

# Key Findings – *from* – NAPHIA Research

The **VET PRACTICE** is the *leading source* of info on Pet Health Insurance (PHI).

**45%**  
Vet Practice

**37%**  
Internet

**28%**  
Friends &  
Family

**ASPCA**  
PET HEALTH  
INSURANCE

**Driving Growth of Pet Health Insurance**  
**2016 Report**

 **naphia**  
NORTH AMERICAN PET HEALTH  
INSURANCE ASSOCIATION

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Of Veterinarians surveyed:

56% & 85%

of  Veterinarians

of  Veterinarians

wish ***ALL*** clients had PHI.

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# Key Findings – *from* – NAPHIA Research

Owners spend:



CATS



DOGS



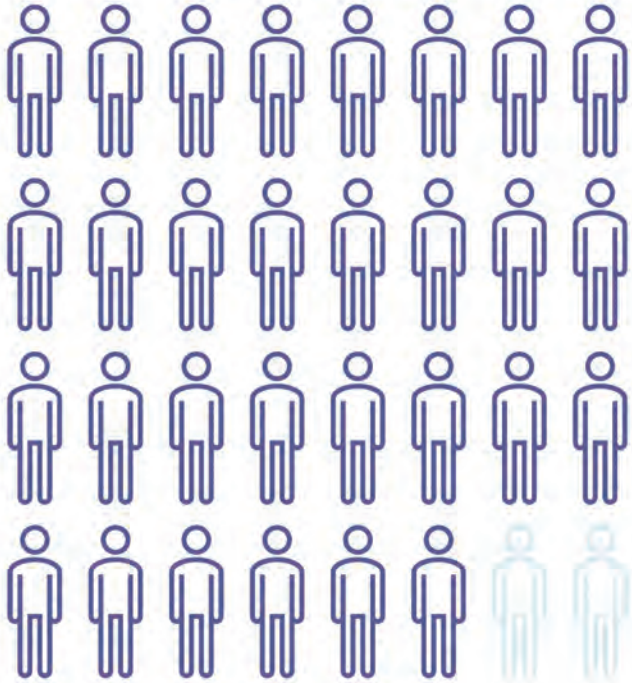
*with* PHI.

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95%

of veterinarians  
**DON'T** fear PHI  
will lead to  
managed care.

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