

July 17, 2015  
FOR IMMEDIATE RELEASE

MEDIA CONTACT  
Natalie Williams  
918-710-4631  
[natalie@briefmedia.com](mailto:natalie@briefmedia.com)

**BRIEF MEDIA™** ▶



## BRIEF MEDIA PARTNERS WITH THE CANADIAN VETERINARY MEDICAL ASSOCIATION

TO PROVIDE EDUCATIONAL RESOURCES TO  
SMALL ANIMAL PRACTITIONERS

**TULSA, OKLAHOMA, July 17, 2015**—Brief Media, publisher of *Clinician's Brief*, announced its educational partnership with the Canadian Veterinary Medical Association (CVMA) at the 2015 CVMA Convention held in Calgary, Alberta on July 16-19. Within the partnership, Brief Media will produce a monthly global edition of *Clinician's Brief* to be distributed as a courtesy, without cost, to all members in good standing of the CVMA, a World Small Animal Veterinary Association (WSAVA) member organization.

"This partnership is an opportunity for CVMA to enhance the lifelong learning and career development of our members", said Dr. Jean Gauvin, CVMA President. "Our goal is to support our members so that they may stay on top of the ever-evolving world of veterinary medicine and provide access to valuable practice resources and tangible benefits to help them achieve professional, personal and financial success."

"With *Clinician's Brief* Editor-in-Chief Dr. Scott Weese, this partnership further solidifies our commitment to engage with veterinarians in Canada and around the world to provide the most trusted, relevant information for small animal practitioners," said Elizabeth Green, Brief Media President. *Clinician's Brief* has been named the most essential veterinary publication for the 9th consecutive year<sup>1</sup> and engages with more than 100,000 veterinary professionals from around the world<sup>2</sup> each month. The member benefits will be available to CVMA members via [canadianveterinarians.net](http://canadianveterinarians.net) beginning in September 2015. In addition to the monthly global edition of *Clinician's Brief*, Brief Media will offer CVMA members discounted rates for print subscriptions to *Clinician's Brief* and the Plumb's Veterinary Drugs online resource.

## About Brief Media

---

Brief Media is a trusted provider of educational information and point-of-care tools for small animal veterinary practitioners and their teams and a valued resource for veterinary marketers. The *Brief* trio of peer-reviewed publications—*Clinician's Brief*, *Veterinary Team Brief*, and *Plumb's Therapeutics Brief*—offers readers an in-the-trenches perspective on small animal clinical topics, communication and leadership, and pharmacology with a steadfast focus on practical, real-world applications. The company's latest endeavor—Plumb's Veterinary Drugs—is the official online version of Plumb's. Its blazing fast search capabilities in an easy-to-use format optimized for smartphones, tablets, or computers help veterinarians find the drug information they need, making this a must-have resource for all veterinary professionals.

## About CVMA

---

The CVMA is the national and international voice for Canada's veterinarians, providing leadership and advocacy for veterinary medicine. CVMA's core competencies and leadership in the areas of Policy and Advocacy, Science and Knowledge, and Practice and Economics underpin the Association's programs and activities.

<sup>1</sup>2007-2015 Essential Media Studies, US

<sup>2</sup>2015 June BPA Publisher's Statement—pending publication