

**Company:** The Equine Practice Company, Clayfield, QLD, Australia

**Company Description:** The veterinary industry faces high suicide rates due to imposter syndrome, burnout, and compassion fatigue. The Equine Practice Company offers education and mentorship to enhance veterinarians' skills and work-life balance. Our online courses, webinars, and mentorship programs, supported by 225+ experts, are available in 6 continents, improving horse welfare and veterinarians' lives globally.

**Nomination Category:** New Product & Service (Developed for/by Women) Awards Categories

**Nomination Sub Category:** Best New Product or Service of the Year - Consumer Products

**Nomination Title:** The Equine Practice Company's Lameness Program



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the features, functions, benefits, and results to date of the nominated product or service, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, please provide them in the appropriate spaces below:
3. If you are nominating a brand-new product or service, state the date on which it was released. If you are nominating a new version of an existing product or service, state the date on which the update was released:

The Equine Practice Company's Lameness Program was released on November 19th, 2023 via an online webinar with over 1200 veterinarians registered globally

4. Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

**Total 312 words used.**

The Equine Lameness Program, launched on November 19, 2023, is a groundbreaking digital education product designed specifically for equine veterinarians. Developed in partnership with world-renowned lameness expert Dr. Sue Dyson MA Vet MB PhD—author of over 350 peer-reviewed papers and textbooks—the program offers 40+ hours of advanced clinical training across 10 modules, supported by 32+ international specialists. It is the most comprehensive, practitioner-focused musculoskeletal and lameness training program ever created for general equine veterinarians.

This fully online program addresses a core issue in equine practice: lack of access to advanced diagnostics training and declining practitioner confidence, particularly in rural or underserved areas. Delivered via mobile app, it includes closed captions, multilingual subtitles, quizzes, and downloadable notes. Each enrolment awards CPD-accredited certification and 12 months' access, with monthly renewal options.

Optional case-based modules bring theory into practice, while member meetups and private discussion forums offer community and mentoring—critical for an increasingly isolated profession. The content spans static and dynamic examination, imaging, and discipline-specific modules tailored to common performance horses from racehorses to showjumpers.

Its global accessibility, clinical depth, and female-led delivery are unmatched in veterinary education. With 200+ veterinarians enrolled and \$1.6 million in revenue since launch, it vastly exceeds the typical \$10,000/year most online courses earn. Only the top 10% of global digital courses surpass \$100,000—making this program's performance exceptional.

Delivered by The Equine Practice Company—a founder-led, female-led business under five years old—the program is setting new benchmarks in access, impact, and excellence. The company's 2025 forecast includes \$2.7 million in revenue and 49% EBITDA, enabling reinvestment in further educational innovation.

Recognition includes the 2024 USA-based Vetty Grand Prize in Marketing—beating industry giants like Zoetis and Boehringer with multimillion-dollar budgets.

The Equine Lameness Program redefines what's possible in continuing education for veterinarians—solving real problems, building global community, and equipping equine practitioners to deliver better care, with greater confidence.

5. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 226 words used.**

The supporting materials included in this nomination provide compelling evidence of The Equine Lameness Program's innovation, impact, and global success.

The "**Lameness Program Branding Video**"—awarded the **2024 Vetty Grand Prize in International Marketing**—demonstrates how a small, founder-led company outperformed corporate giants like Zoetis and Boehringer in communicating clinical excellence and global relevance. The **brochure** offers a concise overview of the program's structure, modules, and benefits, reinforcing its practitioner-first approach and depth of content.

The "**Lameness Program Team Photo**" and the "**Workshop Group Photo**" capture the energy, professionalism, and all-women faculty behind our first in-person workshop, held in Orlando, Florida in 2024. These images underscore our commitment to creating inclusive, inspiring learning environments for female veterinarians globally.

The **workshop recap video** showcases the program's hands-on integration and collegial atmosphere, while the "**Lameness Program Revenue Since Launch**" chart visualises its commercial success—over **\$1.6 million in revenue** and **200+ veterinarians enrolled** in just 19 months. This positions us in the top 1% of global online education products, while highlighting the strength of our business model.

Finally, the **company website** and **testimonial page** offers a real-time look at product access, testimonials, and the broader education ecosystem that supports this program.

Collectively, these materials provide irrefutable proof of The Equine Lameness Program's excellence in both content and delivery—and its role in redefining what's possible for women-led education in veterinary medicine.

6. Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable. (up to 350 words):

**Total 340 words used.**

customer testimonials, if applicable. (up to 350 words):

The Equine Lameness Program launched in November 2023 and has significantly outperformed expectations in both market reach and commercial success. Within the first six weeks, it generated over AUD \$535,000 in sales—our most successful product launch to date. Since launch, we have welcomed participants from over 20 countries, and the program has now generated more than AUD \$1.6 million in revenue. This far exceeds industry benchmarks—most online courses earn under \$10,000 per year, with only the top 10% surpassing \$100,000.

In June 2025, our most recent marketing campaign generated over AUD \$315,000 in just 10 days, confirming strong ongoing demand. The professionally filmed, digital edition of our sold-out in-person Lameness Workshop (held in Florida) launched in June 2025 and delivered an additional AUD \$44,000 in revenue within 10 days, with a 96% gross profit margin.

Customer satisfaction is exceptionally high. Our post-program feedback consistently exceeds 98% approval ratings. Testimonials include:

*"The most clinically useful CPD I've ever done."*

*"This course changed how I assess lameness—my confidence has skyrocketed."*

*"In 20 years of practice, I've never seen such practical, clear, and high-level training."*

We also offer a 100% money-back guarantee—yet we've never once needed to action it.

The program won the **2024 Vetty Awards Grand Prize (Marketing)**, competing successfully against industry giants like Zoetis and Boehringer Ingelheim with multi-million dollar marketing budgets. Our award-winning brand video, featuring Dr. Sue Dyson, was praised for its clarity, emotional resonance, and real-world impact on equine care.

Engagement continues to grow. Our free webinar attendance more than doubled year-on-year, from 750 registrants in 2023 to 1,420 in our 2024 event—demonstrating rising global interest and reach, particularly across Europe, South Africa, and North America.

In less than two years, The Lameness Program has become a trusted, world-class education solution. Its commercial success, clinical relevance, and learner satisfaction firmly position The Equine Practice Company, a founder-led business under five years old, as a global leader in digital veterinary education.

## Attachments/Videos/Links:

[The Equine Practice Company's Lameness Program](#)

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