



Pet Cause Media Launches First Major Pharma Pilot

The first Veterinary Pre-Education Technology™ pilot sponsorship with a major animal health pharmaceutical company is now underway.

HOPKINTON, MA (October 1, 2016) – Pet Cause Media announced today that it has received approval from a major animal health pharmaceutical company to proceed with a pilot of its Veterinary Pre-Education Technology™ program. CEO Peter Alberti explained the significance of the milestone: “There have been many regulatory changes made recently that further limit the proper way to educate consumers about pharmaceutical products. The sophisticated content engine in our technology enables us to deliver messaging that is both effective and compliant. This capability is obviously very important to major pharmaceutical companies and we’re delighted to be able to offer this.” The sponsor of the pilot was not disclosed. Pet Cause Media plans to use the results of this pilot to provide evidence to all potential sponsors that veterinary waiting room education is productive for sponsors and can be directly attributed to sales improvement.

ABOUT PET CAUSE MEDIA

Headquartered in Central Massachusetts, Pet Cause Media is the national leader in Veterinary Pre-Education Technology™, a digital out of home marketing system for veterinary offices. Veterinary practices use the system to save time during exams when clients drive the conversation after seeing calls to action on the waiting room screens. Sponsors benefit from the attention of a captive, pure-play audience of pet owners in a pet state of mind. Visit PetCauseMedia.com for more details. Follow Pet Cause Media on [Facebook](#) and [Twitter](#).

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