VetSoftwareHub and Today's Veterinary Business Launch Exclusive Vendor Directory

New feature will give practice owners and managers a category-by-category, unbiased view of the veterinary technology market.

FT. WORTH, TX, UNITED STATES, September 16, 2026 /EINPresswire.com/ -- VetSoftwareHub, the premier independent, unbiased directory for veterinary software, and Today's Veterinary Business, an award-winning journal of NAVC (North American Veterinary Community), today announced an exclusive partnership to publish a vendor directory in every issue beginning in December 2026.

Each issue will feature one software category drawn from VetSoftwareHub, giving readers a consolidated look at the vendors serving that segment of the profession. Categories will rotate across the year so that practice leaders see a broad cross-section of the technology options available to them. Readers who want to go deeper can continue their research on VetSoftwareHub.com, where they will find the full listings, feature comparisons, and buyer resources.

"Practice owners are asked to make five- and six-figure technology decisions with less information than they would have buying a piece of equipment," said Adam Wysocki, founder of VetSoftwareHub. "Our goal has never been to tell anyone what to buy. It is to make sure that when a practice starts looking, it actually knows what is out there. Today's Veterinary Business reaches the exact people making those decisions, which is why this partnership made sense."

The Directory is designed to close a gap that practice leaders have identified for years: the lack of visibility into which products exist in a category before the buying process begins. Many veterinary teams first encounter software through a conference booth, a colleague's recommendation, or an inbound sales call, which means the shortlist is often set before a real evaluation starts. Putting a category view in front of practice decision-makers is intended to widen that starting field.

"We've heard from our readers that sorting through the technology landscape is one of the hardest parts of running a practice today," said Sarah Rumple Mahan, editor-in-chief of Today's Veterinary Business. "The Directory gives them a clear, organized starting point in a publication they already trust. It's a natural extension of the educational, practical content our audience expects from Today's Veterinary Business."

The Directory is educational, and inclusion is not an endorsement, recommendation, or ranking of any vendor by VetSoftwareHub or Today's Veterinary Business. This feature also has no bearing on the magazine's independent editorial coverage, and VetSoftwareHub does not accept payment for placement or ranking within its directory.

The first Directory will appear in the December 2026/January 2027 issue of Today's Veterinary Business. Veterinary practice owners, managers, and teams can browse the full directory at no cost at https://www.vetsoftwarehub.com.

About VetSoftwareHub

VetSoftwareHub is the premier independent, vendor-neutral directory where veterinary professionals can find and compare practice information management systems (PIMS), client communication tools, and other software providers in one place. The platform publishes features, pricing models, integrations and peer feedback so teams can evaluate options quickly. VetSoftwareHub is free for veterinary hospitals and does not accept payment for placement or ranking. Learn more at https://www.vetsoftwarehub.com.

About Today's Veterinary Business and the NAVC

Today's Veterinary Business is an official journal of the North American Veterinary Community (NAVC). It focuses exclusively on the business side of animal health practice. Reaching an audience of more than 55,000 veterinarians, practice owners and managers, and industry professionals, the magazine covers practice management, finance, marketing, human resources, industry news, and more. Learn more at https://todaysveterinarybusiness.com.

The NAVC is a nonprofit organization dedicated to supporting and advancing veterinary professionals worldwide. The world's leading provider of veterinary continuing education, the NAVC delivers essential training, tools, and resources for veterinary professionals to stay abreast of advances in animal medicine and provide the best medical care for animals everywhere. Through its commitment to innovation and excellence, the NAVC has developed a diverse portfolio of products and services, including: educational events, headlined by VMX, the world's largest, most comprehensive continuing education conference and launchpad for new products and innovations within the veterinary industry; a robust digital platform for virtual learning and engagement; the veterinary industry's largest and award-winning portfolio of trade publications; and an advocacy arm, which unites the veterinary community and pet lovers. The NAVC was founded in 1982 and is headquartered in Orlando, Florida. Since 2017, the NAVC has been recognized annually as one of the Top Workplaces by the Orlando Sentinel. To learn more about the NAVC's products and brands, visit https://navc.com/. To see our schedule of upcoming events, visit https://navc.com/calendar/.

Media Contacts

Ellen Edmonds
Vice President of Public Relations, NAVC
eedmonds@navc.com
+1 407-580-6084

Adam Wysocki
Founder, VetSoftwareHub
+1 908-758-3181
adam@vetsoftwarehub.com

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