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Building a Bridge Between Veterinarians and Groomers

The Bridge Club Hosts Critical Conversation to Further Elevate Pet Care

PALATINE, Ill. — March 13, 2023 — Today, veterinarians see the average client approximately two times per year, while 81 percent of all dog owners and 13 percent of all cat owners have seen a groomer in the past 12 months and average four to six visits a year. If groomers see veterinary clients more often than a veterinarian, is there an opportunity for these two professions to unite to further elevate a pet's care? The Bridge Club is diving into how veterinarians and groomers can do more than coexist on **April 19 at 5 p.m. PST/7 p.m. CST/8 p.m. EST.**

To facilitate the live, virtual conversation, The Bridge Club will be joined by Dr. Marty Greer, industry leader and owner of three veterinary practices in Wisconsin; Andrea Rich, an award-winning groomer and breeder from Greendale, Wis.; and Erin Meyer, AKC Grooming Programs Administrator & Project Analyst.

The conversation will dive into the causes of the rift between the two professions, including veterinary concerns over the lack of licensing/certification, teeth scaling, diagnosing and prescription versus OTC products. The groomer voice will address their role in health maintenance being fundamental to the welfare of companion animals, in providing access to care across socio-economic levels and advocating for pets by driving action by pet parents.

The key to creating a relationship begins with a conversation. Dr. Greer said, "While some practitioners may not be ready for a partnership, I value the relationships I have with all the groomers in my area. They have saved the lives of many pets by seeing something and immediately directing the pet parent to get an appointment with my team."

"Groomers are a unique bunch and like many professions, it is important to know who you are working with. But the majority of us commit ourselves to ongoing education, recognize our role and work hard to build trust with our pet parents. We would love to do the same with the veterinarians who care for the same pets," says Rich.

To join the conversation, register [here](#). The virtual conversation is free and will take place on Zoom. The conversation is open to all veterinary and grooming professionals.

ABOUT THE GUESTS

Marty Greer, DVM, JD

Dr. Marty Greer and her husband Dr. Dan Griffiths own Veterinary Village and International Canine Semen Bank WI-IL-IN. They also own Checkout Vet, the only drive-thru small animal veterinary wellness clinic. She has published two books: Canine Reproduction and Neonatology – for Veterinarians, Veterinary Staff, and Breeders and Your Pandemic Puppy. She is active in many community organizations, as Chairman of the Board of the National Animal Interest Alliance, and has held offices with the WVMA, AVMA Ethics Committee, the Wisconsin Veterinary Examining Board, the Society for Theriogenology, the Society for Veterinary Medical Ethics, and various dog and local clubs.

Andrea Rich

Andrea Rich is an award-winning groomer, breeder and professional dog handler. As a second-generation dog fancier, Andrea has studied under some of the world's best show groomers and shares her knowledge by speaking and offering private lessons throughout the country. Andrea has presented at several Indiana Council for Animal Welfare (ICAW) conferences and consults for the AKC Master Grooming Program. She is currently the operations and grooming manager at her family's business Cedar Creek Pet Resort in Jackson, Wis.

Erin Meyer

AKC Grooming Programs Administrator & Project Analyst

Erin Myers is a third-generation dog breeder and retired professional handler. She has handled top Sporting, Working and Toy dogs and has won over 50 Bests in Show and 5 National Specialties on a wide variety of coated breeds. Additionally, Erin crafted a lucrative grooming department from the ground up for a busy Veterinary Hospital and taught students at the Grooming School of Indiana until 2021. She is currently the program administrator for the AKC Dog Grooming Institute, National Dog Groomers Association (NDGAA) and the AKC Master Groomer Program. Erin believes strongly in cultivating a culture of safety for groomers, dogs, and their humans. She currently lives in Bloomington, Indiana and is an AKC Breeder of Merit in English Cocker Spaniels, Alaskan Malamutes and Vizslas.

ABOUT THE BRIDGE CLUB CONVERSATIONS, INC.

The Bridge Club is dedicated to bringing vital conversations forward to elevate veterinary medicine. Our conversations give every member of this profession a voice in advancing the profession. To date, The Bridge Club has hosted over 300 conversations dedicated to veterinary medicine. To see what we will be talking about next, visit www.thebridgeclub.com.