

# Are Cost of Care Discussions with Your Clients Difficult?



## We've made it easy with the ASPCA® Pet Health Insurance Cost of Care Wheel!

Cost of veterinary care discussions with clients are often avoided until services are needed. This is a missed opportunity to help pet owners understand the potential cost of pet ownership and how to prepare for their pet's future health care needs.

The Cost of Care Wheel was designed to engage clients in proactive cost of care conversations. We hope that you find this tool helps facilitate discussions on advanced planning for pet health care expenses in a seamless and comfortable way for your clients and for your teams!

Based on actual claims data for accident, illness and preventive care invoices submitted over a 5-year time frame for 9 popular dog breeds and 5 cat breeds\*, the wheel can be rotated to show data for each breed, evaluated in 4 different ways:



- The average **cost of care per year** for the selected breed.
- The average cost of care **for the pet at three life stages**: in the first year of life, as an adult and as a senior pet.
- The average cost of care **for the pet with one insurance claim at the same life stages**.
- The **actual amount spent on healthcare** by half of the clients owning the same breed at each of the three life stages.

The ASPCA® Pet Health Insurance Cost of Care Wheel was designed as an examination room tool to make cost of care discussions easy for veterinary teams and impactful for clients. It can be used in many ways:

- Place the wheel in treatment rooms and ask your staff to show it to each client.
- Ask your clients if they have any questions about the future costs of their pet's lifetime care.
- Proactively use the wheel to illustrate the future costs of their pet and explain why it's important to their pet's care to prepare for these costs ahead of time.

For more information and resources regarding communicating the cost of care, go to [vet.aspcapetinsurance.com/costofcare](https://vet.aspcapetinsurance.com/costofcare) or 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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## 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).

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