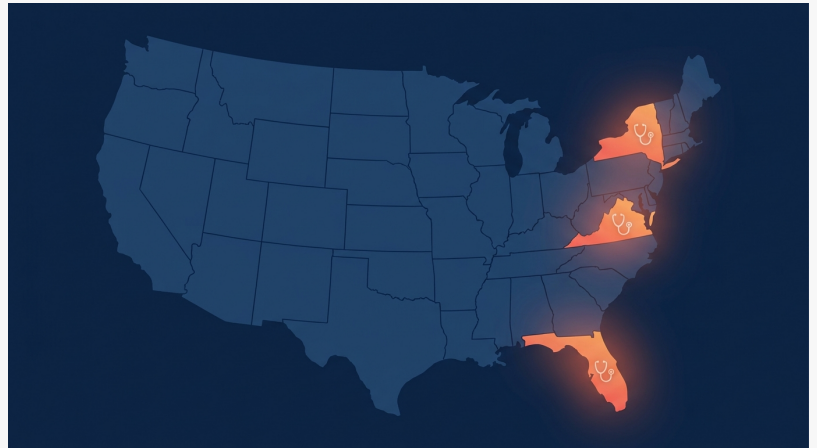


Rex Vets Founder Johnny Dominguez Marks 50,000 Pet Parents Served by Non-Profit's \$64.99 Telehealth Platform

Miami founder of 501(c)(3) Rex Vets Inc. scaled the charity to millions of monthly search impressions by treating affordability as an engineering problem

MIAMI, FL, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- When Johnny Dominguez founded Rex Vets Inc., the premise was simple: no family should have to choose between paying rent and treating a sick pet. Years of relentless building later, the 501(c)(3) non-profit veterinary telehealth platform serves pet families across Florida, New York and Virginia — and Dominguez has become one of the more closely watched operators in the pet-health accessibility movement.



RexVet is licensed in Florida, New York, and Virginia.

Dominguez's approach differs from the venture-backed telehealth wave: Rex Vets is structured as a public charity, prices every video visit at a flat \$64.99, sends prescriptions to any pharmacy the family chooses, and directs surplus revenue into subsidized care for families in financial hardship.

“

Non-profits are told to be grateful and slow. I think pets deserve a charity that ships like a startup”

Johnny Dominguez, Founder of Rex Vets Inc.

"Everyone in this industry talks about disruption. We talk about the family in Ocala with a vomiting dog, \$70 in the bank, and no vet open until Monday," said Dominguez. "Every product decision at Rex Vets starts from that kitchen

table."

Under Dominguez's leadership, Rex Vets has:

- Grown organic patient discovery to 3.38 million Google impressions per quarter, up roughly 10x this year

- Served 50,000+ pet parents, earning a 4.9-star average across 8,300+ reviews
- Published 300+ veterinarian-reviewed pet health guides, free to the public
- Built one of the largest open veterinary-telehealth content libraries in the U.S., spanning symptom triage, medication guides and emergency checklists
- Maintained a flat, transparent \$64.99 price while the average U.S. in-person exam runs \$150-\$300

A technology entrepreneur by background, Dominguez also founded Black Wires, the software studio whose engineering powers the Rex Vets platform — an in-house advantage most non-profits never have. That pairing, of charity mission with startup-grade product velocity, is the thesis Dominguez believes the entire animal-welfare sector will eventually adopt.

"Non-profits are told to be grateful and slow. I think pets deserve a charity that ships like a startup," Dominguez said.

Rex Vets operates under EIN 33-2469898 and is registered with the IRS as a public charity.

About Johnny Dominguez

Johnny Dominguez is the Founder of Rex Vets Inc., a 501(c)(3) veterinary telehealth charity serving Florida, New York and Virginia, and the founder of software development studio Black Wires. Dominguez is based in Miami, Florida. Learn more at www.rexvet.org/authors/johnny-dominguez.

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