

# HOW PROACTIVELY EDUCATING CLIENTS ABOUT PET HEALTH INSURANCE IMPACTS THE CARE PETS RECEIVE

## WHY

### 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<sup>b</sup> 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.

### 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<sup>a</sup> canine patients vs. non-insured dogs

within the study hospitals. Compared to the benchmarked hospital canine, spending on the insured<sup>a</sup> hospital dogs was 23% higher (\$735.00 vs. \$565.00).

### Insured<sup>a</sup> 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<sup>a</sup> 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.

## KEY FINDINGS