

For Immediate Release:

January 19, 2014

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The North American Veterinary Community Launches NAVC VetFolio

Designed for the entire veterinary healthcare team, this responsive-design digital platform provides online access to RACE-approved CE courses, Conference Proceedings and more, year-round.

ORLANDO, FL — Today, the North American Veterinary Community (NAVC) launched NAVC VetFolio, a subscription-based, web-responsive platform offering the entire veterinary healthcare team resources for professional and personal career development. At VetFolio.com, members of a practice can access over 500 hours of RACE-approved continuing education sessions, 2,500 NAVC Conference Proceedings, Clinical Views written by its best-in-class veterinary faculty, moderated discussion forums, how-to articles for practice success, industry news, private forums and much more, in one spot.

Thomas Bohn, CAE, NAVC Chief Executive Officer, announced the launch of NAVC VetFolio during today's Opening Ceremonies at the NAVC Conference 2014 and described the unique promise of VetFolio in this way: "We set out to solve the challenges the profession is facing. By taking the best of the NAVC Conference experience online, the entire veterinary healthcare team can learn, network and share information and knowledge, all within one affordable subscription. And by inviting members of the industry to participate, we're confident this will have a tremendous impact and truly revolutionize the veterinary profession."

All members of a practice team, including Veterinarians, Veterinary Technicians, Practice Managers and Support Staff, as well as Veterinary Students, will find VetFolio content that specifically meets their needs.

"NAVC VetFolio is launching with over 25,000 subscribers and we anticipate rapid growth," said Bohn. "When you add students, faculty and professional staff at the veterinary schools (who have access to VetFolio at no cost), we envision building a community that's able to make a bigger difference in the lives of animals everywhere, very quickly — and that's very exciting."

NAVC VetFolio delivers its content in these distinct areas, with many others to follow as the website substantially grows in 2014 and beyond.

- **VetFolio Learn:** Subscribers can log in anytime to earn CE credit by tapping into over 500 hours of RACE-approved sessions, videos and quizzes.
- **VetFolio Faculty:** Its growing library of Clinical Views is written by VetFolio's best-in-class Veterinary faculty and infused with the authors' real-world insights, plus the ability to "Ask the Faculty" specific clinical questions.

- **VetFolio News:** The latest animal health research and discoveries, industry alerts and professional insights are delivered through original and curated articles.
- **VetFolio Community:** As part of NAVC Community, subscribers can explore a wide variety of topics with peers in private, moderated discussion forums.

“We are thrilled to be partnering with NAVC’s VetFolio on this innovative education program,” said Dr. Jeff Klausner, Chief Medical Officer for Banfield Pet Hospital. “As a practice, we’re dedicated to providing the highest quality continuing education to our doctors — VetFolio is a great tool that will allow us to provide outstanding content in a year-round, easy-to-access format. We applaud NAVC for this outstanding advancement in continued learning.”

Peter R. Scott, APR, Vice President of Product Development for the NAVC, added, “We understand that mobile technologies are transforming how people are accessing information online. As a Web-responsive platform, it will be as easy to use VetFolio on a smart phone or tablet as it is on a laptop or desktop. This gives people with an Internet connection the freedom to learn and access information wherever and whenever they are in the world. I believe this will redefine how education is delivered in the future, and we’re determined to continue to invest in mobile technologies.”

To learn more about NAVC VetFolio, visit www.vetfolio.com.

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About the NAVC

Founded in 1982 and headquartered in Gainesville, Florida, the North American Veterinary Community (NAVC) is a non-profit organization that provides world-class professional development for the global veterinary healthcare community. The organization's largest educational initiative, the annual NAVC Conference, hosts 16,000 attendees and 350 speakers from more than 70 countries each year. Other educational offerings include the NAVC Institute, NAVC Expeditions, NAVC VetFolio and *NAVC Clinician's Brief*, the official journal of the NAVC. The NAVC's international conference partners include the Latin American Veterinary Conference (LAVC), Southern European Veterinary Conference (SEVC) and the Asian Pacific Veterinary Conference (APVC). Visit www.NAVC.com for more information.

About Banfield Pet Hospital®

Founded in Portland, Ore., in 1955, Banfield is the largest general veterinary practice in the world. In 2007, Banfield joined the Mars, Inc. family of businesses, and today it is more than 830 hospitals strong in neighborhoods across the United States. More than 2,600 veterinarians at Banfield are committed to giving pets the highest quality of veterinary care. Banfield hospitals offer a full range of comprehensive medical services, computerized medical records, preventive care plans for pets and extended operating hours. Banfield Pet Hospital helps extend the lives of millions of pets each year through Optimum Wellness Plans®. For journalists seeking more information, visit banfield.com or contact the Media Hotline at 888-355-0595.