

FOR IMMEDIATE RELEASE

NBVME introduces a new name, a new look

(CHICAGO, Illinois) November 28, 2016 – The National Board of Veterinary Medical Examiners (NBVME) announced that it is changing its name to International Council for Veterinary Assessment (ICVA). The new name is part of a complete rebranding of the organization. Research showed that there was a general lack of awareness of what NBVME does and the role that it plays in veterinary medicine.

“Most people in the veterinary field don’t know it, but NBVME is far more than the NAVLE,” said Dr. Karen Lehe, ICVA Chair. “For example, we also provide the Veterinary Educational Assessment to schools to evaluate students’ basic science knowledge and Species Specific Examinations for use by state and provincial boards.” They also conduct ongoing outreach with schools, educators, and licensing boards. And increasingly, the organization is working with veterinary medicine internationally in various capacities. They felt it was clearly time for a new name and a new look.

The rebranding was done working with 88 Brand Partners, a Chicago-based branding and advertising agency. The process included qualitative research, focus groups, and testing, resulting in the new name, a new logo, and various marketing materials, including a new website that will roll out in 2017.

The name change to ICVA is actually a more accurate reflection of what the organization already does, rather than an indication of changes coming. “As with all organizations, we continually evolve to keep pace with challenges and advancements in our profession,” adds Lehe. “But what will never change is our commitment to helping prepare qualified veterinarians to protect human and animal health and welfare.”

###

Founded as the National Board of Veterinary Medical Examiners (NBVME) in 1948, the International Council for Veterinary Assessment (ICVA) is an independent not-for-profit corporation that provides standardized examinations for use by state and provincial licensing boards as part of their licensure procedure for veterinarians. Among the examinations ICVA produces is the NAVLE, which anyone seeking to practice veterinary medicine in North America must pass.

