

# animal health

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## DIGEST

**FOR IMMEDIATE RELEASE**

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### ***ANIMAL HEALTH DIGEST LAUNCHES***

*New media venture helps animal health professionals stay on top of the latest news and trends so they can better serve veterinarians, technicians, livestock and pet owners.*

Animal health professionals now have one place to go to discover key articles and highlights from more than 150 media outlets. [Animal Health Digest](#), a new blog serving animal health marketers, sales professionals, veterinarians and veterinary hospital personnel is now live. Available at [animalhealthdigest.com](http://animalhealthdigest.com), the site features summaries and key information from articles and studies from trade and mainstream media sources. Links to complete articles are included.

The *AHD* team reviews and aggregates articles for manufacturers, distributors, dealers, veterinarians and veterinary hospital personal in the companion animal and livestock market sectors. They include key stories from more than 150 media outlets. *Bulletin*, the weekly email, lets subscribers know fresh content is online. Free subscriptions are available at the website.

In addition to summaries and highlights, some entries on *AHD* will feature INSIGHTS written by Kirk Augustine, founder and president. His 30 years of industry expertise provide analysis and how to take action using critical content featured.

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“Today’s animal health professionals are pressed for time as never before,” Augustine says. “Customers expect them to be up to date on the latest information, health and management trends. We analyze material and give examples of how to put the information to work immediately. This helps representatives proactively address customer needs. Put simply; current, important, published information about our industry can be found at [Animal Health Digest](#). Our sponsors understand the need to access information quickly. Our blog lets users easily access information from their computers, tablets and smartphones anytime and anywhere.”

The *AHD* team includes Adam Augustine, director of technology and analytics, Rachel Augustine, director of internet operations and Rick Purnell, editor.

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