



FOR IMMEDIATE RELEASE

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CONTACT:

Elizabeth MacArthur

VetPartners Administrator

elizabeth@vetpartners.org

VetPartners Successfully Executes First Virtual Meeting

LIGONIER, PA — VetPartners™, a national nonprofit association of business specialists dedicated to serving the veterinary profession, held its 2020 Mid-Year Meeting August 25–27. Adapting to COVID-19 limitations, VetPartners moved the typically in-person meeting to a virtual format, using the virtual platform Pathable.



The virtual meeting received positive reviews from attendees. “The positive attendee feedback concerning the 2020 VetPartners Virtual Mid-Year Meeting keeps rolling in! The event exceeded my expectations with all of the amazing ingredients that came together to build a robust, valuable, and engaging event,” said VetPartners President Deborah Stone, MBA,

PhD, CVPM. “I am so appreciative of the teams that brought this event to life with the program content, gamification, networking, competitions, music, fun, and so much more. I look forward to our next virtual event and, in the meantime, connecting with our VetPartners friends and colleagues via a variety of e-communication opportunities.”

What Are Pet Owners Willing to Pay? X-Ray Package

An X-Ray package that includes two different X-Rays of your pet's internal organs along with an in-house interpretation of the X-Rays to determine if any abnormalities are present.

Pet Owner's Economic Value Study	Preferred Price	Reference Price	Acceptable Price Range
Dog: X-ray package	\$60	\$85	\$50-\$100
Cat: X-ray package	\$53	\$75	\$50-\$90

AAHA Veterinary Fee Reference (2016 prices)	Average
Digital radiograph 2 views 8X10 cassette	\$175.21
Digital radiograph 2 views 14X17 cassette	\$166.58
Digital radiograph 2 views abdomen 60R dog	\$148.14

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The Mid-Year Meeting was held live over three days, and included timely panel discussions covering diversity in the veterinary profession, telehealth, and the future of the veterinary industry, as well as short presentations similar to “Ted Talks” on a variety of topics that included helping pet owners understand the importance of routine dental care, takeaways from the VHMA Pet Owner Pricing Survey, and more. Although the meeting was virtual,

attendees participated in networking events, breakout discussions, and a virtual exhibit hall, featuring live discussions with exhibitors. The 158 members who registered for the event will have continued access to recorded content through the end of 2020. Members who missed the live event can access content on-demand, including session recordings, chat transcripts, speaker handouts, sponsor and exhibitor booths, and much more, by [registering online](#).

One highlight of the meeting was the first-ever Entrepreneur Pitch Competition, where members with an innovative new product or service competed for the ability to pitch their business to the membership. VetPartners members heard from the three finalists—Mella, VetGuardian, and Pawlicy Advisor—and voted on the winner live. The honors went to Mella, and their unique thermometer designed to measure axillary core temperature.

"Participating in the VetPartners 2020 Mid-Year Meeting has been one of the many highlights of our year so far," said Anya Babbitt, Mella CEO and cofounder. "Members were incredibly warm and welcoming, and we feel a part of a newfound family at VetPartners. Not only has the VetPartners community been helpful and knowledgeable with networking and expertise, there is a genuine commitment to furthering veterinary innovation. We are excited to join forces and continue to advance our fields into new territories for the betterment of our beloved animals."

The competition was hosted by veterinarian and entrepreneur Stacey Santi, DVM, CEO and founder of Vet2Pet, a veterinary client engagement platform. Stacey said, "We had an exceptional list of candidates apply for the pitch competition. It was great to see companies like Mella bringing innovation to our profession. We are inspired for the future of veterinary medicine!"

VetPartners will hold its next annual meeting in early 2021, and details regarding the format and registration will be available soon.

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About VetPartners

Established in 2002, VetPartners is a nonprofit association of more than 300 professionals dedicated to serving the veterinary profession. With areas of expertise in more than 10 professional categories pertaining to veterinary practice management, VetPartners members are an invaluable resource for veterinary practice owners and practitioners. VetPartners members believe in exemplary character and agree to abide by a Code of Ethics. Many are available for speaking engagements on industry-specific themes and topics. For more information, visit vetpartners.org.