
**Brittany Vester Boler**
- 15:20 - 15:50 Preventive Healthcare Must Be Delivered Across the Spectrum of Care  
**Emily McCobb**
- 15:50 - 16:40 Pet Parents and the Veterinary Healthcare Team – The Key Partnership in Delivering Good Preventive Care  
**Alison Lambert and panel**
- 16:40 - 16:50 Closing Remarks  
**Marianne Lomberg and chairs**