

Clinic the guide to growing your practice INNOVATION Guide

BROUGHT TO YOU BY TODAY'S VETERINARY BUSINESS AND TODAY'S VETERINARY PRACTICE



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THE TOP CYBERSECURITY
TRENDS IMPACTING
YOUR PRACTICE

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11 INNOVATIONS THAT
WILL CHANGE
VETERINARY MEDICINE

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HOW TO ENCOURAGE
INNOVATIVE THINKING
IN THE CLINIC

Midmark

Advancing animal health care through innovative design

Midmark is the only company transforming healthcare experiences through innovative design within the medical, dental and animal health environments. With a special focus on integrating cutting-edge technology in practical ways that make a positive impact at the point of care, we are committed and uniquely positioned to continue to offer innovative solutions.

As an industry leader, Midmark fosters an ambitious collaborative approach with our customers to address tomorrow's patient care challenges. This includes our research, development and design teams developing deep customer insights to build upon our understanding of the challenges and opportunities customers face. This collaborative approach is fueling innovation to best serve our veterinary customers, their patients and clients.

Improving the experience between patients and caregivers is at the heart of everything we do. We design seamless solutions that simplify and enable better care.

To enhance peace of mind for the pet parent and the veterinary team delivering care, one of our key initiatives is improving outcomes for animals undergoing anesthetic procedures. Our broad portfolio of solutions also includes our new bite-resistant digital dental sensor explicitly designed for animal care. Featuring an innovative housing, this next-generation sensor is designed to help veterinary practices better capture dental



Stephanie Muir is the Chief Technology Officer for Midmark Corporation and is passionate about improving health care, with more than 20 years of experience developing healthcare technology. She works closely with the Midmark executive team to lead the innovation strategy and digital transformation to design seamless solutions that simplify and enable better care.

radiographs while reducing the catastrophic sensor damage that may occur from accidental bites and drops. Additionally, we support the veterinary care team through education and ensure ease of use in our solutions.

Midmark's animal health experts give deliberate thought to exactly

how new technology is supported and integrated into the point of care. This helps ensure the valuable time shared between veterinarians, technicians, patients and clients remains at the highest priority during the healthcare journey.

► **For More Info:** midmark.com/animal-health

