

# Hill's Has Good News

Hill's Pet Nutrition has even more to offer members of the practice team that sign up to the Vet Nutrition Academy (VNA) website ([www.hillspet.co.uk/vna](http://www.hillspet.co.uk/vna)).

In addition to being able to access an increasing portfolio of courses through the site, all members will also receive an e-newsletter once a month. Existing members have already shown a very positive response to the communication, with a high number opening the e-newsletter very soon after receiving it and a further subsection continuing to re-visit the articles some weeks later.

As well as articles on advances in nutrition the newsletter contains 'hear it here first' details of upcoming courses and programmes.

There is a section on hot topics that focuses on identifying new trends and market research plus interviews with academics and key opinion formers in the veterinary profession that give an intriguing insight into developments in different sectors. Practice management tips, techniques and reports of seminars featuring influential speakers spice up the mix and ensures that there is something for everybody interested in veterinary matters.

The screenshot shows the user interface of the Vet Nutrition Academy (VNA) website. At the top, there is a header with the Hill's logo and the text 'vets' no.1 choice'. To the right of the header is a 'Logout' button. Below the header is a navigation bar with links for 'Home', 'My profile', 'My Training', 'My Clients', 'My Community', and 'My Rewards'. Below the navigation bar, the VNA logo is displayed, featuring a dog and a cat. To the left of the main content area is a sidebar with 'Information' and 'About VNA' links. The main content area has a 'Welcome J' message and a 'Contact Us | Legal | Privacy Policy' footer.

Adrian Pratt is Veterinary Affairs Manager at Hill's and also editor of the e-newsletter, which is, in fact, entitled 'Veterinary Matters', "We have been extremely pleased with how well vets and nurses have responded to the newsletter. With increasing amounts of information bombarding individuals in many different formats, we realised how hard we would need to strive to say something relevant and interesting, so it's been an absolute priority for us to include high

quality content. With results now in from our first four editions, it is very gratifying to see how many people open the communication, read through all the various articles and continue to keep looking at every new edition."

To receive the newsletter go to [www.myhillspet.com/vna](http://www.myhillspet.com/vna) and register as a VNA member – the e-newsletter will be sent automatically at the next issue date. The process takes just a few minutes and is absolutely free.

