***Vet Practice Manager Program Teaser – Email Template 1***

**Subject Line:** Coming Soon… The Penn Foster + [YOUR COMPANY NAME] Vet Practice Management Scholarship Program

**Body:**

[FIRST NAME],

Have you been thinking about becoming a certified veterinary practice manager? Then we have great news for you. We’re excited to announce that we will be extending to employees the opportunity to earn the formal education requirement needed to become a **certified veterinary practice manager**! We’ve partnered with Penn Foster College to offer you the chance to earn your Certified Veterinary Practice Manager (CVPM) formal education requirement online, at home or on the go.

Penn Foster hosts a Veterinary Practice Management Undergraduate Certificate program that is applicable toward the formal education requirement for the CVPM certification offered by the Veterinary Hospital Managers Association (VHMA). This CVPM designation is recognized by many veterinary practice leaders as the highest level of credential for professional veterinary managers and is often preferred or required when applying for a veterinary manager position.

We’re thrilled to be offering our employees this type of opportunity and will continue to share information about how to enroll in the upcoming months.

Sincerely,

[SIGNATURE]

***FAQ Information – Email Template 2***

**Subject Line:** Learn More: Details on the [YOUR COMPANY NAME] + Penn Foster’s Vet Practice Management Certificate Program

**Body:**

Hello, everyone!

At [YOUR COMPANY NAME], we recognize the immense value veterinary practice managers add to our spaces, and we want to do everything we can to support you and continue to grow our workforce of vet practice managers. With these goals in mind, we have partnered with Penn Foster College to offer our associates the opportunity to complete the formal education requirement for the Certified Veterinary Practice Manager (CVPM) program offered by the Veterinary Hospital Managers Association (VHMA).

**We plan to start taking applications leading up to the launch of the program.** You’ll see more about the program in the coming months, but we wanted to share with you some details on questions you may already have.

**What is it?**

The Penn Foster Veterinary Practice Management Certificate is an online, 19 credit undergraduate certificate program that fulfills the education requirement for the CVPM exam. The CVPM designation is recognized by many veterinary practice leaders as the highest level of credential for professional veterinary managers and is often preferred or required when applying for a veterinary manager position. The online aspect of the program allows you to develop the strategies, procedures, policies, and management skills needed to run the daily operations of a veterinary business at your own pace and when is convenient for your schedule. [Read more about the program](https://www.pennfoster.edu/programs-and-degrees/veterinary-studies/veterinary-practice-management-certificate).

**What is the cost?**

Penn Foster’s Veterinary Practice Management program normally costs $1,826 but [YOUR COMPANY NAME] is offering a scholarship program that enables associates to complete the course at a reduced rate.

**How does tuition assistance work?**

* [INCLUDE DETAILS ABOUT REIMBURSEMENT OR SCHOLARSHIP PROGRAM]

**How do I pay?**

* [INCLUDE DETAILS ABOUT REIMBURSEMENT OR SCHOLARSHIP PAYMENTS]

**Who is eligible?**

* [INCLUDE ELIGIBILITY DETAILS]

**How long do I have to complete the program?**

* Semesters are self-paced, but [ADD COMPLETION DETAILS]

**What if I’m already enrolled in a Penn Foster program?**

* Associates are eligible for tuition assistance for the veterinary practice management certificate when they enroll in the program through [YOUR COMPANY NAME]. However, other Penn Foster courses are not eligible for retroactive tuition benefits

If you have questions, please reach out to your hospital manager for additional information or visit the [YOUR COMPANY NAME] intranet.

Sincerely,

[SIGNATURE]

***Coming Soon “One Week Out” – Email Template 3***

**Subject Line:** Coming Soon: Application Opens Next Week for Penn Foster Vet Practice Management Certificate Program

**Body:**

[FIRST NAME],

In just one week, the application process will open for our all-new Veterinary Practice Management Undergraduate Certificate Program in partnership with Penn Foster College! In an effort to support the growth and development of our associates, we are proud to have scholarships available for this program.

This program fulfills the formal education requirement to sit for the Certified Veterinary Practice Manager (CVPM) program offered by the Veterinary Hospital Managers Association. Not only is this CVPM certification recognized as the highest level of credential for professional veterinary managers by many veterinary practice leaders but it is often preferred or required when applying for a veterinary manager position.

Stay tuned for instructions next week on how to access the application and get started with ease. If you have any further questions, please reach out to your practice manager for how you can take advantage of this new opportunity.

Thank you!

[SIGNATURE]

***Application Open Announcement – Email 4***

**Subject Line:** NOW OPEN!Apply for the Penn Foster Veterinary Practice Management Certificate Program

**Body:**

Good morning!

I am excited to announce that the application process for the [YOUR COMPANY NAME] + Penn Foster Veterinary Practice Management Certificate Program is now open! To apply for the opportunity to earn the formal education requirement for the Certified Veterinary Practice Manager (CVPM) program online with the support of [YOUR COMPANY NAME], click below:

**CTA: APPLY NOW**

You can also easily access the link to the program application [INCLUDE HYPERLINK] through the [YOUR COMPANY NAME] intranet. Prior to beginning your application, please prepare the following information to submit:

* Official copy of your high school diploma
* [ADDITIONAL REQUIREMENT]
* [ADDITIONAL REQUIREMENT]

If you have any further questions, please reach out to your hospital manager for additional information.

Thank you!

[SIGNATURE]