



## **Veterinary Virtual Care Association**

Today we are proud to announce the formation of the Veterinary Virtual Care Association (VVCA). This new global, nonprofit association is dedicated to developing best practices for delivering virtual care for animals, defining quality standards and protocols for practicing virtual care, sharing experiences among practice teams, engaging with virtual care providers and advocating for policies in support of quality virtual care.

This mobile and fast-paced organization will provide tools to transform animal health experiences by taking virtual veterinary care delivery to the next level. Through our partnership with industry leaders, licensed professionals and technology platforms we will help practices move to the next level and deliver high-quality, convenient and affordable care to the communities served by the veterinary profession.

The VVCA will focus on the development of products, tools, guidelines, best practices and resources aimed at advancing virtual care in veterinary medicine. The scope of services begins with a focus on the pillars of virtual care—Telehealth, Telemedicine, Telemonitoring, Telerriage, including but not limited to how to add telemedicine services to your practice, cost analysis as it compares with traditional care, and legal and regulatory issues.

Solutions will feature a growing list of digital health resources — from remote monitoring to telemedicine — to assist providers, professionals, products and manufacturers in the animal health industry. The veterinary profession improves the lives of people and animals every day but needs innovation to improve care now during times of crisis and beyond. COVID-19 is everywhere around us, and virtual care, including telemedicine, offers tools veterinary practices are using at a rapid clip to respond to the crisis. Virtual care for people and animals has always been about providing care to clients or patients who cannot visit the clinic first or prefer to receive medical advice through digital means. It does not replace in-person treatment, but we believe it serves as a door into the world of veterinary care or, as with COVID-19, a necessary tool if a person or animal is going to receive any care at all.

The VVCA is a membership platform open to individuals, businesses and organizations who want to share best practices, network with providers, learn, establish standards and protocols for everyone's benefit, and promote public policies that make it possible to use virtual care (which we often call telemedicine) in animal health like it's being used in human health throughout America.

Sincerely, VVCA Founding Members,

Mark Cushing, JD

Dr. Cheryl Good

Dr. Eleanor Green

Dr. Jason Johnson

Dr. Charlotte Lacroix

Deb Leon

Dr. Kerri Marshall

Dr. Aaron Smiley

Bruce Truman

Dr. Jessica Vogelsang

Dr. Audrey Wystrach