



## This year at VMX

**Animalytix Joins with its Partners, United Veterinary Services Association (UVSA), the Kansas City Animal Health Corridor (KCAHC), and Today's Veterinary Business (a division of NAVC) in hosting the following events at this year's VMX Conference:**

### **The Annual "The Gathering"**

Co-sponsored with UVSA and the KCAHC, the Gathering is a networking reception for animal health manufacturers, distributors and other stakeholders in the animal health industry. This year's event will be held in the Regency Rotunda at the Hyatt | Regency Orlando Sunday, January 19, 2020 3:30 PM – 5:00 PM EST.

### **Third Annual Industry Insight & State of the Profession Seminar**

Today's Veterinary Business is partnering with Animalytix and the United Veterinary Services Association to bring together leading experts in the fields of veterinary economics, animal health market intelligence, and pet owner and consumer insights. The session is designed to assist practitioners, practice managers, manufacturers, distributors and other stakeholders in better understanding the market forces impacting the veterinary profession.

During the session, attendees will:

- Explore the impact of changing consumer demands on sourcing decisions for veterinary care and pet nutrition
- Analyze critical factors underpinning the current veterinary workforce supply issues
- Review key trends and insights impacting veterinary practices in 2019 and the implications for 2020 and beyond

This year's event will be held January 21st from 1:00 – 2:30 p.m. at the Orange County Convention Center South Building, room S230 G/H.

To register for the Industry Insight & State of the Profession Seminar, go to <https://registervmx.animalytixltd.com>

### **Vetalytix Booth @ VMX**

Come visit us at the booth 606 to learn more about Vetalytix, our online resource for companion animal veterinarians. Part performance report, part reference library, and



part office manager, the Vetalytix web services platform provides a wealth of market insight, drug and vaccine references services as well as CIS, the largest library of customizable product information sheets for your pet owners, and COMPAS, the most comprehensive database of Safety Data Sheets for your hazardous products. Be sure and participate in this year's TAP SURVEY which focuses on the unique workforce and labor challenges currently impacting the veterinary profession.

### **Upcoming Events @ the Western Veterinary Conference**

Animalytix will again be hosting its Annual Senior Executive Forum at the Western Veterinary Conference (WVC) on Monday, February 17th 6:30 AM – 9:00 AM at the Four Seasons. Please be on the lookout for invitations and RSVP requests for the event which will be distributed the week of January 27<sup>th</sup>. Proceeds from this year's event will go towards the 2020 Kansas City Animal Health Corridor Spirit of Service Award. Special thanks to event co-sponsor, the Kansas City Animal Health Corridor.