A recent study\(^1\) identified five key barriers preventing veterinary teams from having proactive pet health insurance conversations with clients.

Below are a few of the solutions for initiating cost of care discussions that were successfully implemented within study hospitals.

- **Discomfort in talking with clients about pet health insurance**
  Empower teams by removing any expectation that staff are expected to be knowledgeable about the specifics of a pet insurance policy, and instead focus on the idea of introducing pet health insurance as an option for pet owners to provide care to their pets.

- **Time and focus to create new team habits**
  Bring the initiative to life by training animal health care teams to view proactive pet health insurance education conversations as being part of essential information communicated to clients.

- **Lack of individual accountability and ownership**
  Empower veterinary teams to ‘make it work’, rather than dictating the program to them. When teams work together they find shared purpose, engage in real problem solving and create alignment.

- **Continuous training of new and existing team members about pet health insurance education**
  Talk about the program at every staff meeting. Ask for input about what is working well and what could be better.

- **The lack of role modeling by veterinarians in having pet health insurance conversations with clients**
  Involve your veterinarians. Hospitals that have the most success are those in which the veterinarians communicate the value of pet health insurance to clients.

To see a full list of solutions, download the complete study at: [www.vet.aspcapetinsurance.com/studies](http://www.vet.aspcapetinsurance.com/studies)