

## Pet Insurance Primer For Veterinary Professionals

### Getting Started Poll

- I don't know enough about pet insurance to recommend it to my clients; that's why I'm attending this webinar.
- I have a display of pet insurance company brochures in my hospital in case a client asks about pet insurance and we even include a brochure in new puppy and kitten kits.
- My staff and I verbally talk about and recommend pet insurance to our clients.
- I recommend my clients open a savings account to help pay for their pet's healthcare expenses rather than buying pet insurance.

## My Story

The #1 veterinarian recommended pet health insurance.

**10 great reasons to choose us!**

- Single coverage from separate animal policies.
- Choose from a simple level of protection.
- Visit ANY licensed vet in the US or Canada.
- We reimburse 80% of all-eligible covered charges.
- There's no time or annual deductible per pet.
- Track claims and update information online.
- File claims easily with our e-claims form.
- Save with a 10% multiple pet discount.
- 30-day money back guarantee if no claims are filed.
- The ASPCA benefits from every plan purchased!

The ASPCA will reimburse up to 10% of the purchase price with an annual \$4 million total reimbursement over five years.

**You want to give them the best care you can. That's a good human.**

PetInsurance.com • 1-866-VET-PETS

**ASPCA HEALTH INSURANCE**

**10 great reasons to choose us!**

- Single coverage from separate animal policies.
- Choose from a simple level of protection.
- Visit ANY licensed vet in the US or Canada.
- We reimburse 80% of all-eligible covered charges.
- There's no time or annual deductible per pet.
- Track claims and update information online.
- File claims easily with our e-claims form.
- Save with a 10% multiple pet discount.
- 30-day money back guarantee if no claims are filed.
- The ASPCA benefits from every plan purchased!

The ASPCA will reimburse up to 10% of the purchase price with an annual \$4 million total reimbursement over five years.

**Visit us online at [www.aspcapetcovered.com](http://www.aspcapetcovered.com) or call toll-free 1-866-861-9999**

*"This insurance has paid for itself over and over already, with just one incident!"*  
— Barbara P., Golden Retriever, NY

**EMBRACE PET INSURANCE**

**Is Your Pet Covered?**

**What is pet health insurance?**  
Pet insurance helps pay your pet's veterinary bills, so you'll be able to give your pet the best care possible.

**What does it cover?**  
We offer a increasing level of protection that can cover your pet for accidents, illnesses, and wellness care. You can also get extra protection for ongoing conditions.

**Why do I need it?**  
The costs of good veterinary care are rising, especially as more treatments become available for animals. The affordable coverage can help you manage these costs.

**How does it work?**

- 1. Get treatment.** Take your pet to ANY licensed veterinarian in the US or Canada, and pay for the services.
- 2. File a claim.** Upload our simple e-claims form and your veterinary receipts to us.
- 3. Get reimbursed.** We pay 80% of all-eligible covered charges after a low time period deductible.

**It's easy to get started!**  
Get a free quote and enroll online at [www.embracepet.com](http://www.embracepet.com) or call our friendly specialists toll-free at 1-866-861-9999.

**STRESS-FREE & EASY TO USE**  
800.226.1308  
[www.EmbraceYourPet.com](http://www.EmbraceYourPet.com)

## History of Pet Health Insurance

Sweden – 1924 (50% of pets insured)

Great Britain – 1947 (30% pets insured)

United States – 1982 (1% pets insured)

Canada – 1989 (1-3% pets insured)

## History of Pet Insurance in U.S.

| Company           | Date Started |
|-------------------|--------------|
| VPI               | 1982         |
| Hartville (ASPCA) | 1997         |
| 24 Petwatch       | 1999         |
| AKC               | 2003         |
| PetFirst          | 2004         |
| Pet's Best        | 2005         |
| Petplan           | 2006         |
| Embrace           | 2006         |
| Trupanion         | 2008         |
| PurinaCare        | 2008         |
| Healthy Paws      | 2010         |
| Pet Premium       | 2013         |
| Figo              | 2015         |

## Changes In The Past Decade

- Reimbursing a flat % of invoice vs. benefit schedule or UCR
- Coverage for hereditary conditions
- Coverage for chronic conditions
- Increased customization of policies

## Quote Example - Dog (Healthy Paws)

Customize your plan to fit your budget

**Sam** Age 2, Small Mixed Breed (11 - 30 lbs)

Select a reimbursement level

90%    80%    70%

Most Popular

Select an annual deductible

\$100    \$250    \$500

Most Popular

### You selected

Reimbursement  
**90%**

Annual Deductible  
**\$250**

**\$31.45**/month

Save **\$14.34 in annual savings!**

## Quote Example - Cat (Healthy Paws)

Customize your plan to fit your budget

**Tiger** Age 2, Domestic Short Hair

Select a reimbursement level

90%    80%    70%

Most Popular

Select an annual deductible

\$100    \$250    \$500

Most Popular

### You selected

Reimbursement  
**90%**

Annual Deductible  
**\$250**

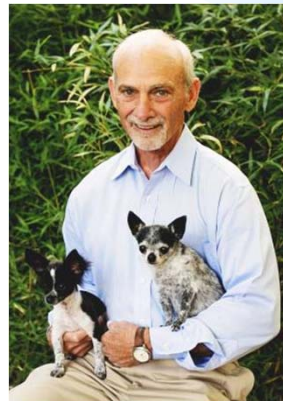
**\$23.02**/month

Save **\$10.91 in annual savings!**

## History of Pet Health Insurance

Started VPI in 1982

Started Pet's Best in 2005



Dr. Jack Stephens

## History of Pet Health Insurance



Lassie - first dog insured in U.S. with  
Dr. Jack Stephens and Los Angeles  
Mayor Tom Bradley - 1982



Jack and Lassie - reunion at a Best Friends Event promoting pet adoptions - 2015

## Economic Euthanasia



Dr. Barry Kipperman

### A Disease In Need of Prevention



“I've seen far more animals die as a result of their owners' inability to afford recommended medical care than due to fleas, prostatic disease, pyometra, and mammary cancer combined.” (June 01, 2004 – DVM magazine)

## Economic Euthanasia



Dr. Kerri Marshall



## Economic Euthanasia

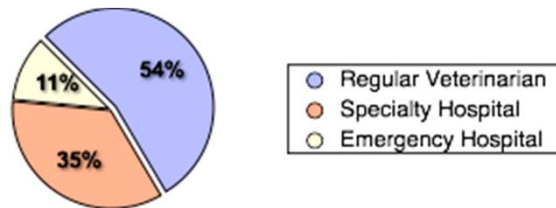


Dr. Tony Johnson, DACVECC

“As an ER vet, I’ve had to euthanize literally thousands of pets due to finances, and I’m sick of it. There’s always been a big disconnect between what veterinary medicine *can* do for animals to keep them healthy, or even alive, and what it actually *does* do – largely because of out-of-pocket expense for care. Pet insurance makes it so pet owners can say “yes” to caring for their pet’s medical needs rather than have to euthanize them due to money.

## Cost of Care

Pets Best pet insurance company reviewed their claims over \$500 to determine where the pets were treated and found that:



## Costs of Care



Dr Jason Nicholas





## Costs of Care

“Until the day arrives when most of us take the time to discuss the costs of medical care with our clients, I will continue to feel saddened and responsible when the next pet owner in my exam room looks up at me through tears and states, ‘I had no idea it would ever cost this much to save my dog 's life’”.

DVM Magazine June 1, 2004



Dr. Barry Kipperman

## Costs of Care

Example: New cancer treatments for pets



## Cost of Care

- ✓ 1 in 3 pet owners will make an unplanned and unbudgeted trip to the veterinarian each year for an accident or illness.
- ✓ Every 6 seconds a pet owner is presented with a veterinary bill that exceeds \$3,000 and many of these pets aren't insured.
- ✓ About 10% of claims exceed \$1,000.
- ✓ 40% of insured pets develop a chronic condition that lasts beyond 12 months.
- ✓ Pets under 1 year of age are 2.5 times as likely to be subjects of an insurance claim as pet of any other age.

## Costs of Care

How to pay for veterinary healthcare:

- Available credit
- Savings account
- Pet insurance policy

Pet Health Insurance  
vs.  
Pet Health Savings Account



Laura Bennett  
CoFounder, CEO  
Embrace Pet Insurance



Pet Health Insurance  
vs.  
Pet Health Savings Account

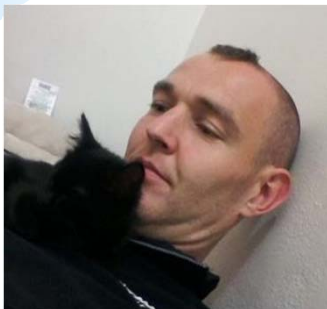
Pet insurance helps pet owners bridge the gap financially when the unplanned and unexpected occur *before* they have adequate savings in reserve.

“You’re buying protection against a disaster you hope will never happen and the peace of mind you’ll have in knowing that if it does, your pet’s health - or even survival - will not depend on how big your savings account has gotten.” -- Tom Collins; Blog Paws article

Pet Health Insurance  
vs.  
Pet Health Savings Account



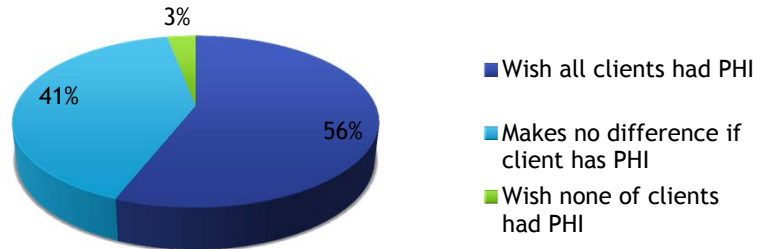
Right Philosophy About Pet Insurance



## 2016 NAPHIA Study

Question asked of 506 U.S. and Canadian Veterinarians:

Which of the following best describes your opinion of pet health insurance?



\*\* 85% of Canadian veterinarians wish all clients had PHI

## 2016 NAPHIA Study

Likely increase in pet health insurance enrollment with a veterinary recommendation:

+50%

## Benefits of Promoting Pet Health Insurance In Your Practice

Clients with pet health insurance:

- ✓ Had a 41% higher stop-treatment level
- ✓ Scheduled 40% more veterinary visits
- ✓ Spent twice as much on veterinary care over the life of their pet

\*\*Veterinary Pet Insurance (VPI) Pet Owner and Client Survey 2006

## Benefits of Promoting Pet Health Insurance In Your Practice

Clients with insured pets spend more annually than  
clients with uninsured pets.

Dogs + 29%

Cats + 81%

2016 NAPHA Study

## Benefits of Promoting Pet Health Insurance In Your Practice

Having more insured patients allows you to practice medicine and surgery the way you were trained to do and increases client compliance with your recommendations.



Dr. Heather Steyn, Owner  
Advanced Animal Care of Colorado



### Passive Recommendation

- Brochures in reception area
- Brochures in puppy/kitten kits
- Answer questions when asked

### Active Recommendation

- Designated pet insurance liaison(s)
- Pay for pet insurance for staff
- Link on website
- Ask clients if they have pet health insurance
- Hand brochures to clients and encourage them to explore PHI
- Offer trial policies
- Educate clients about PHI whether asked or not
- Offer help filling out claim form and filing claim.

## Offering Pet Insurance As An Employee Benefit

- ✓ Eliminate IRS concerns about employee discounts.
- ✓ Charge regular fees rather than discounted fees for your services. This also allows doctors to be fully compensated for the care they provide when treating the staff's pets.
- ✓ Help employees afford emergency and specialty care.
- ✓ Reduce employee accounts receivables.
- ✓ Create a coveted benefit that sets you apart and reduce staff turnover.
- ✓ Helps employees see the benefit of pet insurance so they can speak from experience when talking with clients.

## Recommending Pet Insurance To Your Clients

- ✓ Make your clients aware of the costs of veterinary healthcare and ways they can pay for it including credit options like CareCredit, savings account, and a pet health insurance policy.
- ✓ You do the research and chose 1 or 2 companies to recommend to your clients.
- ✓ Recommend pet insurance and let the client do the research and choose a company.



## Avoiding Managed Care

(2016 NAPHA Study)

To determine how prevalent the fear of managed care is, U.S.(422) and Canadian (83) veterinarians were asked whether or not they agreed with the following statement:

“PHI companies will have too much influence in the veterinary profession if it becomes commonplace.”

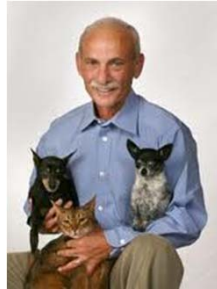
Only 5% agreed – this seems to indicate that perhaps pet health insurance is becoming more widely accepted and managed care isn't as feared by veterinarians as many of us have been led to believe.

## Avoiding Managed Care

- Don't join networks that are predicated on bringing you more clients.
- Don't provide discounts to groups for increased business. Offer discounts and free care only for individual cases you choose to do so.
- Don't accept a third party (company) telling you how to practice, setting fees or the level of care to provide.

## Avoiding Managed Care

Veterinarians in positions of influence  
in the pet insurance industry:



Dr. Jack Stephens  
Founder VPI & Pets Best  
Retired

## Avoiding Managed Care

Veterinarians in positions of influence  
in the pet insurance industry:



Dr. Steve Weinrauch  
Chief Product Officer  
Trupanion Pet Insurance

## Avoiding Managed Care

Veterinarians in positions of influence  
in the pet insurance industry:



Dr. Jules Benson  
VP of Veterinary Services  
Petplan Pet Insurance

## Avoiding Managed Care

Veterinarians in positions of influence  
in the pet insurance industry:



Dr. Carol McConnell  
Chief Veterinary Officer  
Nationwide (VPI) Pet Insurance

## Avoiding Managed Care

Veterinarians in positions of influence  
in the pet insurance industry:



Dr. Tony Johnson, DACVECC  
Medical Advisory Board  
Figo Pet Insurance

## Avoiding Managed Care

Veterinarians in positions of influence  
in the pet insurance industry:



Dr. Debra Primovic  
Medvet Emergency  
Veterinary Advisor  
Embrace Pet Insurance

## Avoiding Managed Care

Veterinarians in positions of influence  
in the pet insurance industry:



Dr. Barden Greenfield, DAVDC  
Memphis Veterinary Specialist  
Advisor on dental diseases  
Trupanion Pet Insurance

## Avoiding Managed Care

Veterinarians in positions of influence  
in the pet insurance industry:



Dr. Mary Beth Leininger  
Former AVMA President  
VP of Veterinary Relations  
ASPCA Pet Insurance

## Petplan Partnership With HSUS

HSVMA members can offer their clients a 10% discount when they sign up for a Petplan policy online.

Shelters can offer adopters a 10% discount on a Petplan policy when they sign up online.

Email: [veterinary.services@gopetplan.com](mailto:veterinary.services@gopetplan.com)

HSVMA members and their staff can get a 10% discount on a Petplan policy for their personal pets.

[petplanbenefits.com](http://petplanbenefits.com)

## Choosing A Company – 5 Step Method

- 1) Get a quote
- 2) Read reviews
- 3) Read a sample policy
- 4) Call/Email company with questions
- 5) Choose a company

# Pet Insurance Toolkit

petinsurancetoolkit.com

| Company -->  | Embrace                       | PetPlan                       | Trupanion  | PetsBest  | PetFirst                                      | 24 PetWatch  | ASPCA  | AKC  | VPI  | HealthyPaws  | Figo                          |
|--|-------------------------------|-------------------------------|--|---|---|--|--|--|--|--|-------------------------------|
| Per-Incident Maximum   | None                          | None                          | None   | None  | None  | None   | \$7,000  | \$8,000  | None   | None   | None                          |
| Copay %  | 10%                           | 10%                           | 10%  | 10%   | 20%   | 20%  | 20%  | 20%  | 10%  | 10%  | 10%                           |
| Per-Incident or Annual Deductible  | \$200                         | \$300                         | \$300  | \$100   | \$100   | \$100  | \$500  | \$200  | \$100  | \$250  | \$500                         |
| Copay \$   | \$1,980                       | \$2,000                       | \$1,965  | \$1,990   | \$5,979                                       | \$4,000  | \$3,900  | \$3,950  | \$1,990  | \$2,000  | \$2,000                       |
| Invoice Amount   | \$20,000                      | \$20,000                      | \$20,000   | \$20,000  | \$20,000                                      | \$20,000   | \$20,000   | \$20,000   | \$20,000   | \$20,000   | \$20,000                      |
| You Pay  | \$5,000                       | \$5,000                       | \$2,315  | \$10,000  | \$6,079                                       | \$4,100  | \$13,000   | \$12,000   | \$2,090  | \$2,250  | \$2,300                       |
| Company Pays   | \$15,000                      | \$15,000                      | \$17,685   | \$10,000  | \$13,920                                      | \$15,900   | \$7,000  | \$8,000  | \$17,910   | \$17,750   | \$17,500                      |
| <b>Step 1</b> Monthly Premium  |                               |                               |  |   |   |  |  |  |  |  |                               |
| <b>Get Quote</b> Annual Premium  | \$0                           | \$0                           | \$0  | \$0   | \$0   | \$0  | \$0  | \$0  | \$0  | \$0  | \$0                           |
| Total Out of Pocket  | \$5,000                       | \$5,000                       | \$2,315  | \$10,000  | \$6,079                                       | \$4,100  | \$13,000   | \$12,000   | \$2,090  | \$2,250  | \$2,300                       |
| Additional notes -->   |                               |                               | Examination fees also out of pocket  | Essential Plan doesn't cover Alternative Therapy or Basic Care. You have to call Embrace to get a quote on the 20000 dollar Plan. |   | You'll have to call the company for quotes on deductibles below \$100. | Cannot calculate accurately - depends upon amount of claim and customary                       | Cannot calculate accurately - depends upon amount of claim and customary | Heretics coverage is included in policy subject to deductible and co-pay | Examination fees also out of pocket  |                               |
| Covers Hereditary Diseases   | Yes                           | Yes                           | Yes  | Yes   | Yes   | Yes  | \$1000 Incident Limit/\$2500 Lifetime Limit  | Optional rider   | Yes  | Yes, unless the disease not covered in dogs enrolled 8 years old or older. | Yes                           |
| Covers Chronic Diseases  | Yes                           | Yes                           | Yes  | Yes   | Yes   | Yes  | \$2500 Incident Limit/\$5000 Lifetime Limit  | Yes  | Yes  | Yes  | Yes                           |
| Pays According to Vet's Invoice 1 year rating -->                                    | Yes                           | Yes                           | Yes  | Yes   | Yes   | Yes  | No - usual and customary   | No, usual and customary  | Yes  | Yes  | Yes                           |
| <b>Step 2</b> Read Reviews   | <a href="#">Link</a>          | <a href="#">Link</a>          | <a href="#">Link</a>   | <a href="#">Link</a>  | <a href="#">Link</a>                          | <a href="#">Link</a>   | <a href="#">Link</a>   | <a href="#">Link</a>   | <a href="#">Link</a>   | <a href="#">Link</a>   | <a href="#">Link</a>          |
| Covers Wellness  | No                            | No                            | No   | No  | No  | No   | No   | No   | Yes  | No   | No                            |
| Covers Alternative Therapy   | Yes                           | Yes                           | Optional   | Limited to \$600 annually   | Yes   | Limited to \$1000 annually   | Limited to \$300   | No   | Yes  | Yes  | Yes                           |
| Covers Behavior Therapy  | Yes                           | Yes                           | Optional   | Consultations and prescriptions only  | No  | Limited to \$1000 annually   | Limited to \$300   | No   | Yes  | No   | Limited to \$1000             |
| <b>Step 3</b> Read Sample Policy   | <a href="#">Sample Policy</a> | <a href="#">Sample Policy</a> | <a href="#">Sample Policy</a>  | <a href="#">Sample Policy</a>   | <a href="#">Sample Policy</a>                 | <a href="#">Sample Policy</a>  | <a href="#">Sample Policy</a>  | <a href="#">Sample Policy</a>  | <a href="#">Sample Policy</a>  | <a href="#">Sample Policy</a>  | <a href="#">Sample Policy</a> |
| <b>Step 4</b> Questions?   | <a href="#">Get Info</a>      | <a href="#">Get Info</a>      | <a href="#">Get Info</a>   | <a href="#">Get Info</a>  | <a href="#">Get Info</a>                      | <a href="#">Get Info</a>   | <a href="#">Get Info</a>   | <a href="#">Get Info</a>   | <a href="#">Get Info</a>   | <a href="#">Get Info</a>   | <a href="#">Get Info</a>      |
| <b>Step 5</b> Right click column to hide companies that you eliminate with each step |                               |                               | No Incident Deductible is paid once for each condition for the lifetime of the pet |   | No Incident Deductible to allow paid annually |  | ChampionCare policy includes maximum up to \$100 annually - \$750 annually for other illnesses |  |  |  |                               |

# Pet Insurance Toolkit

petinsurancetoolkit.com

Your Guide To Choosing A Pet Insurance Company And Policy To Insure Your Pet

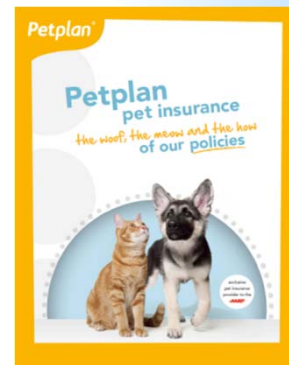
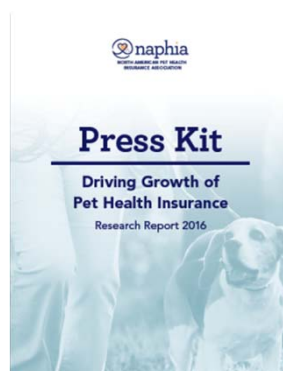
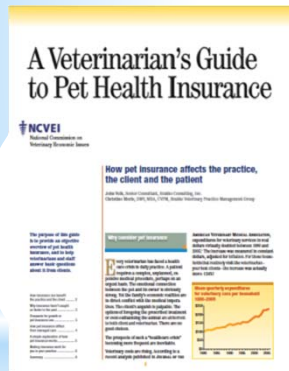
- Embrace
- Pets Best
- Pet First
- ASPCA
- AKC
- 24 PetWatch
- Petplan
- Nationwide (VPI)
- Trupanion
- Healthy Paws
- Figo

Dr. Doug Kenney

## Resources



## Resources





## Resources



### Pet Insurance Guide Podcast

*Health Insurance Isn't Just For People Anymore*

[petinsuranceguidepodcast.com](http://petinsuranceguidepodcast.com)

Categories: Veterinarians

## Questions?

