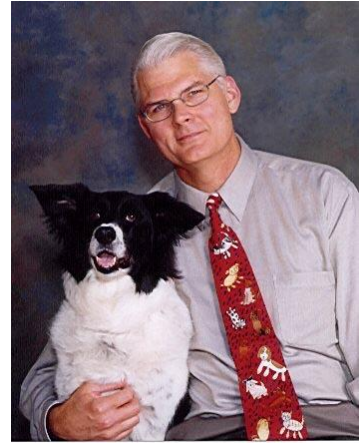


# Rolan Tripp, DVM

**Author, Speaker, Consultant**

[DrRolanTripp@gmail.com](mailto:DrRolanTripp@gmail.com)



## Rolan Tripp, DVM

Dr. Tripp received his doctorate from UC Davis veterinary school, and holds a Bachelor's Degree in Music Performance. He also completed a degree in Philosophy with emphasis on Ethics and Logic.

In 1984 he published his first Veterinary Futurist article, "Veterinary Telecommunications" in the California VMA journal where he predicted a large number of veterinary telecommunication innovations that have since come into existence.

In 1986 he founded a company by the same name, [Veterinary Telecommunications](#).

Dr. Tripp began lecturing and writing about "The Third Wave" in the veterinary profession. He defined Wave One as the establishment of veterinary care as a science 150 yrs ago. Wave Two arrived about 50 yrs ago with a focus on the client's perception of the quality of pet care based on customer service, and an odor free and professional looking lobby. He predicted Wave Three as a focus and concern about the pet's experience at the veterinary hospital.

His subsequent book, "[Pet Perception Management](#)" outlined the importance of making veterinary care kinder and gentler for pets by using treats and distraction techniques. The book, a manual for the veterinarian, pet professional and pet owner also taught simple methods for early puppy and kitten socialization and how to integrate pet behavior principles and education into veterinary practices. The new term, "Fear Free" for the same concept has now (15 years later) gained widespread acceptance with cover stories by most major veterinary journals.

In 2011, Dr. Tripp gave the keynote address, "The Future of Veterinary Medicine" at an international veterinary meeting in Canada known as "CanWest". He was the top rated speaker at that conference.

In 2014 he published an article in the Illinois VMA Journal called, "Veterinary Medicine - Today and Tomorrow."

Later in 2014 he gave a special presentation for the entire Illinois VMA during their annual meeting, also titled, "Veterinary Medicine – Today and Tomorrow."

Thirty years after his first Futurist Publication, Dr. Tripp created the *Veterinary Futurist Society* for likeminded individuals who are trying to foresee the future of veterinary medicine, and hopefully helping steer the profession in the most positive direction.