

President's Message
March 2017

Hello VetPartners Members:

What a great gathering for our Annual Meeting in Las Vegas earlier this month! The entire VetPartners board hopes that you found the meeting content useful and were able to take ideas back and put them to use. After the meeting, I attended a reception for VMAE (Veterinary Medical Association Executives) where their Executive Officer, Ralph Johnson, recognized VetPartners during his opening comments. Recognition by industry leaders helps to advance VetPartners and benefits all of us as members. Many thanks Ralph!

Shortly after the Annual Meeting, VetPartners responded to the AVMA request for comments to their Practice Advisory Panel's Final Report on Telemedicine. We submitted a letter to the AVMA that stressed support for the Veterinary Innovation Council position: that the VCPR regulations should not limit the potential of how telemedicine should be used in veterinary medical services. VCPR should be viewed as a doorway into veterinary-guided healthcare, not as a wall.

During the annual meeting, we announced a new platinum sponsor, *American Veterinarian* and their sister publication, *Veterinarian's Money Digest*. As part of this partnership, VetPartners will receive detailed coverage of our meetings that will be shared with almost every veterinary practice in the US and Canada. Not only will this help increase awareness of our association, but more importantly, our members and the services that they provide to veterinary practices. Sign up for both publications. Links can be found in the *American Veterinarian* article below .

I'm certain we will be hearing more from the Membership Committee shortly about efforts to help increase membership during 2017. There are things that you can be doing now to help drive more of our peers to join. They are:

- Please use the VetPartners Member logo in your signature line. You can grab the logo [Here](#).
- Encourage your peers to join by telling them you are coming in early before AVMA for the VetPartners meeting and ask if they are attending.
- Make sure your LinkedIn profile includes the fact that you are a member and specifically identify what committee or SIG you are chairing or a member of.

In other news, based on your feedback, our Mid-Year meeting will be July 19 – 21, 2017, before the AVMA Convention. The Mid-Year meeting is all about Hot Rocks (think of it like a VetPartners Ted Talk) where members submit and are selected to speak on a variety of topics. More details will be coming from the Programing Committee.

Thanks again to each of you for your participation in VetPartners and your attendance at the Annual Meeting. Together we made it a success!

Sincerely

Bruce L. Truman, MBA
VetPartners President