

# Why more veterinarians are becoming pet insurance advocates



Regular exercise, a good diet, and pet insurance. More and more veterinary clinics are recommending pet insurance to their clients as an essential part of pet care.

Being a pet insurance advocate is all about raising awareness of pet insurance as a useful and valuable option for your clients.

It is up to each client to research providers and insurance products and make their own decision about which provider and product is best for their needs.

## Did you know?

Only **20%** of NZ pet parents have pet insurance. Compared to the United Kingdom where **41%** of cats and **54%** of dogs are insured\*.

So while pet insurance isn't particularly new, a lot of pet owners do not actually know about it. They often also don't know how much treatment and vet care can cost.

As a trusted medical professional vets have a unique and valuable role in educating pet owners about the existence and advantages of pet insurance.



**71%** of pet parents considered their Vet as the best source of information for animal related issues.<sup>^</sup>



**50%** more pet parents would purchase pet insurance if their veterinary practice actively recommended it.\*\*



Studies show that **82%** of clients with pet insurance were more accepting of veterinary treatment recommendations.<sup>^</sup>

You can therefore play a really important role in improving your client's awareness of pet insurance.



Help explain to your clients the cost of basic treatments for their pets or common accidents or illnesses that their pet may experience in their lifetime.



Encourage your clients to consider how they might pay or plan for these kinds of expenses if they arise.



Pet insurance can help facilitate access to more treatment options and peace of mind that their pet can get the treatment they need when they need it.<sup>^</sup>

Leading to a better outcome for the pet owner, the pet and you, the vet.

<sup>^</sup> American Veterinary Medical Association 2017 - <https://pubmed.ncbi.nlm.nih.gov/28306486/> \*\* NAPHA Driving Growth of Pet Health Insurance 2016.

\* New Zealand Source 2022: TRA Research conducted for Southern Cross Pet Insurance. Base: Q3 Jan -Mar 2022, pet owners of dog / cat / rabbit n=374  
United Kingdom Source 2023: <https://petkeen.com/how-many-people-have-pet-insurance-uk/>

# Handy tips for being a pet insurance advocate



It's a good idea to have a pet insurance advocate/champion in your clinic - someone who can be your team's go-to person.



Have information about pet insurance handy at your practice. Have posters and flyers in your clinic, or links to pet insurance information in your client correspondence. Most pet insurers will be able to send you relevant website links, information sheets and flyers to share with your clients.



Have information about pet insurance in your new puppy or kitten packs or available at puppy training classes.



Ask new clients if they have pet insurance. Prompt the conversation.



Ask new pet parents if they're aware of the potential cost of pet accidents and illnesses, and how they might prepare for this. If your client wants to know more, refer them to the brochures you have in the clinic.



You could record the fact a client has pet insurance on their file and remind them about this when you provide treatment. You'd be surprised how many people forget they have pet insurance when they are faced with a stressful situation where their pet is ill or injured.



*"Facing the challenges and uncertainty of an unwell or injured pet can be an incredibly anxious and stressful time, and often occurs when least expected. Pet insurance allows pet guardians the reassurance that they are able to consent to the recommended treatment plan without it becoming a financial decision."*

**Sally Cory**

**Head of Veterinary Services**

**Companion Animals**

**New Zealand Veterinary Association**

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## Talk to us

When new team members start in your clinic let us know and we can take them through an information session to help them understand the importance of pet insurance so they can be a pet insurance advocate as well.

We can also provide information to display in your clinic to help your clients choose the right pet insurance policy for them.

**Kerri Murray**

National Sales Manager

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