



FOR IMMEDIATE RELEASE

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Viticus Group Awarded \$250,000 Grant from the Zoetis Foundation To Address Veterinary Workplace Culture & Leadership Development

Industry Leader in Veterinary Continuing Education to Use Funds Focusing on Well-being

LAS VEGAS—[Viticus Group](#), a nonprofit organization and leading provider of innovative veterinary and human healthcare education worldwide, proudly announces that it has received a grant from the [Zoetis Foundation](#) to educate veterinary teams on workplace culture and well-being. This grant funding will help develop the "Supportive Leader" certificate program training leaders to prioritize the well-being and development of their teams and ultimately promote psychological health and safety in veterinary workplaces. The \$250,000 grant will be utilized in 2025 and 2026 by the Viticus Group Education team, as led by Chief Veterinary Medical Officer (CVMO) Dr. Anthony Pease. As an organization that has provided veterinary continuing education for nearly 100 years, Viticus Group has a proven track record of creating and implementing high-impact educational programs.

"We are incredibly honored to receive this grant from the Zoetis Foundation," said Dr. Anthony Pease, chief veterinary medical officer, Viticus Group. "Partnering with an organization that shares our deep commitment to the veterinary profession's well-being, this generous funding will allow us to tackle the urgent issue of workplace culture and leadership development, providing resources to veterinary teams that may have not been accessible to them in the past."

The grant specifically addresses the need to implement programmatic plans to develop tools and resources to educate clinics of all sizes and demographics to understand the importance of culture and well-being within the workplace. This program will combine online and in-person training to provide the tools to create a positive work environment. Viticus Group will select a total of approximately 80 practice managers and medical directors from 40 hospitals throughout the country to participate in the year-long program.

"Veterinary professionals are at the heart of animal care that so many of us depend on, and supporting their well-being is essential to sustaining a thriving profession," said Jeannette Ferran Astorga, Executive Vice President, Corporate Affairs and President of the Zoetis Foundation. "This is why the Zoetis Foundation supports programs that help veterinary leaders prioritize wellness and cultivate healthy workplaces. By addressing the unique pressures this profession faces, innovative initiatives like these are key to a resilient veterinary workforce."

(more)

The U.S. veterinary industry is facing significant workforce challenges, resulting in high levels of attrition and burn-out among skilled professionals, with workplace culture, teamwork and appreciation identified as key factors in resolving this crisis. However, there remains a notable lack of industry understanding about how to work effectively as a veterinary team and how to create a supportive, sustainable work environment. The "Supportive Leader" certificate program is an integral solution to address the issue.

Most well-known for its annual veterinary continuing education conference, WVC Vegas, Viticus Group continues to provide accessibility to innovative hands-on, real world training at both its conference and purpose-built education centers. In summer 2026*, Viticus Group expands its reach to Nashville, TN, where it will hold an additional veterinary CE conference, WVC Nashville, and open new education centers there to mirror its Vegas service lines and offerings in an additional location.

To stay updated on Viticus Group expansion, visit viticusgroup.org and join the [Alert List](#).

**Subject to change*

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About Viticus Group

As powerful innovations alter the world of animal and human health, Viticus Group (formerly WVC) is the leading provider of innovative veterinary and human healthcare education worldwide. As the largest freestanding combined animal and human hands-on (bioskills) training and continuing education organization in the world, Viticus Group offers continuing education at two cutting-edge campuses, presenting a variety of courses and providing access to specialized surgical training for both veterinary and human health professionals. Viticus Group's legacy signature event, the WVC Annual Conference, serves as the veterinary profession's premier gathering for innovative education and an opportunity to engage with other industry professionals seeking growth. With its newly announced expansion plans to Nashville, Viticus Group is extending its reach and services across the country for enhanced accessibility and increased options. Bringing together life and medicine in Viticus, we envision a future where all medical professionals have access to year-round, hands-on training for a one-of-a-kind experience. For more information, visit viticusgroup.org or follow on [Facebook](#), [Instagram](#), [X](#), [LinkedIn](#), [YouTube](#) and [TikTok](#).

About Zoetis Foundation

Building on Zoetis' purpose to nurture our world and humankind by advancing care for animals, the Zoetis Foundation advances opportunities for veterinarians and livestock farmers around the world. Aimed at strengthening the next generation of animal health professionals, the Foundation's grantmaking expands access to education, provides mental health and well-being resources, and supports thriving livelihoods in animal husbandry. To learn more about the Zoetis Foundation, please visit: www.zoetisfoundation.org.