

FOR IMMEDIATE RELEASE

## North American Association of Veterinary Receptionists (NAAVR) Launches to Elevate and Support Veterinary Client Service Professionals

April 3, 2024 - The North American Association of Veterinary Receptionists (NAAVR) is proud to announce its official launch as a dedicated organization aimed at supporting, empowering, and recognizing the vital role of veterinary receptionists in the veterinary industry.

Founded by industry veterans Dr. Jill Clark and Debbie Boone, CVPM, and Rhonda Bell, CVPM, PCM, CDMP, NAAVR is committed to elevating the client service path as a viable and rewarding career within veterinary medicine. The association aims to provide educational resources, networking opportunities, and recognition programs to help veterinary receptionists excel in their roles and make a lasting impact on the lives of animals and their owners.

"Veterinary receptionists are the unsung heroes of the veterinary industry," said Debbie Boone, VP of NAAVR. "They are the first point of contact for clients and play a crucial role in building strong relationships between veterinary practices and the communities they serve. NAAVR is dedicated to ensuring that these professionals have the support, resources, and recognition they deserve to thrive in their careers."

NAAVR's mission is to:

- Provide educational opportunities and resources to help veterinary receptionists enhance their skills and knowledge.
- Foster a supportive community where veterinary receptionists can connect, share experiences, and learn from one another.
- Advocate for the recognition and value of veterinary receptionists within the veterinary industry.
- Collaborate with veterinary practices, industry partners, and educational institutions to create meaningful career pathways for client service professionals.

"We believe that by investing in the growth and development of veterinary receptionists, we can significantly improve the overall experience for both clients and veterinary teams," said Rhonda Bell, Secretary/Treasurer of NAAVR. "NAAVR is committed to being a catalyst for positive change in the industry." Dr. Jill Clark also shared this "CSRs have been the educational orphans for way too long, left without resources, training, or a voice. That ends now."

For more information about NAAVR, its mission, and upcoming initiatives, please visit on Facebook at <https://www.facebook.com/naavr/> or contact [rhondabell@naavr.com](mailto:rhondabell@naavr.com) You can also visit us in the near future at the home of NAAVR online at [www.naavr.com](http://www.naavr.com)

About NAAVR:

The North American Association of Veterinary Receptionists (NAAVR) is a non-profit organization dedicated to supporting, empowering, and recognizing veterinary receptionists across North America. Founded in 2024, NAAVR aims to elevate the client service path as a viable and rewarding career within the veterinary industry through education, networking, and advocacy.

Media Contact:

Rhonda Bell, CVPM, PCM, CDMP

Secretary/Treasurer, NAAVR North American Association of Veterinary Receptionists

[rhondabell@naavr.com](mailto:rhondabell@naavr.com)

858-220-5000