

## Do you wish that your clients were better prepared for the cost of their pet's veterinary care?

Cost of veterinary care discussions with clients don't always come up until services are needed. This is a missed opportunity to help pet owners understand the potential cost of pet ownership and ways to prepare for their pet's future health care needs.

### We've made it easy with our Digital Cost of Veterinary Care Client Platform!

In addition to the Cost of Care Wheel that can be used in your practice to educate clients about the cost of veterinary care, we've created a **virtual platform where your clients can learn about the potential costs of their pet's care anytime and anywhere!**

We used 5 years of actual claims data for 9 popular dog breeds and 5 cat breeds\* to show your clients critical information about the cost of veterinary care for pets of a comparable age and breed. Clients can simply select their pet's similar species, breed, and age from the digital platform's drop-down boxes to learn about:

Options to help clients **prepare** for both the expected and unexpected costs of veterinary care.

Three common conditions affecting pets like their own, a **short definition** of each condition, and **actual costs to treat these pets** for these conditions over the course of a year based on our claims data.



The **average annual cost** of veterinary care and the **average annual cost with at least one vet visit.**

The **veterinary costs spent by over 50% of owners** for one year on veterinary bills.

The ASPCA® Pet Health Insurance Digital Cost of Care Client Platform is designed to be a portable solution to educate your clients about the cost of veterinary care. Here are a few valuable tools to help make introducing the platform to your clients quick and easy.

- Posters to hang in your waiting or exam rooms. The QR code will help clients access the tool quickly and easily!
- Flyers that you can staple to your client invoices, put in puppy & kitten kits, showcase in your waiting room, or even better...hand directly to your clients!
- Digital Banner Ads that you can place on your clinic website for access to the platform with 1-click.
- Table tents to place at the check in or check out desk for high visibility and a quick scan of a QR code to access the platform.

Check out the Digital Cost of Care Platform for yourself at [MyPetsCostOfCare.com](https://MyPetsCostOfCare.com).

To order these free materials, reach out to our vet services help line at

**1-877-738-2677** or [vets@aspcapetinsurance.com](mailto:vets@aspcapetinsurance.com).

\*Based on actual ASPCA® Pet Health Insurance claims 5/1/14 to 12/31/19.

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