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**FOR IMMEDIATE RELEASE**

## **ASPCA Veterinary Expert Dr. Lila Miller Signs Books at NAVC**

*Event aimed to increase awareness of pet health insurance among veterinarians*

**NEW YORK (Jan. 21, 2010)** — Dr. Lila Miller, Vice President of Veterinary Outreach for the ASPCA® (The American Society for the Prevention of Cruelty to Animals®), participated in a joint event with Hartville Group, Inc., providers of ASPCA Pet Health Insurance, on January 18 at the North American Veterinary Conference (NAVC).

Dr. Miller signed copies of her latest book, *Infectious Disease Management in Animal Shelters*, for colleagues and also sought to increase awareness of pet health insurance within the veterinary community during the event. The ASPCA and Hartville gave away free copies of the book to the first five people in line in addition to a signed copy each day of the show to visitors of Hartville's booth, No. 3401 in the Marriott World Center.

The event was part of an effort by the ASPCA to enhance awareness of the benefits of pet health insurance to pets, pet parents and veterinarians. Dr. Miller, who co-edited two influential textbooks on shelter medicine and has worked with the ASPCA for more than 30 years, will continue to collaborate with the Hartville Group to educate veterinarians about how pet insurance works and how it helps pet parents follow their veterinarian's recommendations. The Hartville Group is ASPCA's strategic partner for pet health insurance, offering ASPCA Pet Health Insurance (APHI) among its Hartville and Petshealth Care Plan brands. In addition, the ASPCA benefits from each APHI plan that's purchased, receiving up to 10 percent of the purchase price with a minimum of \$1.6 million to be recognized over at least five years.

With the continued increase in the quality of veterinary medicine and the availability of sophisticated treatments, veterinary costs have risen considerably. In fact, the American Pet Products Association concludes U.S. consumers spent \$12.2 billion on veterinary care in 2009—a 10 percent increase from 2008. Pet insurance helps pet parents afford this valuable care without risking financial hardship, ultimately lowering the use of “economic euthanasia.” Use of pet insurance continues to grow, with estimates of more than 1 million pets insured in North America.

“My experience in the veterinary and shelter medicine communities clearly demonstrate to me the critical need for pet health insurance to provide pets the care they deserve,” Dr. Miller said. “Also, because of my long history with the ASPCA, I’m happy to see what an impact pet health insurance can make toward one of our core goals, which is to care for pets and pet parents. I’m excited to be working closely with members of my profession because clearly our work to insure more pets will increase care, support pet parents and provide longer and healthier lives for pets.”

“Dr. Miller is a very accomplished and respected veterinarian who sees what a difference pet insurance can make in pets’ health,” said Dennis Rushovich, CEO of the Hartville Group Inc. “She is sure to be a positive force in educating veterinarians and pet parents about pet insurance.”

#### **About Dr. Miller**

In addition to her role as vice president of veterinary outreach, Dr. Miller also serves as veterinary advisor to the ASPCA and is an adjunct assistant faculty member at Cornell University and the University of Pennsylvania veterinary colleges. She is Past President of the Association of Shelter Veterinarians and board member for the National Board of Veterinary Medical Examiners. Dr. Miller co-edited *Shelter Medicine for Veterinarians and Staff* as well as *Infectious Disease Management in Animal Shelters*. In 2008 Dr. Miller received the American Veterinary Medical Association (AVMA) Animal Welfare award and in 2005 she received the Hills Award for Animal Welfare and Humane Ethics from the American Animal Hospital Association (AAHA). She served as a member and chairman of the board for Veterinary Medicine in New York state, as director of the American Association of Veterinary State Boards and member of the board of the American Association of Human Animal Bond Veterinarians. She received both her bachelor of animal science and veterinary degrees from Cornell University.

#### **About the ASPCA**

Founded in 1866, the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) is the first humane organization established in the Americas and serves as the nation’s leading voice for animal welfare. One million supporters strong, the ASPCA’s mission is to provide effective means for the prevention of cruelty to animals throughout the United States. As a 501 [c] [3] not-for-profit corporation, the ASPCA is a national leader in the areas of anti-cruelty, community outreach and animal health services. The ASPCA, which is headquartered in New York City, offers a wide range of programs, including a mobile clinic outreach initiative, its own humane law enforcement team, and a groundbreaking veterinary forensics team and mobile animal CSI unit. For more information, please visit [www.aspca.org](http://www.aspca.org).

#### **About ASPCA Pet Health Insurance**

The Hartville Group, Inc. provides ASPCA Pet Health Insurance through a strategic partnership with the American Society for the Prevention of Cruelty to Animals (ASPCA). Based in Canton, Ohio, Hartville Group was founded in 1997 and is one of the largest providers of pet health insurance in the U.S., offering pet insurance under the brand

names ASPCA Pet Health Insurance, Hartville Pet Insurance and Petshealth Care Plan. Through its Petsmarketing Insurance.com Agency Inc. subsidiary, Hartville Group is licensed to provide property and casualty insurance in all 50 states plus the District of Columbia. ASPCA Pet Health Insurance is underwritten by the United States Fire Insurance Company. For more information, visit [www.aspcapetinsurance.com](http://www.aspcapetinsurance.com).