



January 1<sup>st</sup>, 2017

Dear Diplomat,

The ACVO strives to find ways to increase your membership benefits while helping to positively impact your business and/or the field of veterinary ophthalmology. Many of you already generously donate time and expertise in your communities and to the college, we would like to sincerely thank you for dedication. In the spirit of giving back, ACVO would like to provide each ACVO member with free online access to the 2016 General Practitioner's course presentations for up to five of your referring DVMs. We are pleased to provide you with this new membership benefit which could provide you with an opportunity to strengthen your relationships within the local veterinary community.

Providing referring DVMs one year's worth of complimentary access as a gift from you, is intended to give your clinic another outreach opportunity to add to your public relations 'toolbox' annually. Whether the program is used as a chance to offer gratitude for referrals, or to perhaps strengthen relationships, that is up to each individual member who chooses to participate. Online access to this system is currently granted to DVMs for a fee of \$95 for three months access per year desired, but ACVO is providing free access for the entire year (granted through an ACVO member). If feedback is good we hope to continue this program for years to come.

The attached document provides you with a sample letter which includes instructions and codes needed for accessing the online recordings. This letter could be customized any way you see fit and used to reach out to DVMs. We would encourage you to place the letter on your office letterhead before sending. Our staff is pleased to assist any DVM who has trouble using the online portal, or who has general questions regarding the process; they should not require help from you or your staff.

Again, thank you for your dedication and continued membership in the ACVO. Please don't hesitate to reach out with any questions or concerns.

Warm regards,

Stacey Daniel  
Executive Director