



## Animal Hospice Association Creates Aggressive 3-Year Plan

GREENWOOD, IN (March 3, 2014) — The International Association of Animal Hospice and Palliative Care (IAAHPC) just established a three-year plan, the details of which were strategized at a two-day Board of Directors retreat in Denver in January.

IAAHPC's 11 board members agreed that growing the organization's membership base and raising awareness of animal hospice are the top priorities. To that end, they'll provide a universal definition of animal hospice; write guidelines to help veterinarians integrate animal hospice into their practices; and promote animal hospice to pet owners.

The primary goals of the 2014-2016 plan are to grow the existing IAAHPC membership base by 15%; provide industry best practice guidelines; create continuing education opportunities; offer such new member benefits as marketing tool kits, eNewsletters, and expanded networking events; collaborate with other animal health organizations, including the American Animal Hospital Association (AAHA); and forge partnerships with animal care media outlets.

"I'm exhilarated with the strategic direction of the association," said Coleen Ellis, president of IAAHPC and founder of Two Hearts Pet Loss Center. "We're truly poised to be leading the movement of animal hospice."

Animal hospice and palliative care provides comfort to companion animals as they approach the end of life. Services can include hospice treatment, pain/anxiety management, holistic healing, and in-home euthanasia. The concept has gained significant traction within the pet industry, the veterinary medical field and with pet owners.

"This brainstorming session was two years in the making," said Dr. Kathleen Cooney, founder/president of Home to Heaven. "We'll do everything that we can to provide IAAHPC members with the information that they need to thrive in this growing field."

IAAHPC annual membership dues are \$75 for individuals, and \$40 for students and senior citizens. Visit [iaahpc.org](http://iaahpc.org) for more information.

### Upcoming Events

#### Webinars

IAAHPC offers webinars on the third Sunday of each month at 8:00 p.m. EST focusing on relevant issues and best practices in hospice care. They're free for members and \$25 for non-members. To learn more and to register, visit [iaahpc.org/webinars](http://iaahpc.org/webinars).

#### Annual Conference

The fourth annual IAAHPC conference, the world's largest animal hospice conference, will take place on October 9-12, 2014 in Indianapolis. More than 250 animal care professionals are expected to attend.

**About IAAHPC**

The International Association for Animal Hospice and Palliative Care is a nonprofit membership organization dedicated to promoting comfort-oriented care to companion animals as they approach the end of life. Founded in 2009, it aims to establish industry standards and to evolve animal hospice and palliative care as a professional specialty. Visit [iaahpc.org](http://iaahpc.org) to learn more.

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