



Appointments: Two leading vets promoted into senior roles at ECC provider

Two senior vets, Dr Laura Playforth and Dr Daniel Lewis, have been promoted into newly-created roles at [Vets Now](#), the UK's leading provider of emergency veterinary care for small animals in the UK.

Laura has been appointed professional standards director, a role which will see her leading the veterinary standards team and having accountability for the highest professional standards at board level.

ECC specialist Dan, who is based at the Vets Now 24/7 emergency and specialty hospital in Glasgow, has been promoted to national ECC lead, enabling him to continue focusing on advancing ECC across the business and wider profession.

As part of this role, Dan will also oversee all external ECC CPD programmes which Vets Now offers throughout the UK as well as leading the ongoing development of Vets Now's internal specialty ECC training (including the ECVECC approved residency programme) at the Glasgow hospital.

Vets Now's clinical director and RCVS senior vice president, Amanda Boag, announced the appointments last week and said: "Both Laura and Dan have contributed greatly to emergency and critical care across the professions and the announcement of their new roles today is great news for the entire ECC community.

"Along with the rest of the clinical leadership team, we will continue to work together evolving our strong clinical and professional culture and leading the field of emergency practice."

Laura Playforth said: "It's a great honour to have been asked to join the operating board at Vets Now and it demonstrates just how seriously the business takes the issue of raising clinical and professional standards.

"I feel enormously grateful to work for a company which has always supported me in my development and to have had managers who believed in my potential more than I believed in myself.

"When I joined the veterinary profession, I wanted to help as many animals and their owners as possible, which may only be a handful a day as a frontline vet. However, in this role I'm able to help our vets and vet nurses improve the care of more than 150,000 animals a year. It's a real privilege.

Dan Lewis, who is currently building the 2020 CPD programmes for the ECC Congress and Bitesize ECC roadshow, added: "With the largest emergency caseload in Europe at Vets Now, we're well placed to help share best practice when dealing with emergency cases.

"Because emergencies don't only happen out-of-hours we're committed to working with general practitioners to deliver the best possible care to pets at the time they need it most. I am very honoured to assume a new role as National ECC Lead which will allow me to focus on progressing the quality of emergency and critical care across our professions."

-ENDS-

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Notes to editor:

**Short biography on Laura Playforth
BVM&S PG Dip Adv HCP (Open) MRCVS**

Laura, who lives in Castleford, West Yorkshire, qualified from the University of Edinburgh in 1999 and worked in small animal practice for eight years before moving into emergency and critical care at Vets Now in 2007. She has recently completed an MSc in Advancing Healthcare Practice and is the Vice Chair of the RCVS Knowledge Quality Improvement Advisory Board

In the early part of her career, she successfully led three different out-of-hours emergency clinics as a senior veterinary surgeon before being promoted to the role of district vet and subsequently head of veterinary standards (OOH).

As professional standards director, Laura is responsible for driving clinical and professional standards across the Vets Now business.

**Short biography on Dan Lewis
VetMB MA CertVA DACVECC DECVECC MRCVS**

Dan, meanwhile, had a long and varied career before joining Vets Now. He spent the first five years after graduating in a mixed practice, where he became interested in anaesthesia and intensive care, before moving to an ECC clinic in Manchester.

This cemented his enthusiasm for emergency work, and in 2008, he moved to the RVC to do a three-year residency in ECC. After passing his exams, Dan ran the ICU at Bristol vet school before returning north to work in Manchester.

He joined Vets Now's emergency and specialty hospital in Glasgow in January 2015 where he works closely with fellow specialist in ECC Tobias Grave.

Vets Now notes to editor:

- Vets Now was established in 2001 and is the leading provider of emergency veterinary care for companion animals in the UK.
- With 24/7 Pet Emergency Hospitals in Glasgow, Manchester and Swindon, and 58 out-of-hours clinics nationwide, Vets Now is committed to delivering a responsive emergency and critical care service for cats, dogs and other small animals.
- Vets Now also partners with more than 1,400 veterinary practices across the UK to provide their clients with a seamless out-of-hours emergency care service.
- Vets Now employs over 1300 staff.
- Vets Now remains at the forefront of emergency veterinary care through its commitment to clinical excellence and training, employing many of the country's top Emergency & Critical Care Specialists.