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Banfield Pet Hospital, Royal Canin USA and BluePearl Veterinary Partners Announce Support of the Veterinary Nurse Initiative

ALBERT LEA, Minn. – October 16, 2017 – National Association of Veterinary Technicians in America (NAVTA) is proud to announce today the support and major sponsorship of the Veterinary Nurse Initiative (VNI) by three key industry partners: Banfield Pet Hospital, Royal Canin USA and BluePearl Veterinary Partners. The Veterinary Nurse Initiative Coalition is actively pursuing legislative amendments in all 50 states to establish the name and credentialing of Registered Veterinary Nurses (RVN).

The VNI is committed to unifying the credentialing of Registered Veterinary Nurses and elevating this critical profession in the eyes of pet owners and the veterinary profession at large.

“The endorsement by these industry leaders demonstrates just how important we are to a hospital, our colleagues, and the communities in which we serve as professionals in veterinary nursing,” says Kenichiro Yagi, MS, RVT, VTS (ECC, SAIM), co-chair of the Veterinary Nurse Initiative.

Banfield Pet Hospital, BluePearl Veterinary Partners and Royal Canin USA are all members of the Mars Inc. family.

Banfield’s endorsement of the VNI builds upon programs already in place to support licensed, credentialed veterinary technicians, including a Penn Foster tuition reimbursement program for aspiring technicians, a practice-paid Vet Girl subscription, reimbursement for licensing credentials and practice-paid membership to NAVTA.

“We are passionate about the incredible work that veterinary technicians do and are committed to investing in them. For Banfield, that includes supporting initiatives that raise awareness about the unique training and skill set these professionals have,” said Daniel Aja, DVM, Chief Medical Officer, Banfield Pet Hospital. “We have received overwhelmingly positive feedback from our Banfield associates about this effort, which solidified our decision to support it.”

For Royal Canin, veterinary technicians are incredibly important members of the hospital team.

“The amount of training veterinary technicians receive builds their knowledge and skills in many areas from patient care to radiography to nutrition,” says Brent Mayabb, DVM and Royal Canin’s Chief Veterinary Officer. “With this extensive training and their commitment to the profession, we fully support the NAVTA-led Veterinary Nurse Initiative to recognize the value veterinary technicians bring to pets and to the veterinary team.”

As a provider of specialty and emergency care, BluePearl Veterinary Partners sees urgent and challenging cases every day, where the talents of their veterinary technicians are essential in the practice’s ability to provide a remarkable standard of care to patients.



According to Jennifer Welsler, DVM, DAVCO, Chief Medical Officer at BluePearl Veterinary Partners, “We believe the Veterinary Nurse Initiative is an important step toward acknowledging the skill exhibited by our veterinary technicians. By supporting the effort, we are fully recognizing nursing as a valued profession in veterinary medicine.”

BluePearl’s support for the initiative is in line with other programs implemented to support technicians, including a Penn Foster tuition reimbursement program, yearly continuing education allowance, reimbursement for licensing credentials and free access to VetFolio and AtDove for continuing education.

To learn more about the Veterinary Nurse Initiative, email vetnurse@navta.net.

About NAVTA

The National Association of Veterinary Technicians in America is a nonprofit organization that represents and promotes the profession of veterinary technology. NAVTA provides direction, education, support and coordination for its members. Incorporated in 1981, NAVTA is the national organization devoted exclusively to developing and enhancing the profession of veterinary technology. For more information about NAVTA, visit their website at www.navta.net.

About Banfield Pet Hospital®

Founded in Portland, Ore., in 1955, Banfield is the largest general-veterinary practice in the world. In 2007, Banfield joined the Mars Inc. family of businesses, and today has more than 1,000 hospitals across the United States. More than 3,500 Banfield veterinarians are committed to providing high-quality veterinary care for three million pets annually. Banfield’s charitable arm, the Banfield Foundation, was established in 2015 as a 501(c)(3) nonprofit organization dedicated to improving the well-being of pets and communities. In 2017, Banfield Pet Hospital – including the work of the Banfield Foundation – was named among Points of Light’s Civic 50 as one of the most community-minded companies in the U.S. Press seeking additional information are invited to visit Banfield.com or call the Media Hotline: (888) 355-0595.

About Royal Canin USA

Royal Canin USA is a leader in science-based cat and dog health nutrition. Founded by a veterinarian in 1968, Royal Canin has more than 40 years of experience in delivering individualized nutritional solutions. In collaboration with an expert team of nutritionists, breeders and veterinarians from around the world, Royal Canin places cats and dogs at the central point of the innovation process. The Royal Canin product line offers a range of diets based on size, age, breed, lifestyle and therapeutic requirements. Royal Canin diets are available at veterinary hospitals and pet specialty stores nationwide. Royal Canin is a subsidiary of Mars Incorporated. To learn more about Royal Canin, visit www.royalcanin.com and visit the company on Facebook at www.facebook.com/royalcanin.us.

About BluePearl Veterinary Partners

BluePearl Veterinary Partners is a national provider of emergency and specialty veterinary care. The rapidly growing company currently operates more than 50 hospitals in 21 states. BluePearl hospitals offer specialty care services such as cardiology, neurology and oncology, and most offer 24-hour emergency care. BluePearl’s clinicians use innovative procedures, high-tech equipment and the latest treatment methods to provide remarkable care for pets. BluePearl also participates in clinical trials to study the effectiveness of new drugs and treatments, providing access to medicine that is not yet commercially available. Learn more at bluepearlvet.com.