



### **Focus on the Future**

## **Guest Predictions: Bryan Benitz**

*Guest Predictions is a regular feature in which we ask leaders in a number of professions questions that affect us all.*

**Senior Investment Banking Executive:** with 24 years of expertise in venture capital, corporate finance, asset management, sales trading and compliance. Recently consulting with higher education and the equine veterinarian space - integrating GPO strategy.

- **The Veterinary Club LLC**  
(USA's First Group Purchasing Organization Dedicated to the Veterinary Space)
  - Co-Founder of the National Organization
  - Delivering purchasing power to individual veterinary practitioners and practices nation-wide
- **Impax Asset Management PLC**  
(Premiere Environmental Finance Company in the UK )
  - Founder, company listed on the London Stock Exchange
  - COO, Senior Executive Officer - regulated by Financial Services Authority
- **Institutional Sales Executive**  
(UK Based - International Investment Banks )
  - EBC-Amro Bank - fixed income sales
  - Union Bank of Switzerland - origination and fixed income
  - Benitz and Partners - venture capital, natural resources
  - Benton Corcoran Lieb - specialist trader - New York Stock Exchange

**Q: What do you see as the key emerging uses of the internet for Veterinary Healthcare?**

**A:** Virtual storage of information with increased flexibility for pushing messaging into the market, as well as the pooling of talent and technical knowledge for access to GPO contracts.

**Q: What surprising applications of the Internet have you found in Veterinary Healthcare?**

**A:** There is an important combination of internet and telecom – with every veterinarian, particularly in the equine veterinary space, having a smart phone and the power to access and research in an ambulatory environment.

**Q: What have been the “Best Uses” of the Internet for you in Veterinary Healthcare?**

**A:** We control, share and analyze our membership data with a custom-built CRM system (Customer Relationship Information Management), while communicating, marketing and educating our customer base through our website.

**Q: What should be avoided when dealing with the Internet in Veterinary Healthcare?**

**A:** Make sure that the written word and functionality match the needs / ease of use requirements of the customer. There are so many variations available that expression of fact can become complicated.

**Q: Which next steps might you recommend for all of us to take in National Association Leadership?**

**A:** Simplification of messaging and the avoidance of clutter on our websites.