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**FOR IMMEDIATE RELEASE**

**VISIONAIRE MARKETING RECEIVES PATENT FOR NOVEL MEDICAL RECORD ORGANIZER**

*Only one of its kind for pets and people*

**Raleigh, N.C., February 1, 2018** – Visionaire Marketing announces it has been issued a patent from the United States Patent and Trademark Office (USPTO) for its novel take-home medical record organizer. The only one of its kind, the kit provides an all-in-one way to organize and keep important patient medical information, such as vaccination and microchipping records, medication guidelines, educational information, and instructions regarding follow-up care.

“We developed the kit so that it could be branded with a product or company logo, and would be offered to pet owners by veterinary practices,” says Alice Coram, founder and president, Visionaire Marketing. “We can also custom-design the kit to match a sponsor’s needs and brand identity.”

Designed to last for years, the kit has distinct sections to organize information, and incorporates a separate, custom gift for the recipient that is designed to be used in a prominent place and seen daily, further benefiting the sponsor’s brand. In addition, there’s room in the kit for product samples.

**Kit evokes emotional response from pet owners**

“When my own dog was diagnosed with osteosarcoma, I learned the importance of keeping her treatment records organized and there was nothing available to meet this need,” says Coram. “Working in the veterinary industry for nearly 25 years plus my own personal experience have provided unique insights that led to the development of this kit.”

“When we tested it with pet owners, several of them got emotional and teared up as they viewed the design and text,” says Coram. “And they all indicated they wanted one for their own pets. That’s when I knew we had hit the mark.”

**Opportunities for kit are extensive**

The user-friendly kit is targeted to pet parents--owners who consider their pets as family--and who want the same level of care for their pets as for themselves. It has application for new pet owners, as well as for pets with specific diseases, such as cancer, arthritis, diabetes, and other therapeutic areas where keeping records on hand is critical.

Human hospitals have already expressed keen interest in the kits for several of their patient segments. In the veterinary industry both primary and specialty practices could provide it to pet owners. For example, it’s

estimated that veterinarians in the U.S. welcome more than six million new puppies and dogs to their practices annually. That's over six million times a sponsor can win the hearts of a pet owner, not to mention cats and other pet species.

For information on licensing the kits for your organization, contact Alice Coram at 919.293.0243, ext 201.