Our core values

Our core values drive the AVMA to be:

• ETHICAL: We act with integrity, honesty, and respect.

• INCLUSIVE: We represent and support a diverse community of veterinarians with unique perspectives.

• SCIENCE-BASED: We lead with science, providing trusted and evidence-based information, and promote research to improve the health and well-being of animals and humans.

• ANIMAL-FOCUSED: We support veterinarians in their stewardship of animal health and welfare, and their role in promoting public health.

• MEMBER-CENTRIC: We are accountable to the needs of our members.

• SUPPORTIVE: We invest in the development of our staff and volunteer leaders.

• FISCALLY RESPONSIBLE: We practice prudent financial decision-making and accountability.

• EFFICIENT: We continuously assess and improve our delivery of products and services.

• INNOVATIVE: We promote creativity and embrace change.
The American Veterinary Medical Association has enjoyed record membership growth three years running.

We continue to expand our member-driven program offerings, and we are actively engaged in advocacy and partnership efforts on behalf of you, our members, and your interests.

Your national veterinary medical organization is now more than 95,000 strong. Three out of every four U.S. veterinarians are members of this great association. Such robust membership numbers make our voice stronger and power our advocacy work. Policymakers listen to the AVMA because we speak with the combined voice of so many dedicated professionals committed to the science and art of veterinary medicine.

Powered and fueled by actively engaged members, the AVMA is the only national veterinary organization with the reach, expertise, authority, and trust to unite the profession for the betterment of veterinarians and our patients. As an AVMA member, you are part of a diverse, energetic, and effective community that protects, promotes, and advances the needs of veterinarians, our teams, and those we serve. Each member contributes to our collective efforts, and the deeper your connection and engagement with the AVMA, the more our community can achieve.

Our accomplishments were many in 2019. Driven by specific and strategic actions based on member needs, the AVMA made an impact across the profession. These successes are made possible through the great visionary leadership of our Board of Directors, our House of Delegates, our entity volunteers, and our AVMA staff, all of whom are truly dedicated to serving our members and the entire veterinary community. For that, we are extremely proud. The continued excellent work by our volunteer councils and committees, task forces, panels, and working groups is instrumental in ensuring that we remain engaged with our members and focused on your needs.

We have one goal, and that is to serve you—our members. We strive to provide actionable resources, tools, and programs to make your careers more enjoyable, practices more successful, and membership more valuable. We are focused on providing thought leadership and serving as a trusted convener for the entire veterinary profession. We also are actively engaged in promoting the value that veterinarians provide to society.

This year’s annual report highlights some of our key achievements and is focused on the primary pillars of our ongoing AVMA strategy:

- **Driving** lifelong member value in the AVMA
- **Enhancing** professional development and lifelong learning
- **Innovating** through data management and business intelligence
- **Advancing** professional policy and practice
- **Leveraging** relationships and world-class advocacy efforts

These pillars help guide us in our commitment to our members. We are focused on our strategic planning, on listening to our members’ needs, on delivering the value you seek, and on ensuring we have the plans and budget in place to support you.

We continue to work each day to empower our members and help you thrive both professionally and personally. We are humbled to serve you and will remain focused on you. Thank you for your service to veterinary medicine.

This is our passion. This is our profession.

John Howe, DVM, CertAqV
President

Janet Donlin, DVM, CAE
Executive Vice President/Chief Executive Officer
Our volunteers
Strengthening the veterinary community

Our volunteers are critical to the AVMA’s success and relevancy, and to helping us fulfill our mission. The AVMA’s activities and direction are driven by the insight and participation provided by our volunteer members. That’s because AVMA member interests and priorities define our work. They are at the heart of what we do.

From our Board of Directors to our House of Delegates and our dozens of councils, committees, task forces, panels, and working groups, our dedicated volunteers provide countless hours of effort. They are driven by a shared passion to ensure that the needs of more than 95,000 members are met and that the veterinary profession remains strongly positioned to effect positive change.

These champions of animal and human health also champion organized veterinary medicine. Subject matter experts and leaders across the veterinary profession serve as AVMA volunteer speakers and presenters, sharing their knowledge with the greater veterinary community. Our members and other professionals provide their expertise and input as we develop resources, policies, and educational tools for the profession on issues as diverse as federal and state advocacy, veterinary economics, animal welfare, antimicrobial stewardship, compounding, animal transport, telemedicine, scope of practice, disaster response, and wellbeing.

By working with the AVMA as a volunteer, you help set the profession’s priorities and guide the creation of resources that help veterinarians in day-to-day life and practice. Getting involved with the AVMA will empower you to influence issues that are important to you and your ability to practice veterinary medicine.

Our advocacy efforts are made stronger through the voices of our AVMA Congressional Advocacy Network (AVMA CAN). This community of 37,000 veterinarians, veterinary students, and friends of veterinary medicine is committed to protecting our profession. AVMA CAN members bolster our advocacy work by reaching out to lawmakers on legislation that impacts the practice of veterinary medicine and by sharing their personal stories on important issues.

To our volunteers both past and present—we thank you for all that you have done and continue to do.

We are grateful to you for your service.
Membership at a glance

A record reached: 95,300+!
POWERED BY YOU

Membership by species

- Companion animal: 61%
- Food animal: 22.6%
- Equine: 4.1%
- Mixed animal: 5.9%
- Other: 1.3%
- No species contact: 2.5%
- No information provided*: 2.6%

Membership by employment category

- Private clinical practice: 68.7%
- Academia: 20.3%
- Other: 2%
- Industry/Commercial: 2.4%
- Government: 4.6%
- No information provided*: 2%

The "No information provided" segments of the charts indicate that the AVMA is missing information in these areas. Please take a moment to help us gather this information by visiting the AVMA’s online member center at avma.org/MyProfile and updating your member profile. Doing so ensures your access to relevant AVMA information and helps the AVMA compile and maintain the most complete picture of the profession.
Driving lifelong member value in the AVMA

Every veterinarian has a home in the AVMA community. It’s a place where veterinarians from all facets of the profession can access valuable products and services at all stages of their career and life. We’re working every day to develop practical tools and resources that members can utilize to improve their practices, careers, and lives.

Wellbeing

The wellbeing of veterinary professionals is one of the most important issues facing our profession, and a critical focus of the AVMA. We’re dedicated to improving wellbeing within the veterinary community and making veterinary medicine a stronger and healthier profession for all. The AVMA continues to develop tools and resources that empower our members to take ownership of their wellbeing and make mindful decisions that contribute to their good health.

**Action:**
The AVMA, the Association of American Veterinary Medical Colleges, and Zoetis hosted the 2019 Veterinary Wellbeing Summit, bringing together experts to explore strategies and share practical learning that supports both personal and workplace wellbeing.

**Impact:**
The summit, which drew approximately 260 attendees, was one of the first to offer Question, Persuade, Refer (QPR) suicide prevention training to all attendees. This gatekeeper training helps heighten awareness and gives those without a mental health background the tools to identify and refer at-risk colleagues. Launched in conjunction with the Summit was “After a Suicide: A Toolkit for Colleges of Veterinary Medicine,” which addresses how school administrators and staff should respond to suicide; guidance on helping students, faculty, and staff cope; and how to reduce the risk of suicide contagion.

**Diversity, equity, and inclusion**
The AVMA is committed to diversity, equity, and inclusion in all aspects of the profession of veterinary medicine so that we can best serve the animals, the public, and our members. Our goal is to mirror the growing diversity of the communities we serve and to promote an understanding of their varied needs. To this end, we are committed to actively promoting and maintaining diversity, equity, and inclusion in our membership, leadership, and organization, and educating our members regarding the value of diversity, equity, and inclusion.

**Action:**
The AVMA’s 2019 Veterinary Wellbeing Summit required that all proposals for programming include an emphasis on diversity and inclusion, allowing us to weave diversity and inclusion into each presentation.
Impact:
Drawing approximately 260 veterinary practitioners and team members, students, educators, and mental health professionals, the summit enhanced knowledge and understanding of the actions we are taking—and can begin to take—to foster inclusive academic and work environments.

Action:
Our highly successful Workplace Wellbeing Certificate Program includes a module on diversity, equity, and inclusion, and we will be building on this resource in 2020 with our second certificate program, known as Brave Space.

Impact:
Created in partnership with Pride VMC, Brave Space is the first and only veterinary continuing education certificate program specifically aimed at encouraging dialogue among those who hold differing views, identities, and experiences, where differences are recognized and each person is held accountable to do the work of coming to new understandings.

Action:
The AVMA in 2019 provided ongoing financial support for Women’s Veterinary Leadership Development Initiative continuing education programming, for which diversity, equity, and inclusion is a focus. The AVMA also provided in-kind services to support the organization’s operations.

Impact:
The sharing of information, knowledge, and resources continues to strengthen and enhance our shared responsibilities and goals.

Action:
The AVMA provided scholarships to the 2020 Veterinary Leadership Conference, held in January each year, for both rising leaders in the veterinary profession and veterinarians from a demographic, geographic, racial, ethnic, or socioeconomic group or practice type that is under-represented in U.S. veterinary leadership.

Impact:
Ten individuals were able to attend the leadership conference and enhance their skills as leaders in organized veterinary medicine.

Veterinary economics
2019 was both a very successful year and a pivotal year for the AVMA’s veterinary economics efforts. We focused on producing results; and an elevated level of actionable insights helped us provide members with not just the diagnosis, but the treatment plans needed to support decision-making on the economic challenges and opportunities facing the profession.

Action:
The AVMA released the inaugural Economic State of the Profession Report.

Impact:
This new and improved member resource replaces the previous four-report series with a more streamlined and visual delivery of important economic insights.

Action:
We further enhanced our annual Economic Summit.

Impact:
The 2019 AVMA Economic Summit was the most successful one yet. We enjoyed record attendance, our largest sponsorship levels to date, and the best attendee reviews ever.

Action:
An enhanced media focus resulted in greater exposure to AVMA economic expertise and resources.

Driving career opportunities
No matter where you are in your career, the AVMA is focused on providing you job-related resources to advance and enhance your professional goals and objectives. We bring people together in ways that maximize exposure and opportunity.
Action:
The AVMA Veterinary Career Center (VCC) continues to be a favorite resource for those hiring and seeking jobs. The VCC is the professional job board used extensively by veterinary employers to find the quality candidates they need.

Action:
Our first-ever Mix & Mingle career fair was held at the AVMA Annual Convention in Washington, D.C., providing attendees the opportunity to learn about—and apply for—positions available across the profession.

Impact:
The Mix & Mingle event attracted more than 450 people and 32 organizations looking to hire. Unlike typical career fairs, employers and attendees were provided customized tool kits on branding, elevator speech preparation, and conversation starters.

Veterinary student and early-career initiatives
As they matriculate, veterinary students will join a professionally diverse and passionate group striving to improve the health and wellbeing of animals, humans, and the environment we share. First, they must navigate veterinary school, and the AVMA is here for them each step of the way.

Action:
The AVMA, along with the AVMA Trust (AVMA LIFE and AVMA PLIT) and the Student AVMA (SAVMA), continued to provide financial support to the 37 SAVMA organizations represented in the SAVMA House of Delegates through the ALL for Students program.

Impact:
In 2019, 243 local student events and programs were funded by the ALL for Students program within the four focus areas of Professional Development, Leadership, Community Outreach, and Wellbeing. These events and programs benefited more than 29,000 veterinary students and other local members of the veterinary community.

Action:
The AVMA launched the My Veterinary Life Podcast. This weekly show shares inspiring stories from across the veterinary profession, highlighting the different paths guests have taken in order to get to their current role.

Impact:
In its first year, the My Veterinary Life Podcast reached more than 30,000 downloads. Each episode highlights a different career story or perspective on a topic within the veterinary profession, raising awareness of professional opportunities as well as sharing what our colleagues love about the veterinary profession.
Action:
The AVMA, with assistance from the AVMA Early Career Development Committee and recent graduate members, released the first edition of the book, “Out of the Gate (or Crate): Authentic Advice for Your First Years in Veterinary Medicine.”

Impact:
In addition to other resources available from the AVMA that help with the transition from student to veterinarian, this book builds upon the foundation and resources available on myveterinarylife.com and highlights advice in the areas of finance, wellbeing, and career. It also shares perspectives and stories from veterinarians who have recently graduated. Hard copies of the book were mailed to all SAVMA members who graduated in the U.S. in 2019, and PDFs were emailed to SAVMA members from international schools who graduated in 2019.

AVMA journals: JAVMA and AJVR
The Journal of the American Veterinary Medical Association and American Journal of Veterinary Research are widely recognized as two of the premier veterinary journals in the world, setting the standard for publishing authoritative, objective, and relevant information. Together, they educate and inform veterinarians and the public on the science and art of veterinary medicine and the veterinary profession’s essential role in promoting animal and human health and well-being.

Action:
During 2019, the AVMA journals led the way in publishing scientific, opinion, and news articles on some of the most important issues facing the veterinary profession, including the mental health and wellbeing of veterinary professionals, cannabis and cannabis-related products, rabies, diet and nutrition, and economics.

Action:
The AVMA implemented numerous internal process changes in 2019, ensuring that the journals are published in a fiscally responsible and sustainable manner.

Action:
Publications Division staff also lent their talents and expertise to other divisions throughout the AVMA, most prominently in aiding in the production of the AVMA Guidelines for the Depopulation of Animals and the latest revision of the AVMA Guidelines for the Euthanasia of Animals.

Impact:
By continually highlighting the work the AVMA does, the journals have played a key role in promoting the Association as the credible voice of the veterinary profession to the public at large, legislators, and other key stakeholders.

AVMA Direct Connect™
Launched in 2019, AVMA Direct Connect™ is a free business tool available exclusively to all AVMA members. It consolidates all your favorite distributors, manufacturers, and labs onto one site, allowing you to search once across all vendors and easily compare prices, check stock, and manage orders. Your negotiated and group pricing is automatically applied.

Action:
Created in partnership with Vetcove, Direct Connect delivers powerful features available only to AVMA members. It’s a unique purchasing platform designed to solve the supply challenges of modern veterinary practices.

Impact:
More than 1,200 veterinary practices are participating in the Direct Connect program, spending more time doing what they love and less time supplying their practice.

AVMA Member Edge®
AVMA Member Edge® provides additional value to your AVMA membership by providing exclusive offers and special deals on many of the products, services, and solutions you use every day, from hotels, travel, and entertainment to essential business resources.

Action:
AVMA Member Edge® is your one-stop shop for exclusive AVMA member discounts and special offers from some of the most popular brands in the country.

Impact:
Several thousand veterinarians looking to bolster and secure their professional and financial success accessed dozens of veterinary-specific products, services and solutions, such as business services, financial solutions, and identity and insurance protection.
Enhancing professional development and lifelong learning

The AVMA continues to lead the profession in providing unparalleled resources that advance veterinarians’ skills and education, helping our members enjoy rewarding and profitable careers. Our focus is on delivering relevant, practical, and fun educational opportunities, and developing partnerships that further expand our support for the profession.

2019 AVMA Convention

Action:
The 2019 AVMA Convention in Washington, D.C., welcomed more than 8,000 attendees.

Impact:
Convention-goers gained an educational edge through best-in-class continuing education opportunities, including hands-on labs, workshops, panels, and lectures taught by experts in veterinary medicine.

Impact:
More than 170 veterinarians, primarily members of the AVMA House of Delegates and Board of Directors, held in-person meetings with congressional offices to advocate for the profession. More than 200 meetings took place between the volunteer leaders and elected officials and staff, in the largest veterinary event on Capitol Hill ever conducted by the AVMA.

Impact:
A variety of networking events provided unlimited opportunities to meet with colleagues, make new friends, and discover products and services that will enhance your veterinary practice and career.

2019 AVMA Convention by the numbers

People
8,142 Total convention attendees
45% First-time attendees
50.7% Veterinarians
6% Veterinary students
3.1% Veterinary technicians
3.4% Non-veterinarians/Practice staff
.8% Veterinary technician students

Education
1,031 CE sessions
729 CE presenters
95% Attended CE sessions
94% Found CE sessions to be relevant and useful

Experience
95% Attendees visited the Exhibit Hall
90% Exhibitor satisfaction rating
91% Overall convention attendee satisfaction rate
Held in early January each year, the AVMA Veterinary Leadership Conference (VLC) is the veterinary profession’s premier conference for leadership development. The VLC is the perfect place for veterinarians to explore and cultivate leadership skills with a diverse group of colleagues. Attendees include AVMA leaders; staff and volunteers from state veterinary associations; early-career veterinarians seeking deeper involvement with veterinary organizations; veterinary student leaders; and others interested in veterinary advocacy and leadership.

Through a unique mix of continuing education sessions, AVMA governance meetings, and networking, attendees expanded and honed their leadership skills while connecting with a diverse network of colleagues from all walks of the veterinary profession.

The addition of two new continuing education program slots, the launch of a new conference app, and opportunities to participate in a new mentoring program all contributed to a highly ranked Veterinary Leadership Conference.
**AVMA Axon™: Online digital education**

When we launched AVMA Axon™ in 2019, we were confident that our members would find our new digital-education platform relevant, reliable, and reflective of their continuing education needs. Axon™—and the AVMA—delivered. Axon™ has grown in popularity and member use, offering online learning that the entire veterinary team can incorporate into their daily life.

**Action:**
AVMA members gained access to courses dedicated to financial, career, and wellbeing topics, as well as timely issues such as opioids, cannabis, diversity and inclusion, and the use of assistance animals.

**Impact:**
Overall, AVMA members had access to 18 live webinars and 73 on-demand courses, leading to more than 4,600 users downloading more than 9,000 courses.

**Taking AVMA media efforts to the next level**

Protecting, promoting, and advancing veterinarians and the veterinary profession requires a robust media presence, and the AVMA reached record levels of media exposure in 2019.

**Action:**
The AVMA revamped our approach to social media and media outreach, bringing exposure of the great work of our members to a new level.

**Impact:**
With a new social media strategy, we achieved new records of engaged audiences across social channels, including more than 12,500 Instagram followers, more than 47,000 Twitter followers, more than 67,000 LinkedIn followers, and more than 254,000 Facebook followers.

**Brand-new design and architecture for avma.org website**

AVMA members rely on their national association for timely news and information, and valuable resources available 24 hours, seven days a week, 365 days a year. AVMA.org is their go-to source.

**Action:**
In 2019, the AVMA launched a redesigned avma.org website and a new digital platform for our volunteer leadership.

**Impact:**
The new avma.org website gives members quick and easy access to tools and resources, featuring user-friendly navigation, a robust search engine, and new content. Our volunteer leadership platform—AVMA Connections—provides simple solutions for collaboration, and document and calendar sharing, as well as new discussion forums, all designed to enhance the volunteer experience and member service.
Advancing professional policy and practice

AVMA policies, guidance, continuing education, and collaborative activities support the ethical delivery of high-quality veterinary services that are responsive to the needs of patients, clients, and animal and public health overall. AVMA policy informs our advocacy efforts and guides our conversations with key stakeholders, while our informational resources and other products provide practical assistance to support members in the everyday practice of veterinary medicine.

Antimicrobials

Antimicrobial resistance is one of the biggest public health challenges of our time. In 2019, the AVMA worked to provide direction on antimicrobial stewardship for veterinarians and to encourage the adoption of regulatory frameworks that recognize the importance of veterinary oversight as a key component of the responsible use of antimicrobials. Both activities are key to mitigating the development of antimicrobial resistance.

Action:
At the recommendation of its Committee on Antimicrobials, the AVMA developed a Stewardship Checklist, which can be used to develop antimicrobial stewardship plans in any veterinary practice setting. The checklist is based on, and supports implementation of, the AVMA’s Definition and Core Principles of Antimicrobial Stewardship.

Action:
The AVMA continued to collaborate with veterinary species-specific organizations in the United States, and umbrella veterinary associations internationally, to update and align policies on the judicious therapeutic use of antimicrobials.

Action:
Insights and recommendations were shared with key stakeholders, including the Presidential Advisory Committee on Combatting Antimicrobial Resistant Bacteria (PACCARB), FDA, US Animal Health Association (USAHA), and Pet Industry Joint Advisory Council (PIJAC). We also provided in-depth responses to detailed proposals shared by the Ad hoc Codex Alimentarius Intergovernmental Task Force on Antimicrobial Resistance, European Union, and World Animal Health Organisation (OIE).

Action:
We contributed content in response to multiple legislative and regulatory proposals at the federal and state levels in support of AVMA Advocacy.

Impact:
These actions supported the AVMA’s efforts to promote antimicrobial stewardship and the judicious use of antimicrobials under the oversight of a veterinarian. This helps ensure these valuable drugs can be retained as a vital tool in the veterinarian’s toolkit.
Ensuring veterinary access to pharmaceuticals
The AVMA responded to multiple challenges in 2019 related to the access, use, and/or regulation of therapeutic and potential therapeutic agents, such as cannabis and cannabis-derived products, compounded drugs, and those used in an extralabel manner.

Action:
Cannabis—Multiple written resources and continuing education were delivered to help veterinarians better understand the potential therapeutic use of cannabis-derived products, as well as their evolving regulatory status. During an FDA-hosted hearing in May, the AVMA supported appropriate access to cannabis for research and shared its concerns about limited information regarding efficacy, inconsistent regulation, uneven enforcement, and poor quality control in marketed products. In addition, the AVMA provided comments in response to the FDA’s proposed domestic scheduling of certain cannabis-derived substances and shared its input on international scheduling of cannabis derivatives as proposed by the World Health Organization to the UN Commission on Narcotic Drugs.

Impact:
These and other AVMA efforts helped to ensure responsible use of and ongoing access to safe and effective medications by veterinarians, which in turn supported continued high-quality patient care.

Model Veterinary Practice Act

Action:
Substantive revisions were made to the MVPA in 2019, including modifications to the definitions of the “veterinarian-client-patient relationship” and “consent,” addition of definitions for “Veterinary Feed Directive” and “Veterinary Feed Directive drug,” and the addition of “PAVE certification” as a pathway to licensure. “Practice of veterinary medicine” under the 2019 MVPA continues to include the use of complementary, alternative, and integrative therapies, with “physical rehabilitation” specifically identified as falling within the professional responsibilities of veterinarians.

Impact:
The MVPA is utilized by state veterinary medical associations and state legislative and regulatory agencies when state veterinary practice acts come up for review. The model reflects the collective experience of the profession, supports consistency from state to state, and considers the impact of federal requirements and national legal precedent applicable to the practice of veterinary medicine (e.g., veterinarian-client-patient relationship [VCPR], prescribing, medical records, confidentiality).
Disasters impacting veterinarians and their practices

The Federal Emergency Management Agency (FEMA) reported about 102 disasters in the United States, including its territories, in 2019. Whether floods, wind, fire, or other disasters, veterinarians, their practices, clients, and patients were impacted.

Action:
AVMA worked with other national associations, industry, and governmental agencies to help identify, gather, and direct resources for veterinarians and their practices impacted by hurricane Dorian (Bahamas and East Coast), the California wildfires, Texas flooding, and tropical storm Barry.

Action:
In collaboration with the AVMF, a second Disaster Education Summit was conducted to highlight veterinary issues in disaster situations and to support further development of the concept for a veterinary responder certificate program.

Impact:
Direct support helped veterinarians, their practices, patients, and clients impacted by disasters. Increased awareness and resources encouraging advance preparation helped to minimize, to the extent possible, the impacts of such events.

Humane endings

The veterinary profession has a special responsibility to animals during the final stages of their life. This obligation includes the euthanasia of patients as part of relieving animal pain and suffering in daily practice, the humane slaughter of animals raised for food, and the depopulation of animals during an emergency.

Action:
The AVMA convened and gathered input from more than 60 subject matter experts, including an ethicist and observers from the USDA and the National Institutes of Health, to develop and publish the AVMA Guidelines for the Depopulation of Animals. The work of the Panel on Depopulation took place over a two-year period, was funded through a cooperative agreement with the USDA, and the guidelines were released in April 2019. These guidelines support advanced planning for possible emergency situations, including natural disasters like floods, fires, and earthquakes; non-natural disasters, such as terrorism, war, or toxic chemical spills; contagious animal diseases; and zoonotic or pandemic disease. Animals would only be depopulated under such exigent circumstances. To assist members in understanding the rationale behind the guidelines and how to appropriately implement them, a webinar was offered on AVMA Axon™.

Impact:
New guidance is available to help veterinarians support end-of-life care, even under extraordinarily difficult circumstances.
**Animal welfare education**

Comprehensive veterinary professional education in animal welfare is critical to the profession and those who work in it, and the AVMA is the leading authority in providing learning opportunities and resources for its members, including veterinary educators.

**Action:**
Four days of comprehensive animal welfare continuing education was provided during 2019 convention.

**Action:**
The Animal Welfare Assessment Contest™ was offered in November and attended by a record 244 people, including veterinary and animal science students, graduate students, and practicing veterinarians.

**Action:**
A model syllabus was created for use in implementing the model veterinary animal welfare curriculum published in 2017.

**Impact:**
Continued coordination and delivery of high-quality animal welfare education enhances the professional development and lifelong learning of AVMA members.
Supporting safe transport of companion animals by air

AVMA convened a roundtable in late 2018, comprising representatives from the major airlines, Airlines for America trade association, and the U.S. Department of Transportation, to address concerns around the transport of companion animals by air, including challenges posed by in-cabin transport of emotional support animals. The roundtable generated two working groups: one on documentation and a second on education, both of which made substantive progress in 2019.

**Action:**
The AVMA provided input to the U.S. Department of Transportation as the agency continued its development of revised regulations pertaining to the air transport of assistance animals.

**Action:**
The working group on documentation worked to develop a form (with input from the National Assembly of State Animal Health Officials [NASAHO], the USDA, and the CDC) that uses certificates of veterinary inspection as its base, but adds written assurance that veterinarians have examined the animal and found it to be an “acceptable risk” for travel. This form is currently undergoing review by the major airlines.

**Impact:**
AVMA members now have information that assists them in counseling owners regarding the transport of service and emotional support animals as distinct from pets. Veterinarians will also be better prepared to evaluate and certify “fitness for transport” of companion animals traveling by airplane, resulting in potentially better outcomes for animals, owners, and airline carriers.
**Connected care/Virtual care/ Telehealth/Telemedicine**

New and emerging technologies—including software applications that support communication between veterinarians and clients, remote monitoring devices that allow synchronous and asynchronous assessment of clinical parameters, and the use of artificial intelligence to augment clinical decision-making—are increasingly impacting veterinary medicine.

**Action:**
The AVMA continued to update its Telehealth Resource Center on the AVMA website with new information and case studies on the application of these technologies. In addition, continuing education was offered during the AVMA Convention, including through technocentric hubs located in the exhibit hall.

**Action:**
A booklet, titled “The Real-Life Rewards of Virtual Care: How to Turn Your Hospital into a Digitally Connected Practice with Telehealth,” was produced as a collaborative project between the AVMA and the American Animal Hospital Association (AAHA) and distributed via the Journal of the AVMA and AAHA Trends.

**Action:**
In April 2019, the AVMA hosted a Veterinary Virtual Care Summit that brought together telecommunications software application providers, allied organization leadership, veterinarians actively using telehealth in their practices, and representatives from the American Telemedicine Association for information sharing and discussion.

**Impact:**
Technology has tremendous potential for better connecting veterinarian, client, and patient in support of improved clinical outcomes and practice success. The AVMA is “right there” in providing its members with practical information and guidance to support veterinarians in adopting Connected Care.
Leveraging relationships and world-class advocacy efforts

We advocate alongside our state veterinary medical associations and allied organizations to meet the needs of both individual veterinarians and the veterinary profession. Our influential governmental advocacy efforts, bolstered by the AVMA Political Action Committee, are second to none.

Federal advocacy: Prescription mandates

The AVMA lobbied aggressively to oppose the misleadingly named “Fairness to Pet Owners Act,” which would require veterinarians to provide prescriptions for companion animals whether or not requested by the client and regardless of whether the prescription is ultimately dispensed by the veterinarian or filled by a pharmacy.

Action:
Our efforts successfully stopped this bill from moving in the House or Senate.

Impact:
Thanks to this work, our members are not subjected to an unnecessary and burdensome law that could also compromise patient care.

Federal advocacy: Setting Every Community Up for Retirement Enhancement (SECURE) Act of 2019

The legislation improves the legal environment for the establishment of multi-employer retirement plans.

Action:
The AVMA supported the provisions of the SECURE Act that enhanced the ability of associations to sponsor retirement plans. The legislation was included in the Fiscal Year 2020 funding legislation.

Impact:
This bipartisan legislation expands potential retirement opportunities for small businesses by improving the legal landscape for the operation of multi-employer plans, which enable employers to band together to improve retirement offerings. AVMA is currently exploring how this legislation can help expand retirement opportunities for veterinarians.

Federal advocacy: Preventing Animal Cruelty and Torture Act

The AVMA lobbied for the successful enactment of the Preventing Animal Cruelty and Torture Act, which provides for the criminal prosecution of those who intentionally drown, suffocate, or otherwise seriously abuse animals.

Action:
The AVMA supported the passage of the legislation with exclusions from the definition of animal crushing that include a customary and normal veterinary or agricultural husbandry practice; the slaughter of animals for food; hunting, trapping, fishing, predator control, or pest control; medical or scientific research; or actions necessary to protect the life or property of a person from a serious threat caused by an animal.

Impact:
The Preventing Animal Cruelty and Torture Act supports animal welfare by putting an end to this heinous form of animal abuse while ensuring that normal veterinary and agricultural practices, medical and scientific research, and other legal activities were exempted in the legislation.

AVMA Political Action Committee

The AVMA Political Action Committee helps amplify our nonpartisan voice with members of Congress and helps support the issues important to veterinary medicine.
AVMA Ambassador Program

In its second year of existence, the AVMA’s grassroots Ambassador Program enjoyed a very successful 2019. This initiative connects veterinarians with their members of Congress so that they can speak directly with lawmakers about important veterinary priorities and build relationships with Congress as “go-to” resources for veterinary issues.

**Action:**
The AVMA arranged 55 in-district meetings and veterinary hospital tours between lawmakers and veterinarians in 2019.

**Impact:**
The Ambassador Program engaged AVMA members in a key component of federal advocacy—personal, in-district constituent interaction. These veterinarians build and strengthen relationships between the veterinary profession and congressional legislators in order to educate them on the veterinary profession, and to advance the AVMA’s legislative and regulatory priorities.

State advocacy

The AVMA serves as a partner for state veterinary medical associations, providing resources to strengthen their advocacy efforts at the state level.

**Action:**
In 2019, the AVMA provided substantial support to state and allied veterinary associations. We provided over a dozen legislative advocacy letters at the request of state veterinary associations to support their advocacy efforts on issues such as prohibitions on declawing, equine dentistry, antimicrobial use, telemedicine, veterinary technicians, and raising commercial alligators. We also helped build coalitions to oppose legislation that would have restricted antimicrobial use, and legislation that would have allowed noneconomic damages in litigation. Each year, the AVMA conducts legal research or 50-state surveys on about 30 different topics, and routinely assists in evaluation or drafting of legislative language.

**Impact:**
The AVMA tangibly assists the advocacy efforts of state and allied veterinary associations to enhance the effectiveness of advocacy efforts on behalf of the veterinary profession.
Innovating through data management and business intelligence

We are committed to learning more about the wants and needs of our members, partners, and other stakeholders. We’re focused on delivering customized member benefits, and tailored products and services. This means making sure the information we have about AVMA members is current and reflects career and life stages. It also means measuring and better understanding how members engage with the AVMA, in order to enhance the service we provide.

Action:
The establishment in 2019 of an enterprise-wide data management model that integrates and safeguards the quality, availability, integrity, and security of AVMA member data allows us to leverage evidence-based decision making and strategically align AVMA’s resources to best meet the needs of members and the profession.

Impact:
The creation and adoption of a cloud-based data warehouse, a modern business intelligence solution, and a clear analytics strategy and roadmap help us gather, analyze and put into action programs and services that matter most to our members and move the AVMA to the next level of analytic maturity.
The AVMA family

Through ongoing, strategic collaboration, the AVMA Family—the AVMA, the AVMA Trust (AVMA LIFE and AVMA PLIT), the American Veterinary Medical Foundation (AVMF) and the AVMA Political Action Committee (See page 18)—leverages the unique aspects of each organization’s approach to member services, creating a comprehensive program of valuable products and services for all AVMA members.

The AVMA Trust

The AVMA Trust, through AVMA LIFE and AVMA PLIT, offers unparalleled insurance programs and other services available only to AVMA member veterinarians. Whether you’re looking for health insurance, life insurance, liability insurance, or other coverage for yourself, your family, your employees, or your clinic, the AVMA Trust offers the solutions that veterinarians need.

Action:
The Trust began efforts to introduce an Association Retirement Program in the summer of 2020.

Action:
The Trust increased student engagement efforts through unified messaging and combining of AVMA PLIT student ambassadors and AVMA LIFE student representatives to create a single point of contact for the Trust.

Action:
The Trust continued to provide best-in-class professional liability claims consultation support, a professional liability newsletter, and educational programs.

Impact:
To protect members, their families, practices, and patients, the Trust has integrated efforts to promote communication, accessibility, student education, and identification of opportunities while developing new member offerings.
The American Veterinary Medical Foundation

The American Veterinary Medical Foundation (AVMF) is the charitable arm of the AVMA. As an AVMA member, the AVMF is your Foundation, providing veterinarians and veterinary students with resources and programs that advance the science and practice of veterinary medicine.

Action:
Educational debt continues to be a challenge for those pursuing a career in veterinary medicine. AVMF student scholarships helped provide financial support while recognizing and rewarding individuals who have made extraordinary accomplishments in their education.

Impact:
AVMF provided $552,000 in veterinary student scholarships in 2019 to 254 recipients enrolled in U.S. and international AVMA-accredited colleges.

Action:
The AVMF in 2019 issued nearly $35,000 in relief grants to AVMA-member veterinarians and allied health organizations that provided medical care to animals and communities impacted by disasters.

Impact:
In addition to individual reimbursement grants, AVMF donated $10,000 to the Nebraska Veterinary Medical Association to help its members affected by flooding and $10,000 to GreaterGood.org, a nonprofit that provided medical supplies for animal victims of Hurricane Dorian.

Action:
The Veterinary Care Charitable Fund® provided veterinarians with a simple and effective way to offer charitable veterinary services to clients facing personal hardships as well to support animals who are injured or rescued from abuse and neglect.

Impact:
In 2019, the AVMF helped improve access to veterinary care by providing more than $300,000 in reimbursements to enrolled veterinary practices, assisting nearly 1,000 animals in need.

Action:
The AVMF was gifted more than $1.5 million from a personal estate in October 2019. The gift was awarded to the Foundation from the James and Geraldine Summers Fund and will be distributed over the next 10 years through the Dayton Foundation, a nonprofit organization in Dayton, Ohio.

Impact:
The funds will be used to ensure the future growth and sustainability of the AVMF and its efforts to impact the lives of animals, AVMA members, and veterinary students specifically within the area of disaster response and relief efforts.
Australia’s wildfires: your donations made an impact

When fires began ravaging Australia in July 2019, no one could have imagined the damage and destruction caused to both life and property, including the continent’s unique animal species. What was no surprise was the generosity shown by so many AVMA members to help.

Coupled with donations from the AVMF, the AVMA, and VCA Charities, your support helped us raise nearly $225,000 for assistance and relief of suffering. Australian veterinarians were immensely grateful for the outpouring of generosity. They shared heart-warming stories with us affirming that your donations helped in so many ways.

The Australian Veterinary Association Benevolent Fund—the recipient of these donations—offered relief for veterinarians and veterinary practices who suffered in the disaster, including those who lost property or had to close their businesses, as well as clinics fortunate enough to still be operating and able to help the injured animals.

To all who donated to the AVMF to help our Australian colleagues facing the wildfires, we thank you sincerely. Your gifts had a real and lasting impact on the people and animals affected by the fires.
The AVMA’s commitment to strong fiscal stewardship includes a regular audit conducted by an independent auditing firm. The 2019 AVMA audit resulted in a clean opinion from the firm, which indicates the auditor’s belief that the AVMA’s financial statements fairly present its financial results, financial position, and cash flows. In addition, the AVMA Board of Directors provides oversight of the financial reporting process and safeguards the association’s assets through its fiduciary responsibilities.

As AVMA membership continues to grow, our financial discipline and adherence to our strategic plan allow us to expand member services and benefits. We continue to enhance member value by delivering useful and relevant products, services, and resources to our members, while continuously looking for ways to expand and improve our existing programs.

As the AVMA is focused on growth in service to our members, we also remain committed to adhering to the primary pillars of our ongoing AVMA strategy:

• Driving lifelong member value in the AVMA
• Enhancing professional development and lifelong learning
• Innovating through data management and business intelligence
• Advancing professional policy and practice
• Leveraging relationships and world-class advocacy efforts

With this focus, we are able to foster and enhance our valued relationship with all veterinarians at all stages of their careers by delivering personal and professional support and valued-added programs.

AVMA financials at a glance

The AVMA’s commitment to strong fiscal stewardship includes a regular audit conducted by an independent auditing firm. The 2019 AVMA audit resulted in a clean opinion from the firm, which indicates the auditor’s belief that the AVMA’s financial statements fairly present its financial results, financial position, and cash flows. In addition, the AVMA Board of Directors provides oversight of the financial reporting process and safeguards the association’s assets through its fiduciary responsibilities.

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AVMA FINANCIAL INFORMATION

Assets
$77,940,735

Liabilities
$32,262,483

Net assets
$45,678,252

Operating revenus = $47,341,535

Operating expense = $39,798,484