Why is this study different?

Retrospective studies using client surveys have evaluated the impact of pet health insurance on patient visit frequency and hospital revenue. There are currently no studies evaluating the impact of pet health insurance on patient visits and hospital revenue using hospital generated data extracted from practice management software systems. The purpose of this study was to measure the impact when veterinary hospital staff proactively discussed the benefits of pet health insurance with veterinary hospital clients on hospital revenue and patient visits.

Key Findings

30.5% increase in total gross revenue in the study hospitals compared to 9.8% in benchmarked hospitals.

12.4% increase in revenue for insured canine patients vs. non-insured dogs within the study hospitals. Compared to the benchmarked hospital canine, spending on the insured hospital dogs was 23% higher ($735.00 vs. $565.00).

Insured canines visited study hospitals an average of 6 visits per year; an increase of 23.8%. Non-insured dogs had 4.3 yearly visits.

Insured cats visited study hospitals an average of 3.4 visits per year; an increase of 17.6%. Non-insured cats had 2.8 yearly visits.

To learn more, download the complete study at: www.vet.ascapetinsurance.com/studies