



International Veterinary Imaging Community

*"If you can dream it, you can IMAGING it"*

**Company Profile 2025**

## Our Vision

ECOPET is where images become connections, and connections become progress.

We are veterinarians, researchers, and diagnostic imaging enthusiasts united by a shared goal: to transform every examination into an opportunity for growth, every case into a story worth sharing, and every discovery into a step forward for veterinary medicine.

## Who We Are

ECOPET is more than just a project: it is a dream taking shape. Born from a deep passion for veterinary diagnostic imaging - from ultrasound to radiology, CT to MRI - and from the desire to transform knowledge sharing into a driving force for professional growth.

The idea emerged from personal experience: throughout a career in veterinary diagnostics, opportunities for genuine, ongoing dialogue with colleagues proved remarkably rare. When international connections finally enabled case discussions, image sharing, and mutual consultation, the diagnostic approach transformed dramatically - becoming more aware, precise, and effective.

Every exchange - a photo, a clinical case, a message, a phone call - enriched not only technical knowledge but, more importantly, practical experience. This realization sparked a vision: to create a worldwide network of veterinarians - ultrasonographers, radiologists, diagnosticians, specialists across all disciplines - united by the desire to learn and improve together.

## The Challenge We Address

In an era where artificial intelligence grows rapidly, doubts arise about content authenticity. Who created that article or shared those images? A colleague from across the world or an algorithm? ECOPET answers this question by creating a community where real people collaborate, train, publish, and build together - with a common goal: animal health and welfare.

## What is ECOPET

ECOPET is an international community of veterinarians dedicated to diagnostic imaging in all its forms and applications, integrated with related disciplines including cardiology, internal medicine, gynecology, dermatology, oncology, anesthesiology, gastroenterology, etc. - for both companion animals and non-conventional species.

We create an ecosystem that encompasses:

- Real clinical cases to share and discuss
- Selected and peer-reviewed scientific papers and publications
- Multidisciplinary research projects
- Online and in-person training for all experience levels
- Specialized peer-to-peer consultation
- Technological innovation, with attention to new frontiers in veterinary imaging
- Mentorship programs connecting experienced practitioners with emerging professionals
- Collaborative case reviews and diagnostic challenges

## Core Activities

### Knowledge Sharing & Education

ECOPET facilitates continuous professional development through structured learning experiences, from basic concepts to advanced specialization. Our educational programs span ultrasound, radiology, CT, MRI, endoscopy, and emerging imaging technologies, always with practical, hands-on approaches.

### Clinical Collaboration

Members engage in real-time case discussions, second opinion consultations, and collaborative diagnostic problem-solving. Our platform enables veterinarians worldwide to connect their expertise, ensuring better outcomes for their patients.

### Research & Innovation

ECOPET promotes scientific research, experimentation, and innovation in veterinary diagnostics. We facilitate collaborations with research institutions, universities, and industry leaders to advance imaging technology and clinical applications. Members contribute to the development and field-testing of new ultrasound platforms and diagnostic tools, providing valuable clinical feedback to manufacturers.

### Scientific Publication & Dissemination

We support members in publishing their findings through articles, case reports, and multimedia content across various platforms including journals, digital media, and social networks. Our curated content library serves as a valuable resource for the entire veterinary community.

## Our One Health Commitment

ECOPET embraces the One Health principle, recognizing the interconnection between animal health, human health, and environmental wellbeing. This holistic approach guides our activities:

- Promoting zoonotic disease awareness through advanced diagnostic imaging
- Supporting comparative medicine research that benefits both veterinary and human healthcare
- Advocating for environmental health through wildlife and ecosystem monitoring
- Fostering interdisciplinary collaboration between veterinary and human medicine professionals
- Contributing to global health surveillance and early disease detection

## Social Mission & Community Impact

Beyond professional development, ECOPET is committed to broader social impact through education and awareness initiatives, particularly focused on children and future generations. We believe in nurturing curiosity about science, animal welfare, and responsible pet ownership from an early age.

Our social initiatives include:

- Educational awareness campaigns in schools and communities
- Fundraising campaigns supporting carefully selected non-profit organizations worldwide, with special focus on welfare programs for children
- Creating accessible educational materials that make veterinary science engaging for young minds
- Supporting initiatives that combine animal welfare and child development

## Scope & Reach

**Disciplines:** Diagnostic imaging across all veterinary specialties including cardiology, internal medicine, reproduction, orthopedics, emergency medicine, neurology, oncology, behavioral medicine, and all related fields.

**Species:** All animals - companion animals, exotic pets, non-conventional species, wildlife, zoo animals, and production animals.

**Geography:** International network with no geographical boundaries, connecting veterinary professionals worldwide.

## Platform & Services

ECOPET provides members with comprehensive digital infrastructure:

- Interactive forums for case discussion and peer consultation
- Curated image and case libraries with searchable archives
- Live webinars, workshops, and virtual conferences
- Telemedicine and remote reporting services
- Research collaboration tools and project management
- Mentorship matching and career development resources
- Newsletter and scientific updates
- Mobile accessibility for on-the-go consultation

## Our Core Values

- Authenticity: Real professionals, real cases, real collaboration
- Excellence: Commitment to highest diagnostic and clinical standards
- Inclusion: Welcoming veterinarians at all career stages and from all backgrounds
- Innovation: Embracing new technologies while valuing clinical experience
- Solidarity: Supporting growth and success together
- Social Responsibility: Contributing to animal welfare and community wellbeing
- Continuous Learning: Fostering lifelong professional development

## Looking Forward

ECOPET envisions becoming the global reference point for veterinary imaging professionals - a thriving community where knowledge flows freely, expertise is shared generously, and every member contributes to advancing the field. Through collaboration, innovation, and commitment to excellence, we aim to elevate diagnostic standards worldwide, ultimately improving outcomes for all animals under veterinary care.

Our promise remains clear: "If you can dream it, you can IMAGING it". Together, we transform that vision into reality.

## Partnership Opportunities

ECOPET welcomes partnerships with organizations that share our commitment to advancing veterinary diagnostic imaging and supporting the broader One Health mission. We offer flexible collaboration models designed to create mutual value while advancing animal health and welfare.

We believe in creating partnerships that generate real impact for animal health while providing meaningful value to our collaborators. If you are a professional, a specialist, a company, an academic institution, a professional association, or a non-profit organization, we invite you to contact us to design together the future of veterinary medicine.

## ECOPET & EMALAB Social Cooperative

ECOPET operates as part of EMALAB, a social cooperative (cooperativa sociale) established under Italian Law 381/1991. EMALAB operates without profit motives, pursuing the general interest of the community through social promotion and integration, with particular focus on workforce inclusion of disadvantaged individuals.

This structure enables ECOPET to combine professional excellence with social purpose, ensuring that our activities contribute not only to veterinary medicine advancement but also to broader societal wellbeing.

## Contacts

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