



## **Pet Cause Media Expands Offerings, Capabilities**

*Additions to Veterinary Pre-Education Technology™ portfolio create integrated communications between veterinary staff, suppliers and pet owners.*

**HOPKINTON, MA (January 24, 2017)** – Two additions to its Veterinary Pre-Education Technology™ suite are being announced by Pet Cause Media ahead of the North American Veterinary Community (NAVC) conference in February.

The first new capability is the launch of data-driven, dynamic content updates on its Smart Waiting Room™ screens which educate pet owners while they are at the practice. Mike Sachleben, COO, explained the benefits: “For the first time ever, content shown to pet owners will be contextually relevant to both the pet and the pet owner sitting in the practice. Data such as, for example, the pet’s age or weight or expected treatment during the appointment can help to determine – in real time - what gets shown on the screen. Making the content more relevant for the person watching helps drive more meaningful conversations with the vet staff.”

The second feature is the soft launch of a new service under development called Vet Aware™, a practice-centric online resource for veterinary staff to receive just-in-time information about the pets and pet owners who are present in the practice. Joe Kiggen, Chief Strategy Officer, is driving this effort and outlined the program: “Discussions with pet owners span a tremendous number of pet health topics. It can be exceptionally difficult to know - on a client-by-client basis – exactly what to cover, how long to spend on each topic, and how best to articulate the best medical options in a way that will be accepted by the client. Vet Aware offers veterinary professionals a quick reference to supplier, clinical and other content that aligns with the priorities, protocols and preferences of practice management.”

Invitation-only demonstrations have been scheduled at NAVC in Orlando in a few weeks in preparation for a formal Vet Aware™ product launch. CEO Peter Alberti is enthusiastic: “There are many data-oriented solutions coming to market in the veterinary industry now. We are pleased to have a unique offering that materially enhances business results for veterinary practices and that also supports the desire of vet staff to focus on the practice of medicine.”

### **ABOUT PET CAUSE MEDIA**

Headquartered in Central Massachusetts, Pet Cause Media is the national leader for improving veterinary practice outcomes using data. Veterinary Pre-Education Technology™ is a portfolio of integrated communication technologies for veterinary offices that focus on just-in-time messaging. Veterinary staff are made aware of products, procedures and best practices to discuss with management, trainers and product reps. Pet owners, while in a “pet frame of mind”, are presented with contextually-relevant information to discuss with veterinary staff. Benefits include increased compliance, improved pet health outcomes, and elevated practice revenues. Visit [PetCauseMedia.com](http://PetCauseMedia.com) for more details. Follow Pet Cause Media on [Facebook](#) and [Twitter](#).

### **CONTACT**

[pr@petcausemedia.com](mailto:pr@petcausemedia.com)

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