

5 WAYS TO PROACTIVELY EDUCATE CLIENTS ABOUT THE COST OF CARE

A recent study¹ 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.