



Marketing Portfolio EVENTS + IN-HOUSE

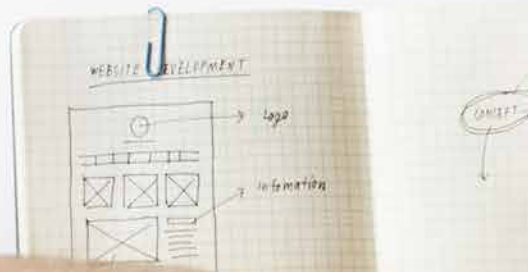


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EXHIBIT MATERIALS



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When Pets Need a Board-Certified Cardiologist

Early diagnosis and appropriate treatment by a board-certified veterinary cardiologist, before heart disease becomes symptomatic or life-threatening, are key to a pet living a longer, healthier life.

🐾 Doctor Training and Experience

- Since 1987, CVCA sees more than 24,000 patients per year
- ACVIM credentials reflect 3-5+ years

🐾 Collaboration with Primary Care Veterinarians

- Promote follow-up visits with primary care veterinarian
- Provide a detailed client report
- Work with primary care veterinarian for interpretation of future lab work, x-rays, ECGs, etc.
- Patients with congestive heart failure live 75% longer when co-managed by a board-certified cardiologist and their primary care veterinarian.








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When Pets Need a Board-Certified Cardiologist

Early diagnosis and appropriate treatment by a board-certified veterinary cardiologist, before heart disease becomes symptomatic or life-threatening, are key to a pet living a longer, healthier life.

🐾 Doctor Training and Experience

- Since 1987, CVCA sees more than 24,000 patients per year
- ACVIM credentials reflect 3-5+ years of cardiac-specific training
- Advanced technique for heart-specific ultrasound resulting in higher accuracy
- Trained in medications and potential drug interactions

🐾 Pet Owner Benefits

- Peace of mind knowing more than 99% of our clients would recommend us to a friend or family member
- Owners accompany pet during full cardiac workup, including echocardiogram, by a board-certified cardiologist
- Immediate and accurate diagnosis and treatment plan

🐾 Collaboration with Primary Care Veterinarians

- Promote follow-up visits with primary care veterinarian
- Provide a detailed client report
- Work with primary care veterinarian for interpretation of future lab work, x-rays, ECGs, etc.
- Patients with congestive heart failure live 75% longer when co-managed by a board-certified cardiologist and their primary care veterinarian.

🐾 Accessibility and Availability

- Availability for same-day urgent cases
- 24/7 phone support availability for emergency and primary care veterinarians






10x10 Tradeshow Booth

Tradeshow Banner

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Why CVCA board-certified veterinary cardiologists

Our team treats more patients with heart disease than any other practice worldwide since 1987.

 **Expert and Compassionate Care for Your Patients**

- ACVIM credentials reflect 3-5+ years of cardiac-specific training
- Caring for over 24,000 patients per year
- Over 99% of our clients would recommend us to a friend or family member
- Largest team of collaborative board-certified veterinary cardiologists

 **Pet Owner Benefits**

- Owners accompany pet for echocardiogram with board-certified cardiologist
- Discuss exam in detail
- Receive an accurate and immediate diagnosis
- Ample time to discuss comprehensive treatment options

 **Collaboration with Primary Care Veterinarians**

- Promote follow up visits with primary care veterinarian
- Commitment with ongoing communication and collaboration on best possible care of pets
- Comprehensive discussion on all aspects of the management of cardiac patients

 **Accessibility and Availability**

- Availability for same day urgent cases
- 24/7 phone support availability












10x10 Tradeshow Booth

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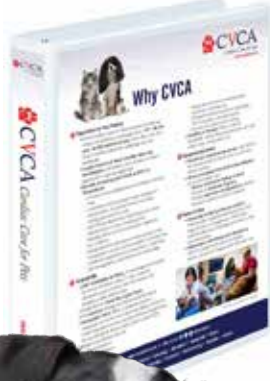






CVCA
Cardiac Care for Pets
www.cvcavets.com

Do you have our client handout binder?



- ✿ 10 Signs of Heart Disease in Dogs & Cats Poster
- ✿ Arrhythmogenic Right Ventricular Cardiomyopathy
- ✿ At Home Respiratory Monitoring
- ✿ Case Study – A Tale of Two Dobermans: Same Disease, Different Outcomes
- ✿ Chronic Degenerative Valvular Disease
- ✿ Congestive Heart Failure – What is it and What to Expect
- ✿ CVCA Brochure – Cardiac Care for Pets
- ✿ Dilated Cardiomyopathy in Dogs
- ✿ Feline Arterial Thromboembolism
- ✿ Feline Hyperthyroidism
- ✿ Hypertrophic Cardiomyopathy in Cats
- ✿ Nutritional Supplements for Cardiac Patients
- ✿ Patent Ductus Arteriosus
- ✿ Pericardial Effusion
- ✿ Pulmonary Hypertension
- ✿ Pulmonic Stenosis
- ✿ Subaortic Stenosis
- ✿ Success Story! – Paladin Hypertrophic Cardiomyopathy
- ✿ Systemic Hypertension
- ✿ Tricuspid Valve Dysplasia
- ✿ When Your Pet Has a Heart Murmur
- ✿ When Your Pet Needs a Cardiologist

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Tradeshow Tablecloth

Tabletop Sign



CVCA Cardiac Care for Pets

www.cvcavets.com/careers • Like us on   @cvcavets

 **CVCA**
Cardiac Care for Pets

Come Grow with Us!

Part-time and full-time nationwide opportunities for board-certified or board-eligible cardiologists.



Love Your Life and Your Career

- Compassion and Respect
- Collaboration and Support
- Empowerment – You Have a Voice
- Excellent Retention
- Exceptional Culture and Work Environment
- Independently Owned
- Outstanding Reputation
- Personal and Professional Development
- Work-life Balance

A Place to Belong. A Place to Grow.

 View videos @ www.cvcavets.com/careers to discover CVCA's Core Values of Compassion, Excellence and Integrity.



CVCA Cardiac Care for Pets

10x10 Tradeshow Booth

EXPANSION EFFORTS



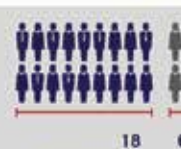
Benefits of Collaborating with CVCA

Established

Since 1987, CVCA Cardiac Care for Pets has been offering board-certified veterinary services to **more than 21,000+ clients** per year inside of referral centers with **24/7 ER**

Strength in Numbers

14 locations in 4 states



18 board-certified veterinarians

6 residents

Collaborative

Value and Revenue

CVCA Locations

Kentucky

LOUISVILLE
(Inside BluePearl Specialty & Emergency Pet Hospital)
13160 Magisterial Drive • Louisville, KY 40223
P 502-410-0034 | F 502-771-6036
cvcalouisville@cvcavets.com

Maryland

ANNAPOLIS
(Inside Chesapeake Veterinary Referral Center)
908 Fleetgate Road • Annapolis, MD 21401
P 410-224-0039 | F 410-224-3735
cvcaannapolis@cvcavets.com

FREDERICK
(Inside CARE Veterinary Center)
1080 West Patrick Street • Frederick, MD 21703
P 240-457-4387 | F 240-457-4487
cvcafrederick@cvcavets.com

GAITHERSBURG
(Inside VCA Veterinary Referral Associates)
500 Perry Parkway • Gaithersburg, MD 20877
P 240-361-3820 | F 240-361-3821
cvcagaithersburg@cvcavets.com

ROCKVILLE
(Inside Hope Advanced Veterinary Center)
1 Taft Court • Rockville, MD 20850
P 301-984-5791 | F 301-770-7461
cvcarockville@cvcavets.com

TOWSON
(Inside Pet E.R.)
1209 Cromwell Br. Road • Towson, MD 21206
P 410-339-3461 | F 410-628-5315
cvcatowson@cvcavets.com

140 Park Street SE • Vienna, VA 22180
P 703-261-7717 | F 703-242-6358
cvcavienna@cvcavets.com

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CVCA Locations in Kentucky, Maryland, Texas and Virginia

CVCA Operations

Facility space considerations for optimum CVCA operations:

- **Echocardiography:** Use of a dedicated echocardiography room – CVCA stores equipment and supplies in the cabinetry of the echo room
- **Exam Room:** Use of an additional exam room with countertop, internet and phone connectivity sufficient for 2 workstations
- **Reception:** A single seat at reception

Benefits of Collaborating with CVCA

Established in 1987, CVCA Cardiac Care for Pets is the largest board-certified veterinary cardiology practice in the United States. We have **14 locations in 4 states** with **18 board-certified veterinary cardiologists** and **6 residents** seeing **more than 21,000+ clients** each year inside of multidisciplinary and specialty and emergency practices, allowing for collaborative and optimal care of patients.

-  **Collaborative Business Model**
-  **Value and Revenue Potential**
-  **Minimal Impact on Hospital Operations**



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CVCA Locations in Kentucky, Maryland, Texas and Virginia

is ideal, or doctor

departments within the
For consultations
department regarding
cardiology patients.

assessment or
ment handles and
m, echo, ecg, etc.).
led. Typically, for
owner who pays the
natively, we can collect

ology. The voicemail
y during or after hours
reet and care for all

diography machine, ECG.
ble occasional use of an

ection to the building.
hone systems are

Expansion Efforts Continued



[insert .pdf handout here]



Industry Advisory Committee



[insert .pdf handout here]



www.tvma.org

4

Digital Scrapbook Sample

IN-HOUSE MATERIALS



CVCA

Cardiac Care for Pets

www.cvcavets.com

Controlled Substance Log

CVCA ER Resource Book

CVCA After Hours On-Call Support to Veterinarians

On-call number: 866-554-5673

A cardiologist will return your call within 30 minutes – if you do not hear back within that time frame, please call again.

The CVCA on-call cardiologist will be covering all CVCA locations. With this arrangement, we can guarantee a phone consultation with one of the CVCA doctors. The ability of a CVCA doctor to physically evaluate the patient will be determined on a case by case basis. Please note most patients will be handled with a phone consultation.

In order to best serve you with a phone consultation, please have ready:

- Brief history (or update if CVCA existing patient)
- Presenting complaint
- PE findings: murmur, heart rate, heart rhythm, BP
- ECG (if arrhythmia is present or there is any concern for arrhythmia). Please email ECG to oncalldoctor@cvcavets.com prior to calling on-call number. Email is preferred, but if a fax is the only option, please send to **800-787-4603**.
- Chest radiographs if coughing or difficulty breathing; please email to oncalldoctor@cvcavets.com.
- Most recent lab results
- Current medications

When to Contact

CVCA is always available for phone consultations or consults on either cardiac cases. However, managing a cardiac case appropriately to the call.

CVCA would prefer:

- **Heart failure with**
 - Current CVCA need of reconsult
 - Lack of improvement within 2 to 3 hours of injectable furosemide)
 - Worsening RR/RE or other signs (low blood pressure, etc.) despite therapy
- **Ventricular arrhythmias**
 - Not responding to lidocaine
 - Worsening arrhythmia when CRI decreased or discontinued
 - Need for adjustment of therapy before patient is discharged
- **Supraventricular tachycardia (SVT)**
 - If not responding to treatment
 - Concurrent hemodynamic compromise (usually with heart rates >220-240 bpm in dogs and >260-280 bpm in cats)
- **Atrial fibrillation**
 - We do not expect conversion to a sinus rhythm – the goal is heart rate control, which may be gradual
 - If the heart rate is worsening despite the medications, or if the patient's hemodynamic status is declining
- **Significantly azotemic patients on cardiac medications**



Controlled Substance Log

ER Resource Book

CVCA Quick Reference Guide to Medical Operations



CVCA Quick Reference Guide to Medical Operations



The Beat!
The CVCA Internal Newsletter!

In this Issue:

- **News from Katie**
- **Marketing**
 - Find the Hidden Word!
 - The Cardiology Symposium - Sunday, May 16, 2021
 - Check Out Our Client Reviews!
- **Human Resources**
 - Wellness Webinars
 - Headspace
 - COVID-19 Vaccine Incentive
- **Milestones at CVCA**
 - New Hires
 - Accomplishments & Congratulations
 - Study Updates
 - Celebrating CVCA Anniversaries
 - Baby on Board!
- **CVCA Best Practices**
- **Featured Review**

NEWS FROM KATIE

I hope everyone is enjoying the more beautiful weather! It is so wonderful to see so many of you have been able to receive your vaccines and I hope this means that you are able to get back to the people that you love and the activities that you enjoy.

Quick Reference Guide to Medical
Operations - Pocket Size

Quick Reference Guide to
Medical Operations

The Beat! Internal Newsletter

SAFETY PROTOCOL FOR CVCA CLIENT ARRIVAL AND CHECKIN DURING COVID-19

STEP 1

CLIENT ARRIVES CURBSIDE
Client calls office

STEP 2

SPEAK TO CLIENT
Ask screening questions, get patient history, confirm phone number and parking space

STEP 3

TAKE A CVCA SLIP LEAD AND/OR CARRIER BARRIER
(i.e. towel, drape, etc.) with you to meet client. CVCA staff restricted from getting into vehicle to secure pets.

STEP 4

GREET CLIENT AT THE VEHICLE

STEP 5

DOG/LEASH

1. **TAKE** owner's leash with one hand
2. **MOVE AWAY** from the vehicle
3. **PLACE** CVCA slip lead on dog
4. **ENTER BUILDING**, still holding the leash with one hand – avoid touching doors with this hand
5. Once in CVCA's room – **PLACE** owner's leash/harness in designated area
6. **Avoid touching anything.** Wash hands (scrub fingertips, thumbs, back of hands) for 20 seconds while singing a song/use hand sanitizer
7. **CONTINUE** with Echo appointment – Doctors/Techs wear masks
8. **Avoid touching anything.** Wash hands (scrub fingertips, thumbs, back of hands) for 20 seconds while singing a song/use hand sanitizer
9. **REPLACE** owner's leash/harness on pet (avoid touching doors with this hand)
10. **TAKE** pet to owner, remove CVCA's slip lead
11. **RETURN** to the building.
12. **DISINFECT** designated area, echo table, equipment contacting pet
13. **Avoid touching anything.** Wash hands (scrub fingertips, thumbs, back of hands) for 20 seconds while singing a song/use hand sanitizer

CAT/DOG/CARRIER

1. **MOVE AWAY** from the vehicle
2. **COVER CARRIER** with a barrier (i.e. towel, drape, etc.)
3. **ENTER BUILDING** with the carrier - avoid contact with doors, floors, etc.
4. **SET CARRIER DOWN**, fold barrier with dirty side in, clean side out, place in designated area, and wipe all exposed surfaces, including handle and latch
5. **Avoid touching anything.** Wash hands (scrub fingertips, thumbs, back of hands) for 20 seconds while singing a song/use hand sanitizer
6. **REMOVE** pet
7. **CONTINUE** with Echo appointment – Doctors/Techs wear masks
8. **RETURN** pet to the carrier
9. **Avoid touching anything.** Wash hands (scrub fingertips, thumbs, back of hands) for 20 seconds while singing a song/use hand sanitizer
10. **COVER** the carrier touching clean side, dirty side to carrier
11. **RETURN** or bring pet/carrier to owner/vehicle
12. **REMOVE** barrier, fold dirty side in, clean side out, wipe all exposed carrier surfaces including handle and latch
13. **RETURN** to building
14. **PLACE** barrier in laundry
15. **Avoid touching anything.** Wash hands (scrub fingertips, thumbs, back of hands) for 20 seconds while singing a song/use hand sanitizer

HEALTH SCREENING CHECKS

*APPLIES TO ON-SITE CVCA EMPLOYEES/REPRESENTATIVES

STEP 1

UPON ENTRY TO THE OFFICE, PROCEED IMMEDIATELY TO HEALTH CHECK AREA

STEP 2

TAKE TEMPERATURE

Clean Before Clean After

STEP 3

NORMAL TEMPERATURE: Proceed to computer/workstation/phone and enter required information.
99.9+ HIGH TEMPERATURE/COVID-19 SYMPTOMS OUTSIDE ACCEPTABLE PARAMETERS: Exit the building and update Point Person and Regional Manager.

STEP 4

ENTER IN COMPUTER/WORKSTATION/PHONE INFORMATION

DATE: XXXXXX
NAME: XX XXX
TEMPERATURE: (Y/N)
COVID-19 SYMPTOMS SELF CHECK COMPLETED: (Y/N)
POINT PERSON VERIFICATION: ✓

TAB OF THE LOCATION WORKING IN

STEP 5

PUT AWAY PERSONAL ITEMS, PROCEED WITH DAY

STEP 6

POINT PERSON RESPONSIBILITY
Once final employee has arrived, sign off on SS that all CVCA employees/representatives (including self) have done their health checks and updated the SS.
10:15AM TARGETED COMPLETION – no more than 15 minutes after last scheduled CVCA employee has arrived to office.

CVCA Thank you for your patience and cooperation!

Safety Protocol Flyer

Health Screening Checks Flyer



CVCA
Cardiac Care for Pets

What is an Internal Marketing Brand Ambassador?

He/she helps spread the message about the CVCA brand internally and externally to pet owners and veterinary professionals.

What does the role entail?

- Capture CVCA Behind the Scenes**
Take a photo/video/selfie showing a day-in-the-life of a CVCA employee, team member interaction, and client interaction to provide a glimpse into our culture and organization.

Team interactions



Pets and team members



Photos with CVCA branded items



Submit images to marketing:

Email

Social media form > internal website >

- Order Internal Marketing Supplies**
Order business cards, thank you cards, sympathy cards, mints, and more.



4 Coordinate a Virtual Lunch & Learn

- Consult the Marketing Targeted Spreadsheet
- Email the clinic a link to our Lunch & Learn form for lectures, time preference and food selections
- Follow up with the clinic and check CVCA doctor on availability
- Confirm and hold the appointment in Ezvet and make a notation in all relevant columns in Marketing Targeted Spreadsheet
- Email the Marketing Team who will create a GoToWebinar link for the Lunch & Learn
 - Send the registration link to your clinic contact to share with staff
 - All attendees must register separately
- Two weeks prior confirm your office has either a webcam, laptop or desktop with a camera and microphone
- One week prior, verify the appointment time with the clinic
- Morning of Lunch & Learn, email clinic the GoToWebinar registration link and food gift card
- After the Lunch & Learn, email the Marketing Team the attendance list to award attendees CE credit.



5 Representing CVCA at Community Events

Work with the Marketing Team to get the needed marketing materials, table, and booth supplies 2 weeks prior to the event.

Load the materials and booth supplies into the car to setup for the event.

Take photos or videos of attendees and team members interacting with the Marketing Team to post on social media.

Break down the booth and coordinate with the Marketing Team to return materials and supplies.



Rewards for Submitting Behind the Scenes Photos/Videos/Selfies!

Monthly Location Rewards	End of Year Location Submission Total
3 submissions = \$20 gift 6 submissions = \$30 gift 9 submissions = \$40 gift	1st Place - Receive a virtual award ceremony with red carpet and lights - Choice of food truck or massage truck - Each team member receives a \$50 gift card 2nd Place - Food truck of choice - Each team member receives a \$35 gift card 3rd Place - Dessert/Candy/Ice cream food truck - Each team member receives a \$20 gift card






BEECARDIA ACCOUNT SETUP

ACCOUNT SET UP • ECG UNIT SET UP AND DEPLOYMENT

ACCOUNT SET UP

EMAIL: _____

PASSWORD: _____

STEP 1: SET UP ONLINE ACCOUNT



- Go to <https://www.beecardia.com>
- Click **CREATE NEW ACCOUNT > VETERINARIAN**
- Fill in relevant information and click **CREATE ACCOUNT**
- An email will be sent to finish the set up process.

STEP 2: TABLET WIFI CONNECTION



- Choose tablet settings icon in top right corner.
- Select **NETWORK & INTERNET**
- Select **WLAN** and choose the hospital's WIFI network.
- Enter password.

STEP 3: LOGIN TO APPLICATION



- On tablet click the **BEE DOCTOR** icon.
- Click on the **LOGIN** icon.
- Fill in the email and password used for the online account and click **SUBMIT**.

ECG UNIT SET UP AND DEPLOYMENT

STEP 1: CONNECT ECG DEVICE

- While in the Beecardia app, **ATTACH THE ECG DEVICE** to the tablet using the provided micro-USB adapter.
- After about 20 seconds you should receive the following pop-up:




- Next, check the **USE BY DEFAULT FOR THIS USB DEVICE** and click **OK**.
- A subsequent pop-up should appear:




- Check the **USE BY DEFAULT FOR THIS USB DEVICE** and click **OK**.
- These selections should only show with your first use of the device.

CONTINUE ON NEXT PAGE >

Beecardia Setup Instructions Flyer

Marketing Brand Ambassador Flyer

EMPLOYEE WELLNESS REWARD

Flu Vaccine



With summer winding to a close and flu season around the corner, in line with CDC recommendations and efforts to keep employees healthy in the workplace, CVCA is pleased to announce a new employee wellness reward incentive for the 2020 flu season.

In light of the challenges posed with our ability to host a flu vaccine clinic for numerous locations, CVCA employees that receive a flu vaccine this season, will be able to claim an **\$25 AMAZON GIFT CARD** afterward.

Steps to claiming your gift card:

- 1 Receive flu vaccine.
Available at doctor's office, pharmacies, clinics, etc.
- 2 Submit vaccine confirmation (e.g. receipt or other documentation) that you received your flu vaccine.
- 3 Once confirmed, a \$25 Amazon gift card will be emailed to you electronically.

Contact for flu vaccine questions and confirmation paperwork:

Mila Comer,
Human Resource Manager
P: 703-929-1073
E: mila.comer@cvcavets.com

Flu Vaccine Incentive Program Dates
September 1, 2020 to November 30, 2020



EMPLOYEE WELLNESS REWARD

COVID-19 Vaccine

As vaccines for COVID-19 become available to employees, in line with CDC recommendations and efforts to keep employees healthy in the workplace, CVCA is pleased to announce we will be providing employees with wellness rewards for those that receive the COVID-19 vaccine.

CVCA employees that receive the COVID-19 vaccine will be able to claim a **\$50 AMAZON GIFT CARD** once the vaccine series has been completed.



Steps to claiming your gift card:

- 1 Receive your COVID-19 vaccine series.
Submit vaccine confirmation (e.g. receipt or other documentation) that you received your COVID-19 vaccine series.
- 2 Once confirmed, a \$50 Amazon gift card will be emailed to you electronically.

Contact for COVID-19 vaccine questions and confirmation paperwork:

Mila Comer, Human Resource Manager
P: 703-929-1073
E: mila.comer@cvcavets.com

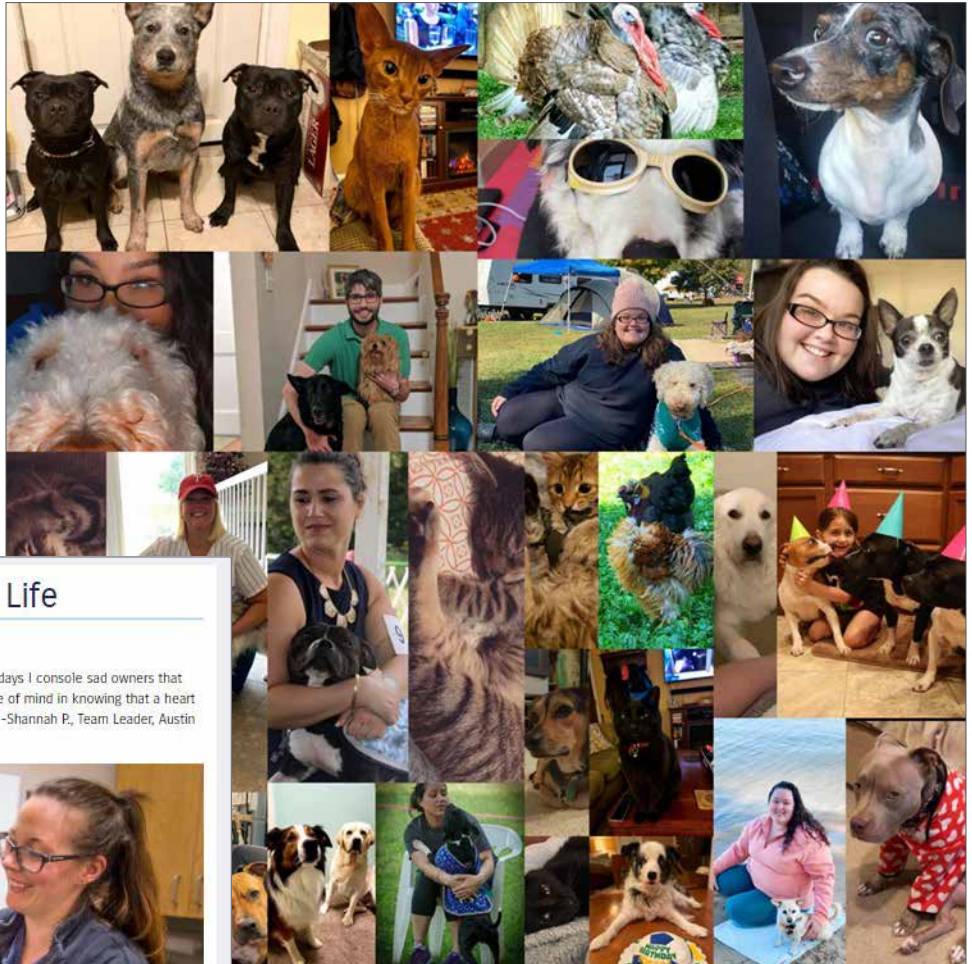


COVID-19 Vaccine Incentive Program Dates
January 1, 2021 to December 31, 2021



Flu Shot Incentive Flyer

COVID Vaccine Shot Incentive Flyer



Our CVCA Team - A Day in the Life

October 2020

"Some days I'm a cat wrangler. Some days I get to snuggle puppies. Other days I console sad owners that just received bad news. On a day like today, I am able to give owners peace of mind in knowing that a heart murmur is not going to impact their pet's life. Every day is a different day." -Shannah P., Team Leader, Austin Shoal Creek, Texas



Nicole T., Veterinary Assistant at CVCA Vienna, Virginia, with patient (Pre-COVID)

When the doors of CVCA open for business, our team members are ready for whatever may come - good or bad, happy or sad, we're here through it all for the pets we see each day. Today, we want to take a look into the hard work our support staff puts in on a daily basis to heal hearts and give pets more time with their families.

Joe R., Veterinary Assistant at CVCA Annapolis, Maryland, has a daily routine - his morning and evening 'lap' helps to make sure everyone is taken care of:

"I walk into the clinic's Intensive Care Unit and start to look at the monitors listing all the patients. I look for any of our patients, as well as any potential patients that may be heading our way. I say hello to all the staff of all the departments I can while I do my lap and make sure that if someone needs to talk about something that I listen. I love this part of my day for so many reasons. A giant part of our jobs is to not just help and teach our pet parents but to help and teach our fellow staff members."

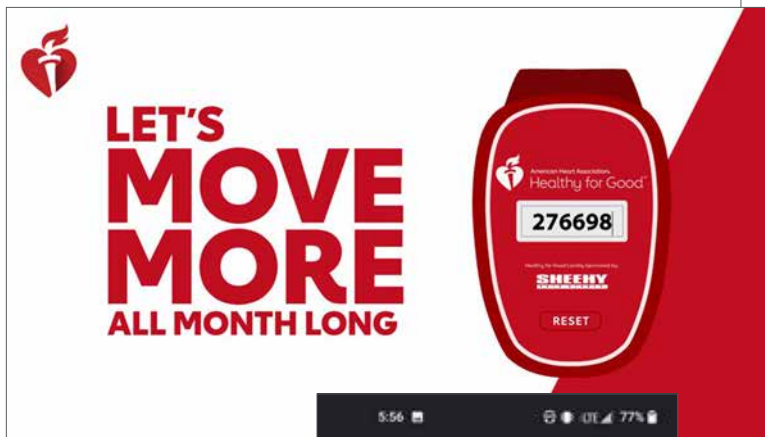
Nicole T., Veterinary Assistant at CVCA Vienna, Virginia, (pictured), gives us some insight into what she does every day:

"The majority of what I do in a day is patient care and client education. I try to make my patient's have a comfortable and stress-free visit with our group. This could be giving out treats to the patients, going extra slow and being conscious of how my patients are reacting to me, and providing extra cushion for my senior patients. For clients, I try to provide easy to understand education about their pet's heart disease and medication, as well as an empathetic ear. My hope is that my clients leave the visit with improved confidence and understanding of their pet's care."

During the day, there are always ups and downs. Brittany J., Veterinary Assistant also at CVCA Fairfax, has

Tech Week - Pet Collage

Tech Week - Blog



Join the Step Challenge!

We are challenging you and/or your company to a virtual step challenge!

Save the date: April 14, 2021
Virtually from your work space

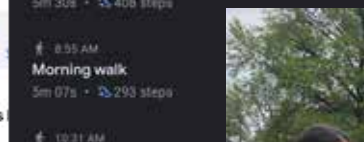
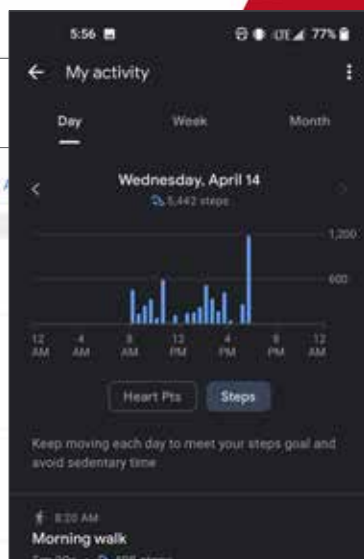
If interested in participating, please contact the marketing team at marketing@cvcavets.com for more information!



Did You Know?

Walking for 15 minutes a day can lower your chance of heart disease!

Locally sponsored by:



AHA Step Challenge 2021



2021 Wear Red Day



2020 Door Decorating Contest

Compassion

We respect and value each other, our clients, our patients, and our veterinary partners. We embrace unity as we provide and promote optimal care for pets.

Excellence

We strive for continuous improvement in all areas of our company. We are committed to creating an exceptional work environment, honoring personal development and embodying work life harmony. We improve the health of patients through exceptional medical care and education.

Integrity

We act in accordance with our values at all times.
We sustain an environment of trust and honesty.

