



Launch of video consultation platform, FirstVet, brings on-demand telehealth to American pets

FirstVet (firstvet.com/us), the platform which provides pet owners with on-demand video consultations from local, licensed veterinarians, has launched its video-based vet consultation service in the United States: enabling pet owners in all 50 states to receive 24/7 expert advice via their mobile devices for a variety of different animals, ranging from cats and dogs to horses and reptiles.

FirstVet will be based in New York and, in addition to its operational team, led by Gabriel Corredor, US Country Manager, is supported by a growing team of veterinarians based across the nation, overseen by US Lead Vet, Shawna Garner, DVM. This unique pet-focused service arrives in the US at a time when telehealth is booming, in large part due to the demand for video-based appointments during the COVID-19 pandemic. In November 2020, FirstVet announced \$35 million in funding to bring its platform to the US market, bringing the total amount of capital raised to \$65mm.

FirstVet is a trailblazer in bringing the benefits of digital platforms to the veterinary sector, having spent five years growing and refining its offering to become the market leader in Europe. FirstVet's video-based consultations offer an easily accessible first option for worried or curious pet owners. Via FirstVet, licensed veterinarians are able to complete a thorough virtual examination, before offering professional advice, a referral to the nearest appropriate clinic, or reassurance that a health issue is not serious. FirstVet can also offer advice and guidance to new pet owners who have questions about what is, and is not, normal for their animal - such as appetite, growth, weight changes and energy levels. The goal of FirstVet is not to replace traditional veterinary clinics. Rather, it acts as a triage service, offering pet owners immediate advice and peace of mind, while also easing the load for vets working in-clinic.

According to the [2019-2020 National Pet Owners Survey](#), 85 million families in the US own a domestic pet, hinting at the demands placed upon physical clinics. Additionally, [research from the American Humane Society](#) indicates that there are 23 million well-loved but underserved pets in the US, without adequate access to veterinary care due to limited or expensive local services. FirstVet hopes to help address this, by offering owners affordable, convenient access to veterinary support within a matter of minutes.

Before arriving in the US, FirstVet was launched in Sweden in 2016. It also operates in the United Kingdom, Norway, Denmark, Finland and Germany. In Europe, as a consequence of the lockdown, FirstVet recorded 150% year-on-year growth in July 2020 compared to July 2019.



Gabriel Corredor, US Country Manager for FirstVet, comments: *“Covid-19 restrictions have accelerated and normalized our use of on-demand telehealth platforms to discuss medical concerns, conduct follow-up visits and assess perceived emergencies. FirstVet brings that equivalent service to American pets, allowing animal owners in all 50 states to access 24/7 live, tailored expert advice via their smart devices. With our track record of success and scale in Europe, in addition to our latest capital raise, we are well-positioned to own the vet telehealth market in the U.S.*

We know that our solution will prove popular because it is vital. In April 2020, [98% of veterinary practices](#) were forced to dramatically limit client interaction due to the virus and, in the months which have followed, many pet owners have continued to avoid unnecessary journeys and meetings. Oftentimes, owners will turn to Google to try to identify a pet's health issue and find suggestions for treatment, and this is every bit as risky and potentially dangerous as online self-diagnosis for human medical matters.

We want to bridge that gap, making sure that pet owners are able to seek advice quickly and easily, in a way that is safe and convenient...to them and their animal. We also want to support the incredible work that veterinarians do, by reducing the volume of unnecessary in-clinic consultation requests, so that they can focus on delivering immediate care to the pets most in need. We also hope to support veterinarians, by our after-hours teletriage service, which allows them to capture revenue when their clinic is closed.

David Prien, founder and CEO of FirstVet, comments: *“FirstVet was devised and launched in Europe in the last decade, but it was during this year’s lockdown that our platform became indispensable to pet owners across the UK and Scandinavia. We’ve learned what pet owners want and need, and helped thousands receive support and guidance for their four-legged family members. We can’t wait to bring the same benefits to American animal lovers.”*

How FirstVet Works - For Pet-Owners

With consultations available 24 hours a day, 7 days a week, 365 days a year, concerned pet owners need only wait minutes before a fully-licensed experienced veterinarian joins via video chat ready to offer professional advice. The quick, convenient and easy process avoids unnecessary journeys to a physical veterinary clinic, which can prove stressful for both owner and pet, and means that, in the current climate, pet parents need only leave their homes if it is really required.



Consultations cost \$32 for a single consult or as little as \$7.50 per month via FirstVet's subscription service. A virtual exam is approximately half the cost of a standard in-clinic consultation, with Care Credit citing the national average fee for this service as between \$45 and \$55. Historically, approximately 65% of customer's inquiries can be triaged from home.

Consultation in three quick steps

- 1. Download the FirstVet App and register your pets:** Download the FirstVet App in the App Store or Google Play, before creating an account and registering each pet.
- 2. Enter details and schedule a call:** Select the pet you'll be making the appointment for. Pick a date and time, then describe the pet's symptoms, sharing any questions or concerns you may have. You can also add pictures or videos of your pet.
- 3. Receive professional advice, instant triage, and recommendations for continued care:** FirstVet will send an email when it's time for the video call to start. Log on to the app using a smartphone or tablet and the session will begin.

Once the exam is complete, FirstVet vets will help you confidently manage your pet's injury or illness from home or, if your pet needs treatment or urgent care, they will direct you to the nearest clinic or emergency care facility.

All medical advice will be shared using accessible language, and if a pet owner is advised to, for example, dress a wound or administer basic treatment, FirstVet's veterinarians will always use relatable wording that is easy to understand.

As well as providing support for consumers, and creating new opportunities for vets, FirstVet also partners with pet insurance companies. These collaborations provide a bonus for potential customers, as well as lowering the costs of pet insurance coverage by solving issues over video consultation and keeping pets with minor ailments out of veterinary clinics.

How FirstVet Works - For Veterinarians

For veterinarians, FirstVet presents a new, flexible, and well-compensated way of working. Meeting pets and their owners via video call offers many advantages, including the ability to initially assess the animal in its home environment, and the opportunity to choose flexible shifts that fit around personal schedules. FirstVet allows veterinarians to be part of an exciting movement that strives to improve the triage and treatment process in veterinary medicine and that makes pet care more accessible and affordable for all, in turn revolutionizing the sector.

With an ever-expanding business, FirstVet believes it offers a compelling value proposition to veterinarians. Flexible schedules, competitive telehealth wages and the ability to see patients from anywhere in the world, affords vets the opportunity to leverage their license and enjoy the best part of practicing veterinary medicine during a time when there are grave concerns regarding personal safety and clinic revenue streams. FirstVet is actively seeking veterinarians as well as marketing, operations and sales professionals to further expand its US team.

The FirstVet US Team

Shawna Garner DVM - US Lead Veterinarian-Growth

Dr. Garner received her Bachelor of Arts (B.A.) in Life Sciences and Master of Science (M.S.) in Microbiology and Immunology from Indiana State University. She went on to receive her Doctor of Veterinary Medicine (DVM) from Ross University School of Veterinary Medicine, which is accredited by the American Veterinary Medical Association Council on Education. Dr. Garner has 20 years of experience within the veterinary industry, spanning Emergency and Critical Care and general practice pet hospitals. She is based in Marshall, Illinois where she looks after wild animals in need of care and rehabilitation. Dr. Garner is a pet parent to four rescue dogs, three cats, three turtles, two rabbits, four turkeys, and 16 chickens.



Gabriel Corredor - US Country Manager

After receiving his Bachelor of Arts (B.A.) in Applied Economics and Management from Cornell University, Gabriel went on to work in the investment banking industry, before working with a number of emerging and turnaround stage companies in the healthcare and consumer sectors. At FirstVet, Gabriel will help bring FirstVet into the United States, build partnerships with companies and brands, and help to make digital veterinary care accessible. His passion for building teams and growing operations combined with his love of pets made joining FirstVet a natural next step. Gabriel has over 15 years of leadership experience, and is based in New York.

About FirstVet

FirstVet is a mobile app service that offers video call veterinary consultations for pet owners to provide instant peace of mind about the health of their pets. FirstVet was founded in Stockholm in 2016 and has since expanded to the Nordics, the United Kingdom, and Germany, employing a team of 55 staff and 250 veterinarians. Matching the growth in, and acceptance of, video consultation for human health issues, FirstVet is a trailblazer in bringing the benefits of digital platforms to the veterinary sector. Available on iOS and Android, FirstVet allows pet-owners to arrange video calls with registered vets who, in addition to offering advice on treatments and symptoms, can also refer them to a local vet. Each month, FirstVet consultants improve the lives of thousands of animals from cats, dogs, rabbits, reptiles, to birds, hamsters, and horses. www.firstvet.com

firstvet.com/us

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