

For Immediate Release:

January 22, 2014

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The NAVC Partners with Vetstreet to Publish its Vetlearn Properties

In an innovative partnership between the NAVC and Vetstreet, Inc., NAVC will begin to manage and publish all Vetlearn media as part of its NAVC VetFolio launch.

ORLANDO, FL — Beginning in January 2014, the North American Veterinary Community (NAVC) will retain shared rights to publish all Vetlearn content including approximately 4,600 articles, 100+ continuing education components and more than 100 slide shows and videos, as well as new material from the Vetlearn team. In addition, NAVC will begin to manage and publish Vetlearn’s signature publications and websites including *Compendium*, *Veterinary Technician*, *Standards of Care* and others... while creating engaging new opportunities for Vetlearn subscribers and social community members.

Tom Bohn, NAVC Chief Executive Officer, explained the mission behind this unique arrangement. “With Continuing Education as the heart of our association’s offerings to the veterinary community, quality content is the fuel to propel our educational resources into an exceptional value to the healthcare team.”

Now, all veterinary professionals can access the single largest compilation of animal health information, CE learning programs and community connectivity – all in one resource. The Vetstreet partnership continues to strengthen NAVC’s unique approach to strategic growth, working together with for-profit and not-for-profit content providers to better meet the needs of the global veterinary community.”

Under the arrangement, NAVC will directly manage all the Vetlearn content components while both organizations co-own the material produced. The intent is for the Vetlearn editorial teams and others connected with its publications to remain intact. In addition to using current Vetlearn content in NAVC VetFolio, new content will be added on a monthly basis. In short, Vetlearn media will be part of a content incubator for NAVC’s new newly launched VetFolio platform.

Derrick Kramer, Vetstreet President said, “For thirty plus years our respective organizations have partnered together to advance our profession by providing world-class continuing education. This partnership expands what has been an annual effort at the NAVC Conference, to be a 24/7 daily focus to the benefit our shared audience.”

Rick LeCouteur, BVSc, PhD, DACVIM (Neurology), DECVN, Chief Veterinary Officer of NAVC, is equally excited about this partnership: “When people go to VetFolio, they’ll see the industry’s most robust collection of outstanding content on clinical matters, practice management solutions, Veterinary Technician tips and much more. It’s truly thrilling.”

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About 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 more than 16,000 attendees and 350 speakers from more than 70 countries each year. Other educational offerings include the NAVC Expeditions, NAVC Institute, NAVC VetFolio and NAVC *Clinician's Brief*, the official journal of the NAVC. The NAVC's international conference partners include the Asian Pacific Veterinary Conference (APVC), the Latin American Veterinary Conference (LAVC), Southern European Veterinary Conference (SEVC). Visit NAVC.com for more information.

About Vetstreet

Vetstreet, Inc., headquartered in Yardley, Pennsylvania, is the nation's leading provider of marketing solutions connecting pet owners with their veterinary practices. Through its state-of-the-art web-based portals, Vetstreet offers a suite of communication tools that enhance the veterinarian–client–patient relationship, resulting in better health for pets and improved compliance for the veterinary practice. Portal features include a free practice website, a customized online store, individual client websites, automated email communications and postcard reminders, access to peer-reviewed pet health information, and much more. Vetstreet is a division of VCA Antech, Inc. (WOOF). Learn more at www.vetstreetpro.com.