Aftercare that is remembered.

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

> Westercove™ is an interactive digital grief wellness tool 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.

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

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

315 US adults judged grief for a pet less legitimate than for a friend.
Chin et al., 2025

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.

Sources: Hyland (2026), PLOS One, 21(1), e0339213 (975 UK adults). Brown et al. (2023), Human Animal Interactions (98 older adults). Chin et al. (2025), Human Animal Interactions, 13(1), 0047.
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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.

Available now on the **App Store**, on **Google Play**, and **online**. Download on the App Store · GET IT ON Google Play · Open Online

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. 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 Guiding principles

Beliefs about grief, each paired with peer reviewed research.

13 Evaluation domains

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

07 Grief does not require permission.

11 A hard date met in advance lands differently.

15 Grief support keeps office hours, grief does not.

16 Trust in privacy supports honest expression.



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

Dr. Wesley Carter, Founder & CEO

Request a conversation

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(704) 453-9520
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Scan to visit westercove.com

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

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