



STEPHENS & ASSOCIATES

The Brand Whisperers

## **The Interdependence of Continuing Education and Marketing**

“Education is not the filling of a pail, but the lighting of a fire.”

— W.B. Yeats

As marketers, we often find ourselves focused on solving a product positioning challenge, or launching a new technology or line extension. Important and worthy causes. Yet, one of the most important responsibilities and expectations of any animal health company is education. It’s one of the vital ways animal health companies give back to the industry.

Each year we see industry-advancing products and technologies emerge. With many grounded in incredible science and research, these products demand that we evaluate strategies to build new categories within the marketplace, establish new platforms from which to communicate them and, most important, effectively educate our audiences on the science of what makes these technologies so unique and special.

Building lasting and transformative brands in animal care requires an understanding of not only the functional features and benefits, but also motives, needs, and desires of a large variety of individuals within the animal health care team who will be interacting with these products and technologies. Their responsibilities on any given day are diverse and wide-ranging. The brand needs to resonate with front office staff, veterinary technicians, clinicians, specialists and, eventually, the client. As such, it is critical that we identify the right place, the right format and the right content when designing educational programs for them. These education services need to be well-thought-out whether or not we seek RACE certification.

## **The CE Connection**

As a RACE-approved provider, Stephens & Associates has the unique ability to offer top-notch marketing strategies and campaigns that dovetail with educational initiatives. In fact, in many cases they are one and the same. We offer turnkey veterinary continuing education services so our clients can meet the learning needs of their audiences and customers.

Our audiences are busy, on-the-move health professionals. Providing a reason to pause during a hectic day in the clinic to acquire continuing education hours is important and provides one of the educational layers required to meet the needs of these audiences.

Stephens & Associates’ on-staff veterinarian and medical director has expertise in providing CE programs that perpetuate knowledge and passion within the industry, while helping clients navigate and manage the sometimes arduous task of RACE approval.



## STEPHENS & ASSOCIATES

The Brand Whisperers

For more than 30 years, Stephens & Associates has focused our expertise and creativity on building brands in the animal care category. We understand the fascinating relationships between people and animals, whether it's about sharing a life or making a living. The campaigns we produce are our most convincing proof of concept. In fact, our work has even been featured in a textbook read by the next generation of marketers.

For more information on Stephens & Associates or help developing a continuing education program to meet your needs, visit [www.thebrandwhisperers.com](http://www.thebrandwhisperers.com).