



## **Smart Waiting Room™ to Personalize Veterinary Education and Improve Pet Health Outcomes**

*Pet Cause Media established a strategic alliance with Vmartec® to accelerate its Smart Waiting Room™ capabilities.*

**HOPKINTON, MA (July 15, 2016)** – Pet Cause Media announced today that it has formed a strategic alliance with Vmartec LLC of Kensington, CA. The partnership will enable Pet Cause Media to accelerate its Smart Waiting Room™ program which leverages veterinary practice data to customize and personalize pet owner education. “This collaboration is a win for everyone,” commented Pet Cause Media CEO Peter Alberti. “Dr. Kornfeld and Dr. Brown bring technology, process and domain expertise to the table which allows us to materially enhance the value of our Veterinary Pre-Education Technology systems for both veterinary practices and our sponsors.”

Dr. Steve Kornfeld, CEO of Vmartec, agreed: “It is not sufficient to show education on a screen in a waiting room any more; it is also necessary for team members to be effectively trained to close the gap between what clients watch on the screen and what they buy. The practice training and coaching offered by Vmartec allows the client-facing education to be formally integrated as part of the practice’s day-to-day operations. As well, our data extraction software can now integrate with any practice management software to provide data needed to present credible evidence of practice performance.”

Both companies immediately went to the sponsor and veterinary practice markets to announce their combined offering and were met with extremely positive response. A phased approach to collecting a critical mass of data, assessing practice performance, and improving results for both practices and sponsors is now being executed.

### **ABOUT VMARTEC**

Vmartec is a joint venture created by Drs. Steve Kornfeld & Jay Brown to further advance profitability and team fulfillment in veterinary practices by providing consistent, outstanding client experiences and by being able to measure the productivity of team members and practice programs. Visit [Vmartec.com](http://Vmartec.com) for more details.

### **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](http://PetCauseMedia.com) for more details. Follow Pet Cause Media on [Facebook](https://www.facebook.com/petcausemedia) and [Twitter](https://twitter.com/petcausemedia).

### **CONTACT**

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