

FOR IMMEDIATE RELEASE

Veterinary Virtual Care Association Installs Dr Jessica May as President of the Board of Directors

Scottsdale, Arizona — August 13, 2026 — The Veterinary Virtual Care Association (VVCA) is pleased to announce the installation of **Dr Jessica May** as President of its Board of Directors, succeeding founding Board Chair **Mark Cushing**.

Jessica has served on the VVCA Board of Directors since 2022, where she has chaired the Association's European Committee, helping to strengthen international collaboration and advance the responsible adoption of virtual care across the international veterinary community. With extensive experience in veterinary technology, she has helped shape the development and adoption of veterinary telemedicine. As Lead UK Veterinarian at FirstVet from 2019 to 2022, she pioneered virtual veterinary care while supporting practices and pet owners through the rapid evolution of digital healthcare. As Lead UK Veterinarian at FirstVet from 2019 to 2022, she played a key role in pioneering virtual veterinary care and supporting practices and pet owners through the rapid evolution of digital healthcare. Her experience across clinical practice, veterinary technology, and professional leadership brings valuable expertise to the Association as it enters its next chapter.

Founded in **March 2020** at the onset of the COVID-19 pandemic, VVCA rested on the foundational work of the original Veterinary Innovation Council (VIC) in 2016. The VVCA was created to help the veterinary profession rapidly adapt to unprecedented challenges while ensuring pets continued to receive care. What began as an urgent response to a global crisis has evolved into the leading organization advancing the responsible, effective, and accessible use of virtual care. Today, virtual care remains a critical tool for expanding access to veterinary services, strengthening the veterinary-client-patient relationship, and helping pet families receive timely care wherever they are.

Jessica's appointment marks an important leadership transition for the Association. As VVCA's founding Board Chair, Mark Cushing helped establish the organization as the leading voice for advancing virtual care across the veterinary profession. Under his leadership, VVCA has brought together veterinary professionals, industry leaders, educators, and innovators to develop best practices, education, advocacy, and practical guidance for the future of veterinary medicine.

While stepping down as Board Chair, Cushing will remain an active member of the Board of Directors, providing continuity, mentorship, and strategic guidance as the Association continues to expand its impact.

"Helping launch the Veterinary Virtual Care Association in March 2020 was one of the most meaningful opportunities of my career," said **Mark Cushing**, Founder and Immediate Past Chair of the Board. "The pandemic accelerated the adoption of virtual care, but its long-term value extends far beyond that moment. Today, virtual care helps

improve access for pets and their families, supports veterinary teams, and expands the ways care can be delivered responsibly. I couldn't be more confident in Jessica's leadership as VVCA continues to shape the future of veterinary medicine."

As President of the Board, Jessica May will work alongside the Board of Directors, members, strategic partners, and industry stakeholders to further the Association's mission of advancing the responsible, evidence-based, and accessible integration of virtual care throughout veterinary medicine.

"I am deeply honored to serve as President of the Veterinary Virtual Care Association," said **Jessica May**. "It is a privilege to follow Mark's extraordinary leadership and to build upon the strong foundation that he helped create. Virtual care has become an essential part of modern veterinary medicine, helping practices better serve clients while improving access to care for countless pets and their families. I look forward to working with our Board, members, and partners to continue advancing innovation, education, and advocacy across the professions. As virtual care continues to evolve, my priority is ensuring veterinary teams around the world have the guidance, education, and evidence they need to integrate these tools confidently and responsibly."

The leadership transition reflects VVCA's commitment to strong governance, strategic continuity, and long-term sustainability. With Cushing remaining on the Board and May assuming the presidency, the Association is well positioned to continue leading conversations around the future of veterinary virtual care while serving the evolving needs of the profession.

Jessica was formally installed as President during the Association's Board of Directors meeting on **July 30, 2026**.

About the Veterinary Virtual Care Association

Founded in March 2020, the Veterinary Virtual Care Association (VVCA) is the leading professional association dedicated to advancing the appropriate, ethical, and effective use of virtual care in veterinary medicine. Through education, advocacy, research, and collaboration, VVCA brings together veterinary professionals, industry leaders, educators, technology innovators, and policymakers to improve access to high-quality veterinary care while supporting the future of the profession.

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