



## **Pet Cause Media CEO Asked to Return to CVC**

*CE Lecture about the value of practice data was well-received.*

**NORTHBOROUGH, MA (September 8, 2017)** – Veterinary professionals who attended the [AVI Talbot Symposium](#) at CVC in Kansas City on August 26<sup>th</sup> of this year were apparently pleased with the lecture delivered by Pet Cause Media CEO Peter Alberti. The discussion described a methodological approach to making vet practice data productive. The presentation elicited positive comments by attendees and AVI officials, and Mr. Alberti was asked by CVC and AVI to re-deliver the lecture at the [December conference in San Diego](#).

Pleased that the topic was valuable for participants, Mr. Alberti commented: “There are a lot of consultants and organizations working very hard to support veterinary professionals and their practices. There is no shortage of advice about how to leverage practice data. While nearly all of it is well-intentioned and productive in some way, practice owners and staff must make their own decisions about what is valuable or productive for them. This is harder than it sounds. I enjoy helping them do what’s best for them, both professionally and personally.”

Pet Cause Media leverages Mr. Alberti’s focus on practice-centric goals to create its tools and services with a focus on the individual needs of veterinary professionals and practice staff.

### **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)

###