

# HOW DOES PROACTIVELY EDUCATING CLIENTS ABOUT PET HEALTH INSURANCE IMPACT VETERINARY TEAMS AND CLIENTS?

## WHY

The purpose of this proof-of-concept study was to measure outcomes in client and staff attitudes when veterinary hospital staff members proactively discuss the benefits of pet health insurance with veterinary hospital clients.

### Recommending pet health insurance has a positive impact on veterinary staff's perception of clients saying "Yes".

## VETERINARY TEAMS:

- ▶ 33% of team members reported they feel clients accept their recommendation 'almost always' in the post-study survey (2018), compared to only 3% in the pre-study survey (2017).
- ▶ In contrast, those who felt that clients 'almost never' accepted medical recommendations decreased to 6% in 2018, compare to 40% in 2017.

#### What changed between 2017 and 2018?

It is possible by using pet health insurance education to create a culture where proactive cost of care discussions were the norm, veterinary team members were empowered to change their narrative from one where they felt their recommendations were constantly rejected or challenged by pet owners to one where team members effectively partnered with clients to find solutions.

Survey of veterinary team from four geographically diverse study hospitals; 2017: 57 responses, 2018: 33 responses. \*Statistically significant to  $P < .001$

## CLIENTS:

### Clients reported higher overall satisfaction with hospitals at the end of the pet health insurance study.

- ▶ When asked to rate their overall satisfaction with the hospital, clients reported being more satisfied post pet insurance study (76.3%) when compared to 2017 (71%), with a 5.3%\* increase in clients stating that they were 'extremely satisfied' during the study period
- ▶ 83.4%\*\* of clients positively identified with the statement "The staff cares about me and my pet" in 2018. An increase from the 79% that strongly agreed with the statement prior to beginning the study (2017).
- ▶ When asked what would have the most positive impact on your relationship to your veterinary hospital, 43% of clients in the post survey indicated "no changes", compared to 38% of respondents in the baseline survey, indicating a greater hospital-client bond following the study.

#### What changed between 2017 and 2018?

The one constant variable introduced to all four hospitals was the proactive discussion of pet health insurance.

Survey of hospital clients from four geographically diverse study hospitals; 2017: 1,736 responses, 2018: 1,681 responses \*statistically significant to  $P = .002$  \*\*statistically significant to  $P = .003$