

Aftercare that is remembered.

Westercove™ Sponsored Access lets veterinary practices, in-home providers, and aftercare services give grieving clients a private grief companion after a companion animal dies, carrying your name alongside ours.

Westercove™ is an interactive digital grief wellness companion combining grief education, guided journaling, and personalized support to help adults understand what they are experiencing and to put language around that which they may not yet know how to explain.



For the quiet house, after the last visit.

01 — THE NEED

Pet loss is real grief.

The visit ends and the invoice is paid, and for the family the grief is only beginning. The practice that stays present after the bill is the one they remember.

95^M US households own a pet.
APPA, 2026

7.5% of UK adults whose pet died met criteria for prolonged grief disorder.
Hyland, 2026

1 in 3 older adults were careful who they told about their grief.
Brown et al., 2023

02 — THE OFFER

What your clients receive.

1 Support for four types of grief

Westercove™ supports four types of grief: death of someone you love, caring for someone slipping away, the death of a beloved animal, or losing part of your own life through health, marriage, career, identity, or role.

2
Interactive guided journaling, answered
Clients can speak or write and receive a personalized response.

3
The Grief Library
A grief library of published research and resources that inform Westercove™'s practices, guidance, and interactions.

4
Hard dates, prepared for
The anniversary of the loss is anticipated before it arrives.

5
Support for your team
The same access for your staff, who carry these losses too.

03 — HOW IT WORKS

			
A conversation About your clients, your team, and the moment of loss.	Licensing, technology setup, and training A twelve month license. IT support and training included.	Launch We write the aftercare card, emails, and front desk script for you.	Implementation and support One point of contact and usage counts all year.

04 — WHY CHOOSE WESTERCOVE™

Grief support, built for what continues.

Bereavement is the set of tasks a death creates, and it ends. Grief is the response to loss, and it keeps no timetable (Carter & Johnson-Hostler, 2026). Westercove™ is built for the grief.

It continues the care you began.

A family says goodbye in your exam room. At home that night, they have somewhere to write their dog's name.

It supports your team.

Your front desk and technicians carry these losses too, and they receive the same access.

It is private by design.

You receive counts: codes issued, redeemed, and remaining. Names and entries stay with the client.

05 — EVIDENCE AND CREDIBILITY

18

Founding principles

Beliefs about grief, each paired with peer reviewed research.

13

Evaluation domains

A rubric Dr. Carter co-authored for evaluating digital grief tools.

07 Grief that goes unrecognized is still grief.

15 Grief keeps no hours. Care does.

11 A hard date met in advance lands differently.

16 A griever will not write the truth unless they are certain it is private.



"Grief support has business hours. Grief does not."

Dr. Wesley Carter, Founder & CEO

Request a conversation

drwesley@westercove.com

(704) 453-9520

www.westercove.com



Scan for
Sponsored
Access

Westercove™ does not replace therapy or medical care. It fills the hours around them. A wellness and educational companion for adults 18 and older. The 988 Suicide and Crisis Lifeline appears on every screen.