

Blue Ocean Strategy



Exploring and Creating
New Markets

Vetology Value Innovation

In the last 5 years, \$50 billion has been invested in research and development and startup companies that are focused on advancing human healthcare information technology (IT).

A key Vetology innovation strategy is the evaluation and application of the best human healthcare solutions for the animal healthcare industry.

Vetology helps our customers create value through a blue ocean strategy and invites best-in-class partners from the human healthcare IT industry to take a swim in our ocean.