

Veterinary Pre-Education Efficacy Study Launched by Pet Cause Media

Pet Cause Media is seeking to create measurable results and prove that veterinary waiting room Pre-Education using digital signage is effective.

HOPKINTON, MA – Nov 17, 2015 – Pet Cause Media is out to prove to veterinary practices and industry sponsors that pet-related education is highly effective when deployed as digital signage in veterinary practice waiting rooms. A short-duration pilot test was launched in three Massachusetts-based veterinary practices on November 15th and will run through mid-January. Mike Sachleben, Chief Operating Officer, is optimistic. “There is a plethora of industry data from reputable sources like Nielsen, Arbitron and Forrester than has proven, time and again, that digital signage is effective,” said Sachleben. “While that data is obviously trustworthy, we wanted to get very specific results from the veterinary vertical.”

The test revolves around feline heartworm preventive prescriptions which are notoriously difficult to sell at any time of the year, much less winter time in New England. Nationally, fewer than 1% of domestic cats maintain heartworm prevention despite the fact that heartworm is nearly always fatal in felines. CEO Peter Alberti commented on the approach: “We are doing our first test using a scenario where, theoretically, it will be difficult to produce significant results. Not only is feline heartworm prevention a tough sell, but the practices where we’re conducting the test have already been heavily promoting it for months. We want to see if, despite these factors, we can make a difference using digital signage. We strongly suspect we’ll make an impact.”

The practices conducting the test have undergone staff training and have been using signs and other materials for about six to eight months to improve compliance (sales) for the heartworm product. Pet Cause Media will evaluate year-over-year sales for two months prior to the test, as well as during the test period, to ensure the recent in-practice promotion is not the only factor in lifting sales.

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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