



Veterinary Big Data Stakeholder Forum

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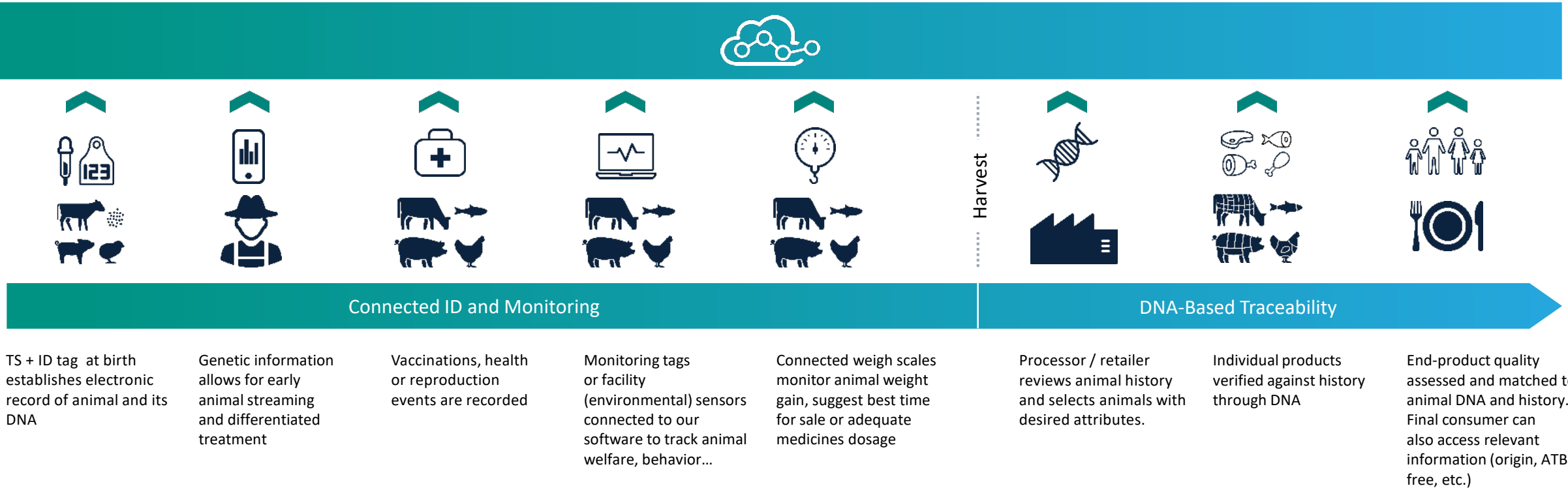
Lead MSD Animal Health Intelligence
Veterinarian



Data is important in our Core development of future medicines and also, in new areas of precision technology

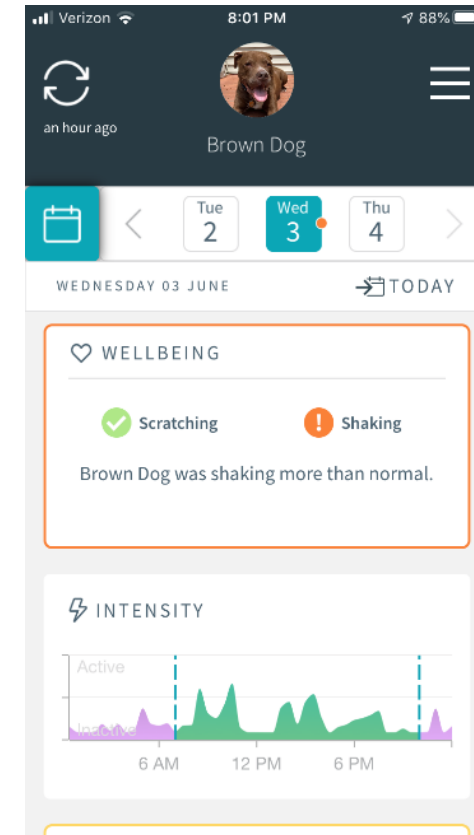
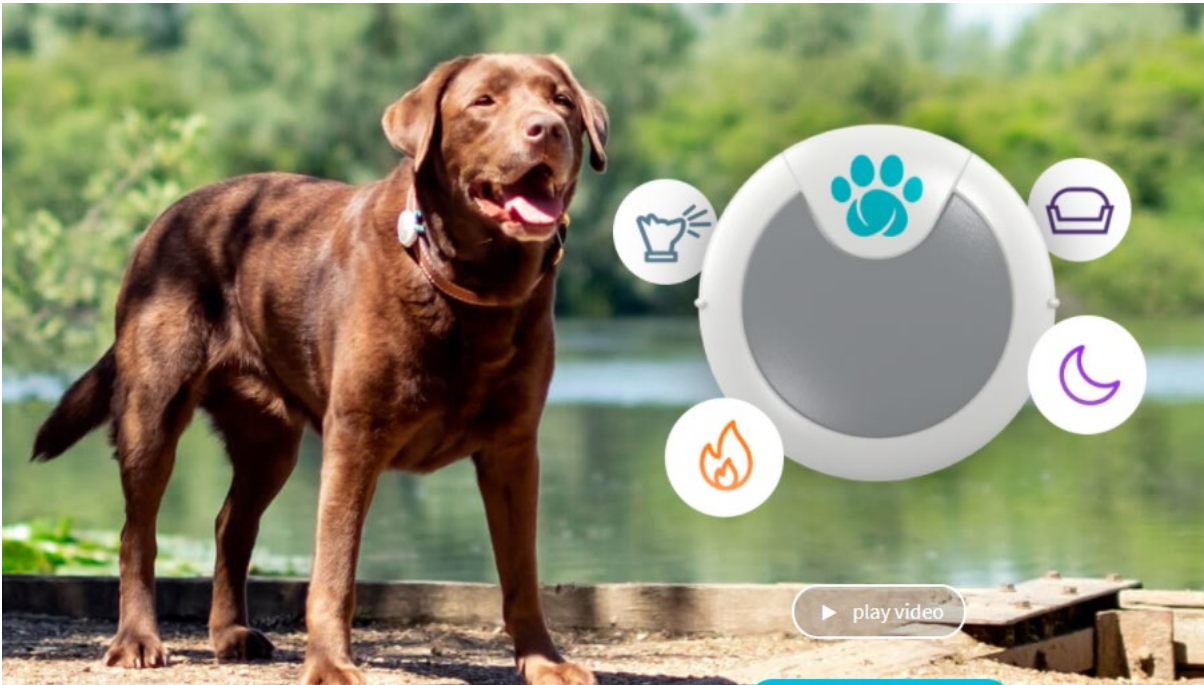


Digital tools for animal health have a primary purpose to raise animals in the most optimal way, in line with the EU Farm to Fork strategy



Allows verified attributes, such as animal welfare, sustainability, free from claims, etc... to be sold with confidence to consumers

Tracking of Pets behavior and activity will become the norm



Big Data challenges and opportunities

Tailored needs of veterinary Big data

Tailored approach for animal health

Solutions, systems and platforms derived for the human health sector should not be automatically applied to the animal health sector

Industry needs to be regarded/involved as a true partner

Data definition matters, need to make space for data innovation

Costs

Need reflect the size of the veterinary sector

EMA/HMA's big data platform, and its maintenance

An animal health data space?

Need for a homogenized public database, functional and accessible by all

Data governance

Differences between human and animal-generated data

Data 4
Data 3
Data 2
Data 1



Challenges to ensure business excellence

Secure and ethical governance framework

Data ownership and data handling

Data standards

Quality, reliability
representativeness..
Standardization of data collection
Management of data heterogeneity

Integration of big data

In regulatory processes
In scientific advice process

AI ethics

Geographical origin

Stakeholders' access

Funding

Opportunities to encourage animal health digitalization

Collaboration

Mandatory eID

Allow academia and regulators to have information to create future improvements

Clarity

From consumer to farm to have market signals for better animal welfare, sustainability and other consumer driven demands

Transparency

Create a culture of transparency in farming so that the divide from consumers to farms is bridged

Policy opportunities are already there

EU dataspace (health and agriculture)
Common Agriculture Policy
Farm to Fork /Green Deal
AI White Paper
Real world data

Outlook: the future of farming

Upcoming technologies

Linking each individual treatment to
an animal

Creating environmental benefits
monitoring tools

Future of technology

Individual medicines

Robotized tools to deal with
shortage of labor such as feeding,
cleaning disinfecting, treating