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Chirp, the First Peer-to-Peer Veterinary Mentoring App, to Launch

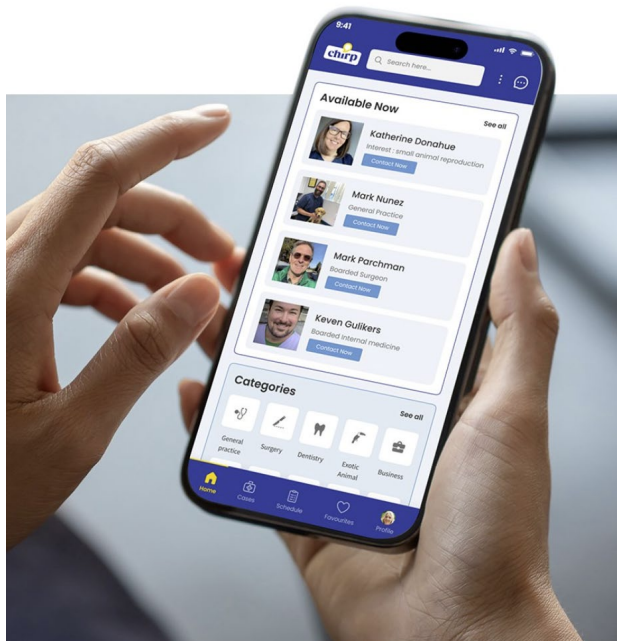
SYOSSET, NEW YORK — Chirp, the veterinary industry’s first peer-to-peer mentoring app for early career veterinarians, is finalizing beta testing and will launch in September.

Available by voice or video on any mobile device, Chirp was created to provide instant answers and assistance from qualified, seasoned veterinarians. Chirp allows a veterinarian to immediately connect with an experienced mentor who can walk them through just about any problem they may be facing, from interpreting test results and creating treatment plans to managing time and communicating with clients.

“Veterinary medicine is not a solo sport. We can easily support one another using today’s technology,” said Diane Levitan, VMD, DACVIM, Chirp founder. “Through this app, early career vets can simply and quickly connect with experienced veterinarians, which will immediately relieve stress and anxiety and improve efficiency.”

Chirp is not a defined mentorship program. Instead, it is a practical, simple tool available for veterinarians to use when needed. When a veterinarian opens the app, they can choose a mentor who is currently available for instant help or make an appointment with a mentor, including any they have built a relationship with. They can also text to follow up on previous communications.

Chirp goes beyond helping with general and specialty cases, offering mentors with expertise in business management, time management, work-life balance, motherhood and veterinary practice, communication, equine, large animal, exotics, reproduction, dentistry, and other areas of special interest. Chirp mentors may be general practice or specialty veterinarians. Each is carefully selected, and all general practice mentors have a minimum of 10 years of veterinary practice experience.



“Mentors in practices will not always be available, and mentees may not want to ask their onsite mentors certain questions,” Dr. Levitan explained. “With Chirp, there’s no waiting. Chirp mentors will always be available on the spot, with no judgment and no distractions.”

In today’s job market, practices looking to hire veterinarians can differentiate themselves by offering Chirp as a benefit of employment. Chirp is available for a monthly subscription fee of \$38 per practice or \$420 annually, plus \$32 per consultation.

Consultations are typically one to two questions and ten to twenty minutes, and they are summarized and transcribed for future reference. Following a consult, mentees provide brief feedback, and calls are continuously reviewed for quality assurance.

In addition to helping early career veterinarians gain confidence, Chirp aims to help veterinary practices keep more revenue in-house by referring fewer cases out. Referring out three cases per month at \$2,500 per case translates to a \$90,000 annual practice loss for unnecessary referrals.

“Chirp is helping to make new veterinarians feel valued, supported, confident, and productive,” explained Dr. Levitan. “Veterinary medicine is an art, not an exact science. Let’s learn and thrive from each other’s experiences.”

To sign up to be a Chirp mentor or mentee, visit chirp.vet.

About Chirp Vet Mentors

Chirp is the first peer-to-peer mentorship app in veterinary medicine. It allows early career veterinarians to instantly access mentor veterinarians with a minimum of 10 years' experience in various areas and specialties. The app helps new veterinarians gain confidence and build more sustainable careers, while helping veterinary practices attract new veterinarians, reduce turnover, and improve revenue by keeping more cases in-house. Learn more at chirp.vet.