

Be front and center when the entire veterinary profession goes looking for guidance



AAHA guidelines — the on-demand, trusted, resource for evidence-guided clinical protocols

Better pet care, improved practice, and happier clients

Veterinary teams need to stay ahead of the game to keep in the game. One way is to spend countless hours searching for the latest diagnostic and treatment information. After all, that's what pet parents do. The better way is to have clinical guidelines and protocols at their fingertips. Available any time, anywhere, and to everyone, AAHA guidelines are a trusted online resource frequently accessed by the entire profession—both members and non-members alike.



What are AAHA guidelines?

Developed by experts in the profession and publicly available, AAHA guidelines stringently aggregate the most clinically relevant care recommendations and protocols for companion pets. This means that veterinary teams no longer have to dedicate time to research the latest studies and decipher their findings into treatment plans. They can access proven best practices and implement them immediately.

AAHA guidelines sponsorship

It's big news when AAHA guidelines are released. From widely circulated press releases to profession-wide communications, your brand will be prominently noted as the premier education funder every step of the way.

AAHA guidelines' sponsorship includes recognition in the manuscript, marketing materials, and conference presentations with a shelf life value of approximately five years.

AAHA guidelines benefits

Your AAHA guidelines sponsorship investment gets your organization more than front and center. You get global recognition for supporting and advancing the knowledge of veterinary professionals. Plus, you get a seat at the table from the discussion to distribution phases:

- Suggest KOLs to the guidelines task force for inclusion
- Provide educational articles for task force consideration
- Receive a preview of the guidelines prior to the release date
- Recognition on all guidelines assets, denoting your generous support
- Prominent recognition on all marketing materials and AAHA's website pages related to the guidelines for up to five years
- First right of refusal for additional guidelines development

Here's how your sponsorship will be promoted

- Central Line podcasts with subject-matter experts
- Press releases
- Promotion and discussion in AAHA's exclusive, members-only online Community
- Promotions and ads in veterinary industry publications
- Inclusion in *Trends* magazine and other AAHA communications
- Social media campaigns

Where can I find the latest AAHA guidelines?

Learn about AAHA guidelines at aaha.org/guidelines. Click below to read the latest contributions to veterinary best practices:

- 2022 AAHA Pain Management guidelines for Dogs and Cats
- 2021 AAHA Working, Assistance, and Therapy Dog guidelines

Get your guidance on sponsorships:

Advertisers/Sponsors

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AAHA members mean more business!



Accredited practices:

- Total average yearly income per practice is \$501,782 more than nonmembers.¹
- Generate \$501,000 more in yearly income than non-accredited practices.¹

Visit aaha.org/advertising to learn about all AAHA advertising and sponsorship opportunities.

American Animal Hospital Association
14142 Denver West Pkwy., Ste 245
Lakewood, CO 80401

¹Financial and Productivity Pulsepoints, Tenth Edition, AAHA Press, 2019

Guide veterinary teams with the tools they need to implement new protocols

The road map to better patient care

AAHA
Guidelines
Toolkit

NEW! AAHA guidelines toolkits

How do vet teams implement AAHA guidelines in their practices? With step-by-step toolkits that provide everything they need to power the content and excel in their businesses.

Digital toolkits will be created, promoted and available online to complement the guidelines, helping teams implement the new recommendations and protocols.

AAHA guidelines toolkit sponsor benefits

Your sponsorship of these widely sought-after resources designed to make the guidelines come alive means your name will be seen far and wide on every single asset — and remain in front of your audience for years to come.

- A visually engaging infographic summary
- Technician tips for interpreting and implementing AAHA guidelines
- Pet parent communications aids
- Pet parent resources

Additional resources may be considered, and include:

- A [Central Line](#) podcast episode with transcript
- An interactive quiz for team members

Here's how your sponsorship will be promoted

- Links to toolkits from all guidelines
- [Central Line](#) podcasts with subject-matter experts
- Promotion and discussion in AAHA's exclusive, members-only online [Community](#)
- Inclusion in *Trends* magazine and other AAHA communications
- Social media campaigns

What AAHA guidelines are in the queue?

The following guidelines are in the planning stages and ready for your sponsorship investment:

- AAHA Management of Allergic Disease (Dermatology)
- AAHA Mentorship guidelines
- AAHA Triage guidelines



What's it take to invest in AAHA guidelines?

Guide your team toward these turnkey opportunities as they are limited in availability. Be sure to plan ahead, too, since guidelines development takes several months to plan and produce.

- AAHA guidelines sponsorship investment is \$35,000
- AAHA guidelines toolkit sponsorship investment is \$20,000

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