



## NAVC IMPACT REPORT 2023

Community | Education | Growth | Advocacy | Support



NAVC.com

*"This past year has been one of the most monumental and rewarding years we've ever had. We introduced several new programs and initiatives that were all designed to help and enhance our profession for years to come. These initiatives embody everything we stand for and strive for."*

—Gene O'Neill, NAVC CEO

# FIND YOUR ROAR

## VISION

A world in which the veterinary healthcare team thrives.

## MISSION STATEMENT

The NAVC is a nonprofit organization that creates unparalleled opportunities for the veterinary community that foster lifelong learning, encourage growth and promote wellbeing to advance animal care worldwide.

## VALUES

**Inclusive** – We welcome and respect individuality within the global animal healthcare community.

**Driven** – We serve veterinary professionals around the world with integrity and a commitment to excellence.

**Curious** – We consistently analyze how things can be done in a new or better way.

**Spirited** – We cultivate a fun, caring and respectful environment for our employees and community.

**Accountable** – We hold each other responsible for following through on commitments and working together as a high-performing team.

**NAVC**  
YOUR VETERINARY COMMUNITY

**VMX VIC**  
VETERINARY MEETING & EXPO VETERINARY INNOVATION COUNCIL

**VetFolio** **NAVC**  
POWERED BY THE NAVC INSTITUTE

**NAVC TVP**  
YOUR VETERINARY MEDIA TODAY'S VETERINARY PRACTICE

**HIVE** **VETERINARY INNOVATION SUMMIT**

today's veterinary **nurse** **Today's Veterinary Business**

**advantage** **embrace**  
AN NAVC ANIMAL COMMUNITY ALLIANCE

**NAVC**  
YOUR VETERINARY CERTIFICATIONS

**PET THERAPEUTIC NUTRITION**  
COACH CERTIFIED

**PET NUTRITION**  
COACH CERTIFICATION

**Certified Veterinary Business Leader**

**Human Animal Bond Certified**

**SHOPNAVC**

**NAVC Cares**  
Creating a More Sustainable Future

**NAVC Gives**  
Helping the Veterinary Community Thrive



# FIND YOUR FLARE

## FLORIDA MAGAZINE ASSOCIATION - CHARLIE AWARDS

30 awards for excellence in Writing, Design and Digital categories as well as General Excellence and Best Overall. Highlights include category sweeps in 5 areas:

- Best Writing: Editorial/Commentary/Opinion, including a Silver and Bronze for Dr. Dana Varble, NAVC Chief Veterinary Officer
- Best Writing: Service Feature
- Best Design: Best Traditional Illustration
- Best Digital: Magazine Website
- Best Overall: Writing

## TRADE SHOW NETWORK (TSNN)

- Outstanding Show Pro, Joe Sorrentino, Senior Vice President, Live Events
- Finalist: Savvy Marketing Campaign: VMX 2023

## NAVC RECOGNITION

In 2023, the NAVC was recognized for **50+ awards** and celebrated accolades in various categories, including journalism, design, marketing, events, communications and leadership.

## HEALTHCARE DIGITAL MARKETING AWARDS

### GOLD AWARDS

- Annual or Community Report - NAVC Community Report
- Branded Content & Entertainment for Online/Interactive: VMX Virtual Login Screens
- Digital Publication - Single: Today's Veterinary Practice: Jan/Feb 2023
- Podcast: VetFolio Voice: "In the Company of Colleagues: Diverse Perspectives and Experiences"
- Streaming/On Demand Content: Step-by-Step: Canine Lymphoma Treatment Options

### SILVER AWARDS

- Email: Single or multiple: NAVC Announced Historic Throwback Pricing
- Special Video - Under 2 minutes: VMX 80s Promo Video

### MERIT AWARDS

- Digital Publication - Single: Today's Veterinary Practice: Clinic Innovation Guide
- Digital Publication - Single: Today's Veterinary Nurse
- Special Video - Over 2 minutes: VMX Industry Partner Video: 40th Anniversary

## TRADESHOW EXECUTIVE (TSE)

### GOLD 100 GRAND AWARDS

- Best Hybrid Show in 2022

### FASTEST 50 AWARDS

- Rankings:
  - #27 by net square feet
  - #33 by number of exhibitors
  - #39 by total attendance

## PET ADVOCACY NETWORK: 2023 PET CARE COMMUNITY LEADERS OF THE YEAR



IT TAKES ALL KINDS

Building a Diverse, Equitable and Inclusive Future for the Veterinary Community

We believe in creating opportunities that are inclusive of all people, regardless of background, ability, experience, or perspective, and we are committed to cultivating a respectful and welcoming environment where all feel comfortable in sharing their unique viewpoints.

Our ultimate goal is to give you the tools necessary to thrive in your career and in your life. Our pledge to you is that we will not support any form of bias or discrimination and will stand firm against any such acts or behaviors. We commit to leading, inspiring, and supporting the veterinary community to take intentional actions to accelerate the path toward a more diverse, equitable, and inclusive future.

**The NAVC is a 501(c)(3) with an all-volunteer board.**  
All of our revenue is reinvested to provide support and continuing education opportunities to the veterinary community.

NAVC COMMUNITY

379,483	EMAIL SUBSCRIBERS
362,852	SOCIAL MEDIA FOLLOWERS
6.9 MILLION	WEBSITE VISITS
28,729	EVENT ATTENDEES
172,000+	JOURNAL SUBSCRIBERS
450,000	PODCAST PLAYS
7.9 BILLION	REACH THROUGH MEDIA COVERAGE
8 MEETINGS 4 INITIATIVES	ADVOCACY REACH IN WASHINGTON, D.C.
1,240	CERTIFICATIONS
100,000+	ONLINE LEARNERS

GLOBAL COMMUNITY 675,000+

# FIND YOUR INSPIRATION

NAVC LEARNING



## 40TH ANNIVERSARY

January 14-18 • Orlando, FL

In 2023, VMX featured \$125 throw-back early-registration pricing and welcomed **27,719 attendees** to its in-person and virtual 40th anniversary event. This attendance increase of more than 50% from our highest attendance in years past was unprecedented. Attendees consumed **48,000 hours of CE**, including more than 1,000 attendees participating in hands-on workshops.



## VETERINARY INNOVATION SUMMIT

October 9-11 • Kansas City, MO

Global leaders at the forefront of scientific breakthroughs collaborated to advance human and veterinary medicine. The summit brought together **315 attendees**, consisting of the most progressive leaders and thinkers in the global healthcare industry, futurists at the forefront of scientific innovation and medicine and trailblazers in biotechnology.



## NAVC CARES

In 2023, NAVC pledged its commitment to improving event sustainability and reducing VMX's carbon footprint in collaboration with VMX sponsors, exhibitors, event partners and hosts.



## NAVC INSTITUTE

May 21-26 • Orlando, FL

The NAVC Institute offered **9 courses** of collaborative and inclusive learning for veterinarians and veterinary nurses/technicians, and welcomed **286 event attendees**. The 2023 event focused on a wide range of clinical topics, including dentistry, surgery, exotics, ultrasonography, and more, as well as exam prep for the ABVP (American Board of Veterinary Practitioners) certification.



## VET NURSE+TECH HIVE

October 16-18 • Austin, TX

NAVC announced a **new event concept** featuring cutting-edge content and conversations with a unique, lively and engaging forum unlike any other. The inaugural event, Nurse+Tech HiVE served **409 attendees** and featured three tracks: Professional and Career Development; Clinical Content; and Personal and Self Development including stress management, mindfulness and financial planning.



VETFOLIO, NAVC’S ONLINE LEARNING PLATFORM

The NAVC’s ultimate resource for online continuing education, VetFolio issued **67,712 CE certificates** in 2023. Educational experiences include opportunities for learners to **watch videos, listen to podcasts, read articles, attend virtual events** and **get certified**.

37,318	COURSE ENROLLMENTS
43,929	VIDEO VIEWS
450,000+	PODCAST PLAYS
39,000	ARTICLE VIEWS
13,000+	CE HOURS FROM VIRTUAL EVENTS
1,240	LEARNERS CERTIFIED



NAVC LEARNING

CERTIFICATIONS

The NAVC offers four advanced certifications to elevate veterinary professionals and move practices, careers and mindsets forward.



Human-Animal Bond Certification

18 hours of RACE-approved CE  
Focuses on the benefits pet ownership has for pets and people, in partnership with the Human Animal Bond Research Institute



Certified Veterinary Business Leader

20 hours of RACE-approved CE  
Examines the business practices, leadership abilities, strategic thinking and technical skills required for running a successful veterinary practice



Pet Nutrition Coach Certification

8 hours of RACE-approved CE  
Arms veterinary professionals with the knowledge and tools necessary to communicate pet nutrition and feeding management as vital aspects of preventive veterinary care



Pet Therapeutic Nutrition Coach Certification

12 hours of RACE-approved CE  
Promotes understanding, value and importance of nutritional assessments and specific nutritional recommendations to support the medical management, health and longevity of patients

# TEAM RESOURCES



## READER APPROVAL

*Today's Veterinary Nurse* and *Today's Veterinary Practice* readers expressed **99** and **98 percent approval ratings**, respectively, when it comes to quality, credibility and selection of clinical content.

**The Largest Media Platform in the Industry**

## NAVC READING



NAVC Media develops respected publications that offer insights for every member of the animal healthcare community, from veterinarians and veterinary technicians to industry professionals and distributor sales reps.

This past year, through the NAVC's four publications — *Today's Veterinary Business*, *Today's Veterinary Nurse*, *Today's Veterinary Practice*, and *Veterinary Advantage* — the organization provided business insights, peer-reviewed medical content and continuing education opportunities, all at no cost for subscribers.

27

PUBLICATIONS, TOTALING 2,335 PAGES

83

PEER-REVIEWED ARTICLES

15

RACE-APPROVED CE ARTICLES

172,000+

SUBSCRIBERS

19

NEW ADVERTISING PARTNERS

97

TOTAL ADVERTISING PARTNERS

## ONLINE REACH

- 4.4 million Active Users
- 7.6 million Views
- 162,000 Facebook followers

**NAVC MEDIA** produced three special ebooks for readers over the past year, delivering additional career development tools for readers:

- Career Kickoff Guide for veterinary nurses/technicians
- Collection of essays from Dr. Andy Roark
- Algorithmic guide to addressing electrolyte disorders in companion animals

# FIND YOUR PURPOSE

**embrace**  
AN NAVC ANIMAL COMMUNITY ALLIANCE

## CREATING CHANGE FOR THE BETTER

Every day, policymakers at the local, state and federal levels make decisions that could impact the veterinary community, pets and the people who love and care for them. We monitor and respond to these policies by sharing our feedback and experiences.

In 2023, Embrace garnered **1,993 advocates** resulting in **739 messages** to Congress and **8 Congressional office visits on Capitol Hill** supporting **4 initiatives** important to veterinary care and animal health and wellbeing.

Other issues NAVC Embrace took positions on included:

- Xylitol Pet Safety
- SAVES Act of 2023
- Healthy Dog Importation Act
- Lacey Act Amendments
- Animal Welfare Act Amendments
- Domestic Violence and Pets

## NAVC ADVOCACY

### PODCASTS PUBLISHED BY NAVC EMBRACE IN 2023:

- NAVC Is Embracing Grassroots Advocacy
- “Congressman Schrader Wants to Recruit You,” featuring Congressman Kurt Schrader
- The Impact of Domestic Violence on Pets, featuring Kentucky State Representative Ryan Dotson

### VMX 2023 FEATURED CE COURSE:

- The Importance of Advocacy and Congressional Representation in the Veterinary Profession



# MAKE A DIFFERENCE



## NAVC GIVES

In November 2023, the NAVC launched its first philanthropic award program: NAVC Gives. This program will support the veterinary profession and wellbeing of people and animals worldwide by providing recognition to individuals and organizations that have made a significant impact. In the first month following its launch, NAVC Gives received more than 30 nominations.



***“Here at the NAVC, giving back to the veterinary community is central to our purpose. NAVC Gives enables us to take our mission to a whole new level that we’ve always wanted to achieve — where we are not just applauding good deeds by good people but we’re actively helping them, too.”***

—Gene O’Neill, NAVC CEO

## NAVC IMPACT

### PRESS IMPACT

In 2023, the NAVC brand was propelled to new national and international audiences through media coverage that spanned the globe, imparting vital information to pet owners and veterinary professionals in North America, South America, Europe, Asia and Australia.

11,535

STORIES TOLD

7.9 BILLION

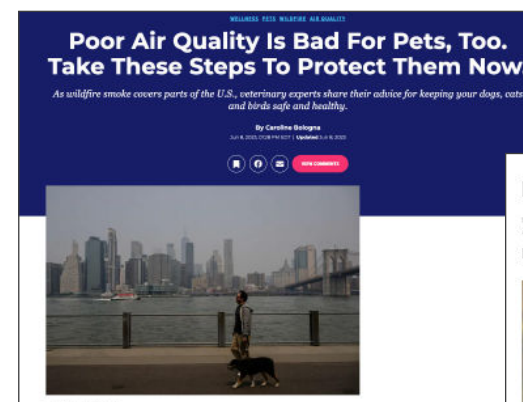
TOTAL REACH

122

INTERNATIONAL FEATURES REACHING  
610 MILLION PEOPLE

***NAVC Chief Veterinary Officer Dr. Dana Varble has become the trusted, “go-to” source for trade and national media, including CNN. Among Dana’s contributions: a biweekly segment on the popular Lisa Dent show on Chicago’s top-rated WGN radio station, which airs during prime-time rush hour on Friday afternoons.***

In addition to widespread coverage in global trade press, the NAVC was featured and quoted in some of the most trusted and influential media nationally and internationally including the London Daily Telegraph, Huff Post, NBC, CNN and Sirius XM radio to name a few.



### Pets and holidays: A recipe for disaster?



### \$1 million on offer for Aussies caring for animals





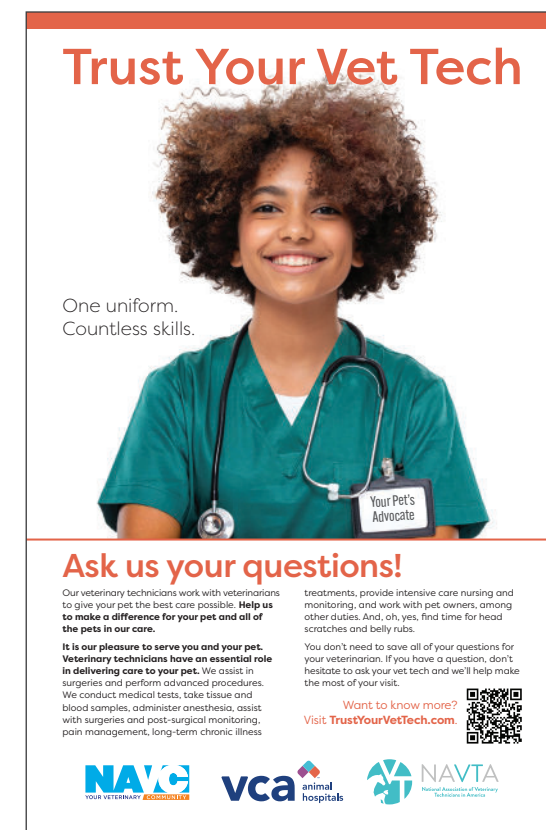
## NAVC SUPPORT

### VETERINARY INNOVATION COUNCIL

This year, the Veterinary Innovation Council made significant strides, unveiling a refreshed marketing strategy and a new, more user-friendly website. Additionally, they have been developing crucial resources to improve access to care, launched an innovative entrepreneurship course, and began 2024 with the introduction of an informative newsletter, marking a year of meaningful progress in veterinary care.

### TRUST YOUR VET TECH

In late 2023, the NAVC launched an international marketing campaign to raise awareness of and support for the critical, life-saving role veterinary nurses and technicians play in veterinary practices and in the overall healthcare of animals. This first-of-its-kind campaign delivers educational and engaging materials to veterinary practices worldwide reaching thousands of pet owners with the goal of changing perceptions of veterinary nurses and technicians and fully utilizing their skills and education. This campaign builds on the NAVC's Veterinary Nurse/Technician Empowerment Campaign launched in 2021 to elevate and advance the role of veterinary nurses and technicians across the veterinary profession.



# FIND COMMON GROUND



## NAVC PARTNERS

### Diamond Partners



Boehringer  
Ingelheim

zoetis

### Platinum Partners



MERCK  
Animal Health

### Gold Partners

ANTECH



IDEXX



### Silver Partners

chewy

covetrus



Nationwide  
is on your side



### Bronze Partners

American Regent Animal Health • CareCredit • Ceva Animal Health, LLC  
Companion Animal Health • Dechra Veterinary Products • ElleVet Sciences • Heska  
MWI Animal Health • Nextmune US LLC • Nutramax Laboratories Veterinary Sciences, Inc  
NVA • Patterson Veterinary Supply • Petco Veterinary Partners  
Vetoquinol • VetriScience Laboratories • Virbac



The NAVC Board of Directors is composed of well-known veterinary researchers and practitioners who are elected to serve. Led by NAVC President Bob Lester, DVM, this year's Board of Directors has collaborated to enhance the VMX 2024 experience with the goal of offering attendees premium, world-class, industry-leading information.

2023-2024 Officers



**Bob Lester, DVM**  
**President**  
Chief Medical Officer, WellHaven Pet Health—Portland, OR



**Harold Davis, BA, RVT, VTS (Emergency and Critical Care) (Anesthesia and Analgesia)**  
**Immediate Past President**  
Clinical Education Consultant—W. Sacramento, CA



**Karen Kline, DVM, MS, DACVIM (Neurology)**  
**President Elect**  
Medical Director, VCA Northwest Veterinary Specialists—Clackamas, OR



**Sally Haddock, DVM**  
**Vice President**  
Relief Veterinarian, Arlington Animal Hospital—Arlington, VT



**Christine Navarre, DVM, MS, DACVIM (LAIM)**  
**Treasurer**  
Extension Veterinarian and Professor, Louisiana State University, AgCenter—Baton Rouge, LA

NAVC 2023-2024 LEADERSHIP

2023-2024 Board of Directors



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**Board of Directors**  
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Area Business Manager, Zoetis—Madison, WI



**Geraldine Diethelm, Dr. Med. Vet., CVA**  
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Marathon, FL



**Trish Farry, RVN, AVN, VTS, TAA GCHEd**  
**Board of Directors**  
Clinical Academic, School of Veterinary Science, University of Queensland—Queensland, Australia



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**Board of Directors**  
Vice President, Global Chief Medical Officer, IDEXX—Fort Collins, CO



**Tammy Michau, DVM, MS, MSpVM, DACVO**  
**Board of Directors**  
Vice President Medical Affairs Operations, Mars Veterinary Health—Portland, OR



**Mark Russak, DVM, CVJ**  
**Board of Directors**  
President, Nutmeg Veterinary Consulting—Berlin, CT



**Jonathan R. Townsend, DVM, PhD**  
**Board of Directors**  
Dairy Technical Services Veterinarian, Merck Animal Health—West Lafayette, IN



**Christina V. Tran, DVM**  
**Board of Directors**  
Associate Professor of Practice and Clinical Relations Lead Veterinarian, University of Arizona—Tucson, AZ



**Cindy Trice, DVM**  
**Board of Directors**  
Chief Veterinary Officer, Hound and Founder, ReliefRover—Bradenton, FL

A lioness is walking towards the viewer on a vast, cracked, and dry landscape. In the background, there are mountains under a cloudy sky. In the foreground, a body of water reflects the lioness, but instead of her reflection, the head of a large male lion with a thick mane is visible, looking up.

**When you're  
feeling kind of small,**

**we'll help you  
find your roar.**

**Community** | Education | Growth | Advocacy | Support



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