

Why Sponsor VVCA in 2026

Veterinary telehealth is entering a decisive moment. Regulatory scrutiny is intensifying, artificial intelligence is rapidly entering clinical and client-facing workflows, and veterinarians are under growing pressure to deliver care amid workforce shortages and rising demand. In 2026, the Veterinary Virtual Care Association (VVCA) will play a critical role in ensuring veterinary telehealth and AI-enabled care evolve responsibly, transparently, and in alignment with the profession.

Sponsoring VVCA means investing in the policy, education, and coordination infrastructure that will define how virtual care and AI are used in veterinary medicine.

What VVCA Can Do in 2026 — With Sponsor Support

1. Lead Policy & Regulatory Advocacy for Telehealth and AI

VVCA will serve as a trusted, nonpartisan resource for regulators and policymakers navigating both veterinary telehealth and AI by:

- Monitoring state, federal, and international policy related to virtual care, including telemedicine, telerriage, and AI-enabled care
- Producing clear guidance on VCPR, virtual care models, and the appropriate use of AI in clinical and client-facing settings
- Engaging directly with relevant stakeholders on how AI intersects with existing telehealth regulations
- Providing rapid-response analysis as new AI tools, practice-related questions, or regulatory interpretations emerge

Sponsor value: *Your support helps ensure regulators and professional leaders receive practical, evidence-based guidance as AI becomes embedded in virtual care delivery.*

2. Launch a Flagship Evidence-Based Advocacy Initiative

Global Lessons in Veterinary Telehealth

VVCA plans to launch Global Lessons in Veterinary Telehealth, a signature advocacy and education initiative grounded in real-world regulatory experience.

For more than a decade, veterinary regulators across Ontario, Canada have allowed a Veterinary-Client-Patient Relationship (VCPR) to be established via video, with no documented complaints of pet harm. This long-standing framework offers rare, outcome-driven insight at a time when many U.S. jurisdictions are still debating theoretical risk.

Building on an idea advanced by founding Board member, Mark Cushing, VVCA would help facilitate a multi-state educational tour featuring Canadian regulatory leader, Jan Robinson, to engage state VMAs, Veterinary Medical Boards, academic leaders, and other stakeholders.

Sponsor value: *Your support would directly enable VVCA to bring proven international regulatory experience into U.S. policy discussions, helping shift conversations about telemedicine from hypothetical concern to evidence-based decision-making.*

3. Advance AI Guidelines That Directly Impact Virtual Care

As AI tools increasingly shape how virtual care is delivered, VVCA will advocate for clear, practical guidelines that protect patients, support veterinarians, and maintain trust. VVCA would also explore how emerging technologies, including AI-supported triage and decision tools, can be evaluated within existing regulatory guardrails.

This work will include:

- Defining where AI appropriately supports clinical judgment versus where human oversight is essential
- Clarifying the role of AI in teletriage, client education, documentation, and decision support
- Helping regulators and boards distinguish between consumer-facing AI tools and veterinarian-directed clinical technologies
- Elevating ethical considerations, transparency, and accountability in AI-enabled virtual care

Sponsor value: *Your support would help shape guardrails that allow AI innovation to coexist with professional standards and regulatory clarity.*

4. Expand Education & Workforce Support

VVCA will support veterinarians navigating telehealth and AI by:

- Offering education on compliant, ethical use of virtual care and AI tools
- Addressing burnout and administrative burden through responsible technology adoption
- Providing clarity on regulatory expectations as care models evolve

Sponsor value: *Sponsorship supports a more resilient, future-ready veterinary workforce.*

5. Elevate Thought Leadership & Standards

VVCA will continue to lead on “what good looks like” by:

- Updating definitions of veterinary virtual care to explicitly include AI-enabled tools
- Publishing issue briefs, position papers, and best-practice guidance
- Elevating veterinary voices in national and international digital health discussions

Sponsor value: *Alignment with leadership that prioritizes clarity, ethics, and credibility over hype.*

6. Launch the VVCA Podcast (March 2026)

VVCA will launch a new podcast exploring veterinary telehealth, AI, policy, and the future of care. Episodes will feature:

- Veterinarians, researchers, and industry leaders
- Plain-language discussion of complex regulatory and ethical issues
- Balanced exploration of AI's role in virtual care delivery

Sponsor value: *Thoughtful visibility in a trusted, educational forum, without marketing noise.*

7. Convene Industry & Build Coalitions

VVCA will continue acting as a neutral convener by:

- Bringing together veterinarians, technologists, regulators, and academics
- Facilitating working groups on telehealth, AI, data use, and regulatory trends
- Serving as an honest broker across sometimes polarized perspectives

Sponsor value: *Support collaboration that drives alignment instead of fragmentation.*

8. Explore an APAC Committee & Global Regulatory Mapping

VVCA will explore forming an **APAC Committee** and developing a high-level regulatory map of veterinary telehealth and AI across Asia-Pacific markets. This work will:

- Identify emerging global regulatory trends
- Provide early insight into how AI and virtual care are being governed internationally
- Inform future U.S. policy discussions

Sponsor value: *Early visibility into global developments shaping the future of veterinary care.*

9. Advance Access to Care & Public Impact

VVCA will continue advocating for virtual care and AI-enabled tools as mechanisms to:

- Expand access for rural and underserved communities
- Support teletriage and early intervention
- Reduce unnecessary strain on emergency and in-clinic systems

Sponsor value: *Support solutions that improve access without compromising quality or professional integrity.*

10. Continue Convening Advisory Council Meetings for Ongoing Legislative & Regulatory Insight

In 2026, VVCA will continue to convene its quarterly Advisory Council as a core mechanism for keeping sponsors aligned, informed, and ahead of regulatory change. These meetings provide a structured forum for sharing timely updates and facilitating informed dialogue across the veterinary virtual care ecosystem.

Advisory Council meetings will:

- Provide regular legislative and regulatory updates related to veterinary telehealth and AI-enabled care
- Share emerging policy trends at the state, federal, and international levels
- Offer insight into regulatory interpretation and board-level considerations
- Create space for discussion among veterinary leaders, industry experts, and policy specialists
- Help VVCA pressure-test advocacy priorities and educational needs

These convenings are intentionally practical and forward-looking, designed to help participants understand not just *what* is happening, but *why it matters* and *what may be coming next*.

Sponsor value: *Your support helps sustain a trusted, ongoing forum where stakeholders receive timely, credible regulatory insight and where VVCA can continuously refine its advocacy and education efforts based on real-world feedback.*

The Bottom Line

Telehealth and AI are no longer emerging issues: they are shaping veterinary care right now. In 2026, VVCA's role is to ensure these tools evolve in ways that:

- Protect veterinarians
- Safeguard patients
- Expand access to care
- Maintain trust and professional standards

Sponsoring VVCA means investing in the regulatory framework, guidance, and evidence that will define the future of veterinary virtual care, not just the technology itself.