

January 9, 2016
For Immediate Release

Introducing “Veterinarian Inspired Coverage” from the new AVMA LIFE Trust

A new name, a new look—all with the same coverage and dedicated commitment to the veterinary community.

CHICAGO – AVMA GHLIT has committed itself to serving the personal insurance needs of the veterinary community for nearly 60 years.

Now, with the introduction of its new name and look, AVMA LIFE can usher in a new chapter and reassert itself as the only personal insurance network that’s truly inspired by—and designed for—veterinarians.

The launch of the “Veterinarian Inspired Coverage” initiative is only the beginning. The start of this new chapter will enable AVMA LIFE to better align itself with how veterinarians work and how they live.

“Although AVMA GHLIT has been offering solutions that are tailored to veterinarians for nearly 60 years, it became apparent during focus groups with current AVMA members that they want to see this unique distinction across all brand communications,” saidCarolynn MacAllister, DVM and Trust Chair at AVMA LIFE.

The findings from the yearlong research study with AVMA members showed a resounding preference by veterinarians for a program that is designed especially for, and by, veterinarians. Other insights from members include:

- A desire to see a new trust name that is simpler and easier to understand.
- Veterinarian-Trustees are viewed as advocates for members.
- Current plan participants feel the program delivers value because of the collective purchase power of AVMA members.
- Non-traditional veterinary professionals have affinity for the policies offered because they support their unique positions in the industry.
- Members have a strong preference for an insurance carrier that has expertise in the veterinary industry.

“As we embark on this exciting new chapter at AVMA LIFE, we will continue to support our current trust participants and more clearly show new veterinarians how unique our insurance solutions are to their life,” Dr. MacAllister said. “We want to reassure our existing participants that while our name has changed, none of their coverage, such as disability or life insurance, is changing. They can continue to expect the same dedicated support and unique solutions, but with a more tailored approach that truly reflects how they live.”

AVMA LIFE created a microsite where AVMA members can learn all about the process that inspired this exciting new chapter. From research findings to FAQs to a photo gallery of the new brand, you can view the changes taking place this year by visiting MyAVMALife.com

About AVMA LIFE

Since 1957, AVMA LIFE (www.avmalife.org) has been committed to providing insurance coverage that is right for veterinarians at every stage of their lives and careers, from veterinary school and on into retirement. They serve the veterinary profession by providing life, disability and related insurance services to more than 35,000 veterinarians and their families nationwide.

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